



City of La Habra Communications & Outreach Proposal

PREPARED FOR
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CORNERSTONE
COMMUNICATIONS

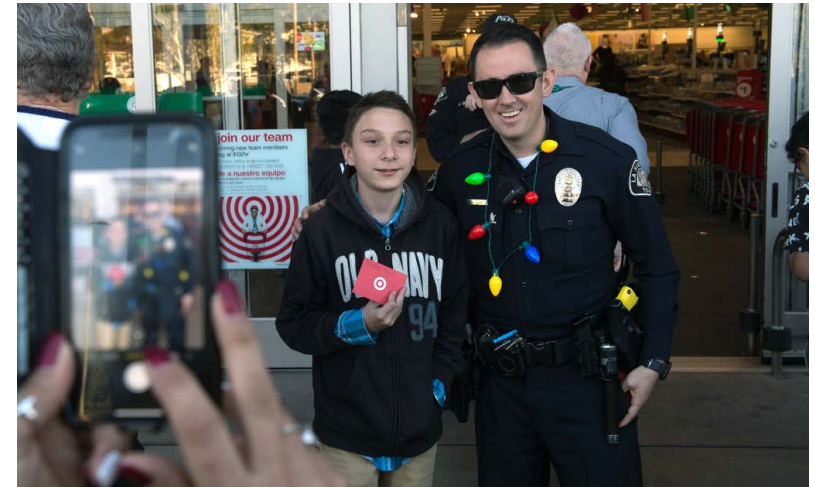
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Project Overview

Like many public agencies across the nation, the City of La Habra is grappling with how best to communicate with stakeholders during a time of significant turbulence, change and challenges in government, the media and how people access and interact with information. City officials recognize the importance of having the best possible communications infrastructure and strategy in place to achieve the following goals:

- Share news and information in a timely way with the greatest impact using the least amount of resources
- Communicate the value the city provides residents, businesses and visitors
- Raise and strengthen the city's profile at the local and regional level
- Recruit and retain top talent
- Enhance morale
- Partner with the business community and key stakeholders to enhance civic pride
- Employ communications strategies to help build a sustainable, thriving city government
- Ensure coordinated messaging with the city and other departments



Cornerstone Communications looks forward to working with La Habra to create a proactive communications infrastructure and program to help develop positive and productive relationships with key stakeholders in the media and community at large.

Audiences

- Residents
- Policy leaders
- Employees
- Business community
- The media/social media influencers
- Prospective new businesses
- Neighboring communities

Scope of Work

Cornerstone Communications will work with the City's leadership team to create an eight-page newspaper to keep the community informed about:

- City news
- Events
- Opportunities to get involved or provide input
- Public safety
- Recreational opportunities
- Development
- Youth sports
- Public works
- School news
- Nonprofits groups
- Sports news
- Feature stories about the people who make La Habra tick

The work will include:

- Writing
- Photography
- Printing
- Design of English and Spanish editions
- Translation
- Distribution
- Social media/digital consultation on presentation of the newspaper content



LA HABRA LIFE

www.lahabracity.gov A CARING COMMUNITY Spring 2022

An informed community is a more engaged community

Friends and Neighbors: The City of La Habra is committed to sharing valuable information with our residents on the many important projects, programs, and events that make our community a wonderful place to live, work, and play. As a City Council, we believe that an informed community is more likely to be an engaged community, and that an open line of communication is the best way to ensure the City is able to address the needs of all La Habrans.

"La Habra Today" is a new quarterly newsletter that will supplement the public outreach we conduct through other communication platforms, such as the City website, social media, local access television, and periodic community surveys. Because people

learn and get involved in many different ways, we hope La Habrans who read the newsletter will not only be informed, but that it will also spark a desire to serve others.

La Habrans have a long history of public service and it's no coincidence that La Habra's motto is "A Caring Community." Sometimes that service takes the form of donating time to a local non-profit organization or the faith-based community, helping with their many important activities. In other instances, public service manifests through work with a public-facing committee or commission, helping government or a private institution to render assistance through a local service program. Others may simply be "habitual volunteers," people who

feel a calling to support individuals as they work to achieve their highest potential.

Whatever way you choose to serve, it all begins with the conscious decision to be informed about what's happening in your community. We hope you enjoy this newsletter and that it perhaps ignites your community engagement spirit.

Friends of Your Service,
The La Habra City Council



Modernized store on Whittier Boulevard added 150 new jobs.

BUSINESS

Latino grocery empire a family affair

BY CINDY AROA

Along Whittier Boulevard sits Northgate Market, a grocery store known for its pan dulce, tamales, and quintessential story of a family's search for the American Dream — and finding it.

The González family are La Habra locals and Orange County founders of the leading Latino-themed grocery chain, Northgate Market. In January



Joshua González of the family-owned Northgate Market in La Habra.

PHOTOGRAPH BY STEVEN GEORGES

2020, the family celebrated its 40th anniversary by opening its 41st store. Northgate Market now employs 6,000 associates throughout Southern California and serves thousands of customers each week in stores in Orange County, Los Angeles, San Diego and, most recently, Riverside.

For Joshua González, a La Habra resident and chair of the La Habra Chamber of Commerce, Northgate Market will always be a family business to him and the 36 family members who continue to

be a part of the legacy started by his grandparents in 1980.

"I am currently the third generation involved in our family business," González said. "To this day we all work together, my cousins and I. We are starting to see the fourth generation, too ... and like my grandfather our focus is on quality, customer service, a love for people and helping people."

JUMP TO NORTHGATE • Page 2



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Inside

FLYING HIGH
Farmer La Habra Journal publisher Jay Seidel takes his reporting talents to the sky with new drone program.
See page 4

MAKING THE GRADE
School district welcomes new leader committed to student success. See page 2

SUPER BOWL CHAMP
Coach watches with pride as former La Habra High football star wins it all with the Los Angeles Rams.
See page 8



CITY OF LA HABRA, 110 E. LA HABRA BLVD., CA, 90631, WWW.LAHABRACITY.GOV

IN THE COMMUNITY

// To this day we all work together, my cousins and I. We are starting to see the fourth generation, too ... and like my grandfather our focus is on quality, customer service, a love for people and helping people."

Joshua González

La Habra resident and chair of the La Habra Chamber of Commerce

NORTHGATE

From the Cover

Don Miguel González emigrated from Jalisco, Mexico to the United States in the early 1960s to seek work to support his large family. It wasn't until 1976 that he was able to bring his entire family to the United States, but once they arrived, they all started to work doing everything from welding iron, to driving trucks, to seamstress work, to washing dishes.

Don Miguel took out a loan and his son, Miguel Jr., sold his home to buy a liquor store called Northgate in the city of Anaheim, which they opened on January 2, 1980. Don Miguel and his 13 children all worked in the store that soon became a small neighborhood grocery store carrying food, drinks, amenities (like croissants), toys, and home goods from Mexico. The González family dedicated themselves to making Northgate a success, and a year and a half later, they hired their first employee. In 1986 they opened their second location in La Habra.

"My grandfather had an obsession with quality and customer service," González said. "He had a great love for people and helping people. They saw him in this small store (in Anaheim), and they knew he risked it all to have it."

The González family relocated its original La Habra store in 2017 and moved to the major thoroughfare of Whittier Boulevard. This was the beginning of a new modern concept for Northgate Markets, and the sign of its continued evolution.

The store has proven a success for the La Habra community and the locals who love shopping in the ample and bright location that provides all of the foods that made Northgate Markets what they are today: bolillos made from scratch, chortazos, carnitas and fire roasted chicken, and corn and flour tortillas made on site.

The Northgate Market bakery is home to a larger-than-life pan dulce selection with conchas, panecitos and hundreds of artisan breads, cakes, and cookies — all made hot and fresh every day.

"We really love this new location," González said. "At that time of opening the new store, we felt it was time to offer the community something better. We really wanted to do something special for La Habra. We put significant effort to bring a



PHOTOGRAPH BY STEVEN GEORGES

Joshua González, second from left, with staff at the Northgate Market in La Habra.



Joshua González talks to a client at the La Habra Northgate store.

place where locals were proud to shop." With the reopening of the new store, the González family was thrilled to have 100 percent of their employees transfer over, while also creating 150 new jobs for the community.

"We have team members who have been with us

30 to 40 years and many of them live right here in La Habra," said González. "We work hard to know all our team members' goals, what are things in their life they are trying to accomplish. We have scholarship programs for those who want to go to school, we work around students' schedules, and we give first priority to team members for internal promotions."

Along with creating a work environment that creates loyalty among its associates, González says Northgate Markets also strives to be a part of their communities.

In La Habra, González is known as much for his participation in the community as he is for being part of Northgate Markets.

"We participate in fairs, we donate food to different local organizations, we are members of the Chamber of Commerce, and we partner with local schools offering tours to students who want to learn about produce and meats," said González. "That is the core of what we do. People first, with our own team members and the community members."

DID YOU KNOW?
Northgate Market has curbside service where you can order groceries online and pick up without getting out of your car.

36
YEARS IN
LA HABRA



COURTESY OF THE GONZALEZ FAMILY

The González family that started Northgate Markets had all 13 children work at the store to make them successful.

41
NORTHGATE
MARKETS

About Us

Cornerstone Communications offers its clients the perfect marriage of media and public relations savvy. Our team is composed of both award-winning, veteran journalists from major media outlets and seasoned public relations and corporate communications executives with a proven record of effective, strategic communications campaigns resulting in top-tier media placements, successful crisis communications and impactful community relations programs. Our strong approach and high ethical standards help our clients increase awareness, build trust and accomplish their communications goals.

We know how to create thoughtful, strategic media pitches – the type that editors and reporters respond to – to effectively tell our clients' stories. We also have years of community outreach and governmental affairs experience to help you achieve your business plan goals and objectives.



Our client roster includes Hoag Hospital, Irvine Company, United Way of Orange County, the City of Westminster, Sunset Development and several other top businesses, government agencies and nonprofits.



Project Team



John Christensen, Principal

John brings his 30-plus years as a strategic communications leader and co-founder of Cornerstone Communications. He previously served 10 years at the Irvine Company, where as vice president of media relations, John managed the company's daily media relations and crisis management for all of the various business divisions (corporate, apartments, office, residential home sales, retail). He provided strategic communications counsel to senior management and participated in the creation of communication strategies and initiatives to advance the company's efforts to secure development approvals and maintain the company's image. John joined the Irvine Company after spending a decade with the Portland Trail Blazers of the National Basketball Association. As the Director of Sports Communications, he served as the club's liaison between the media and the team, coordinating requests from local, national and international media. He was also invited by USA Basketball to serve as part of the communications team supporting the 1992 "Dream Team," which won the Gold Medal in the Summer Olympics in Barcelona, Spain.



Kathleen Freed, Principal

Kathleen brings senior executive level management and communications experience with a long history of working in the public and private sectors. She has proven success in designing and managing multifaceted communications campaigns that include media relations, internal communications, community relations, public affairs, event planning and interactive marketing. She co-founded Cornerstone Communications after serving 12 years as part of the senior executive management team at the Irvine Company. During her tenure, she provided strategic counsel on approach, positioning and execution of the company's open space and education communications campaigns, designed to support business plan goals and reinforce the company's brand. She previously spent 10 years as a policy advisor on social service, land use planning and environmental issues at the County of Orange, also serving as an advisor to the County's CEO during a time of fundamental change for the organization. She led the design and implementation of an integrated strategic planning process that resulted in corporate visioning, restructuring, business planning and performance measurements.



Bill Rams, Principal

Bill is a senior-level communications executive with extensive media relations experience and relationships. Merging traditional tactics and new tools such as social media, he has developed and managed successful communications programs that directly led to increased profiles and profits for private clients in real estate, law and education, and heightened positive awareness for public ones in municipal government and law enforcement. He co-founded Cornerstone Communications after serving five years as Media Relations Director at the Irvine Company, and nine years as a police and investigative reporter at the Orange County Register.



Elysse James, Senior Director

Elysse has more than 12 years of journalism experience, including nine years as a reporter and editor at The Orange County Register covering crime and safety, countywide education, local government, news, features, and business. Since joining Cornerstone, she has served as project manager to key clients including the City of Westminster, Capistrano Valley Unified School District and First 5 California. Elysse is adept at creating communications plan, writing and editing. She has helped secure placement for her clients in major publications and media outlets locally and nationally. Elysse was part of Cornerstone's Behind the Badge team, providing content strategy for social media channels and contributing to BTB's phenomenal engagement and growth.

Case Study – Behind The Badge

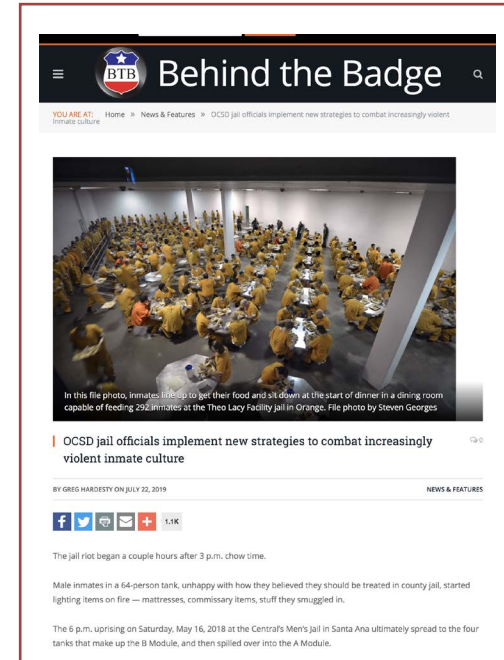


Overview

Behind the Badge shares news and features from a public-safety perspective reporting on stories the mainstream media can't - or won't - about the men and women who keep us safe.

Results

We have published 3,500 articles and videos, amassed more than 140,000 social media fans, reached tens of millions of people and have won 45 awards from the Orange County Press Club. The content has been picked up by local, regional and national media.



Case Study – Hoag Memorial Hospital

THE ORANGE COUNTY REGISTER

NEWS LOCAL NEWS

Hoag uses virtual reality to take surgery into a new dimension

1 of 4

Marlon Barnes of Irvine uses Oculus Rift goggles hooked up to the Surgical Theater program to take a virtual tour of his brain. Doctors at Hoag Hospital used the technology to assist them in removing a tumor from Barnes' brain.

EYEWITNESS NEWS abc7 WATCH LIVE

CIRCLE OF HEALTH

Hoag hospital program makes early breast cancer detection its mission

As women grow older, their risk of breast cancer goes up, too. But regardless of age, experts say the earlier it's detected, the better the outcome.

Hoag

Didn't Feel Like Surgery

A patient in his mid-80s named Robert told the Business Journal about his experience during a visit to the center this month.

Problems with his heart went to an urgent matter initially until he got shortness of breath while walking up the stairs.

"I remember telling my wife, honey, would you be upset if we didn't go on the vacation? Because we were supposed to go on...

...When it comes to who has the better product...

...Each valve offers its own benefits and its own drawbacks and as with anything in medicine, you have to specify to the patient and choose the right valve," he said.

"The partnership that Hoag has with Edwards and Medtronic—we work very seamlessly with them."

...valve industry dominated by Edwards, Medtronic

...Myra, the decision was made for Robert to do the TAVR procedure—something that ultimately saved his life.

Robert spent only one night in the hospital. He was told not to drive for four days and then after that, he went back to living his normal life, including the vacation he and his wife planned.

"I felt like I didn't even have surgery—I felt great," he said.

Caffarelli has personally performed several hundred TAVR procedures in the past decade. He doesn't keep count, saying he cares more about the results.

"For the second year in a row, we are in the top 10% for performing aortic valve replacement—that's the highest you can get," Caffarelli said.

"The trials for this year showed that for low-risk patients—again, this is very specific criteria—these patients saw benefits."

Overview

Position Hoag as a trusted and nationally recognized health care leader by garnering a steady and consistent stream of positive press to aid in increasing patient population and distinguishing Hoag from other hospitals in the region.

Results

Since our engagement began in 2012, Cornerstone Communications has secured 1,313 stories valued at \$9,289,389 in local, regional, national and health trade publications including the New York Times, U.S. News & World Report, ABC News, Inside Edition, the Orange County Business Journal, the Orange County Register, KABC7 and KCBS2/ KCAL9, Becker's Hospital Review and the Physicians News Network.

PNN A SERVICE OF ORANGE COUNTY MEDICAL ASSOCIATION

SELECT NEWS CHANNEL LA MEDICINE MAGAZINE CALENDAR CLASSIFIEDS CONTACT US SUBSCRIBE

Hoag Hospital Newport Beach Makes Healthgrades List of Top 50 Best Hospitals in America

Feb 18, 2019

Hoag Hospital Newport Beach is the only Orange County hospital represented on Healthgrades recently released list of "America's Best Hospitals." The annual list recognizes the Top 50 Best Hospitals in the country, making up the top 1% of hospitals in the nation.

Hoag is the #1 and Top 100 year Hoag hospital.

AMERICA'S 50 Best HOSPITALS™ 2019 healthgrades.

This was the first time the rankings consisted of awards: Healthgrades Distinguished Hospital At the top 250 hospitals in the U.S., and America's

After 20 Years, Widow Meets Man With Husband's Heart

Filed Under: Deborah Atkinson, Dennis Harwood, Donor, Dr. Aiden Roney, Dr. Douglas Zeman, Heart Transplant, Hoag Memorial Hospital Presbyterian, Nick Atkinson

NEWPORT BEACH (CBSLA.com) — A mother and son flew from Arizona to Newport Beach Wednesday to meet a 74-year-old man whose life they helped save 20 years ago.

Beating inside Dennis Harwood's chest is the heart that once belonged to 32-year-old Dusty Atkinson, who died of a brain aneurysm in 1992.

Debbie Atkinson, Dusty's widow, followed her husband's wishes and donated his organs after his untimely death.

It took Debbie and her son, Nick, more than 20 years to agree to meet the man who received Dusty's heart.

The emotional meeting between Harwood and the

Read More

ORANGE COUNTY BUSINESS JOURNAL

THE COMMUNITY OF BUSINESS

Hoag Hits TAVR Procedure Milestone

Device a 'Game Changer' For Heart Surgery

Hoag Hospital in Newport Beach recently hit a notable milestone in the realm of cardiothoracic surgery—its 500th procedure using transcatheter aortic valve replacement, or TAVR, which is a non-invasive alternative to open-heart surgery.

"With TAVR, it really has been a game changer for the treatment of aortic stenosis—and a game changer in a relatively short period of time," Anthony Caffarelli, M.D., told the Business Journal.

Caffarelli has been working with TAVR since 2007 when it was first introduced in clinical trials.

In 2012, Irvine-based Edwards Lifesciences Corp. released a new TAVR valve followed in close pursuit by Minneapolis-based rival Medtronic PLC. The two companies now control about 90% of the market.

Busy center: Newport Beach operating room home to 500 TAVR procedures

Case Study – CUSDInsider



CUSD August 10, 2020

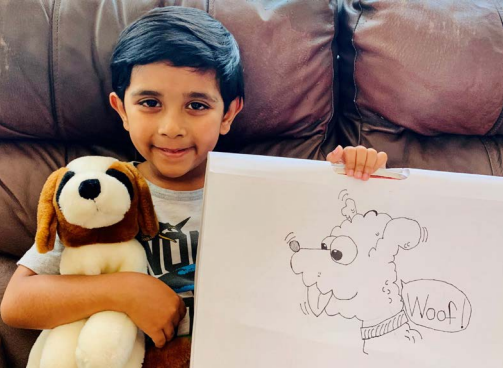

San Juan Hills High School grads celebrate 'unforgettable year' with commencement ceremony

Overview

As the mainstream media continues to change, CUSDInsider.org has become a valued news source for Capistrano Unified School District families, employees and community members.



Results

In just over a year, we have published hundreds of articles and videos, amassed more than 160,000 readers, generated several follow-up articles from the mainstream media and earned an Orange County Press Club award for photography.





CUSD June 1, 2020

Capistrano Unified principal connects with students, parents with Capo Toon Time



CUSD March 10, 2020

Capo Valley basketball player dedicates season to Kobe and Gianna Bryant and other helicopter crash victims



Capo Community
Oak Grove Elementary School Dog Offers a Helping Paw Students and Staff
CUSD / October 31, 2019

He's good with kids, he's a really good listener and he's a joy to be at
Meet Trinidad, a four-legged

[Read More](#)

Project Fees

For production design, photography, writing, printing, purchasing updated mailing lists, translating to a Spanish version that cover the entire city and distribution of 26,000 English-version copies, the cost will be \$40,000 per edition or \$160,000 for four editions over the course of a year.

Conclusion

Thank you for considering Cornerstone Communications as your strategic communications partner for this once-in-a-lifetime project.

