



RFP DETERMINATION BOOK

FOR

GRAPHIC DESIGN



Office of the CEO

CITY OF COSTA MESA

GRAPHIC DESIGN

Index

1. Project Chronology
2. RFP Notice
3. RFP
4. Questions & Answers
5. Vendor List
6. Proposals
7. Evaluation Documents
8. Reference checks
9. Proposal Evaluation Scores
10. Interview Evaluation Scores
11. Interview Materials
12. Research

PROJECT CHRONOLOGY

This section is a list of the significant events from the time of developing the service profile to providing this RFP Determination Book.

Project Chronology for Graphic Design

- 3-16-11 Sent research material to Central Services from Huntington Beach.
- 4-7-11 Sent research material to Central Services from Anaheim
- 6-13-11 Started working on rough draft of Graphic Design RFP
- 9-29-11 First Contracting Committee council Policy 100-6 meeting
- 12-22-11 Released & Posted the RFP for Reprographics with a due date of 1-25-12
- 1-30-12 Got notifications, from legal, of proposal were received.
- 2-8-12 Distribution of proposals and instruction to evaluation panel.
- 3-5-12 Sent out reference checks
- 3-21-12 Evaluation Team Meeting
- 3-30-12 Interviews with short list

RFP NOTICE

This is a requirement under the Costa Mesa Municipal Code, Title 2- Administration, Chapter V. Finance, Article 2 Purchasing, Section 2-166 Procedure for purchases exceeding fifty thousand dollars (a) (1)



City of Costa Mesa

Graphics Design

12/22/2011

4:00PM

Request for Proposal

NOTICE IS HEREBY GIVEN that sealed proposals shall be received by the City of Costa Mesa to wit: The City of Costa Mesa/ Jones & Mayer, City Attorney's Office, 3777 N. Harbor Blvd, Fullerton, California 92835, on or before the hour of **4:00 p.m. on Wednesday, January 25, 2012**. It shall be the responsibility of the offeror to deliver his proposal to Jones & Mayer, Kimberly Hall Barlow, City Attorney's Office, 3777 N. Harbor Blvd., Fullerton, CA 92835

Proposal shall be returned to the attention of the City Attorney Office Kimberly Hall Barlow at the specific address above, within said time limit, in a sealed envelope identified on the outside with the Offeror's Business Name, Proposal Identify—RFP for Graphics Design and the due date. There will be no public opening



The Request for Proposal may be downloaded from the website at <http://www.ci.costa-mesa.ca.us/departments/CM purchasing.htm>. If you have addition question, please contact Richard Amadril, via e-mail at: rick.amadril@costamesaca.gov

City of Costa Mesa

77 Fair Drive,
P.O. Box 1200
Costa Mesa, CA 92628-1200

Phone: 714-754-5227
Fax: 714-754-5040
E-mail: rick.amadril@costamesaca.gov

RFP

Request for Proposal provides information on the service(s) level, improvements, key elements for this particular solicitation, overview and the solicitation protocol. This will also show any amendments' that were posted in the back of this RFP.



REQUEST FOR PROPOSAL

FOR

GRAPHICS DESIGN SERVICES



Office of the CEO

CITY OF COSTA MESA

Released on December 22, 2011

GRAPHICS DESIGN SERVICES
REQUEST FOR PROPOSAL (RFP)

Dear Proposers:

The City of Costa Mesa (hereinafter referred to as the “City”) is requesting proposals from a qualified public entity or private firm, to establish a contract for graphic design services. The term is expected to be for three (3) years with two (2) one-year options to renew. Longer initial and extended terms will be considered depending upon the Proposer’s submission regarding use of City facilities and equipment.

1. BACKGROUND

On March 1, 2011, the City Council agreed to move forward with a comprehensive review and analysis of outsourcing 18 City services, one of which is graphic design services as outlined in the *Outsourcing of City Services Council Agenda Report*, dated February 24, 2011.

The City of Costa Mesa is a general law city, which operates under the council/manager form of government with a General Fund budget of over \$94 million and a total of over \$107 million of fiscal year 2010-2011.

The City of Costa Mesa, incorporated in 1953, has an estimated population of 116,479 and has a land area of 16.8 square miles. It is located in the southern coastal area of Orange County, California, and is bordered by the cities of Santa Ana, Newport Beach, Huntington Beach, Fountain Valley and Irvine.

The City is a “full service city” and provides a wide range of services. These services include: police and fire protection; animal control; emergency medical aid; building safety regulation and inspection; street lighting; land use planning and zoning; housing and community development; maintenance and improvement of streets and related structures; traffic safety maintenance and improvement; and full range of recreational and cultural programs.

The City of Costa Mesa is home of the Segerstrom Center for the Arts, Orange County Fairgrounds, South Coast Repertory Theater and the South Coast Plaza Shopping Center, which is the single largest commercial activity center in the City. The volume of sales generated by South Coast Plaza, secures its place as the highest volume regional shopping center in the nation.

2. SCHEDULE OF EVENTS

This request for proposal will be governed by the following schedule:

Release of RFP	December 22, 2011
Deadline for Written Questions	January 9, 2012
Responses to Questions Posted on Web	January 17, 2012

Proposals are Due	January 25, 2012
Interview (if held)	February 7, 2012
Approval of Contract	TBD

All dates are subject to change at the discretion of the City

3. SCOPE OF WORK

The graphic design needs of the City are diverse and time sensitive. Design services range from simple revisions of existing forms or applications, to the layout and design of a 28 page citywide periodical. Graphic design services are responsible for creating a positive and professional image for city materials including the creation of publicity materials for special events, flyers, banners, posters, logo design, educational and informational handouts, in addition to maintaining and updating internal documents for the day to day administrative needs of the city. Business cards, mailing labels, note pads, recruitment brochures, planning and council commission materials, Budget documents and public handout informational sheets on Building and Construction requirements are a few examples of the day to day graphic design needs of the city. Graphic design services help to reinforce the City's message and ensures that a professional image is reflected in all forms of correspondence. City staff also currently creates and prepares the Costa Mesa Senior Center newsletter, documents and brochures for the Costa Mesa Conference and Visitor's Bureau, as well as creating and updating all web-based forms and the CEO's weekly e-briefing.

Some requests may be submitted electronically to the printer, while others may be provided in hard copy on USB storage device or CD rom.

It is anticipated that bidders will offer pricing based on providing services at their own facility, therefore this request for bid requests net pricing for Graphic design services, with an option for the successful bidder to provide pickup and delivery services to City Hall if, and as, requested. Standard turn-around time is dependent on the size and scope of each particular request with a mutually agreed upon delivery date provided for each project, twenty-four (24) hours or less for simple revisions, with options for four (4) hour, and while-you-wait expedited services when required.

The City is also accepting bid proposals for in house graphic design services. Interested bidders are invited to include in proposals in house graphic design services and the city will accept bids responses for the requested services to be provided utilizing the city's existing equipment. A list of equipment currently utilized by the city has been provided on Attachment 1. If this is the case, please specify on the pricing schedule (Appendix D) that the figures indicated are the 'price schedule for in- house graphic design services.

Description of Duties Performed by Costa Mesa Graphic Designers

The successful bidder will be responsible for a range of original graphic design layouts and creative design services, which include the projects listed below. The successful bidder will also be required to comply with the contract manager or print vendor on production schedules for the development, design, printing specifications of publications, and all projects as required within

this scope. All projects are subject to the final approval of the contract manager or City employee designated to that particular project. The successful bidder will provide the contract manager or designated city employee with PDF files of each project upon completion.

Quality graphic design helps to reinforce the City's message and image. Some examples of projects that the City's current Graphic Designers produce maintain, update or revise on an ongoing basis include but are not limited to the following:

- Agendas
- Brochures and booklets Programs Flyers
- Identification cards
- Name and place cards
- Desk pads
- Award certificates
- Tickets
- Organization Charts
- Floor plans and seating charts
- Maps (citywide and detailed fire maps)
- Flyers (event, Marketing, New listing, etc)
- Advertisements Ads (in-house and outside agencies)
- Announcements
- Banners (bus shelter, display banner)
- Posters
- Signs
- Business Forms (hard copy and online, word and pdf format)
- Ballots
- Employment forms / Recruitment Brochures
- Evaluations
- Legal forms
- Medical and healthcare forms and information packets
- Emergency Medical Dispatcher information booklets
- Sign-in and sign-up sheets
- Surveys
- T-shirt designs
- Bumper Stickers
- Tags
- Cover letters
- Budgets
- Business cards
- Calendars
- Cards (postcards, invites, public notice, etc)
- Certificates
- Charts and diagrams

- Envelopes
- Faxes
- Special Event Flyers
- Forms
- Invoices
- Job descriptions
- Labels (mailing and shipping)
- Letterhead
- Memo Mastheads
- Newsletters
- PowerPoint presentations and slides
- Receipts booklets
- Reports
- Time sheets
- Phone books
- Bookmarks

Approximately 75% of all print requests require some types of graphics preparation, from minor revisions of existing forms to full design and layout of marketing and recruitment materials. Print shop requests average over 100 per month for the previous 10 years.

The Graphics division maintains over 5000 master files for all administrative needs of the city as well as specific marketing programs and for special event materials. Graphics also maintains over 275 online forms for use out in the field including tab and type forms for internet use.

Graphics is responsible for all recruitment brochures, design and layout of periodicals such as the Community News/Recreation review, the senior chronicle and the design and layout of the weekly E-Briefing. Additional requests that require output/printing by the Graphics division include Oversize plotter prints, maps, posters, banners and color copy projects.

Electronic Submission of Jobs:

The City utilizes primarily Windows based programs and would like the successful bidders to be able to receive files for copying in the following software formats: Microsoft Word, Excel, Powerpoint, Publisher and Visio; Adobe Photoshop, Illustrator and Acrobat, Corel Draw, CAD and GIS software, and plotting capabilities are also required.

Ownership of Documents:

All City documents stored at or reproduced by the vendor shall remain the property of the City, and shall be returned to the City upon request or upon conclusion of the contract term.

Vendor Qualifications:

Bidders must have adequate staffing, equipment and expertise to provide the types and quality of services required in the time frame requested. The City reserves the right to visit and inspect the bidder's facilities at a mutually agreed upon time to ascertain that the bidder has the necessary resources to provide the necessary services. The City shall be sole judge in determining if the bidder is qualified to undertake the project pursuant to the criteria set forth herein.

Bidders proposed location for the production of copies should be within reasonable travel time of City Hall. In order to conserve the time of city staff, vendors are requested to offer the option of pickup and delivery services to City Hall. Travel time of City staff, and the cost of pickup and delivery will be a consideration in evaluating the bids received.

Bidders must provide reference information for three (3) commercial accounts for whom they have provided comparable services for at least one year.

Specifications and Service Performance Standards:

1. Services to be provided Monday through Friday, 8 AM to 5 PM, except City Holidays.
2. Turnaround time for graphic design services must be 24 hours (1 business day) or less for requests that require simple revisions, with some instances where time-sensitive jobs require immediate turn-around. Failure to provide promised delivery times may be cause for termination of contract.
3. Supplier should have the ability to receive, edit and enhance graphic design requests electronically from City employees in formats such as MS Office and Adobe applications, Illustrator, Photoshop and CorelDraw.
4. Supplier should have the ability to offer pickup and delivery service to end users requiring it for free or for a fixed delivery fee.
5. Supplier will provide individual invoices for each job, showing sufficient detail to verify unit costs are in accordance with contract prices. Upon mutual agreement, invoices may be consolidated into monthly department billings and /or paid by credit card.
6. In the event the customer requires a proof for their job, the proof is to be signed and authorized by City Of Costa Mesa personnel. The requirement for a proof may be dependent upon size of job and complexity of job to be determined by city personnel. If a proof is required, city personnel will indicate name and department of person responsible for proof.
7. Successful bidder must have (or must obtain) a City of Costa Mesa business license, prior to the commencement of the contract.

8. Please disclose any and all past or current business and personal relationships with any current Costa Mesa elected official, appointed official, City employee, or family member of any current Costa Mesa elected official, appointed official, or City employee. Any past or current business relationship does not necessarily disqualify the firm from consideration.

City's Responsibilities:

The City staff will provide all relevant job information on the vendor's job ticket forms, and provide the rough text or outline draft (in hardcopy or electronic format) or an existing form with changes indicated for their graphic design requests. City of Costa Mesa personnel may e-mail, fax or hand deliver any such forms unless the job is being picked up by the vendor, in which case the job ticket form will be included with the relevant materials to be picked up.

4. PROPOSAL FORMAT GUIDELINES

Interested entities or contractors are to provide the City of Costa Mesa with a thorough proposal using the following guidelines:

Proposal should be typed and should contain no more than 20 typed pages using a 12-point font size, including transmittal letter and resumes of key people, but excluding Index/Table of Contents, tables, charts, and graphic exhibits. Each proposal will adhere to the following order and content of sections. Proposal should be straightforward, concise and provide "layman" explanations of technical terms that are used. Emphasis should be concentrated on conforming to the RFP instructions, responding to the RFP requirements, and on providing a complete and clear description of the offer. Proposals which appear unrealistic in terms of technical commitments, lack of technical competence or are indicative of failure to comprehend the complexity and risk of this proposal, may be rejected. The following proposal sections are to be included in the Proposer's response:

- **Vendor Application Form and Cover Letter**

Complete Appendix A, "Request for Proposal-Vendor Application Form" and attach this form to the cover letter. A cover letter, not to exceed three pages in length, should summarize key elements of the proposal. An individual authorized to bind the consultant must sign the letter. The letter must stipulate that the proposal price will be valid for a period of at least 180 days. Indicate the address and telephone number of the contractor's office located nearest to Costa Mesa, California and the office from which the project will be managed.

- **Background and Project Summary Section**

The Background and Project Summary Section should describe your understanding of the City, the work to be done, and the objectives to be accomplished. Refer to Scope of Work of this RFP.

- **Methodology Section**

Provide a detailed description of the approach and methodology to be used to accomplish the Scope of Work of this RFP. The Methodology Section should include:

1. An implementation plan that describes in detail (i) the methods, including controls by which your firm or entity manages projects of the type sought by this RFP; (ii) methodology for soliciting and documenting views of internal and external stakeholders; (iii) and any other project management or implementation strategies or techniques that the respondent intends to employ in carrying out the work.
2. Detailed description of efforts your firm or entity will undertake to achieve client satisfaction and to satisfy the requirements of the "Scope of Work" section.
3. Detailed project schedule, identifying all tasks and deliverables to be performed, durations for each task, and overall time of completion, including a complete transition plan. Include your plan to deal with fluctuation in service needs and any associated price adjustments.
4. Detailed description of specific tasks you will require from City staff. Explain what the respective roles of City staff and your staff would be to complete the tasks specified in the Scope of Work.
5. Proposers are encouraged to provide additional innovative and/or creative approaches for providing the service that will maximize efficient, cost-effective operations or increased performance capabilities. In addition, the City will consider proposals that offer alternative service delivery means and methods for the services desired.
6. Firms, public entities and individuals wishing to be considered shall include in their submissions the steps they will, if selected, implement and adhere to for the recruitment, hiring and retention of former employees of the City who have been or may be displaced due to layoff or outsourcing of functions and services formerly provided by the City.
7. Proposers are also requested to identify any City owned facilities or property which Proposer would propose to use or lease, purchase, or rent from the City in connection with the services to be performed, including information about the terms of any proposed lease, purchase or use of such equipment and facilities, and how this proposed structure affects the overall cost proposal to the City.

- **Staffing**

Provide a list of individual(s) who will be working on this project and indicate the functions that each will perform and anticipated hours of service of each individual.¹ Include a resume for each designated individual.

Upon award and during the contract period, if the contractor chooses to assign different personnel to the project, the Contractor must submit their names and qualifications including information listed above to the City for approval before they begin work.

- **Qualifications**

The information requested in this section should describe the qualifications of the firm or entity, key staff and sub-contractors performing projects within the past five years that are similar in size and scope to demonstrate competence to perform these services. Information shall include:

Names of key staff that participated on named projects and their specific responsibilities with respect to this scope of work.

A summary of your firm's or entity's demonstrated capability, including length of time that your firm has provided the services being requested in this Request for Proposal.

For private Proposers, provide at least three references that received similar services from your firm. The City of Costa Mesa reserves the right to contact any of the organizations or individuals listed. Information provided shall include:

- Client Name
- Project Description
- Project start and end dates
- Client project manager name, telephone number, and e-mail address.

Any public entity which submits a proposal should describe in detail how it currently performs services like those identified in the scope of work within its or other jurisdictions, including photographs, written policies and/or video of services provided. If you have performed these services under contract for another public entity, please provide references for those entities as set forth above for private Proposers.

Attached in Attachment 2 are examples of graphics jobs previously created by City Staff. All proposers are required to provide hard copies of samples of each of the same type of graphics job as are included in Attachment 2.

¹ Hourly rates for the proposed personnel shall be set forth on Appendix D.

- **Financial Capacity**

Provide the Proposer's latest audited financial statement or other pertinent information such as internal unaudited financial statements and financial references to allow the City to reasonably formulate a determination about the financial capacity of the Proposer. Describe any administrative proceedings, claims, lawsuits, or other exposures pending against the Proposer.

- **Fee Proposal**

All Proposers are required to use the form in Appendix D to be submitted with their proposal. Pricing instructions should be clearly defined to ensure fees proposed can be compared and evaluated. Proposals shall be valid for a minimum of 180 days following submission.

- **Disclosure**

Please disclose any and all past or current business and personal relationships with any current Costa Mesa elected official, appointed official, City employee, or family member of any current Costa Mesa elected official, appointed official, or City employee. *Any past or current business relationship may not disqualify the firm from consideration.*

- **Sample Agreement**

The firm selected by the City will be required to execute an Agreement for Services (Agreement) with the City. The form of the Agreement is enclosed as Appendix B, **but may be modified to suit the specific services and needs of the City. If a Proposer has any exceptions or conditions to the Agreement, these must be submitted for consideration with the proposal. Otherwise, the Proposer will be deemed to have accepted the form of Agreement.** See Section 13, below.

- **Checklist of Forms to Accompany Proposal**

As a convenience to Proposers, following is a list of the forms, included as appendices to this RFP, which should be included with proposals

- (1) Vendor Application Form
- (2) Ex Parte Communications Certificate
 - (2) Price Proposal Form
- (3) Disclosure of Government Positions
- (4) Disqualifications Questionnaire

5. PROCESS FOR SUBMITTING PROPOSALS

- **Content of Proposal**

The proposal must be submitted using the format as indicated in the proposal format guidelines.

- **Preparation of Proposal**

Each proposal shall be prepared simply and economically, avoiding the use of elaborate promotional material beyond those sufficient to provide a complete, accurate and reliable presentation.

- **Number of Proposals**

Submit one original, Five (5) hard copies plus one disk copy of your proposal in sufficient detail to allow for thorough evaluation and comparative analysis. In the event of a conflict between the original and any hard copy or disk copy, the original shall control.

- **Submission of Proposals**

Complete written proposals must be submitted in sealed envelopes marked and received no later than 4:00 p.m. (P.S.T) on January 25, 2012 to the address below. Proposals will not be accepted after this deadline. Faxed or e-mailed proposals will not be accepted.

Jones & Mayer

Attn: Kimberly Hall Barlow

Attorney at Law

3777 N. Harbor Blvd.

Fullerton, CA 92835

RE: Graphics Design

- **Inquiries**

Questions about this RFP must be directed in writing, via e-mail to:

Richard Amadril, RFP Facilitator

rick.amadril@costamesaca.gov

The City reserves the right to amend or supplement this RFP prior to the proposal due date. All amendments, responses to questions received, and additional information will be posted to the Costa Mesa Procurement Registry, [Costa Mesa - Official City Web Site -](#)

[Business - Bids & RFP's](#); Proposers should check this web page daily for new information. The City will endeavor to answer all written questions timely received no later than January 9, 2012. The City reserves the right not to answer all questions.

From the date that this RFP is issued until a firm or entity is selected and the selection is announced, firms or public entities are not allowed to communicate outside the process set forth in this RFP with any City employee other than the contracting officer listed above regarding this RFP. The City reserves the right to reject any proposal for violation of this provision. No questions other than written will be accepted, and no response other than written will be binding upon the City.

- **Conditions for Proposal Acceptance**

This RFP does not commit the City to award a contract or to pay any costs incurred for any services. The City, at its sole discretion, reserves the right to accept or reject any or all proposals received as a result of this RFP, to negotiate with any qualified source(s), or to cancel this RFP in part or in its entirety. The City may waive any irregularity in any proposal. All proposals will become the property of the City of Costa Mesa, USA. If any proprietary information is contained in the proposal, it should be clearly identified.

6. EVALUATION CRITERIA

The City's evaluation and selection process will be conducted in accordance with Chapter V, Article 2 of the City's Municipal Code (Code). In accordance with the Code, the lowest responsible bidder will be determined based on evaluation of qualitative factors in addition to price. At all times during the evaluation process, the following criteria will be used. Sub-criteria are not necessarily listed in order of importance. Additional sub criteria that logically fit within a particular evaluation criteria may also be considered even if not specified below.

1. Qualifications of Entity and Key Personnel-----25%

Includes ability to provide the requested scope of services, the Proposer's financial capacity, recent experience conducting work of similar scope, complexity, and magnitude for other public agencies of similar size, references.

2. Approach to Providing the Requested Scope of Services-----10%

Includes an understanding of the RFP and of the project's scope of services, knowledge of applicable laws and regulations related to the scope of services.

3. Price Proposal-----50%

Price Proposals will be evaluated on the basis of the Total Estimated Annual Price submitted in Appendix D.

4. Innovative and/or creative approaches to providing the services that provide additional efficiencies or increased performance capabilities. ----15%

7. EVALUATION OF PROPOSALS AND SELECTION PROCESS

In accordance with its Municipal Code, the City will adhere to the following procedures in evaluating proposals. An Evaluation/Selection Committee (Committee), which may include members of the City's staff and possibly one or more outside experts, will screen and review all proposals according to the weighted criteria set forth above. While price is one basic factor for award, it is not the sole consideration.

A. Responsiveness Screening

Proposals will first be screened to ensure responsiveness to the RFP. The City may reject as non-responsive any proposal that does not include the documents required to be submitted by this RFP. At any time during the evaluation process, the City reserves the right to request clarifications or additional information from any or all Proposers regarding their proposals.

B. Initial Proposal Review

The Committee will initially review and score all responsive written proposals based upon the Evaluation Criteria set forth above. The Committee may also contact Proposer's references. Proposals that receive the highest evaluation scores may be invited to the next stage of the evaluation process. The City may reject any proposal in which a Proposer's approach, qualifications, or price is not considered acceptable by the City. An unacceptable proposal is one that would have to be substantially rewritten to make it acceptable. The City may conclude the evaluation process at this point and recommend award to the lowest responsible bidder. Alternatively, the City may elect to negotiate directly with one or more Proposers to obtain the best result for the City prior to making a recommendation or selection.

C. Interviews, Reference Checks, Revised Proposals, Discussions

Following the initial screening and review of proposals, the Proposers included in this stage of the evaluation process may be invited to participate in an oral interview. Interviews, if held, are tentatively scheduled for February 7, 2011 and will be conducted at City of Costa Mesa City Hall, 77 Fair Drive, Costa Mesa, CA 92626. This date is subject to change. The individual(s) from Proposer's firm or entity that will be directly responsible for carrying out the contract, if awarded, should be present at the oral interview. The oral interview may, but is not required to, use a written question/answer format for the purpose of clarifying the intent of any portions of the proposal.

In addition to conducting an oral interview, the City may during this stage of the evaluation process also contact and evaluate the Proposer's references, contact any Proposer to clarify any response or request revised or additional information, contact any current users of a Proposer's services, solicit information from any available source

concerning any aspect of a proposal, and seek and review any other information deemed pertinent to the evaluation process.

Following conclusion of this stage of the evaluation process, the Committee will again rank all Proposers according to the evaluation criteria set forth above. The Committee may conclude the evaluation process at this point, and make a recommendation for award, or it may request Best and Final Offers from Proposers. The City may accept the proposal or negotiate the terms and conditions of the agreement with the highest ranked firm, which shall be determined to be the lowest responsible bidder. The City may recommend award without Best and Final Offers, so Proposers should include their best proposal with their initial submission.

Recommendation for award is contingent upon the successful negotiation of final contract terms. Negotiations shall be confidential and not subject to disclosure to competing Proposers unless an agreement is reached. If contract negotiations cannot be concluded successfully within a time period determined by the City, the City may terminate negotiations and commence negotiations with the next highest scoring Proposer or withdraw the RFP.

8. PROTEST PROCEDURES

Failure to comply with the rules set forth herein may result in rejection of the protest. Protests based upon restrictive specifications or alleged improprieties in the proposal procedure which are apparent or reasonably should have been discovered prior to receipt of proposals shall be filed in writing with the RFP Facilitator at least 10 calendar days prior to the deadline for receipt of proposals. The protest must clearly specify in writing the grounds and evidence on which the protest is based.

Protests based upon alleged improprieties that are not apparent or which could not reasonably have been discovered prior to submission date of the proposals, such as disputes over the staff recommendation for contract award, shall be submitted in writing to the RFP Facilitator, within forty-eight hours from receipt of the notice from the City advising of staff's recommendation for award of contract. The protest must clearly specify in writing the grounds and evidence on which the protest is based. The RFP Facilitator will respond to the protest in writing at least three days prior to the meeting at which staff's recommendation to the City Council will be considered. Should Proposer decide to appeal the response of the RFP Facilitator, and pursue its protest at the Council meeting, it will notify the RFP Facilitator of its intention at least two days prior to the scheduled meeting.

9. CONFIDENTIALITY

The California Public Records Act (Cal. Govt. Code Sections 6250 et seq.) mandates public access to government records. Therefore, unless information is exempt from disclosure by law, the content of any request for explanation, exception, or substitution, response to this RFP, protest, or any other written communication between the City and Proposer, shall be available to the public. The City intends to release all public portions of the proposals following the evaluation process at such time as a recommendation is made to the City Council.

If Proposer believes any communication contains trade secrets or other proprietary information that the Proposer believes would cause substantial injury to the Proposer's competitive position if disclosed, the Proposer shall request that the City withhold from disclosure the proprietary information by marking each page containing such proprietary information as confidential. Proposer may not designate its entire proposal as confidential nor designate its Price Proposal as confidential.

Submission of a proposal shall indicate that, if Proposer requests that the City withhold from disclosure information identified as confidential, and the City complies with the Proposer's request, Proposer shall assume all responsibility for any challenges resulting from the non-disclosure, indemnify and hold harmless the City from and against all damages (including but not limited to attorney's fees that may be awarded to the party requesting the Proposer information), and pay any and all costs and expenses related to the withholding of Proposer information. Proposer shall not make a claim, sue, or maintain any legal action against the City or its directors, officers, employees, or agents concerning the disclosure, or withholding from disclosure, of any Proposer information. If Proposer does not request that the City withhold from disclosure information identified as confidential, the City shall have no obligation to withhold the information from disclosure and may release the information sought without any liability to the City.

10. EX PARTE COMMUNICATIONS

Proposers and Proposers' representatives should not communicate with the City Council members about this RFP. In addition, Proposers and Proposers' representatives should not communicate outside the procedures set forth in this RFP with an officer, employee or agent of the City, including any member of the evaluation panel, with the exception of the RFP Facilitator, regarding this RFP until after Contract Award. Proposers and their representatives are not prohibited, however, from making oral statements or presentations in public to one or more representatives of the City during a public meeting.

A "Proposer" or "Proposer's representative" includes all of the Proposer's employees, officers, directors, consultants and agents, any subcontractors or suppliers listed in the Proposer's proposal, and any individual or entity who has been requested by the Proposer to contact the City on the Proposer's behalf. Proposers shall include the Ex Parte Communications form (Appendix C) with their proposals certifying that they have not had or directed prohibited communications as described in this section.

11. CONFLICT OF INTEREST

The Proposer warrants and represents that it presently has no interest and agrees that it will not acquire any interest which would present a conflict of interest under California Government Code sections 1090 et seq., or sections 87100 et seq., during the performance of services under any Agreement awarded. The Proposer further covenants that it will not knowingly employ any person having such an interest in the performance of any Agreement awarded. Violation of this provision may result in any Agreement awarded being deemed void and unenforceable.

12. DISCLOSURE OF GOVERNMENTAL POSITION

In order to analyze possible conflicts that might prevent a Proposer from acting on behalf of the City, the City requires that all Proposers disclose in their proposals any positions that they hold as directors, officers, or employees of any governmental entity. Additional disclosure may be required prior to contract award or during the term of the contract. Each Proposer shall disclose whether any owner or employee of the firm currently hold positions as elected or appointed officials, directors, officers, or employees of a governmental entity or held such positions in the past twelve months using the attached "Disclosure of Government Positions Form." (See Appendix F.)

13 CONDITIONS TO AGREEMENT, IF ANY.

The selected Proposer will execute an Agreement for Services with the City describing the Scope of Services to be performed, the schedule for completion of the services, compensation, and other pertinent provisions. The contract shall follow the sample form of Agreement provided as Appendix B to this RFP, which may be modified by City. All Proposers are directed to particularly review the indemnification and insurance requirements set forth in the sample Agreement.

The terms of the agreement, including insurance requirements have been mandated by the City and can be modified only if extraordinary circumstances exist. Submittal of a proposal shall be deemed acceptance of all the terms set forth in this RFP and the sample Agreement for Services unless the Proposer includes with its proposal, in writing, any conditions or exceptions requested by the Proposer to the proposed Agreement. In accordance with the Municipal Code, the City may consider the scope and number of conditions in evaluation proposals and determining the lowest responsible bidder.

14. DISQUALIFICATION QUESTIONNAIRE

Proposers shall complete and submit, under penalty of perjury, a standard form of questionnaire inquiring whether a Proposer, any officer of a proposer, or any employee of a Proposer who has a proprietary interest in the Proposer, has ever been disqualified, removed, or otherwise prevented from proposing on, or completing a federal, state, or local government project because of a violation of law or safety regulation and if so, to explain the circumstances. A proposal may be rejected on the basis of a Proposer, any officer or employee of such Proposer, having been disqualified, removed, or otherwise prevented from proposing on, or completing a federal, state, or local project because of a violation of law or a safety regulation. See Appendix E.

15. STANDARD TERMS AND CONDITIONS

Amendments

The City reserves the right to amend or supplement this RFP prior to the proposal due date. All amendments and additional information will be posted to the Costa Mesa Procurement Registry, [Costa Mesa - Official City Web Site - Business - Bids & RFP's](#); Proposers should check this web page daily for new information.

Cost for Preparing Proposal

The cost for developing the proposal is the sole responsibility of the Proposer. All proposals submitted become the property of the City.

Insurance Requirements

City requires that licensees, lessees, and vendors have an *approved* Certificate of Insurance (not a declaration or policy) or proof of legal self-insurance on file with the City for the issuance of a permit or contract. Within ten (10) consecutive calendar days of award of contract, successful Proposer must furnish the City with the Certificates of Insurance proving coverage as specified within Appendix B.

APPENDIX A



REQUEST FOR PROPOSAL
GRAPHIC DESIGN SERVICES
VENDOR APPLICATION FORM

TYPE OF APPLICANT: NEW CURRENT VENDOR

Legal Contractual Name of Corporation: _____

Contact Person for Agreement: _____

Corporate Mailing Address: _____

City, State and Zip Code: _____

E-Mail Address: _____

Phone: _____ Fax: _____

Contact Person for Proposals: _____

Title: _____ E-Mail Address: _____

Business Telephone: _____ Business Fax: _____

Is your business: (check one)

- NON PROFIT CORPORATION FOR PROFIT CORPORATION

Is your business: (check one)

- CORPORATION LIMITED LIABILITY PARTNERSHIP
 INDIVIDUAL SOLE PROPRIETORSHIP
 PARTNERSHIP UNINCORPORATED ASSOCIATION

Names & Titles of Corporate Board Members

(Also list Names & Titles of persons with written authorization/resolution to sign contracts)

Names	Title	Phone
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Federal Tax Identification Number: _____

City of Costa Mesa Business License Number: _____

(If none, you must obtain a Costa Mesa Business License upon award of contract.)

City of Costa Mesa Business License Expiration Date: _____

APPENDIX B

PROFESSIONAL SERVICES AGREEMENT

CITY OF COSTA MESA

THIS AGREEMENT is made and entered into this __ day of ____, 2011 (“Effective Date”), by and between the CITY OF COSTA MESA, a municipal corporation (“City”), and consultant, a California corporation (“Consultant”).

WITNESSETH:

- A. WHEREAS, City proposes to have Consultant _____ as described herein below; and
- B. WHEREAS, Consultant represents that it has that degree of specialized expertise necessary to practice and perform the services herein contemplated; and
- C. WHEREAS, City and Consultant desire to contract for specific services in connection with the project described below (the “Project”) and desire to set forth their rights, duties and liabilities in connection with the services to be performed; and
- D. WHEREAS, no official or employee of City has a financial interest, within the provisions of California Government Code, Sections 1090-1092, in the subject matter of this Agreement.

NOW, THEREFORE, for and in consideration of the mutual covenants and conditions contained herein, the parties hereby agree as follows:

1.0. SERVICES PROVIDED BY CONSULTANT

1.1. Scope of Services. Consultant shall provide the professional services described in Consultant’s Proposal (the “Proposal”). A copy of said Proposal is attached hereto as Exhibit “A” and incorporated herein by this reference.

1.2. Professional Practices. All professional services to be provided by Consultant pursuant to this Agreement shall be provided by personnel experienced in their respective fields and in a manner consistent with the standards of care, diligence and skill ordinarily exercised by professional consultants in similar fields and circumstances in accordance with sound professional practices. It is understood that in the exercise of every aspect of its role, within the scope of work, consultant will be representing the City, and all of its actions, communications, or other work, during its employment, under this contract is under the direction of the City. Consultant also warrants that it is familiar with all laws that may affect its performance of this Agreement and shall advise City of any changes in any laws that may affect Consultant’s performance of this Agreement.

1.3. Warranty. Consultant warrants that it shall perform the services required by this Agreement in compliance with all applicable Federal and California employment laws including, but not limited to, those laws related to minimum hours and wages; occupational health and

safety; fair employment and employment practices; workers' compensation insurance and safety in employment; and all other Federal, State and local laws and ordinances applicable to the services required under this Agreement. Consultant shall indemnify and hold harmless City from and against all claims, demands, payments, suits, actions, proceedings, and judgments of every nature and description including attorneys' fees and costs, presented, brought, or recovered against City for, or on account of any liability under any of the above-mentioned laws, which may be incurred by reason of Consultant's performance under this Agreement.

1.4. Non-discrimination. In performing this Agreement, Consultant shall not engage in, nor permit its agents to engage in, discrimination in employment of persons because of their race, religion, color, national origin, ancestry, age, physical handicap, medical condition, marital status, sexual gender or sexual orientation, except as permitted pursuant to Section 12940 of the Government Code. Violation of this provision may result in the imposition of penalties referred to in Labor Code, Section 1735.

1.5. Non-Exclusive Agreement. Consultant acknowledges that City may enter into agreements with other consultants for services similar to the services that are subject to this Agreement or may have its own employees perform services similar to those services contemplated by this Agreement.

1.6. Delegation and Assignment. This is a personal service contract, and the duties set forth herein shall not be delegated or assigned to any person or entity without the prior written consent of City. Consultant may engage a subcontractor(s) as permitted by law and may employ other personnel to perform services contemplated by this Agreement at Consultant's sole cost and expense.

2.0. COMPENSATION AND BILLING

2.1. Compensation. [TBD]

2.2. Additional Services. Consultant shall not receive compensation for any services provided outside the scope of services specified in the Proposal unless the City or the Project Manager for this Project, prior to Consultant performing the additional services, approves such additional services in writing. It is specifically understood that oral requests and/or approvals of such additional services or additional compensation shall be barred and are unenforceable.

2.3. Method of Billing. Consultant may submit invoices to City's affected supervisor for approval on a progress basis, but no more often than two times a month. Said invoice shall be based on the total of all Consultants' services which have been completed to City's sole satisfaction. City shall pay Consultant's invoice within forty-five (45) days from the date City receives said invoice. Each invoice shall describe in detail, the services performed and the associated time for completion. Any additional services approved and performed pursuant to this Agreement shall be designated as "Additional Services" and shall identify the number of the authorized change order, where applicable, on all invoices.

2.4. Records and Audits. Records of Consultant's services relating to this Agreement shall be maintained in accordance with generally recognized accounting principles and shall be

made available to City or its Project Manager for inspection and/or audit at mutually convenient times for a period of three (3) years from the Effective Date.

3.0. TIME OF PERFORMANCE

3.1. Commencement and Completion of Work. The professional services to be performed pursuant to this Agreement shall commence within five (5) days from the Effective Date of this Agreement. Said services shall be performed in strict compliance with the Project Schedule approved by City as set forth in Exhibit “D,” attached hereto and incorporated herein by this reference. The Project Schedule may be amended by mutual agreement of the parties. Failure to commence work in a timely manner and/or diligently pursue work to completion may be grounds for termination of this Agreement.

3.2. Excusable Delays. Neither party shall be responsible for delays or lack of performance resulting from acts beyond the reasonable control of the party or parties. Such acts shall include, but not be limited to, acts of God, fire, strikes, material shortages, compliance with laws or regulations, riots, acts of war, or any other conditions beyond the reasonable control of a party.

4.0. TERM AND TERMINATION

4.1. Term. This Agreement shall commence on the Effective Date and continue for a period of three year, unless previously terminated as provided herein or as otherwise agreed to in writing by the parties. At the end of the term period, the City may determine, in its sole discretion, to exercise an option to renew the contract for up to two periods of one (1) year each. The City shall give notice to Consultant of its intention to exercise such option at least 30 days prior to expiration of the base, or option, term.

4.2. Notice of Termination. The City reserves and has the right and privilege of canceling, suspending or abandoning the execution of all or any part of the work contemplated by this Agreement, with or without cause, at any time, by providing written notice to Consultant. The termination of this Agreement shall be deemed effective upon receipt of the notice of termination. In the event of such termination, Consultant shall immediately stop rendering services under this Agreement unless directed otherwise by the City.

4.3. Compensation. In the event of termination, City shall pay Consultant for reasonable costs incurred and professional services satisfactorily performed up to and including the date of City’s written notice of termination.

4.4. Documents. In the event of termination of this Agreement, all documents prepared by Consultant in its performance of this Agreement including, but not limited to, inmate intake reports and logs shall be delivered to the City within ten (10) days of delivery of termination notice to Consultant, at no cost to City. Any use of uncompleted documents without specific written authorization from Consultant shall be at City's sole risk and without liability or legal expense to Consultant.

5.0. INSURANCE

5.1. Minimum Scope and Limits of Insurance. Consultant shall obtain and maintain during the life of this Agreement all of the following insurance coverages:

- (a) Comprehensive general liability, including premises-operations, products/completed operations, broad form property damage, blanket contractual liability, independent contractors, personal injury with a policy limit of not less than One Million Dollars (\$1,000,000.00), combined single limits, per occurrence and aggregate.
- (b) Automobile liability for owned vehicles, hired, and non-owned vehicles, with a policy limit of not less than One Million Dollars (\$1,000,000.00), combined single limits, per occurrence and aggregate.
- (c) Workers' compensation insurance as required by the State of California. Consultant agrees to waive, and to obtain endorsements from its workers' compensation insurer waiving, subrogation rights under its workers' compensation insurance policy against the City and to require each of its subcontractors, if any, to do likewise under their workers' compensation insurance policies.
- (d) Professional errors and omissions ("E&O") liability insurance with policy limits of not less than One Million Dollars (\$1,000,000.00), combined single limits, per occurrence and aggregate. Consultant shall obtain and maintain, said E&O liability insurance during the life of this Agreement and for three years after completion of the work hereunder.

5.2. Endorsements. The comprehensive general liability insurance policy shall contain or be endorsed to contain the following provisions:

- (a) Additional insureds: "The City of Costa Mesa and its elected and appointed boards, officers, agents, and employees are additional insureds with respect to this subject project and contract with City."
- (b) Notice: "Said policy shall not terminate, nor shall it be cancelled, nor the coverage reduced, until thirty (30) days after written notice is given to City."
- (c) Other insurance: "Any other insurance maintained by the City of Costa Mesa shall be excess and not contributing with the insurance provided by this policy."

5.3 If any of such policies provide for a deductible or self-insured retention to provide such coverage, the amount of such deductible or self-insured retention shall be approved in advance by City. No policy of insurance issued as to which the City is an additional insured shall contain a provision which requires that no insured except the named insured can satisfy any such deductible or self-insured retention.

5.4. Certificates of Insurance: Consultant shall provide to City certificates of insurance showing the insurance coverages and required endorsements described above, in a form and content approved by City, prior to performing any services under this Agreement.

5.5. Non-limiting: Nothing in this Section shall be construed as limiting in any way, the indemnification provision contained in this Agreement, or the extent to which Consultant may be held responsible for payments of damages to persons or property.

6.0. GENERAL PROVISIONS

6.1. Entire Agreement: This Agreement constitutes the entire Agreement between the parties with respect to any matter referenced herein and supersedes any and all other prior writings and oral negotiations. This Agreement may be modified only in writing, and signed by the parties in interest at the time of such modification. The terms of this Agreement shall prevail over any inconsistent provision in any other contract document appurtenant hereto, including exhibits to this Agreement.

6.2. Representatives. The City Manager or his designee shall be the representative of City for purposes of this Agreement and may issue all consents, approvals, directives and agreements on behalf of the City, called for by this Agreement, except as otherwise expressly provided in this Agreement.

Consultant shall designate a representative for purposes of this Agreement who shall be authorized to issue all consents, approvals, directives and agreements on behalf of Consultant called for by this Agreement, except as otherwise expressly provided in this Agreement.

6.3. Project Managers. City shall designate a Project Manager to work directly with Consultant in the performance of this Agreement.

Consultant shall designate a Project Manager who shall represent it and be its agent in all consultations with City during the term of this Agreement. Consultant or its Project Manager shall attend and assist in all coordination meetings called by City.

6.4. Notices: Any notices, documents, correspondence or other communications concerning this Agreement or the work hereunder may be provided by personal delivery, facsimile or mail and shall be addressed as set forth below. Such communication shall be deemed served or delivered: a) at the time of delivery if such communication is sent by personal delivery; b) at the time of transmission if such communication is sent by facsimile; and c) 48

hours after deposit in the U.S. Mail as reflected by the official U.S. postmark if such communication is sent through regular United States mail.

IF TO CONSULTANT:

Consultant
 12345 Jefferson Rd.
 Costa Mesa, CA 92626
 Tel: 555-555-5555
 Fax: 555-555-5555
 Attn:

IF TO CITY:

City of Costa Mesa
 77 Fair Drive
 Costa Mesa, CA 92626
 Tel: 714-754-5156
 Fax: 714-754-5330
 Attn: Purchasing

6.5. Drug-free Workplace Policy. Consultant shall provide a drug-free workplace by complying with all provisions set forth in City's Council Policy 100-5, attached hereto as Exhibit "B" and incorporated herein by reference. Consultant's failure to conform to the requirements set forth in Council Policy 100-5 shall constitute a material breach of this Agreement and shall be cause for immediate termination of this Agreement by City.

6.6. Attorneys' Fees: In the event that litigation is brought by any party in connection with this Agreement, the prevailing party shall be entitled to recover from the opposing party all costs and expenses, including reasonable attorneys' fees, incurred by the prevailing party in the exercise of any of its rights or remedies hereunder or the enforcement of any of the terms, conditions, or provisions hereof.

6.7. Governing Law: This Agreement shall be governed by and construed under the laws of the State of California without giving effect to that body of laws pertaining to conflict of laws. In the event of any legal action to enforce or interpret this Agreement, the parties hereto agree that the sole and exclusive venue shall be a court of competent jurisdiction located in Orange County, California.

6.8. Assignment: Consultant shall not voluntarily or by operation of law assign, transfer, sublet or encumber all or any part of Consultant's interest in this Agreement without City's prior written consent. Any attempted assignment, transfer, subletting or encumbrance shall be void and shall constitute a breach of this Agreement and cause for termination of this Agreement. Regardless of City's consent, no subletting or assignment shall release Consultant of Consultant's obligation to perform all other obligations to be performed by Consultant hereunder for the term of this Agreement.

6.9. Indemnification and Hold Harmless:

To the fullest extent permitted by law, the Consultant assumes liability for and shall save and protect, hold harmless, indemnify, and defend the City and its elected and appointed officials, officers, and employees (all the foregoing, hereinafter collectively, "Indemnitees") from and against all claims, suits, demands, damages, losses, expenses, and liabilities of any kind whatsoever (all the foregoing, hereinafter collectively "Claims") including, without limitation, attorneys' fees, arising out of, resulting from, relating to, or claimed to have arisen out of, resulted from or related to the engagement of Consultant or the performance of this Agreement by the Consultant (including its subcontractors and suppliers)

It is expressly intended by the parties that Consultant's indemnity and defense obligations shall apply, and Indemnitees shall be fully indemnified without offset, deduction or contribution, regardless of any negligence or other fault of Indemnitees, or any of them, and whether or not such Indemnitee negligence or other fault caused or contributed to the arising of the Claims.

"Claims" as used in this section shall include, without limitation, those for personal injuries, wrongful death, mental or emotional distress, loss of consortium, damage to or loss of use of real, personal or intangible property of any kind, loss of income, loss of earning capacity, and business, financial, commercial or pecuniary losses of any kind whatsoever, and attorneys fees, and costs and expenses of any kind whatsoever.

Consultant's indemnity and defense obligations shall cover the acts or omissions of any of Consultant's subcontractors, and suppliers, and the employees of any of the foregoing.

The Consultant's indemnity and defense obligation under this Section includes, without limitation, any claims, suits, demands, damages, losses, expenses, and liabilities arising from allegations of violations of any federal, State, or local law or regulation, and from allegations of violations of Consultant's or its subcontractor's personnel practices or from any allegation of an injury to an employee of the Consultant or subcontractor performing work or labor necessary to carry out the provisions of this Contract.

The indemnification obligations in this Section shall not be construed to negate, abridge or otherwise reduce any other obligation of indemnity the Consultant may have with respect to the City which may otherwise exist. If any judgment is rendered against the City or any of the other individuals enumerated above in any such action, the Consultant shall, at its expense, satisfy and discharge the same. This indemnification shall survive termination or expiration of this Agreement.

6.10. Independent Contractor: Consultant is and shall be acting at all times as an independent contractor and not as an employee of City. Consultant shall secure, at his expense, and be responsible for any and all payment of Income Tax, Social Security, State Disability Insurance Compensation, Unemployment Compensation, and other payroll deductions for Consultant and its officers, agents, and employees, and all business licenses, if any are required, in connection with the services to be performed hereunder.

6.11 PERS Eligibility Indemnification. In the event that Consultant or any employee, agent, or subcontractor of Consultant providing services under this Agreement claims or is determined by a court of competent jurisdiction or the California Public Employees Retirement System (PERS) to be eligible for enrollment in PERS as an employee of the City, Consultant shall indemnify, defend, and hold harmless City for the payment of any employee and/or employer contributions for PERS benefits on behalf of Consultant or its employees, agents, or subcontractors, as well as for the payment of any penalties and interest on such contributions, which would otherwise be the responsibility of City.

Notwithstanding any other agency, state or federal policy, rule, regulation, law or ordinance to the contrary, Consultant and any of its employees, agents, and subcontractors providing service under this Agreement shall not qualify for or become entitled to, and hereby agree to waive any claims to, any compensation, benefit, or any incident of employment by City, including but not limited to eligibility to enroll in PERS as an employee of City and entitlement to any contribution to be paid by City for employer contribution and/or employee contributions for PERS benefits.

6.12. Ownership of Documents: All findings, reports, documents, information and data including, but not limited to, computer tapes or discs, files and tapes furnished or prepared by Consultant or any of its subcontractors in the course of performance of this Agreement, shall be and remain the sole property of City. Consultant agrees that any such documents or information shall not be made available to any individual or organization without the prior consent of City. Any use of such documents for other projects not contemplated by this Agreement, and any use of incomplete documents, shall be at the sole risk of City and without liability or legal exposure to Consultant. City shall indemnify and hold harmless Consultant from all claims, damages, losses, and expenses, including attorneys' fees, arising out of or resulting from City's use of such documents for other projects not contemplated by this Agreement or use of incomplete documents furnished by Consultant. Consultant shall deliver to City any findings, reports, documents, information, data, in any form, including but not limited to, computer tapes, discs, files audio tapes or any other Project related items as requested by City or its authorized representative, at no additional cost to the City.

6.13. Confidentiality: Any City materials to which the Consultant has access, information that reasonably might be construed as private or containing personal identifiable information, or materials prepared by the Consultant during the course of this Agreement (collectively referred to as "confidential information") shall be held in confidence by the Consultant, who shall exercise all reasonable precautions to prevent the disclosure of confidential information to anyone except the officers, employees and agents of the Consultant as necessary to accomplish the rendition of services set forth in this Agreement. Consultant shall not release any reports, information, private or promotional information or materials, whether deemed confidential or not, to any third party without the approval of the City.

6.14. Responsibility for Errors. Consultant shall be responsible for its work and results under this Agreement. Consultant, when requested, shall furnish clarification and/or explanation as may be required by the City's representative, regarding any services rendered under this Agreement at no additional cost to City. In the event that an error or omission attributable to Consultant occurs, then Consultant shall, at no cost to City, provide all necessary design

drawings, estimates and other Consultant professional services necessary to rectify and correct the matter to the sole satisfaction of City and to participate in any meeting required with regard to the correction.

6.15. Prohibited Employment: Consultant will not employ any regular employee of City while this Agreement is in effect.

6.16. Order of Precedence: In the event of an inconsistency in this Agreement and any of the attached Exhibits, the terms set forth in this Agreement shall prevail. If, and to the extent this Agreement incorporates by reference any provision of the Proposal, such provision shall be deemed a part of this Agreement. Nevertheless, if there is any conflict among the terms and conditions of this Agreement and those of any such provision or provisions so incorporated by reference, this Agreement shall govern over the Proposal.

6.17. Costs: Each party shall bear its own costs and fees incurred in the preparation and negotiation of this Agreement and in the performance of its obligations hereunder except as expressly provided herein.

6.18. No Third Party Beneficiary Rights: This Agreement is entered into for the sole benefit of City and Consultant and no other parties are intended to be direct or incidental beneficiaries of this Agreement and no third party shall have any right in, under or to this Agreement.

6.19. Headings: Paragraphs and subparagraph headings contained in this Agreement are included solely for convenience and are not intended to modify, explain or to be a full or accurate description of the content thereof and shall not in any way affect the meaning or interpretation of this Agreement.

6.20. Construction: The parties have participated jointly in the negotiation and drafting of this Agreement. In the event an ambiguity or question of intent or interpretation arises with respect to this Agreement, this Agreement shall be construed as if drafted jointly by the parties and in accordance with its fair meaning. There shall be no presumption or burden of proof favoring or disfavoring any party by virtue of the authorship of any of the provisions of this Agreement.

6.21. Amendments: Only a writing executed by the parties hereto or their respective successors and assigns may amend this Agreement.

6.22. Waiver: The delay or failure of either party at any time to require performance or compliance by the other of any of its obligations or agreements shall in no way be deemed a waiver of those rights to require such performance or compliance. No waiver of any provision of this Agreement shall be effective unless in writing and signed by a duly authorized representative of the party against whom enforcement of a waiver is sought. The waiver of any right or remedy in respect to any occurrence or event shall not be deemed a waiver of any right or remedy in respect to any other occurrence or event, nor shall any waiver constitute a continuing waiver.

6.23. Severability: If any provision of this Agreement is determined by a court of competent jurisdiction to be unenforceable in any circumstance, such determination shall not affect the validity or enforceability of the remaining terms and provisions hereof or of the offending provision in any other circumstance. Notwithstanding the foregoing, if the value of this Agreement, based upon the substantial benefit of the bargain for any party is materially impaired, which determination as made by the presiding court or arbitrator of competent jurisdiction shall be binding, then both parties agree to substitute such provision(s) through good faith negotiations.

6.24. Counterparts: This Agreement may be executed in one or more counterparts, each of which shall be deemed an original. All counterparts shall be construed together and shall constitute one agreement.

6.25. Corporate Authority: The persons executing this Agreement on behalf of the parties hereto warrant that they are duly authorized to execute this Agreement on behalf of said parties and that by doing so, the parties hereto are formally bound to the provisions of this Agreement.

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be executed by and through their respective authorized officers, as of the date first above written.

CITY OF COSTA MESA,

A municipal corporation

Date: _____

City Manager of Costa Mesa

CONSULTANT

Date: _____

Signature

Name and Title

Social Security or Taxpayer ID Number

APPROVED AS TO FORM:

Date: _____

City Attorney

APPROVED AS TO INSURANCE:

Date: _____

Risk Management

APPROVED AS TO CONTENT:

Project Manager

Date: _____

EXHIBIT A

CONSULTANT'S PROPOSAL

EXHIBIT B

CITY COUNCIL POLICY 100-5

SUBJECT	POLICY	EFFECTIVE	PAGE
	NUMBER	DATE	
DRUG-FREE WORKPLACE	100-5	8-8-89	1 of 3

BACKGROUND

Under the Federal Drug-Free Workplace Act of 1988, passed as part of omnibus drug legislation enacted November 18, 1988, contractors and grantees of Federal funds must certify that they will provide drug-free workplaces. At the present time, the City of Costa Mesa, as a sub-grantee of Federal funds under a variety of programs, is required to abide by this Act. The City Council has expressed its support of the national effort to eradicate drug abuse through the creation of a Substance Abuse Committee, institution of a City-wide D.A.R.E. program in all local schools and other activities in support of a drug-free community. This policy is intended to extend that effort to contractors and grantees of the City of Costa Mesa in the elimination of dangerous drugs in the workplace.

PURPOSE

It is the purpose of this Policy to:

1. Clearly state the City of Costa Mesa's commitment to a drug-free society.
2. Set forth guidelines to ensure that public, private, and nonprofit organizations receiving funds from the City of Costa Mesa share the commitment to a drug-free workplace.

POLICY

The City Manager, under direction by the City Council, shall take the necessary steps to see that the following provisions are included in all contracts and agreements entered into by the City of Costa Mesa involving the disbursement of funds.

1. Contractor or Sub-grantee hereby certifies that it will provide a drug-free workplace by:
 - a. Publishing a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in Contractor's and/or sub-grantee's workplace, specifically the job site or location included in this contract, and specifying the actions that will be taken against the employees for violation of such prohibition;
 - b. Establishing a Drug-Free Awareness Program to inform employees about:

1. The dangers of drug abuse in the workplace;

SUBJECT	POLICY	EFFECTIVE	PAGE
	NUMBER	DATE	
DRUG-FREE WORKPLACE	100-5	8-8-89	2 of 3

2. Contractor's and/or sub-grantee's policy of maintaining a drug-free workplace;
 3. Any available drug counseling, rehabilitation and employee assistance programs; and
 4. The penalties that may be imposed upon employees for drug abuse violations occurring in the workplace;
- c. Making it a requirement that each employee to be engaged in the performance of the contract be given a copy of the statement required by subparagraph A;
- d. Notifying the employee in the statement required by subparagraph 1 A that, as a condition of employment under the contract, the employee will:
1. Abide by the terms of the statement; and
 2. Notify the employer of any criminal drug statute conviction for a violation occurring in the workplace no later than five (5) days after such conviction;
- e. Notifying the City of Costa Mesa within ten (10) days after receiving notice under subparagraph 1 D 2 from an employee or otherwise receiving the actual notice of such conviction;
- f. Taking one of the following actions within thirty (30) days of receiving notice under subparagraph 1 D 2 with respect to an employee who is so convicted:
1. Taking appropriate personnel action against such an employee, up to and including termination; or
 2. Requiring such employee to participate satisfactorily in a drug abuse assistance or rehabilitation program approved for such purposes by a Federal, State, or local health agency, law enforcement, or other appropriate agency;

3. Making a good faith effort to maintain a drug-free workplace through implementation of subparagraphs 1 A through 1 F, inclusive.

SUBJECT	POLICY	EFFECTIVE	PAGE
	NUMBER	DATE	
DRUG-FREE WORKPLACE	100-5	8-8-89	3 of 3

- g. Making a good faith effort to maintain a drug-free workplace through implementation of subparagraphs 1 A through 1 F, inclusive
2. Contractor and/or sub-grantee shall be deemed to be in violation of this Policy if the City of Costa Mesa determines that:
- a. Contractor and/or sub-grantee has made a false certification under paragraph 1 above;
 - b. Contractor and/or sub-grantee has violated the certification by failing to carry out the requirements of subparagraphs 1 A through 1 G above;
 - c. Such number of employees of Contractor and/or sub-grantee have been convicted of violations of criminal drug statutes for violations occurring in the workplace as to indicate that the contractor and/or sub-grantee has failed to make a good faith effort to provide a drug-free workplace.
3. Should any contractor and/or sub-grantee be deemed to be in violation of this Policy pursuant to the provisions of 2 A, B, and C, a suspension, termination or debarment proceeding subject to applicable Federal, State, and local laws shall be conducted. Upon issuance of any final decision under this section requiring debarment of a contractor and/or sub-grantee, the contractor and/or sub-grantee shall be ineligible for award of any contract, agreement or grant from the City of Costa Mesa for a period specified in the decision, not to exceed five (5) years. Upon issuance of any final decision recommending against debarment of the contractor and/or sub-grantee, the contractor and/or sub-grantee shall be eligible for compensation as provided by law.

EXHIBIT C

CERTIFICATES OF INSURANCE

APPENDIX C

EX PARTE COMMUNICATIONS CERTIFICATION

Please indicate by signing below one of the following two statements. **Only sign one statement.**

I certify that Proposer and Proposer's representatives have not had any communication with a City Councilmember concerning the Graphic Design Services RFP at any time after December 22, 2011.

OR

I certify that Proposer or Proposer's representatives have communicated after December 22, 2011 with a City Councilmember concerning the Graphic Design Services RFP. A copy of all such communications is attached to this form for public distribution.

APPENDIX D

PRICING PROPOSAL FORM

GRAPHICS SERVICES

Provide hourly rates, along with estimated annual pricing in accordance with the City's current requirements, as set forth in section 3 Scope of Work. Also provide your firm's proposed Staffing Plan on a separate sheet of paper. Proposer should use a separate form to state pricing for any added value.

Pricing shall remain firm for a minimum of two (2) years. Any and all requests for pricing adjustments for follow-on contract renewal periods shall be provided no later than sixty (60) days prior to the end of the contract period. Any such proposed price adjustments shall not exceed The Bureau of Labor Statistics Consumer Price Index (CPI) data for Los Angeles-Riverside-Orange County, CA, All Items, Not Seasonally Adjusted, "annualized change comparing the original proposal month and the same month in the subsequent year. (This information may be found on the U.S. Department of Labor's website at www.bls.gov.)

If bidding by hourly services provided:

Employee	Hourly Rate	Total Cost	Overtime rate
	\$		\$
	\$		\$
	\$		\$

The undersigned bidder hereby offers to perform the required services in strict compliance with the specifications, terms and conditions set forth in this bid invitation.

Bidding job samples: (see attachment 2 for job samples)

Item

No.	Description	Bid Price*	Bid Price*
 JOB #1			
	Standard Lead Time: _____ days	\$ _____	Rush Lead Time: _____ days \$

 JOB #2			
	Standard Lead Time: _____ days	\$ _____	Rush Lead Time: _____ days \$

 JOB #3			
	Standard Lead Time: _____ days	\$ _____	Rush Lead Time: _____ days \$

 JOB #4			
	Standard Lead Time: _____ days	\$ _____	Rush Lead Time: _____ days \$

 JOB #5			
	Standard Lead Time: _____ days	\$ _____	Rush Lead Time: _____ days \$

Pricing Schedule for Deliveries/Pick-up

Name of Company Bidding: _____

Cost to run scheduled delivery to/from Costa Mesa City Hall once per work day Daily charge
(if any)

Cost to run scheduled delivery to/from Costa Mesa City Hall twice per work day Daily charge
(if any)

Pick up or delivery to Costa Mesa City Hall on demand One way trip/job

Pick up and delivery to Costa Mesa City Hall on demand Round trip cost/job

Pick up or delivery to delivery to other city facilities (within CM city limits) One way trip

Expediting charge for 4 hour delivery, if any Per job

Expediting charge for 1 hour (or while you wait delivery), if any Per job

Overtime costs to run jobs after regular hours (to be billed in 15 minute increments) Per
hour

Please attach additional pricelist for other services you may offer, such as wide format printing and plotting, blueprint reproductions, banners and posters, etc.

APPENDIX E

DISQUALIFICATION QUESTIONNAIRE

The Contractor shall complete the following questionnaire:

Has the Contractor, any officer of the Contractor, or any employee of the Contractor who has proprietary interest in the Contractor, ever been disqualified, removed, or otherwise prevented from bidding on, or completing a federal, state, or local government project because of a violation of law or safety regulation?

Yes _____ No _____

If the answer is yes, explain the circumstances in the following space.

APPENDIX F

DISCLOSURE OF GOVERNMENT POSITIONS

Each Proposer shall disclose below whether any owner or employee of the firm currently hold positions as elected or appointed officials, directors, officers, or employees of a governmental entity or held such positions in the past twelve months. List below or state "None."

Attachment 1

GRAPHICS, PRINT AND COPYING SERVICES EQUIPMENT LIST

The existing equipment utilized to perform these services is listed below for the information of bidders; however, it is not meant to imply that the same equipment must be utilized by an outside vendor.

- One (1) OCE VP2110 (Black and White copier/scanner only)
- One (1) OCE 3165 (Black and White Copier)
- One (1) Ricoh CM 3500 (Color Copier/Scanner)
- One (1) HP Design Jet 1050 (Color Plotter)
- One (1) AB Dick 375 (Single Color Offset print Press)
- One (1) AB Dick 9850 (Single Color w/T-head offset printing Press)
- One (1) Challenge Commercial Cutter
- One (1) Bourg Collator
- One (1) Martin Yale right angle folder
- Two (2) Laminators (one oversize plotter laminator and one roll laminator)
- One (1) Challenge 3 spindle drilling machine
- One (1) Bookbinding Die punch (spiral, wire bind)
- One (1) Tape bind machine (perfect bind)
- One (1) HP Laser jet 9050 (1200dpi Printer)

Attachment 2

COSTA MESA

Recreation

Guide

September - December 2011



Cruisin' For A Cure Car Show



Costa Mesa Walk to School Day



New Year's Eve Block Party



South Coast Plaza Tree Lighting Ceremony



www.ci.costa-mesa.ca.us

OC Fair 12th Annual Cruisin' For A Cure Car Show –
Saturday, September 24 For more information contact (714) 708-1500

Costa Mesa Walk to School Day –
Wednesday, October 5 For more information contact your child's school Administration Office

South Coast Plaza Tree Lighting Ceremony –
Thursday, November 17 For more information contact (714) 435-2000

OC Fair New Year's Eve Block Party –
Saturday, December 31 For more information contact (714) 708-1500

Water Issues Study Group

by Mesa Consolidated Water District
(Mesa Water)

Mesa Water's Water Issues Study Group (WISG) is a no-fee adult educational program for our customers and community interested in learning about important water issues. WISG features Mesa Water staff and other expert speakers, as well as a VIP tour of a local water facility. WISG is a six-month program, starting in January and ending in June. Meetings take place the third Wednesday of each month, from 6:00 p.m. to 8:00 p.m. in Mesa Water's Boardroom at 1965 Placentia Ave., Costa Mesa, CA 92627. For more information and to register, e-mail Event@MesaWater.org or call (949) 631-1201, or go to www.MesaWater.org



Costa Mesa Sanitary District
www.cmsdca.gov

Attention
All CMSD Residents
Qualify for up to

\$1,800 back!



Learn about CMSD's
Sewer Lateral Assistance Program
(949) 645-8400
www.cmsdca.gov

ALERT
CM!
Be Notified

The City of Costa Mesa encourages its residents to register with AlertCM as an important part of your personal emergency preparedness plan. The City of Costa Mesa will utilize AlertCM to inform you of what action is necessary to take when there is an emergency affecting the health or welfare of you and your loved ones.



FOR ADDITIONAL INFORMATION
714-754-5179
www.ci.costa-mesa.ca.us
email: AlertCM@ci.costa-mesa.ca.us

The logo for the City of Costa Mesa, featuring a stylized wave graphic above the text 'Costa Mesa'.

Costa Mesa Recreation Guide

Visit our website for more information at www.ci.costa-mesa.ca.us

A message from the Parks and Recreation Commission



Joann Street Bike Trail ribbon cutting ceremony, June 30, 2011

Let the City of Costa Mesa be of service! Our City offers great fall classes as well as camps like Camp Costa Mesa. Take a moment to browse the many recreational programs, plus sports, games, arts and crafts, and much more.

In the first half of 2011 we are proud to have completed two very important projects in our City. The first is the opening of the Joann Street Bike Trail, with a ribbon cutting event held on the 30th of June. The second is the Fairview Park Wetlands (Phase II) project, with groundbreaking held on the 14th of July. Once fully complete, the Fairview Park Wetlands will serve as a splendid example of a major conservation project done well and a beautiful resource for not only the City but the region as well. If you have not yet taken the opportunity to visit Fairview Park, I encourage you to do so.

I want to take this opportunity to introduce and welcome our three new Parks & Recreation Commissioners: Dean Abernathy, Ethan Temianka, and Dan Vozenilek. In July our Commission Vice Chair, Kim Pederson, along with Dan Vozenilek, toured several of our City parks, providing their input and comments. This is part of our annual Park Tours project, where two members from our Commission will tour several parks in a region of the City, and provide a follow-up report. It is also a great opportunity for residents in the areas of those parks to meet their Parks & Recreation Commissioners personally, and provide input and suggestions for how we can improve our already great parks and recreational facilities.

I would like to add that it is my firm commitment to all residents of Costa Mesa, to work consistently towards maintaining our parks and fields in a manner that is both safe and enjoyable to our residents. I will continue working side by side with our professional City staff, whose devoted work is paramount in keeping our City beautiful.

I encourage you to contact us with your questions, comments, and suggestions. Please feel free to reach us at parkscommission@ci.costa-mesa.ca.us or call us at (714) 754-5300. We also invite you to attend the Parks and Recreation Commission meetings, held on the 4th Wednesday night of every other month, in the City Council chambers at City Hall. For scheduled dates and times, please refer to the Costa Mesa City website, <http://www.ci.costa-mesa.ca.us/index.htm>.

Thank you, and may you have a safe and enjoyable holiday season.

Jeff Mathews
Chairman, Parks and Recreation Commission

Get Connected!

Sign up for up-to-date information on the City of Costa Mesa
www.ci.costa-mesa.ca.us/notify/CMNotify_init.htm

CEO E-Briefing
A weekly report to City Council and the community



City Council At time of publication

Mayor - Gary Monahan
Mayor Pro Tem - Jim Righheimer
Eric Bever
Wendy Leece
Stephen Mensinger
Tom Hatch - Chief Executive Officer

Parks & Recreation Commission

Jeff R. Mathews - Chair
Kim Pederson - Vice Chair
Dean Abernathy
Ethan Temianka
Dan Vozenilek

Inside This Issue

Winter Camp Costa Mesa	2
Fall Activities/Camps	2-3
Early Childhood Program	2
R.O.C.K.S Program	3
Gymnastics	6-7
Youth Programs	4-10
Teen Programs	10
Teen/Adult Classes	11-13
Teen/Adult Dance Classes	14
Senior Classes	15
Adult Sports	16
Dog Obedience	17
Aquatics	18
Tennis	19
Golf	20
Community Organizations	21
Map and Location	22-23
Registration	24

Didn't get your brochure in the mail?
The Costa Mesa Recreation Guide is published three times a year and is distributed via bulk mail. If you are a Costa Mesa resident and did not receive a brochure in the mail, please check with your mail carrier or call your Post Office delivery supervisor.

Please look at the brochure on the internet via our website:

www.ci.costa-mesa.ca.us

The next brochure will be in your home the week of November 14, 2011.

Fall Activities/Camps

Early Childhood Program

Age 3-5

Information: (714) 754-5175

Location: Balearic Community Center
1975 Balearic Drive

Learning can be exciting through recreational play! Our day is filled with outdoor activities, games, music and art. Come join us and be a part of over 25 years of fun.

Requirements: All children must be completely potty-trained. A child's proof of age must be shown and all required forms must be completed.

When class fills, a waiting list will be established.

* Additional \$5 for Non-Costa Mesa Residents, per month, per child

** All fees are subject to change

Fall Session

Tuesday, September 6, 2011 through Friday, June 15, 2012

Registration takes place at the Balearic Community Center as follows:

Pre-Registration for current participants
Tuesday, July 19, 9:15 - 11:00 am.

Costa Mesa Residents Registration
Wednesday, July 20, 9:15 - 11:00 am

Non-Costa Mesa Residents Registration
Wednesday, July 20, 11:00 am - 12:00 pm

Pro-Rated September Fees

4-5 Years \$182* M/W/F 9:00 am - 1:00 pm

Classes enjoy guest speakers or possible field trips throughout the school year.

3-4 Years \$132* T/Th 9:00 am - 1:00 pm

Classes will remain on-site for all programming. When class fills, a waiting list will be established.



Winter Excitement Camp Costa Mesa

December 19 - December 30

(No Camp December 26, 2011)



50
Spots Available
Each Week

Location: Balearic Community Center
1975 Balearic Drive, Costa Mesa

Ages: Kindergarten - 6th grade

Information: (714) 754-5300 or (714) 754-5083

Supervised recreational programs, sports, games, arts & crafts, local and out of county excursions are part of this very popular camp held at the Balearic Community Center. Space is limited and the camp consistently fills, so register early. Camp is closed Monday, December 26, 2011.

Registration

Costa Mesa Residents Registration Begins: Winter Camp registration begins at the 'End of Summer Camp' slide show at NCC on Friday, August 26, 2011.

Open Registration Begins: Begins Monday, August 29, 2011, at City Hall, Monday - Friday, 8 am to 4:30 pm and ends when both weeks are full. Registration is ongoing until weeks are full.

Dates

Week 1: December 19 - 23, 2011

\$200 M - F Extended Hours 7am - 6pm

\$164 M - F Regular Hours 8am - 5pm

Week 2*: December 27 - 30, 2011 (Closed December 26, 2011)

\$160* Tue - F Extended Hours 7am - 6pm

\$131* Tue - F Regular Hours 8am - 5pm

Fees include activities, excursions, daily snack and one camp T-shirt. T-shirts must be worn at all times at camp. Additional shirts may be purchased for \$6 each. Bring a sack lunch daily.

Fees are per child, per week. Additional \$5 for Non-Costa Mesa Residents, per week, per child. All fees are subject to change.



Basics of Skateboarding Afterschool Camp

Age: 5-12

Basic/Intermediate tricks, bowl skating, skatepark etiquette. All lessons given by an experienced instructor within groups. A \$25 material fee is due to instructor on the first day of class.

Location: Volcom Skatepark
 Instructor: Basics of
 Skateboarding Staff

\$154/4 days*

(Min 12/Max 30)

417200-B1	9/20-9/29	T/Th	3:30-6:30 pm
417200-B2	10/11-10/20	T/Th	3:30-6:30 pm
417200-B3	11/1-11/10	T/Th	3:30-6:30 pm
417200-B4	12/6-12/15	T/Th	3:30-6:30 pm

R.O.C.K.S Program

The R.O.C.K.S Program offers a variety of supervised recreational activities for children grades 1st through 6th at the following sites: California, College Park, Davis, Paularino, Sonora, Victoria, and Whittier. The program is offered Monday through Friday from the time students are dismissed until 6:00 pm.

Recreation Leaders will provide a variety of playground activities including homework time, games, sports, enrichment activities, arts & crafts, etc.

The program is provided for \$11 per week. Prior to your child attending the program a registration form and payment must be completed in advance at City Hall, NCC or DRC. Please call (714) 754-5300 for more information. The R.O.C.K.S Program runs year-round and observes all NMUSD holidays and school closures.



Youth Programs

Information (714) 327-7525



Infant/Toddler Play

Age: 10 mo.- 4 yr.

Class enhances the parent/child & child/child relationships so vital to balanced growth. Sing, make music & play to stimulate motor skills. Toddlers explore gluing & painting. \$3 material fee due first class.

Instructor: Felice (714) 754-0154
Class Site: BCC

Age: 10 Mo.- 2 yr.

\$69/10 Wks.* (Min 8/Max 20)

411100-A1 9/13-11/15 Tu 9:30-10:30 am

411100-A2 9/15-11/17 Th 9:30-10:30 am

\$75/10 Wks.* (Min 8/Max 20)

411100-A3 9/13-11/15 Tu 10:30-11:45 am

411100-A4 9/15-11/17 Th 10:30-11:45 am

Holiday Mini-Session

Age: 10 Mo.- 2 yr.

\$22/3 Wks.* (Min 8/Max 20)

411100-H1 11/29-12/13 Tu 9:30-10:30 am

Age: 2- 4 yr.

\$24/3 Wks.* (Min 8/Max 20)

411100-H2 11/29-12/13 Tu 10:30-11:45 am

Rhythm, Rhyme

& Fun Age: 15 mos.-3 yrs.

Develop your child's motor skills and self-confidence in a fun and positive environment by combining a child's love of music with exercises. \$2 material fee is due to the instructor at the first day of class.

Instructor: Pat Hill
Class Site: NCC

\$75/8 Wks.* (Min 6/Max 18)

Age: 15 mos.-3 yrs.

Parent participation required

411110-A1 9/16-11/4 F 10:30-11:30 am

Playball

Age: 2-4

Playball is a progressive sports program developed 25 years ago by occupational therapists, sports psychologists, and school teachers. Children learn basic skills for tennis, baseball, hockey, basketball, and soccer. Playball is taught in a positive, non-intimidating, and non-competitive environment where results are achieved while having fun.

**Parent participation needed for 2 yr. old class

Instructor: Nancy Blake
Class Site: DRC

\$105/7 Wks* (Min 5/Max 10)

2 year olds - *Parent participation required*

412110-A1 9/12-10/24 M 9:30-10:15 am

412110-A2 11/7-12/19 M 9:30-10:15 am

3-4 year olds

412110-A3 9/14-10/26 W 9:30-10:15 am

412110-A4 11/9-12/21 W 9:30-10:15 am



Rhythm Babies

Age: 9 mo. - 18 mo.

A fun way to introduce your child to age appropriate musical instruments. They will delight to the sounds while developing balance and coordination. \$2 material fee is due to the instructor first day of class. Parent participation required.

Instructor: Pat Hill
Class Site: NCC

\$75/8 Wks* (Min 6/Max 18)

411110-A2 9/16-11/4 F 9:30-10:15 am

Zumba With Me

Age: 2-6

Parent Participation Required

Come bring your toddlers and have the time of your life Latin dancing together. Interactive music created using maracas, drums, sticks, and props. Come join our Zumba dance festival of colors, music, rhythms, songs, movement, and fun. Instructors are mommies as well as educators.

Instructors: CS Dance Factory
www.CSDanceFactory.com
Class Site: DRC
No Class: 11/1

\$65/6 Wks* (Min 5/Max 20)

412180-A1 9/27-11/8 Tu 10:15-11:00 am

Zumba Kids

Dance Party Age: 5-12

There is a fresh dance alternative for afterschool! Come and join the party with Zumba. With this contagious dance party your child will dance to great Latin music and learn Latin moves like the salsa and meringue. Zumba will motivate boys and girls to get up and move!

Instructor: CS Dance Factory Staff
www.CSDanceFactory.com
Class Site: DRC
No Class: 10/31

\$65/6 Wks* (Min 5/Max 20)

412180-K1 9/26-11/7 M 3:45-4:30 pm



**Young Rembrandts
Cartoon Drawing Class**
(See page 8)

TriFytt Sports

Instructor: TriFytt Sports Staff.
All classes located at BCC.

TriFytt soundly believes that every child's progression is aided and improved by encouragement and fundamental help. Coaches are knowledgeable, friendly, focused, and committed to giving hands.



Tee-Ball

Age: 2-6 yrs

Every child will also be given a camp T-shirt.

Kids will learn the basics of tee-ball as well as fine tune their motor and socialization skills in a fun and safe environment.

\$71/6 Wks* (Min 8/Max 20)

Age: 2-3

413180-T1 9/14-10/19 W 2:30-3:00 pm

413180-T2 11/9-12/14 W 2:30-3:00 pm

Age: 3-4

413180-T3 9/14-10/19 W 3:00-3:45 pm

413180-T4 11/9-12/14 W 3:00-3:45 pm

Age: 4-6

413180-T5 9/14-10/19 W 4:00-4:45 pm

413180-T6 11/9-12/14 W 4:00-4:45 pm

Basketball

Age: 4-12 yrs

Every child will also be given a camp T-shirt.

Have your child learn basketball in a fun and safe environment as well as fine tune their motor and socialization skills while making new friends.

\$71/6 Wks* (Min 8/Max 20)

Age: 4-6

413180-B1 9/16-10/21 F 3:30-4:15 pm

413180-B2 11/4-12/16 F 3:30-4:15 pm

Age: 7-12

413180-B3 9/16-10/21 F 4:15-5:00 pm

413180-B4 11/4-12/16 F 4:15-5:00 pm

Soccer

Age: 18 mo- 8 yrs

The Lil' Fytt Stars soccer curriculum is designed to fine-tune each child's motor and socialization skills and staff concentrates on teaching the benefits of sportsmanship, sharing, and teamwork.

Mommy/Daddy & Me

Parent participation required

\$71/6 Wks* (Min 8/Max 20)

Age: 18 month - 2.5

413180-A1 9/12-10/17 M 10:00-10:30 am

413180-A2 11/7-12/12 M 3:00-3:30 pm

Age: 2-3

413180-A3 9/12-10/17 M 10:30-11:00am

413180-A4 11/7-12/12 M 3:30-4:00 pm

Soccer

\$71/6 Wks* (Min 8/Max 20)

Age: 2-3

413180-A5 9/12-10/17 M 2:30-3:00 pm

413180-A6 11/7-12/12 M 2:30-3:00 pm

Age: 3-4

413180-A7 9/12-10/17 M 3:00-3:45 pm

413180-A8 11/7-12/12 M 3:00-3:45 pm

Age: 4-6

413180-C1 9/12-10/17 M 4:00-4:45 pm

413180-S1 11/7-12/12 M 4:00-4:45 pm

Youth Open Gym

Age: 17 & under

Downtown Recreation Center, 1860
Anaheim Avenue, Costa Mesa.

Information (714) 327-7560

Come check out our FREE open gym program at the Downtown Recreation Center. The program is designed to provide youth in the community with a safe place to run and exercise while displaying their athletic skills and making new friends. Come on down, bring your friends, and join the fun! All you need is athletic shoes and a positive attitude; equipment is provided.

YOUTH OPEN GYM HOURS

Monday - Thursday
2:30 pm - 6:00 pm

Friday
2:30 pm - 5:30 pm

Saturday
10:00 am - 2:00 pm



Gymnastics

Information (714) 327-7560

Regular Gymnastics Instruction

NOTE: Gymnastics registrations will take place at DRC only. Instructor ratio is 1:9. Parents are asked to observe class instruction on the first and last day of session only. All Gymnastic classes are held at DRC gym. No make-ups are given for missed classes.



Instructor: Antje Morris
(714) 305-9630

Location: Downtown Recreation Center, Gymnastics Room
No Class: 11/11, 11/24, 11/25, 11/26

Coed

\$144/14Wks*

Age: 2 - 3 (Parent & Me)

415030-A1	Melissa	9/12-12/12	M	9:30-10:25 am
415030-A2	Melissa	9/13-12/13	Tu	10:30-11:25 am
415030-A3	Melissa	9/9-12/23	F	10:30-11:25 am
415030-A4	Melissa	9/10-12/17	Sa	9:00-9:55 am

Age: 3 - 4 (Beg/Int 1)

415040-A1	Melissa	9/12-12/12	M	8:30-9:25 am
415040-A2	Melissa	9/12-12/12	M	11:30-12:25 pm
415040-A3	Melissa	9/13-12/13	Tu	9:30-10:25 am
415040-A4	Melissa	9/14-12/14	W	10:00-10:55 am
415040-A5	Melissa	9/8-12/15	Th	11:30-12:25 pm
415040-A6	Melissa	9/9-12/23	F	9:30-10:25 am
415040-A7	Melissa	9/9-12/23	F	11:30-12:25 pm
415040-A8	Melissa	9/10-12/17	Sa	10:00-10:55 am

Boys Only

\$144/14 Wks.*

Age: 4½ - 6 (Beg/Int 1)

415010-A1	Melissa	9/12-12/12	M	1:45-2:40 pm
415010-A2	Melissa	9/14-12/14	W	9:00-9:55 am

Age: 6 - 10 (Beg/Int 1)

415020-A1	Antje	9/8-12/15	Th	3:40-4:35 pm
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Girls Only

\$144/14 Wks*

Age: 4½ - 6 (Beg/Int 1)

415050-A1	Melissa	9/12-12/12	M	12:45-1:40 pm
415050-A2	Melissa	9/13-12/13	Tu	11:30-12:25 pm
415050-A3	Melissa	9/13-12/13	Tu	12:45-1:40 pm
415050-A4	Melissa	9/13-12/13	Tu	1:45-2:40 pm
415050-A5	Melissa	9/8-12/15	Th	1:45-2:40 pm
415050-A6	Melissa	9/9-12/23	F	1:30-2:25 pm
415050-A7	Melissa	9/10-12/17	Sa	11:00-11:55 am
415050-A8	Melissa	9/10-12/17	Sa	3:00-3:55 pm

Age: 6 - 12 (Beg/Int)

415060-A1	Melissa	9/10-12/17	Sa	12:00-12:55 pm
415060-A2	Melissa	9/10-12/17	Sa	2:00-2:55 pm

Age: 4 - 5 (Int)

415070-A1	Melissa	9/12-12/12	M	10:30-11:25 am
415070-A2	Melissa	9/8-12/15	Th	10:30-11:25 am

Age: 4½ - 6 (Int 1, 2 & 3)

415080-A1	Melissa	9/9-12/23	F	2:25-3:20 pm
415080-A2	Melissa	9/12-12/12	M	2:45-3:40 pm

Age: 6 - 10 (Int 1, 2 & 3)

415090-A1	Antje	9/8-12/15	Th	2:45-3:40 pm
415090-A2	Antje	9/9-12/23	F	3:20-4:15 pm
415090-A3	Antje	9/9-12/23	F	4:15-5:10 pm

Age: 6 - 10 (Int 3 & 4)

415100-A1	Antje	9/8-12/15	Th	4:35-5:30 pm
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Age: 8 - 18 (Int 3 & 4)

415110-A1	Antje	9/8-12/15	Th	5:30-6:25 pm
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Age: 6 - 12 (Int 3 & 4)

415120-A1	Melissa	9/10-12/17	Sa	1:00-1:55 pm
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Age: 8 - 18 (Int 1, 2 & 3)

415130-A1	Antje	9/9-12/23	F	5:10-6:05 pm
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\$222/14 Wks*

Age: 8 - 18 (Int 6)

415140-A1	Antje	9/8-12/15	Th	6:25-7:50 pm
415140-A2	Antje	9/9-12/23	F	6:05-7:30 pm

Youth Programs

Information (714) 327-7525



Individualized Approach Gymnastics (Girls Only)

Class Site: Downtown Recreation Center
Gymnastics Room

Instructor: Antje Morris
(714) 305-9630

\$240/14 Wks*

Age: 6-10 (Int 2 & 3)		(Min 5/Max 9)	
415160-A1	9/12-12/12	M	3:20-4:15 pm
415160-A2	9/12-12/12	M	7:00-7:55 pm
415160-A3	9/13-12/13	T	3:20-4:15 pm
415160-A4	9/13-12/13	T	5:10-6:05 pm

Age: 8-18 (Int 4 & 5)			
415170-A1	9/12-12/12	M	4:15-5:10 pm
415170-A2	9/12-12/12	M	5:10-6:05 pm
415170-A3	9/12-12/12	M	6:05-7:00 pm
415170-A4	9/13-12/13	T	4:15-5:10 pm
415170-A5	9/13-12/13	T	6:05-7:00 pm
415170-A6	9/13-12/13	T	7:00-7:55 pm

Instructor: Marti Gangnes MA., MS.
For more information: (949) 347-7373
or email mgangnes@cox.net

\$205/12 Wks*			
Age: 6-12 (Beg/Int)		(Min 6/Max 9)	
415200-A1	9/14-12/7	W	3:45-4:40 pm
Age: 6-16 (Int 1, 2 & 3)			
415200-A2	9/14-12/7	W	4:40-5:35 pm

Karate* Age: 6-14

Refer to receipt for dress attire and missed classes information.

Traditional Japanese Karate develops self-confidence, stamina, self-discipline, agility, physical and mental conditioning, increased energy, self-control and self-defense. Shito-Ryu style Karate is taught year-round with an opportunity to progress in rank.

Instructor: Jackie Long
Class Site: BCC
No Class: 11/22, 11/24

\$88/13 Wks*		(Min 5/Max 35)	
418010-A1	9/13-12/13	Tu	3:30-4:45 pm
418010-A2	9/15-12/15	Th	3:30-4:45 pm

Intermediate			
\$88/13 Wks*		(Min 5/Max 35)	
418010-A5	9/13-12/13	Tu	4:45-6:00 pm
418010-A6	9/15-12/15	Th	4:45-6:00 pm

Advanced (Red and Blue Belts Only)			
\$88/13 Wks*		(Min 5/Max 35)	
418010-R1	9/13-12/13	Tu	6:05-7:15 pm
418010-R2	9/15-12/15	Th	6:05-7:15 pm

Unlimited Attendance			
\$138/13 Wks*		(Min 5/Max 35)	
418010-U1	9/13-12/15	T/Th	3:30-7:15 pm



Anaheim Equestrian Center

Instructor: Cheryl Skidmore
1370 Sanderson Ave, Anaheim
No Class: 11/25 & 11/26



Down On The Farm* Age: 18 mo- 6 yr

\$15 material fee is due to the instructor.
Children and their parents will learn about farm animals through puppets, story telling, songs, crafts, pony rides as well as feeding and interacting with farm animals.

\$53/4 Wks*		(Min 6/Max 15)	
416120-F1	9/16-10/7	F	11:00am-12:00 pm
416120-F2	10/14-11/4	F	11:00am-12:00 pm
416120-F3	11/11-12/9	F	11:00am-12:00 pm

Horse Fun for Tots* Age: 3-6

\$15 material fee is payable to the instructor and parent participation is required.

Join your preschoolers as we learn about horses! We'll feed, halter, lead, mount, dismount and learn basic beginning riding skills. Wear close-toed shoes.

No Class: 11/26

\$60/4 Wks*		(Min 6/Max 12)	
416110-A1	9/17-10/8	Sa	1:00-2:00 pm
416110-A2	10/15-11/5	Sa	1:00-2:00 pm
416110-A3	11/12-12/10	Sa	1:00-2:00 pm

Horse Fun for Kids* Age: 7-12

\$15 material fee is due to the instructor.
This beginning class teaches basic horsemanship such as grooming, saddle, pick hooves, mount, dismount and basic beginning riding skills which will prepare riders for individual lessons.

\$60/4 Wks*		(Min 6/Max 12)	
416110-K1	9/17-10/8	Sa	2:00-3:00 pm
416110-K2	10/15-11/5	Sa	2:00-3:00 pm
416110-K3	11/12-12/10	Sa	2:00-3:00 pm

Youth Programs

Information (714) 327-7525



Kids in the Kitchen* Age: 6-12

Kids will learn the basics of preparing foods (i.e. measure, mix, spread, cut, stir, taste and more) and at the end of each class sample their culinary creations. \$18 material fee is due to the instructor. Please bring your apron.

Instructor: Debbie Dickens
Class Site: NCC
No Class: 9/28

\$68/8 Wks* (Min 7/Max 15)
416010-A1 9/14-11/9 W 3:30-4:20 pm

Let's Cook!* Age: 3-5

Children will build small motor and early math skills as we measure, mix, spread, stir, roll and more. Bring your aprons and come enjoy cooking with your preschooler. \$18 material fee is due to the instructor. Parent participation is required.

Instructor: Debbie Dickens
Class Site: NCC
No Class: 9/28

\$74/8 Wks* (Min 5/Max 8)
416010-A2 9/14-11/9 W 10:00-11:00 am

Let's Cook!

Cookie Decorating Workshop*

Age: 3-6

Decorate special holiday cookies with your favorite little one. Learn frosting techniques and candy skills to finish two dozen cookies. Frosting tips and instructions are included. \$8 material fee is due to the instructor on the first day of class. Parent participation is required.

Instructor: Debbie Dickens
Class Site: NCC

\$20/1 Day* (Min 4/Max 8)
416010-W1 12/7 W 10:00-11:30 am

Let's Cook! Holiday

Cookie Workshop* Age: 5-9

Decorate special holiday cookies to keep or give away. Learn techniques to make a dozen cookies. Complete instructions included. \$8 material fee is due to the instructor on the first day of class.

Instructor: Debbie Dickens
Class Site: NCC

\$20/1 Day* (Min 4/Max 8)
416010-W2 12/7 W 3:30-5:00 pm

Young Rembrandts

Pre-School Drawing* Age: 3 1/2 -5

Students will learn to draw and color fun subjects like teddy bears, cowboys and more, while working on fine motor skills, focusing, listening, staying on task, spatial organization, and patience.

Instructor: Young Rembrandts Staff
Class Site: NCC

\$75/6 Wks* (Min 6/Max 10)
411140-P1 9/13-10/18 Tu 2:30-3:15 pm
411140-P2 11/1-12/6 Tu 2:30-3:15 pm

Young Rembrandts

Cartoon Drawing Class* Age: 6-12

This delightful program combines Young Rembrandts' innovative step-by-step drawing method with light-hearted subject matters that engage children, their sense of humor and their vivid imaginations.

Instructor: Young Rembrandts Staff
Class Site: NCC

\$75/6 Wks* (Min 6/Max 15)
411140-C1 9/13-10/18 Tu 3:30-4:30 pm

Young Rembrandts

Elementary Drawing* Age: 6-12

Students will be taught a step-by-step drawing method that is easy to follow regardless of artists ability. Subjects range from animals to landscapes, and still life.

Instructor: Young Rembrandts Staff
Class Site: NCC

\$75/6 Wks* (Min 6/Max 15)
411140-E1 11/1-12/6 Tu 3:30-4:30 pm

Kids Group Guitar Class* Age: 8-13

Level 1

Beginner-level I group guitar class provides the basics and building blocks for the beginning guitar player. Be playing classic pop/rock tunes by the end of the 8-week course. \$10 material fee due to instructor at first class.

Instructors: Music Factory Staff
Class Site: Music Factory School of Music
1125 Victoria St., Suite C, Costa Mesa

\$100/8 Wks.* (Min 3/Max 8)
416210-A1 9/12-11/7 M 5:00-6:00 pm
416210-A2 10/26-12/14 W 5:00-6:00 pm
416210-A3 9/15-11/3 T 5:00-6:00 pm

Level 2

This class is meant to be a continuation for students who have completed the Level 1 class. More chords, scales, theory and songs will be taught. \$10 material fee due to instructor at first class.

\$100/8 Wks.* (Min 3/Max 8)
411210-K1 9/14-11/2 W 5:00-6:00 pm



Youth Programs

Information (714) 327-7525

YOUTH DANCE CLASSES

All camps/classes of the Endeavor School of the Art will be taught at 103 E. 17th St., Suite 3, Costa Mesa (949)548-3180

Website information: www.danceendeavor.com

Refer to receipt for possible location change, dance attire and other requirements

No Class 11/21-11/26

Tutu Tots* Age: 2-3

(Mommy & Me Tap/Ballet Combo)

Toddlers alongside their moms will learn basic dance movements while focusing on balance, coordination, and creativity through the use of props!

\$102/12 Wks*	(Min5/ Max 10)		
412070-A1	9/19- 12/12	M	10:30- 11:15 am
412070-A2	9/16- 12/9	F	10:30- 11:15 am
412070-A3	9/15- 12/8	Th	9:30- 10:15 am
412070-A4	9/17- 12/10	Sa	9:45- 10:30 am

Tap Dance* Ages: 4-16

Tap is vibrant, energetic, and fun! Join us to learn this fun style and focus on coordination, dynamics, basic technique, and rhythm!

\$102/12 Wks*	(Min 5/Max 15)		
Ages: 4-6			
412080-T1	9/19-12/12	M	5:15-6:00 pm
Ages: 6-9			
412080-T2	9/20-12/13	T	4:30-5:30 pm
Ages: 10-16			
412080-T3	9/14-12/7	W	6:00- 7:00 pm

Happy Feet*

(Ballet & Tap Combo) Age: 3-5

This beginning ballet and tap class utilizes a multitude of props, creative stories, and interactive games to introduce the wonderful world of dance!

\$102/12 Wks*	(Min5/ Max 10)		
412080-C1	9/19-12/12	M	9:30-10:15 am
412080-C2	9/19-12/12	M	3:00-3:45 pm
412080-C3	9/20-12/13	T	10:00-10:45am
412080-C4	9/20-12/13	T	3:00-3:45 pm
412080-C5	9/16-12/9	F	9:30-10:15 am
412080-C6	9/16-12/9	F	4:30-5:15 pm
412080-C7	9/17-12/10	Sa	9:00-9:45 am

Lil' Darlins*

(Ballet & Jazz Combo) Ages: 4-6

This beginning class utilizes multiple props, creative stories, and interactive games to introduce the energetic style of jazz and the grace of ballet!

\$102/12 Wks*	(Min5/ Max 10)		
412080-D1	9/19-12/12	M	3:45-4:30 pm
412080-D2	9/20-12/13	T	3:45-4:30 pm
412080-D3	9/17-12/10	Sa	10:30-11:15 am

Funky Feet*

(Hip Hop & Jazz Combo) Ages: 4-6

Let's get those little feet moving! This beginning hip hop and jazz class is a fun, creative class that will introduce the wonderful and funky world of dance!

\$102/12 Wks*	(Min5/ Max 10)		
412080-F1	9/19-12/12	M	4:45-5:30pm
412080-F2	9/16-12/9	F	3:30-4:15 pm
412080-F3	9/17-12/10	Sa	11:15 am-12:00 pm

Jazz Dance* Ages: 6-16

Jazz is vibrant, energetic, and fun! Join us to learn this fun style and focus on coordination, dynamics, basic technique, and rhythm!

\$102/12 Wks*	(Min 8/ Max 12)		
Ages: 6-10			
412080-J1	9/15-12/8	Th	5:30-6:30 pm
Ages: 10-16			
412080-J2	9/19-12/12	M	6:00-7:00 pm

Cheer/Dance* Ages: 7-16

Calling all cheerleaders! Join us to work on your basic pom movements, chants, basic stunting, and dancing in this new and fun class!

\$102/12 Wks*	(Min 5/Max 15)		
412140-C1	9/17-12/10	Sa	1:00-2:00 pm

Youth Basic Ballet* Age: 6-16

This basic ballet class will teach students the fundamentals of ballet technique while focusing on poise, coordination, flexibility, grace, and balance all while having a great time!

\$102/12 Wks*	(Min 8/Max 16)		
Ages: 6-9			
412070-B1	9/19-12/12	Th	4:30-5:30 pm
412070-B2	9/17-12/10	Sa	12:00-1:00 pm
Ages: 10-16			
412070-B3	9/15-12/7	Th	3:30-4:30 pm

Hip Hop* Ages: 8-15

Let's raise the roof! This is a basic introduction to hip hop; students will learn rhythm, coordination, and syncopation in a fun-filled, funky environment!

\$102/12 Wks*	(Min 8/Max 12)		
412080-H1	9/14-12/7	W	5:00-6:00 pm
Boys Only			
412080-H2	9/14-12/7	W	3:30-4:30 pm

Introduction to Acting* Age: 8-14

Learn how to be a star with an acting class that provides the fundamentals of acting techniques (i.e. improvisation, cold reading, and scene study) while expanding one's imagination in a fun, nurturing environment!

\$102/12 Wks*	(Min8/Max12)		
411050-A1	9/20-12/13	T	6:30-7:30 pm



Youth Musical Theater* Age: 8 - 12

Broadway Baby! Students will receive voice and dance training as they learn the music and dance of Broadway.

\$102/12 Wks*	(Min 8/Max 12)		
411050-Y1	9/20-12/13	T	5:30-6:30 pm

Youth/Teen Programs



Baby-Sitter, CPR, & Pediatric First Aid Training**

Age: 10-18

\$40 material fee is payable to the instructor; details provided on receipt.

Advance registration is required!

Impress parents with your CPR and pediatric first aid certifications, organizational skills, and ability to safely care for children. Class includes hands-on activities. You will receive a training workbook and binder. Bring a self-addressed, stamped envelope and lunch.

Instructor: Healthy U
(714) 374-3008

Class Site: NCC

\$49/1 Day*		(Min 6/Max 16)	
411120-A1	9/17 Sa	8:30 am	3:45 pm
411120-A2	11/12 Sa	8:30 am	3:45 pm

Samurai Cop's

Basic Self Defense*

Age: 6-17

This course teaches children how to become more confident through the use of defense techniques of Aikido, Judo and Karate Jutsu. Students learn about stranger awareness, how to avoid conflicts, deal with bullies and how to be safe both in the home and on the streets. Students completing this course will receive a Certificate of Completion allowing them to enroll in additional classes offered by the Academy.

Instructor: Sensei David Dye
Class Site: 1360 Logan Avenue #108
Costa Mesa

\$88/12 Wks*		(Min 5/Max 12)	
418020-A1	9/12-11/28 M	6:00	7:00 pm

Drop-In Teen Center

Grades: 7-9

Information: (714) 327-7560

The Drop-in Teen Center is an after school spot for teens in grades 7th & 8th. Activities include dodgeball, foosball, ping-pong, board games, arts & crafts, video games such as Rock Band, and many more! Teens are required to sign in but may come and go at their leisure. The drop-in teen program is FREE! The Drop-in Teen Centers are held at TeWinkle and Costa Mesa Middle Schools Monday through Thursday. Come on down, bring your friends, and join in the fun!

FREE



School Year Hours and Locations

TeWinkle Middle School
Monday - Thursday 3:35 - 6:00 pm

Costa Mesa Middle School
Monday - Thursday, 2:50 pm - 6:00 pm



Recreation Leader In Training (RLIT)

Age: 13-17

Free Program

Information: (714) 754-5013



Do you want to make a difference in the life of a child? Do you need work experience and knowledge to help you get a job? Volunteer with us and assist staff with planning and implementing activities while learning basic leadership skills and acting as role models for our younger participants.

Students who are interested must complete a volunteer application located at one of our three Community Centers and turn it in to the Balearic Community Center. Applications will be reviewed and interviews will be set up with qualified applicants.

Winter Camp 2011 Dates

Week 1: December 19 - 23
Week 2: December 27 - 30

*40 hours of previous R.L.I.T. volunteer service are needed to work Winter Camp.

Teen/Adult Classes

Information (714) 327-7525



Traditional Karate** Age: 15+

Refer to receipt for dress attire and missed classes information.

Traditional Japanese Karate develops self-confidence, stamina, self-discipline, agility, physical and mental conditioning, increased energy, self-control and self-defense. Shito-Ryu style Karate is taught year-round with an opportunity to progress in rank.

Instructor: Jacki Long
Class Site: BCC
No Class: 11/22, 11/24

\$118/13 Wks.* (Min 5/Max 35)

Beginner

438010-A1 9/13-12/13 Tu 3:30-4:45 pm
438010-A2 9/15-12/15 Th 3:30-4:45 pm

\$118/13 Wks.* (Min 5/Max 35)

Intermediate

438010-A5 9/13-12/13 Tu 4:45-6:00 pm
438010-A6 9/15-12/15 Th 4:45-6:00 pm

Advanced (Red and Blue Belts Only)

\$118/13 Wks.* (Min 5/Max 35)

438010-R1 9/13-12/13 Tu 6:05-7:15 pm
438010-R2 9/15-12/15 Th 6:05-7:15 pm

Unlimited Attendance

\$144/13 Wks.* (Min 5/Max 35)

438010-U1 9/13-12/15 Tu/Th 3:30-7:15 pm

Boot Camp Workout** Age: 16+

Please bring a mat. All levels of fitness welcome. Get fit, firm up and meet great people with a fun, energizing workout that begins with a warm-up then a short run and drills followed by sit-ups, push-ups and more.

Instructor: Brandi Knox
Class Site: BCC Basketball Courts (outside)
No Class: 10/6, 11/8, 11/22, 11/24

\$88/11 Wks* (Min 6/Max 20)

432160-A1 9/13-12/6 Tu 6:00-7:00 pm
432160-A2 9/15-12/8 Th 6:00-7:00 pm

Recreational Volleyball and Conditioning** Age: 16+

Tennis shoes required; Mat and towel recommended; Younger players permitted with instructor's permission.

Begin the class with 20 minutes of conditioning to improve flexibility and strength. Class provides an opportunity for novice through mid-level players to enjoy volleyball on a recreational level!

Instructor: Larry Kaban
Class Site: Estancia High Gym
2323 Placentia Avenue, CM

Monday & Wednesday

\$89/14 Wks* (Min 5/Max 20)

433030-A1 9/12-12/14 M/W 7:00-9:00 pm

Monday or Wednesday

\$68/14 Wks* (Min 5/Max 20)

433030-A2 9/12-12/14 M or W 7:00-9:00 pm



Jazzercise** Age: 16+

Registration is taken at the Senior Center

Jazzercise combines no-impact, low-impact, and impact movements that improve cardiovascular fitness, muscle tone, flexibility, posture, balance and coordination; all demonstrated by trained Jazzercise Inc, AFAA, accredited instructors. For more information contact Dawna Banse, (949) 642-8408.

Class Site: Senior Center
695 W. 19th Street, Costa Mesa

Fee Varies with Number of Classes Attending

Jazzercise	M/W/Th	6:00-7:00 pm
Express Jazzercise	Tu	6:00-6:30 pm
Jazzercise	Tu/Th	8:25-9:20 am
Jazzercise	Sat	8:30-9:30 am

Aerial Dance

Fitness** Ages: 12+

Conditioning exercises and dance using (3) suspended apparatus - Silk/Tissu, Hoop and Hammock, while learning movement and extensive stretching elements to develop core strength, flexibility, endurance, balance and grace.

Instructors: OC Aerial Arts
Class Site: 2777-D Bristol St., Costa Mesa

\$80/4 Wks.* (Min 3/Max 12)

432210-D1 9/14-10/5 W 7:30-9:00 pm
432210-D2 10/12-11/2 W 7:30-9:00 pm
432210-D3 11/9-11/30 W 7:30-9:00 pm
432210-D4 12/7-12/28 W 7:30-9:00 pm

Hammock Aero-Fitness** Ages: 12+

The latest trend in aerial fitness, this cutting edge workout is for the average student wishing to try innovative exercises in suspended comfortable hammock apparatus. Great way to build core strength, lose weight muscle conditioning or simply to have fun.

Instructors: OC Aerial Arts
Class Site: 2777-D Bristol St., Costa Mesa

\$52/4 Wks.* Min 3/Max 12

432210-H1 9/14-10/5 W 6:00-6:45 pm
432210-H2 10/12-11/2 W 6:00-6:45 pm
432210-H3 11/9-11/30 W 6:00-6:45 pm
432210-H4 12/7-12/28 W 6:00-6:45 pm

Teen/Adult Classes

Information (714) 327-7525

Yoga* Age: 18+

No pregnant students please and new students must attend first class. Mat or towel recommended.

Students will work body alignment and the breath to explore the essential poses that are the foundations of yoga. Cultivate inner awareness and feel better too.

Instructor: Barbara Burks
Class Site: BCC

\$112/14 Wks* (Min 10/Max 30)

432010-B1 9/12-12/12 M 6:15-7:15 pm

432010-B2 9/14-12/14 W 6:15-7:15 pm

Instructor: Janet
Class Site: NCC
No Class 11/21 and 11/23

\$104/13 Wks* (Min 10/Max 24)

432010-A1 9/12-12/12 M 6:30-7:45 pm

432010-A2 9/14-12/14 W 6:30-7:45 pm

Instructor: Grace
Class Site: NCC

\$80/10 Wks* (Min 10/Max 24)

432010-C1 9/15-11/17 Th 6:45-7:45 pm

T'ai Chi for Wellness** Age: 16+

This class is not a martial art or a religion. Learn to relax, balance and revitalize your body, mind and life force. Instructor has a T'ai Chi Masters teaching credential and is a teacher of teachers.

Instructor: Dan Walker
Class Site: NCC

\$49/7 Wks.* (Min 8/Max 25)

432040-A1 9/13-10/25 Tu 6:30-7:45 pm

Pilates Mat* Age: 18+

Bring a mat and towel.

Build strong, firm abdominals! Increase your flexibility and strengthen muscles! Improve your posture! Be FREE of low back pain! Reduce stress... IT WORKS! Wear comfortable clothing.

Instructor: Niki Parker
Location: BCC
No Class: 11/23

\$77/7 Wks* (Min 6/Max 25)

432190-A1 9/14-10/26 W 9:30-10:30 am

\$66/6 Wks* (Min 6/Max 25)

432190-A2 11/2-12/14 W 9:30-10:30 am



Zumba Dance Fitness** Age: 16+

Zumba is the hottest new dance fitness party! It fuses hypnotic Latin & International dance steps of Salsa, Cumbia, etc, yet is so simple anyone can do it. Ditch the Workout, Join the party!

Instructor: CS Dance Factory
www.csdancefactory.com
No Class: 10/31, 11/23

Class Site: DRC

\$120/13 Wks* (Min 5/Max 40)

432180-D1 9/12-12/12 M 6:30-7:30 pm

432180-D2 9/15-12/15 Th 6:30-7:30 pm



Unlimited Zumba at DRC

\$195/13 Wks* (Min 5/Max 40)

432180-U1 9/12-12/15 M/Th 6:30-7:30 pm

Class site: BCC

\$120/13 Wks* (Min 5/Max 40)

432180-B1 9/14-12/14 W 7:30-8:30 pm

Machine Sewing** Age: 14+

Beginner

\$5 material fee is payable to the instructor the first day of class.

Machines are limited; you may bring your own.

Learn the basics and gain confidence in accomplishing your sewing goals. Students will complete two or three projects. Supply list will be given out on the first day of class.

Instructor: Debbie Dickens

Class Site: NCC

No Class: 9/26

\$50/5 Wks* (Min 5/Max 10)

431020-A1 9/12-10/17 M 6:00-7:30 pm

Adult Group Guitar** Ages: 14+ Level 1

Beginner-level I group guitar class provides the basics and building blocks for the beginning guitar player. Be playing classic pop/rock tunes by the end of the 8-week course. \$10 material fee is due to the instructor at first class.

Instructor: Music Factory Staff
Class Site: Music Factory- School of Music
1125 Victoria St., Suite C, Costa Mesa

\$100/8 Wks* (Min 3/Max 8)

436210-A1 9/12-11/7 M 6:00-7:00 pm

436210-A2 10/26-12/14 T 6:00-7:00 pm

436210-A3 9/15-11/3 F 6:00-7:00 pm

Level 2

This class is meant to be a continuation for students who have completed the Level 1 class. More chords, scales, theory and songs will be taught. \$10 material fee is due to the instructor at first class.

\$100/8 Wks* (Min 3/Max 8)

436210-G1 9/14-11/2 W 6:00-7:00 pm





Basic First Aid with

Adult CPR & AED** Age: 10+

\$20 material fee is payable to the instructor; details provided on receipt.
Advance registration required!

Are you interested in safety and knowing how to react in a real emergency? Class includes the latest 2010 CPR guidelines and your certification is valid for two years. Bring a self-addressed stamped envelope.

Instructor: Healthy U
(714) 374-3008
Class Site: NCC

\$39/1 Day* (Min 6/Max 16)
431030-F1 10/8 Sa 8:30-2:00 pm



CPR - Adult, Child

& Infant** Ages: 10+

\$20 material fee is payable to the instructor; details provided on receipt.

Advance registration is required!

Not for medical professionals requiring BLS.

Approved for California state teachers and daycare providers requiring EMSA guidelines.

Don't miss a beat and learn how to save a heart. Card includes the latest 2010 CPR guidelines and your certification is valid for two years. Bring a self-addressed stamped envelope.

Instructor: Healthy U
(714) 374-3008
Location: NCC

\$39/1 Day* (Min 6/Max 16)
431030-C1 9/21 W 5:30-9:00 pm
431030-C2 10/26 W 5:30-9:00 pm
431030-C3 11/21 M 5:30-9:00 pm



Appetizers & Hors D'oeuvres*

Ages: 18+

\$15 material fee is due to instructor; please bring your apron.

Each week learn to prepare two recipes that keep entertaining affordable.

Instructor: Debbie Dickens
Location: NCC
No Class: 11/23

\$50/6 Wks* (Min 5/Max 10)
436010-A3 11/2-12/14 W 5:30-6:30 pm

In the Kitchen with Debbie*

Ages: 18+

\$2 material fee is due to instructor; please bring your apron.

Each week learn to prepare a recipe that is quick, healthy and affordable.

Instructor: Debbie Dickens
Location: NCC
No Class: 9/28

\$50/6 Wks* (Min 5/Max 10)
436010-A1 9/14-10/26 W 5:30-6:30 pm

Spanish Class* Ages: 18+

\$10 material fee is due to the instructor.

Beginners learn Spanish with little or no knowledge. The focus is on conversation for fast learning of daily actions. You'll speak Spanish from the very beginning.

Instructor: Maria D'Angelo
www.portallanguages.com
Location: NCC

\$135/8 Wks* (Min 5/Max 10)
Beginner
431060-A1 9/21-11/9 W 6:00-7:00 pm

Horse Fun for Adults** Age: 13+

\$15 material fee is due to the instructor; Long pants and boots required.

This recreational riding program teaches basic feeding, grooming, and riding techniques.

Instructor: Cheryl Skidmore
Class Site: Anaheim Equestrian Center
1370 Sanderson Ave., Anaheim
No Class: 11/26

\$68/4 Wks* (Min 6/Max 12)
436110-A1 9/17-10/8 Sa 3:00-4:00 pm
436110-A2 10/15-11/5 Sa 3:00-4:00 pm
436110-A3 11/12-12/10 Sa 3:00-4:00 pm

Teen/Adult Dance Classes

Information (714) 327-7525

Salsa Dance** Age: 18+

\$2 material fee is payable to the instructor the first day of class.

Easy to learn Salsa, today's hottest dance from TV dance shows. Learn basics to make you look good and socialize on the dance floor. No partner required. For more information: Kaylaa at kaylaa@dancequick.com or www.dancequick.com.

Instructor: Kaylaa Fox

Class Site: DRC

\$49/5 Wks* (Min 6/Max 20)

432100-A1 9/13-10/11 Tu 8:00-9:00 pm

432100-A2 10/18-11/15 Tu 8:00-9:00 pm

Scottish Country Dancing** Age: 14+

No partner required; refer to receipt for dance attire. *Children (ages 8 to 13) may participate if a parent/guardian is concurrently enrolled.*

Learn the traditional dancing of Scotland. It is similar to Square Dancing, but requires learning more footwork. Tempos vary from lively jigs, reels and hornpipes, to the elegant, slower strathspeys.

Instructor: Robert Patterson & Renee Boblette

Class Site: NCC

No Class: 11/24

\$72/13 Wks* (Min 10/Max 50)

Beginner

432120-A1 9/15-12/15 Th 7:30-8:30 pm

Intermediate/Advanced

432120-A2 9/15-12/15 Th 8:35-9:45 pm

Beginning Line Dancing* Age: 18+

If you can count to four and like to have fun, you will love line dancing. You will learn popular dances of all variations. Hottest line dance tunes free with enrollment. Come join us for some fun and a great workout to boot!

Instructor: Cherie Thiers

Class Site: DRC

\$45/5 Wks* (Min 6/Max 25)

432200-A1 9/15-10/13 Th 8:00-9:00 pm

Swing & Nightclub Dance** Age: 16+

\$2 material fee due to instructor at first class.

Swing and Nightclub dances are the most versatile and fun social dances since they can be danced to almost any kind of music at all events. No partner required. For further information: Kaylaa at kaylaa@dancequick.com or www.dancequick.com.

Instructor: Kaylaa Fox

Class Site: DRC

\$49/5 Wks* (Min 6/Max 20)

432110-A1 9/13-10/11 Tu 7:00-8:00 pm

432110-A2 10/18-11/15 Tu 7:00-8:00 pm

Endeavor School of the Arts

All classes of the Endeavor School of the Arts will be taught at

103 E. 17 St., Suite 3, Costa Mesa (949)548-3180

Website info: www.danceendeavor.com

Refer to receipt for possible location change, dance attire and other requirements.

No Classes: 11/21-11/26



Adult Hip Hop Beginning** Age: 16+

Come develop coordination, funk, and rhythm as you enter the basics of hip-hop. With high energy and heart-pumping music, you will raise your heartbeat as well as the roof!

\$102/12 Wks* (Min 8/Max 16)

432070-H1 9/14-12/7 W 7:30-8:30 pm

Pre/Post-Natal Dance** Age: 18+

This low-impact class works with expecting moms as well as new mommies to keep your body feeling strong! This class incorporates basic stretches, light barre work, and relaxing movements!

\$102/12 Wks* (Min 8/Max 16)

432070-P1 9/15-12/8 Th 10:30-11:30 am

Cardio Dance** Age: 16+

Let's burn those calories while having fun! This heart-pumping class incorporates dance conditioning exercises with energetic barre work!

\$102/12 Wks* (Min 8/Max 16)

432070-C1 9/14-12/7 W 8:30-9:30 pm

Adult Complete Body Stretch**

Age: 16+

Bring an exercise mat and a towel

Prepare to stretch, relax, refresh body and mind as well as gain flexibility, ease tension, and improve mobility with this easy-to-follow stretching program. You will sleep well and feel better!

\$102/12 Wks* (Min 8/Max 16)

432070-S1 9/19-12/12 M 6:30-7:30 pm

Adult Tap** Age: 16+

This beginning tap class introduces the basic elements of tap through exercises in rhythm, dynamics, and syncopation.

\$102/12 Wks* (Min 5/Max 10)

432070-T1 9/19-12/12 M 7:30-8:30 pm

Adult Ballet Beginning** Age: 16+

Learn to project a positive self-image by acquiring poise, grace, and confidence. Energetic barre work builds stamina while gentle stretches and relaxing music diminish stress.

\$102/12 Wks* (Min 8/Max 16)

Beginning

432070-B1 9/15-12/8 Th 7:30-8:30 pm

Adult Lyrical** Age: 16+

This class teaches the basic elements of dance as well as transferring your emotions and feelings into a beautiful, heart-felt movement.

\$102/12 Wks* (Min 8/Max 16)

432070-L1 9/20-12/13 T 7:00-8:00 pm

Adult Jazz** Age: 16+

Get connected to your body, enjoy a great workout, and have fun while doing it by focusing on your coordination, rhythm, and learning basic jazz techniques.

\$102/12 Wks* (Min 8/Max 16)

432070-J1 9/15-12/8 Th 8:30-9:30 pm

Senior Classes

Information (714) 327-7525



Zumba Gold for Seniors* Age: 55+

Bring water & towel.
No black soled shoes.

Zumba Gold is an exciting, new fitness dance program for older active adults or deconditioned participants. You'll dance to hypnotic Latin and International beats of Salsa, Merengue, Cumbia, Reggaeton, etc. Simple for any fitness level.

Instructor: CS Dance Factory
Class Site: DRC
www.csdancefactory.com
No Class: 11/1, 11/11, 11/25

\$90/13 Wks* (Min 5/Max 40)
432180-S1 9/13-12/13 Tu 9:00-10:00 am

\$85/12 Wks* (Min 5/Max 40)
432180-S2 9/16-12/16 F 9:00-10:00 am

Zumba Gold Unlimited
\$160/13 Wks* (Min 5/Max 40)

\$ FREE \$

Being Your Own Health Advocate* Age: 55+

This class will cover how to advocate for your own individual and family healthcare needs. Learn to navigate the healthcare system, partner with your doctor, and hear about community resources available for assistance.

Instructor: Katie Zeoli
Class Site: NCC

\$FREE/1 Day (Min 10/Max 15)
431160-S3 11/15 Tu 10:00-11:30 am

\$ FREE \$

Missing Keys & Forgotten Names: Should I be worried?*

Age: 55+

This class is designed to help participants gain a better understanding of the difference between normal forgetfulness and abnormal memory loss. Learn about the signs and symptoms of Alzheimer's disease and other causes of dementia.

Instructor: Katie Zeoli
Class Site: NCC

\$FREE/1 Day (Min 10/Max 15)
431160-S1 9/6 Tu 10:00-11:30 am

\$ FREE \$

Successful Aging* Age: 55+

Attendees are challenged to embrace the aging process, leave behind negative stereotypes about aging, and adopt strategies to enhance well-being.

Instructor: Katie Zeoli
Class Site: NCC

\$FREE/1 Day (Min 10/Max 15)
431160-S2 10/11 Tu 10:00-11:30 am

SENIOR SOFTBALL

Age: 55+ Men
45+ Women

Please contact John Wright
Senior Softball Coordinator

For More Information
(949) 646-3516



Check out the Costa Mesa Senior Center
for additional classes and activities!



Costa Mesa Senior Center

The Costa Mesa Senior Center offers activities, services, and information that enhance the quality of life, promote self-dignity and self-esteem, encourage independence, and foster social contact among seniors and their families. Come join us! The center is located on the corner of 19th and Pomona Streets.

Fall Adult Basketball League

Age: 18+

Registration Location:

Downtown Recreation Center
1860 Anaheim Ave.
Adult Sports Hotline (714) 754-5621

Fall is a perfect season to get your game on at the Downtown Recreation Center. All leagues are designed to provide a fun and competitive experience while accommodating teams of various skill levels. Leagues are offered Sunday through Wednesday nights. Teams play a 10 game season.

Fall Games Begin: Monday, September 12, 2011

Team Registration: \$580 per team
(\$350 for league fee + \$230 official's fee)

Walk-in registrations only, proof of residency required at time of registration during the priority registration week.

Priority Registration: Monday, August 15 - Friday, August 19, 2011 (Costa Mesa resident teams and returning teams from the Summer 2011 League). Register from 8:00 am to 6:00 pm at the Downtown Recreation Center.

Open Registration: Monday, August 22 - Friday, August 26, 2011. Register from 8:00 am to 6:00 pm at the Downtown Recreation Center.

Registration Process: Walk-in registrations only. Register at the Downtown Recreation Center. Leagues subject to meet a minimum enrollment requirement.

Registration flyer and roster are available online at <http://www.ci.costa-mesa.ca.us/recreation/CMAAdultSports.htm>

Fall Adult Softball League

Age: 18+

Registration Location:

Downtown Recreation Center
1860 Anaheim Ave.
Adult Sports Hotline (714) 754-5621

League play consists of 8 regular league games followed by playoffs. Teams are guaranteed 1 playoff game. Leagues are available Sunday through Friday nights. Coed nights are Sunday, Monday and Tuesday. Men's nights are Wednesday, Thursday, and Friday.

Fall Games Begin: Sunday, September 18, 2011

Team Registration: \$540 per team
(\$410 for league fee + \$130 umpire's fee)

Walk-in registrations only, proof of residency required at time of registration during the priority registration week.

Priority Registration: Monday, August 22 and Tuesday, August 23 (Costa Mesa residents and returning teams from the Summer 2011 League) 8:00 am to 6:00 pm at the Downtown Recreation Center.

Open Registration: Wednesday, August 24 - Friday, August 26, 8:00 am to 6:00 pm at the Downtown Recreation Center.

Registration Process: Walk-in registrations only. Register at the Downtown Recreation Center. Leagues subject to meet a minimum enrollment requirement.

Fall registration flyer and roster are available online at <http://www.ci.costa-mesa.ca.us/recreation/CMAAdultSports.htm>

ADULT OPEN GYM***

Age: 18 years +

Downtown Recreation Center
1860 Anaheim Ave.

Our open gym sessions offer all adults of all skill levels an opportunity to participate in a non-competitive athletic environment.

Gym Punch Passes

Passes may be purchased at the Downtown Recreation Center Monday through Friday from 8:00 am to 5:00 pm.

Basketball - New Hours!

Monday-Friday 11:00 pm - 2:00 pm
Thursday 6:00 pm - 10:00 pm
Saturday 2:00 pm - 5:00 pm
Sunday CLOSED

***GYM PUNCH PASSES ARE REQUIRED



Volleyball

Friday 6:00-9:00 pm
Sunday CLOSED

Punch Pass Fees: \$3 for 1 visit • \$24 for 10 visits • \$45 for 20 visits

Dog Classes taught by
Hacienda Hills Dog Obedience Club (HHDOC)

are held at various local sites.

Website www.dogservicesunlimited.com

Advance Registration required

Bring current vaccination records and insurance/materials fee to instructor at first class



Dog Obedience Training** Age: 11+

Bring \$10 insurance/ materials fee to 1st class.

Large breeds (4 months+)

Small to Medium breeds (6 months +)

1st class is WITHOUT DOGS; Proper training collar and leash are required.

A.K.C. Obedience commands, including heel, automatic sit, sit-stay, down-stay, stand for inspection, come, and help with correcting behavior problems. Trophies and certificates will be awarded at graduation.

Instructor: HHDOC Staff

Class Site: See below

No Class: 11/23

NCC/TeWinkle Park

\$82/8 Wks* (Min 8/Max 25)

436050-D7 9/27-11/15 Tu 6:30-7:30 pm

University Park, Irvine

\$82/8 Wks* (Min 8/Max 25)

436050-D9 10/5-11/30 W 7:45-8:45 pm

Calling All Frisbee Dogs** Age: 14+

Frisbee included.

Bring \$5 insurance/ materials fee to 1st class.

Learn Frisbee throwing techniques, how to get your dog motivated to catch a disc AND bring it back to you, plus an introduction to teaching your dog freestyle moves.

Instructor: HHDOC Staff

Class Site: Mariners Park, Newport Beach

\$39/1 Day* (Min 6/Max 15)

436050-D6 10/23 Su 1:30-4:30 pm

Obedience Refresher & Drill

Workshop** Age: 11+

First class bring dog with proper training collar and leash.

Bring \$5 insurance/ materials fee to 1st class.

A class for dogs who have been through a beginning dog obedience class and want to continue improving their dog's focus and response to commands.

Instructor: Theresa Botello

Class Site: TeWinkle Park, Costa Mesa

\$64/5 Wks* (Min 6/Max 20)

436050-D4 10/4-11/1 Tu 7:30-8:30 pm

Puppy Kindergarten** Age: 11+

Puppies (2-5 months)

1st class is WITHOUT DOGS

Bring \$10 insurance/materials fee to 1st class. Puppies will be introduced to basic commands (heel, sit, stay, etc), discussions on housebreaking and teething problems as well as socialization. Puppy diplomas awarded.

Instructor: HHDOC Staff

Class Site: Newport Coast Community Center
6401 San Joaquin Hills Rd., Newport Beach

\$71/6 Wks* (Min 6/Max 25)

436050-D3 9/20-10/25 Tu 6:30-7:30 pm

Crash Course in Basic

Canine Manners** Age: 11+

Dogs (5 month +); First class bring dogs.

Bring \$5 insurance/ materials fee to 1st class.

Dogs will be introduced to basic obedience commands (sit, stay, come, down) and controlled walking on leash as well as discussions on correcting various behavioral problems.

Instructor: HHDOC Staff

Class Site: TeWinkle Park, Costa Mesa

\$69/4 Wk* (Min 6/Max 20)

436050-D1 10/3-10/24 M 6:00-7:15 pm

Flyball Fun for Dogs** Age: 18+

Dogs (8 months +) must be friendly & some obedience training recommended. *Class is held at TeWinkle Park next to the tennis courts. First Class is held without dogs.*

This fun team sport is for the energetic, ball-loving dog! Dogs will learn to jump over a series of hurdles and retrieve a ball from a spring-loaded box.

Instructor: Kathy Haney

Class Site: TeWinkle Park, Costa Mesa

\$95/9 Wks* (Min 4/Max 10)

436050-F1 9/15-11/10 Th 6:00-7:00 pm

Aquatics

Information (714) 327-7564

POOL CLOSED October 2, 2011 – April 1, 2012

Pool will reopen Monday, April 2, 2012

Downtown Aquatic Center

Information: (714) 327-7564

1860 Anaheim Avenue
Costa Mesa, 92627

Registration Information (ALL Aquatic Programs)

All registrations are WALK IN ONLY and are taken at the Downtown Aquatic Center. Parent or guardian must be present to register their children. Photo identification and proof of current residency is required at time of registration. Please see staff for cancellation and make-up policy.

Level placement testing – available by appointment only. Please call (714)327-7564 for more information.

Resident ONLY Registration Saturdays: Between 8:00 am - 8:15 am index cards will be provided for participants to record their names on. Index cards will be drawn in random order to register. Those arriving after 8:15 am will be either registered (if there are spaces remaining) or put on a waiting list.

Fall Registration Dates (Youth Lessons, Saturday Lessons and Adult Lessons)

Costa Mesa Resident registration begins: Saturday, August 20, 8:00 am - 10:00 am, and weekdays starting Monday, August 22, 8:00 am - 5:00 pm

Open Registration begins: Monday, August 29, 8:00 am - 5:00 pm. Registration is ongoing until full.

Adult Swim Lessons

Age: 16+

Fall lessons meet for four weeks; Tuesdays and Thursdays for 30 minutes beginning at 7:00 pm. Space is limited.

Sessions	Days	Date	Fees
AD-3	T/Th	9/6-9/29	\$43*

*\$5 Non-Resident fee will be added.

Youth Swim Lessons

Age: 6 mos. - 15 yrs.

Fall lessons meet for four weeks; Monday/Wednesday or Tuesday/Thursday for 25 minutes. Classes are scheduled between 3:30 pm and 7:00 pm. Space is limited.

Sessions	Days	Date	Fees
F-1A	M-Th	9/7 - 9/28**	\$40*
F-1B	M-Th	9/6 - 9/29	\$45*

*\$5 Non-Resident fee will be added.

** No class Monday, September 5.

Saturday Swim Lessons

Age: 6 mos. - 15 yrs.

Saturday lessons meet for four weeks for 25 minutes each class. Classes are scheduled between 10:30 am and 1:00 pm. Space is limited.

Sessions	Days	Date	Fees
SA-3	Sa	9/10-10/1	\$45



AQUATIC CENTER Drop-In Programs

Pool Closure Dates: Sept. 3-5, 2011
(Days and Hours are Subject to Change)

PASSES ARE REQUIRED

	1 Sess.	10 Sess.	20 Sess.
Adults (16+)	\$5	\$45	\$90
Seniors (55+)	\$3	\$27	\$54
Youth (under 15)	\$3	\$27	\$54

**Passes and payment required prior to admittance into the pool.

We accept payments with cash (exact change may be required); payments with Visa, MasterCard and personal check must be accompanied with photo identification.

June 27 - August 27, 2011

Adult Lap Swim: Age 16+ (4 lanes)
M/W/F 6:30 am - 8:00 am
M-F 11:45 am - 1:15 pm
Sat 9:00 am - 10:15 am

Adult Lap Swim: Age 16+ (2 lanes)
T & Th 6:30 am - 8:00 am

Senior Aquatics: Age: 55+
T & Th 6:30 am - 8:00 am

Summer Open Swim: All Ages
M-F 1:30 pm - 3:00 pm
Sat 1:15 pm - 2:30 pm

August 29 - September 30, 2011

Adult Lap Swim: Age 16+ (4 lanes)
M/W/F 6:30 am - 8:30 am
M-F 11:45 am - 1:45 pm

Adult Lap Swim: Age 16+ (2 lanes)
T & Th 6:30 am - 8:15 am

Senior Aquatics: Age: 55+
T & Th 6:30 am - 8:15 am





880 Junipero Drive, Costa Mesa
 Register at the Costa Mesa Tennis Center
 For More Information Call (714) 557-0211



Hours		
Mon.-Thurs.		8:00 am - 9:00 pm
Fri.		8:00 am - 7:00 pm
Sat. & Sun.		8:00 am - 5:00 pm
Court Fees		
\$6/hr	M - F	8:00 am - 4:00 pm
\$10/hr	M - F	4:00 pm - 9:00 pm
\$10/hr	Sa - Su	8:00 am - 5:00 pm
Group Lessons		
	Ages	Group Fee
Pee Wee Tennis	4 - 6	\$40/6 wk - ½ hr
Junior Tennis	7 - 14	\$70/6 wk - 1 hr
Adult Tennis	15+	\$70/6 wk - 1 hr



Full service Pro Shop: Racquets, Shoes, Clothing.
 Same day stringing. Open 7 days a week.

Session Dates 2011

Sept. 26 - Oct. 31, 2011
 Nov. 14 - Dec. 19, 2011
 Jan. 9, 2012 - Feb. 13, 2012
Once a week for 6 weeks

Pee Wee (Age: 4 - 6)
Junior (Age: 7 - 14)
Adult (Age: 15+)

Level	Day	Time
Pee Wee	M, T, W, Th	3:30-4:00 pm
Junior Beg	M, T, W, Th	4:00-5:00 pm
Junior Inter	M, T, W, Th	4:00-5:00 pm
Junior Adv	M, T, W, Th	5:00-6:00 pm
Adult Beg	M, T, W, Th	6:00-7:00 pm
Adult Inter	M, T, W, Th	6:00-7:00 pm
Adult Adv	M, T, W, Th	7:00-8:00 pm

Drop-In Tennis Classes Adult Cardio

\$10/hr	F	8:00-9:00 am
\$10/hr	Tu	6:00-7:00 pm

Private Lessons available year-round, call
 (714) 557-0211 for more information

Tennis Instructors USPTA certified:

- Hank Lloyd • Syd Ball • Cameron Ball
- Mike Lindsay • Eddie Fensler • Eduardo Reyes

Ask about our . . .

Ball Machine!

Ball Machine
 ½ Hr. - \$10.00
 1 Hr. - \$20.00

SPECIAL RATES
 for ball machine club

CALL AND RESERVE

USTA Mens Pro Futures

\$10,000

at Costa Mesa Tennis Center
 September 17 - 25, 2011

Come out and watch the
 upcoming top pros!

30th Annual High School

Girls Players & Coaches Workshop
 \$15 per player/\$25 per Coach
Saturday August 27
 (9 - noon)

Ladies Tennis Leagues

September
 Monday Evening
(7 pm - 9 pm)
 Sundowners

Wednesday - Thursday
(9:30 am)
 Hill & Canyon

USTA
Men & Womens Leagues
 Friday - Saturday

**Call for more
 information**



Men's Night \$8 per person
 Wednesday, 7:00-9:00 pm
 Junior Open Match Play \$15 per person
 Wednesday 4:00-6:00 pm

Costa Mesa Country Club

1701 Golf Course Drive
Costa Mesa

www.costamesacountryclub.com



Learn the fundamentals of swinging the club, playing the short shots around the green, and the rules and etiquette of the game.

Our professional teaching staff has many years of experience in the art and science of training golfers. We will show you how to practice effectively and enjoy the game more. Group sessions are available on a monthly basis, \$ 99 for 4 lessons per session (range balls included) Private lessons are also available upon request.



Session 1

(September - October)

Instructor Andrew Thompson			
Sept. 12, 19, 26, Oct. 3	M	6:00 - 7:00 pm	
Instructor John Ortega, PGA			
Sept. 14, 21, 28, Oct. 5	W	6:00 - 7:00 pm	
Instructor Greg Meyer			
Sept. 17, 24, Oct 1, 8	Sa	10:00 - 11:00 am	

Session 2

(October - November)

Instructor Andrew Thompson			
Oct. 17, 24, 31, Nov. 7	M	6:00 - 7:00 pm	
Instructor John Ortega, PGA			
Oct. 19, 26, Nov. 2, 9	W	6:00 - 7:00 pm	
Instructor Greg Meyer			
Oct. 22, 29, Nov. 5, 12	Sa	10:00 - 11:00 am	



Junior Golf Workshop.

For more information visit www.costamesacountryclub.com or email: johnopga@hotmail.com

Information & Registration Call: (714) 540-7500 Ext. 159 or (949) 351-8053



Neighborhood Community Center (NCC)

1845 Park Avenue, Costa Mesa, 92627
(714) 327-7525



The Neighborhood Community Center is a 24,000 square foot rental facility, complete with a large, multi-use hall, including stage, dance floor, and full-service kitchen. In addition to three smaller meeting rooms, the Center is a unique facility available for meetings, conferences, banquets, receptions, and other special events. For more information phone (714) 327-7525 or fax (714) 327-7529.

Downtown Recreation Center (DRC)

1860 Anaheim Avenue, Costa Mesa, 92627
(714) 327-7560
Aquatics Center (714) 327-7564



Located in Lions Park, the Downtown Recreation Center is the City's primary athletic facility complete with an indoor gymnasium, outdoor pool, and gymnastics room. Basketball, volleyball, and open gym are only a few programs enjoyed by the community.



Balearic Community Center (BCC)

1975 Balearic Drive, Costa Mesa, 92626
(714) 754-5158



Balearic Community Center has one rental room which can be used for meetings, parties, or receptions, and can accommodate up to 125 people.

Adjacent to the building is a fenced-in playground, as well as a park with basketball courts and a large field suitable for soccer, softball, and football.

For more information about Balearic Community Center, phone (714) 754-5158 or fax (714) 825-0567.



Costa Mesa Bark Park

890 Arlington (714) 754-5041 (press option 3)

Bark Park is an area where the public can take their dogs and legally allow them to run and play off-leash. Access to Bark Park is off Arlington Avenue just before Newport Boulevard in the southeast corner of TeWinkle Park. Park hours are dawn to dusk. Closed Tuesday for maintenance.



COMMUNITY ORGANIZATIONS

All American Boys Chorus	(714) 708-1670	Libraries: Costa Mesa Branch	(949) 646-8845
American Youth Soccer League (AYSO)		Mesa Verde Branch	(714) 546-5274
Region 97, E. Costa Mesa & W. Newport Beach	(949) 642-6296	Little League Baseball - American	(949) 262-7864
Region 120, Costa Mesa	(714) 557-5620	Little League Baseball - National	(714) 966-2655
Boys & Girls Clubs: Lou Yantom Branch	(949) 642-2245	Moms Club of Costa Mesa	(949) 209-9911
Harbor Area Branch	(949) 631-7724	Newport Harbor Baseball Association	(949) 451-2228
Boys Scouts of America	(714) 546-4990	Newport Mesa Junior All American Football	(949) 754-8050
Costa Mesa Chamber of Commerce	(714) 885-9090	Orange County Fairgrounds	(714) 708-3247
Costa Mesa Community Foundation	(714) 754-4950	Pacific Coast Girl's Fastpitch Softball	(949) 224-9409
Costa Mesa Historical Society	(949) 631-5918	Pony Baseball - Costa Mesa	(714) 318-3482
Costa Mesa ReLeaf	(714) 549-1175	Pop Warner Football	(949) 440-9970
Girls Scouts Council of Orange County	(714) 979-7900	Save Our Youth - S.O.Y.	(949) 548-3255
Harbor Soaring Society	(949) 574-9379	Trauma Intervention Program	(714) 314-0744
Girls Incorporated	(949) 646-7181	Young Men's Christian Assoc. - YMCA	(949) 642-9990
		Youth Employment Services - YES	(949) 642-0474

Map & Locations

Parks Locations

Indicated on map with **P1**

Check out park pictures on the web: <http://www.ci.costa-mesa.ca.us/CMmapCivic.htm?mapname=parksrec>

- | | |
|--|---|
| P1. Balearic - 1975 Balearic Dr. | P16. Mesa Verde - 1795 Samar Dr. |
| P2. Brentwood - 265 E. Brentwood Pl. | P17. Moon - 3377 California St. |
| P3. Canyon - 970 Arbor St. | P18. Paularino - 1040 Paularino Ave. |
| P4. Civic Center - 77 Fair Drive | P19. Pinkley - 360 E. Ogle St. |
| P5. Del Mesa - 2080 Manistee Dr. | P20. Shalimar - 782 Shalimar Dr. |
| P6. Estancia Park - 1900 Adams Ave. - <i>Diego Sepulveda Adobe</i> | P21. Shiffer - 3143 Bear St. |
| P7. Fairview - 2525 Placentia Ave. | P22. Smallwood - 1646 Corsica Pl. |
| P8. Gisler - 1250 Gisler St. | P23. Suburbia - 3302 Alabama Cir. |
| P9. Harper - 425 E. 18th St. | P24. Tanager - 1780 Hummingbird Dr. |
| P10. Heller - 257 E. 16th St. | P25. TeWinkle - 970 Arlington Ave. - <i>Angels Playground</i> |
| P11. Jordan - 2141 Tustin Ave. | P26. Vista - 1200 Victoria St. |
| P12. Ketchum-Libolt - 2150 Maple St. | P27. Wakeham - 3400 Smalley St. |
| P13. Lindbergh - 220 E. 23rd St. - Field | P28. Wilson - 360 W. Wilson St. |
| P14. Lions - 570 W. 18th St. - <i>Davis Field</i> | P29. Wimbledon - 3440 Wimbledon Way |
| P15. Marina View - 1035 W. 19th St. | |

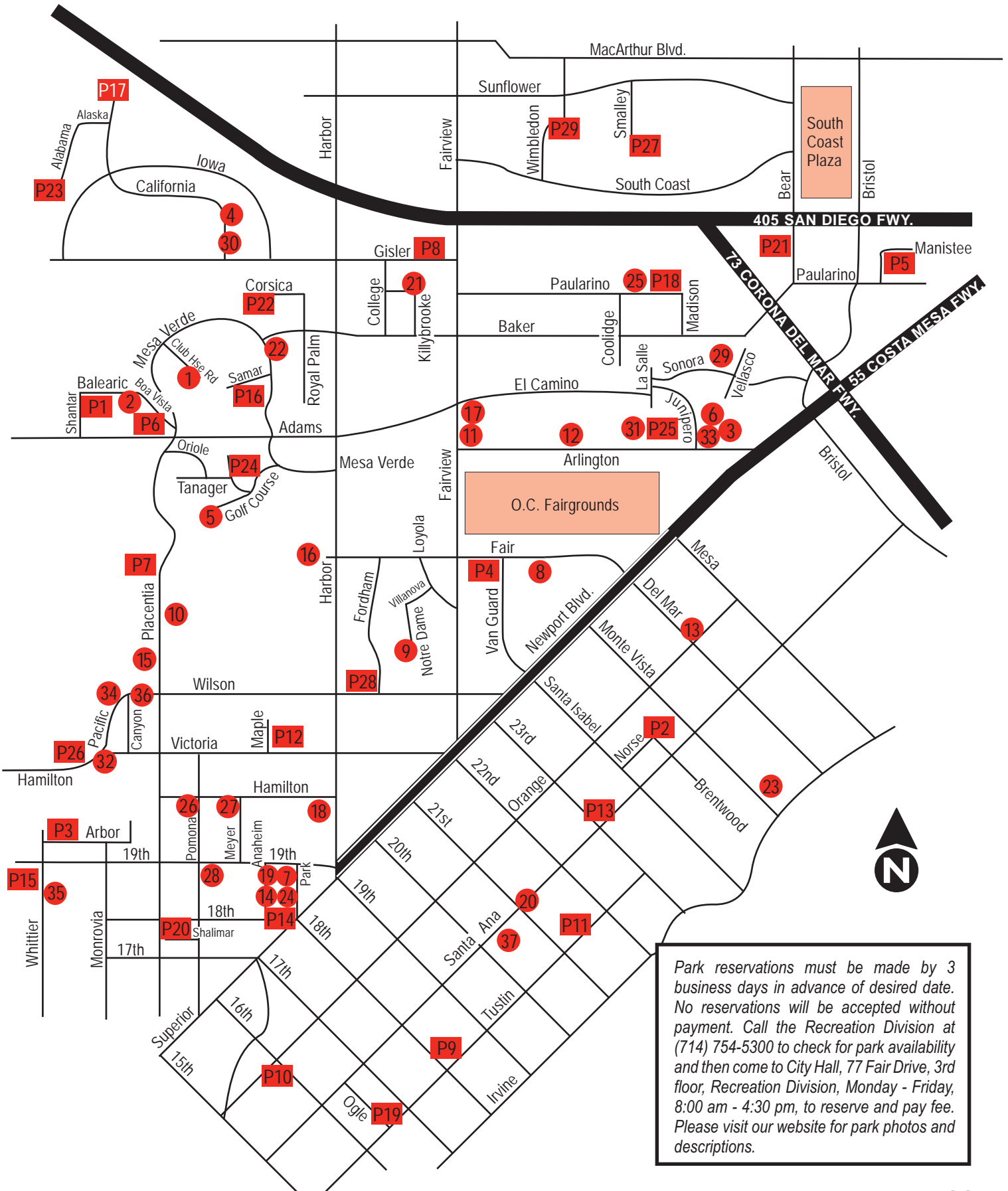
Facilities and Athletic Field Locations

Indicated on map with **1**

- | | |
|--|---|
| 1. Adams School - 2850 Club House Rd. | 20. Kaiser School - 2130 Santa Ana Ave. |
| 2. Balearic Community Center -1975 Balearic Dr. | 21. Killybrooke School - 3155 Killybrooke Ln. |
| 3. Bark Park - 970 Arlington | 22. Mesa Verde Library - 2969 Mesa Verde Dr. |
| 4. California School -3232 California Ave. | 23. Monte Vista/Back Bay High School - 390 Monte Vista Ave. |
| 5. C.M. Golf & Country Club - 1701 Golf Course Dr. | 24. Neighborhood Community Center (NCC) - 1845 Park Ave. |
| 6. C.M. Tennis Club - 880 Junipero Dr. | 25. Paularino School -1060 Paularino Ave. |
| 7. Costa Mesa Donald Dungan Library - 1855 Park Ave. | 26. Pomona School - 2051 Pomona Ave. |
| 8. Civic Center - 77 Fair Drive | 27. Rea School - 661 Hamilton Ave. |
| 9. College Park School - 2380 Notre Dame Rd. | 28. Senior Center - 695 W. 19th St. |
| 10. Corporation Yard - <i>Historical Mural</i> - 2300 Placentia Ave. | 29. Sonora School - 966 Sonora Rd. |
| 11. Costa Mesa High School -2650 Fairview Rd. | 30. TeWinkle Middle School - 3224 California Ave. |
| 12. Davis School -1050 Arlington Dr. | 31. TeWinkle Park Athletic Complex - 970 Arlington Dr. |
| 13. Del Mar Garden - 170 Del Mar | 32. Victoria School - 1025 Victoria St. |
| 14. Downtown Recreation/Aquatic Center - 1860 Anaheim Ave. | 33. Volcom Skate Park of Costa Mesa - 900 Arlington Dr. |
| 15. Estancia High School - 2323 Placentia Ave. | 34. Waldorf School (Parson's Field) - 2350 Canyon Dr. |
| 16. Fairview Developmental Center (FDC) Fields - 2501 Harbor Blvd. | 35. Whittier School - 1800 Whittier Ave. |
| 17. Farm Sport Complex - 2750 Fairview Rd. | 36. Wilson School - 801 Wilson St. |
| 18. Hamilton Garden - 523 Hamilton Street | 37. Woodland School - 2025 Garden Ln. |
| 19. Historical Society - 1870 Anaheim Ave. | |

Map & Locations

Note: This map is not to scale and is intended for general reference only.



Park reservations must be made by 3 business days in advance of desired date. No reservations will be accepted without payment. Call the Recreation Division at (714) 754-5300 to check for park availability and then come to City Hall, 77 Fair Drive, 3rd floor, Recreation Division, Monday - Friday, 8:00 am - 4:30 pm, to reserve and pay fee. Please visit our website for park photos and descriptions.

Open Registration Begins

August 29, 2011

For more information
(714) 327-7525
or www.ci.costa-mesa.ca.us

MAIL IN*

Check/Money Order payable to:
City of Costa Mesa
Mail to:
Registration Recreation Svcs.
P.O. Box 1200
Costa Mesa, CA 92628-1200

WALK IN*

►Neighborhood Community Ctr.
►Downtown Recreation Ctr.
►City Hall
**Monday - Friday
8:00 am - 4:00 pm**

FAX IN*

Make sure a valid Visa or MasterCard number, expiration date and signature are on the form. *Faxes sent before or after hours will NOT be accepted.

**(714) 327-7529
Monday - Friday
8:00 am - 4:00 pm**

Waiver

I agree to waive and release the City of Costa Mesa, its officers, agents, employees, and volunteers, from and against any claims, cost, liabilities, expenses or judgments, including attorney's fees and court cost arising out of my participating in CITY'S PROGRAMS or any illness or injury resulting therefrom, and hereby agree to indemnify and hold harmless the CITY from and against any and all claims, except for illness and injury resulting directly from gross negligence or willful misconduct on the part of CITY or its employees.

I hereby consent to the treatment and all medical care deemed necessary as a result of accident or injury. I further agree to pay any and all cost incurred as a result of said treatment.

Participants in programs are subject to being photographed and such photographs may be used to publicize future city programs, and understand I will not receive any compensation for such use.

If your child has been the subject of discipline/suspension/expulsion in any recreational programs; then the City reserves the right to immediately unenroll a child who has had this history and exhibits disruptive conduct.

As part of our commitment to the "Americans with Disabilities Act" and our participants, are there any special accommodations needed for your participation in the above mentioned activities? Yes No

If Yes, please explain: _____

Please note that we cannot know to provide reasonable accommodation unless specified by you.

Mandatory Signature _____

Date: _____

REGISTRATION WILL NOT BE PROCESSED UNLESS WAIVER IS SIGNED



General Policies

1. Refund request must be made two (2) business days after the first class meeting, with the exception of workshops (classes that are 3 weeks or less) which must be made 24 hours prior to start of class. A \$5 (refund) and \$3 (transfer) fee will be charged per class. Specific program refund policy may vary.
2. If class is cancelled by the department, participant will be notified and a full refund will be processed.
3. A service charge will be required on all returned checks.
4. **Registration will not be taken at class.** Please allow 3-4 weeks for refunds.
5. All classes/programs are subject to cancellation or change.

Please Print and Fill Out Completely

MAIN CONTACT

Returning participants - Check if address or phone number(s) changed.

Adult Name: First _____ Last: _____

Address: _____ City: _____ Zip: _____

Phone: Home () _____ Work: () _____ Emergency: () _____ Cell: () _____

E-mail Address: _____
(This info will be used solely to communicate information regarding City programs, events and activities and will not be made available to any other entity)

*Enclose a stamped, self-addressed envelope to receive a receipt, otherwise your receipt will be e-mailed.

Participant Information Please list separately each participant and the class information requested:

	NAME	BIRTH DATE	M/F	CLASS NAME	CLASS #	START DATE	FEE
	EXAMPLE: Bradley Smith	1/31/74	M	Dog Obedience	336050-A3	2/15/10	\$ 75.00
1.							\$
2.							\$
3.							\$
4.							\$

Total of Activity fees \$

Non-residents (number of classes x \$5) \$

Tax-deductible donation to Costa Mesa Community Foundation \$

Total Paid \$

OFFICE USE ONLY

Date Received: _____

Time Received: _____

Entered By: _____

Date Entered: _____

Receipt #: _____

Cash Check #: _____ Money Order Credit Card (**Visa or MasterCard Only**)
Make your Check/Money Order payable to: "City of Costa Mesa"

Credit Card Holder Name: _____ Exp. Date: _____

CREDIT CARD NUMBER _____ SECURITY CODE _____

***Gymnastics registration will only be accepted at Downtown Recreation Center - WALK IN ONLY!**

VOLCOM **Skatepark** of Costa Mesa

Free Admission For All Ages

The Volcom Skate Park of Costa Mesa is now open to all Skateboarders and Inline Skaters. This 15,000 square foot skate park features street elements such as stairs, ledges, rails, a kidney shape pool and one bowl. The skate park is open from 9 am - 9 pm, seven days a week, all year round (Closed Tuesdays, 9 am-3 pm for maintenance). Skaters are required to wear a helmet and full pads (knee and elbow).



Skate Park Hotline
(714) 754-5326
900 Arlington Drive

HOUSING AND COMMUNITY DEVELOPMENT PROGRAMS

ATTENTION HOMEOWNERS!

You may Qualify for a Home Improvement Grant or 0% Interest Loan

The City of Costa Mesa's Housing Rehabilitation Programs are designed to assist qualified property owners improve either Single Family or Mobile Home properties. Improvements include, but are not limited to, mechanical, plumbing, electrical, roofing, windows, security, health and safety, and medical emergency.

Eligibility is based upon family size and income.

Family Size	Grants Max Income	Loans Max Income
1	\$ 32,350	\$ 51,700
2	\$ 36,950	\$ 59,100
3	\$ 41,550	\$ 66,500
4	\$ 46,150	\$ 73,850
5	\$ 49,850	\$ 79,800
6	\$ 53,550	\$ 85,700
7	\$ 57,250	\$ 91,600
8+	\$ 60,950	\$ 97,500

For more information call
(714) 754-4892

Leave your name, property address
and phone number



The City does not discriminate against persons on the grounds of race, color or national origin or sex in administering program or activities funded with Federal funds.

Train Rides at Fairview Park

Information (949) 548-7246



The third weekend of each month you can enjoy a ride aboard the Orange County Model Engineers miniature train and travel over three miles of track. Youth of all ages are welcome to join in the fun at Fairview Park, located at Placentia Avenue and Estancia North.

City Receives Grant Funding to Plant Trees

The City of Costa Mesa's Public Services Department received a grant from the South Coast Air Quality Management District (AQMD) to plant 250 trees in six city parks. The \$60,000 Tree Partnership grant funding allowed the Public Services Department to purchase the trees and supplies, and hire three local students on a part-time basis to assist with the planting and maintenance of the trees. All trees that were planted are California native trees and have low biogenic volatile organic compound (VOC) emissions. Tree planting began in the fall of 2010 and the students will maintain the trees until December 2011.

One of the goals of the Tree Partnership Program is to increase the benefits that trees provide in reducing criteria and toxic air pollutants along with greenhouse gases. Planting low biogenic VOC emitting trees provides a net benefit to air quality by reducing criteria air pollutants and greenhouse gases, and helping minimize heat island effects while providing aesthetic and energy reduction benefits to our community.

City of Costa Mesa

Administrative Services
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Costa Mesa, CA 92628-1200

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NuVision Federal

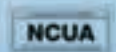
CREDIT UNION

800.444.6327

nuvisionfederal.org

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Branch Locations

7812 Edinger Avenue
Huntington Beach, CA 92647

20100 Magnolia Street
Huntington Beach, CA 92646

5912 Bolsa Avenue, Suite 100
Huntington Beach, CA 92649

Mesa Verde Shopping Center
2701 Harbor Boulevard, E-6
Costa Mesa, Ca 92626

2660 Carson Street
Lakewood, CA 90712

23020 Lake Forest Drive
Laguna Hills, CA 92653

Call Center

714.375.8000 • 800.444.6327

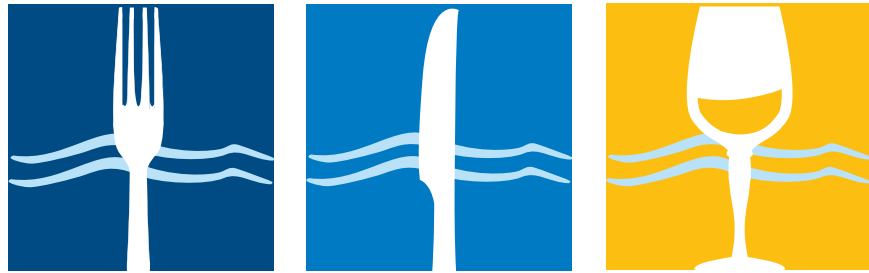
M, T, Th, F: 8:00 am - 6:00 pm

Wednesday: 9:00 am - 6:00 pm

Saturday: 8:30 am - 2:00 pm

ABIL (Automated Telephone System)
714.375.8078 • 800.777.EASY (3279)

COSTA MESA



RESTAURANT WEEK
August 19-26, 2011



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For more information, visit

www.CostaMesaRestaurantWeek.org



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http://www.ci.costa-mesa.ca.us/notify/CMNotify_init.htm

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CEO E-Briefing

A weekly report to City Council and the community

July 29, 2011

No. 6

Costa Mesa



Heady days for Costa Mesa

In recent weeks, Costa Mesa has received two amazing honors that underscore the vibrancy of our city.

First, Costa Mesa was honored by **USA Today/Rand McNally** as having best food of any small town west of the Mississippi River. The culinary scene here is something that's sometimes taken for granted by those who live and work here. But think about the variety offerings: from the award-winning **Golden Truffle** near our southern border to top-rated restaurants available at **South Coast Plaza** (itself recently named best "Mall/Shopping Destination" by **Los Angeles Times** readers) in North Costa Mesa; and from the trendy **Plum's Café** on East 17th Street to health-conscious **Taco Mesa** on West 19th Street.

Costa Mesa is without question a town of good taste.

And it's also a town of good planning. This week, the Seattle-based **Walk Score ratings** named Costa Mesa the most "walkable" city—a measure of how many residents can do most of their errands on foot—in Orange County. Costa Mesa received a ranking of 70.6 while the average walk score across the nation was just 43 (New York City ranked the highest with an 85.3 score).

Since the City has now been recognized as having the best food and being most walkable in Orange County (and beyond), why not spend a summer night walking from your home to one of your favorite Costa Mesa restaurants? Or if you work at City Hall, bring your employee badge across the street for free admission and enjoy some **OC Fair** (named best "Fair/Festival" by Times readers) fare on your lunch hour.

Bon appetit!

Tom Hatch, chief executive officer, City of Costa Mesa

On the calendar this week

- July 29 TODAY** The **Orange County Fair** continues through Aug. 14.
- July 30 THURSDAY** At 6 p.m., the **City Council** will meet to discuss the proposals received to operate the City Jail ... It's the final evening of **Concerts in the Park** featuring the Dan Krikorian Band (acoustic, folk, blues and pop) at 5:30 p.m. in Fairview Park ... The **38th Annual National Night Out**, a program to heighten crime prevention awareness, strengthen neighborhood spirit and public safety/community partnerships, will include block parties throughout the City and at **Harbor Trinity Church** (Fairview Avenue and Baker Street).
- Aug 01**
- Aug 02**
- Aug 03**
- Aug 04**
- Aug 05**
- Aug 06 SUNDAY** The OC Fair's "Run, Skip, Walk" 5k begins at 8 a.m. Entry fee (\$35 for adults, \$25 for children 5-12) includes a T-shirt and fair admission.
- Aug 07**

Sign up to receive this E-Briefing directly to your email

Stories by Department

CEO's Office

- Heady days for Costa Mesa
- On the Calendar
- Four Requests for Proposals (RFPs) scheduled for release
- Homeless Task makes progress with holistic approach
- Notes from CEO's Office

Development Services

- Latest improvements at South Coast Plaza

Fire

- Farewell to Larry Grimalva

Police

- Busy Fourth of July weekend handled well

Public Services

- Right up the City's alley!

Secret Spot

- Do you know this local landmark?

Making History

- What was this building?

Comments or suggestions, please contact wlobdel@ci.costa-mesa.ca.us



City of Costa Mesa

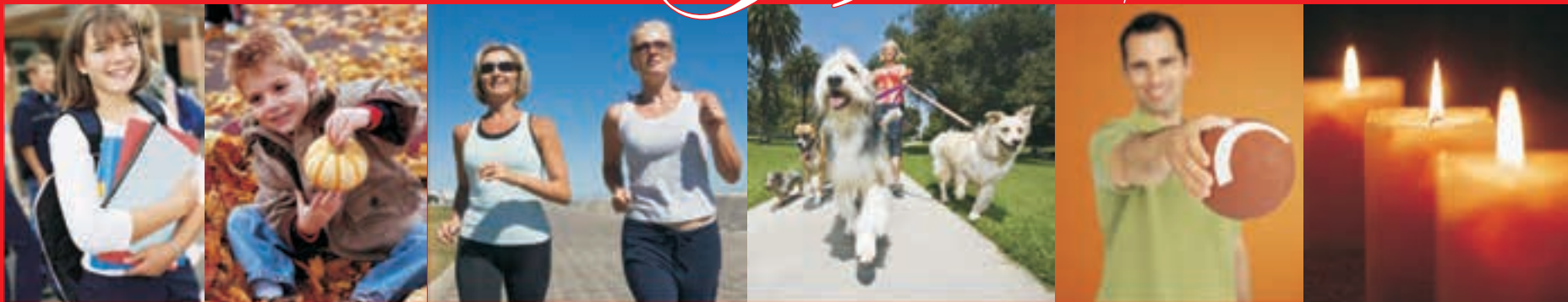
Costa Mesa City Hall



September - December 2011

CALENDAR

of Events



September

October

November

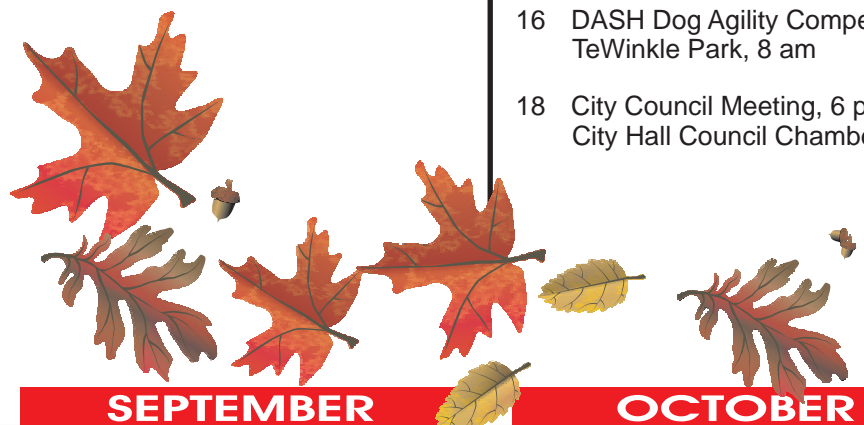
December

- 5 **Labor Day - City Hall Closed**
- 6 City Council Meeting, 6 pm, City Hall Council Chambers
- 8 Historic Preservation Committee Meeting, 5:30 pm, City Hall
- Cultural Arts Committee Meeting, 6:45 pm, City Hall
- 11 **10 Year Anniversary of 9/11**
- 12 Planning Commission Meeting, 6 pm, City Hall Council Chambers
- 16 Woodbridge Invitational, 5 pm Estancia High School
- 17 Woodbridge Invitational, 4 pm Estancia High School
- 20 City Council Meeting, 6 pm, City Hall Council Chambers
- 24 12th Annual Cruisin' For A Cure Car Show, 7 am-5 pm, OC Fair & Event Center
- 28 Parks & Recreation Commission, 6 pm, City Hall Council Chambers

- 4 City Council Meeting, 6 pm, City Hall Council Chambers
- 5 Costa Mesa Walk to School Day
- 6 Sugar Plum Festival, 9 am-9 pm OC Fair & Event Center
- 7 Sugar Plum Festival, 9 am-9 pm OC Fair & Event Center
- 8 Sugar Plum Festival, 9 am-5 pm OC Fair & Event Center
- 9 American Cancer Society 5k Walk, 6:30 am, Orange County Performing Arts Center
- 10 **Columbus Day**
- Planning Commission Meeting, 6 pm, City Hall Council Chambers
- 13 Historic Preservation Committee Meeting, 5:30 pm, City Hall
- Cultural Arts Committee Meeting, 6:45 pm, City Hall
- 14 DASH Dog Agility Competition TeWinkle Park, 8 am
- 15 DASH Dog Agility Competition TeWinkle Park, 8 am
- 16 DASH Dog Agility Competition TeWinkle Park, 8 am
- 18 City Council Meeting, 6 pm, City Hall Council Chambers

- 1 City Council Meeting, 6 pm, City Hall Council Chambers
- 6 **Daylight Savings Ends**
- Two Million Dogs Dog Walk, 9 am, Fairview Park
- 8 **Election Day**
- 10 Historic Preservation Committee Meeting, 5:30 pm, City Hall
- Cultural Arts Committee Meeting, 6:45 pm, City Hall
- Sugar Plum Festival, 9 am-9 pm OC Fair & Event Center
- 11 **Veteran's Day - City Hall Closed**
- Sugar Plum Festival, 9 am-9 pm OC Fair & Event Center
- 12 California Women's Recovery Dog Walkathon, 9 am, TeWinkle Park
- Sugar Plum Festival, 9 am-5 pm OC Fair & Event Center
- 14 Planning Commission Meeting, 6 pm, City Hall Council Chambers
- 15 City Council Meeting, 6 pm, City Hall Council Chambers
- 16 Parks & Recreation Commission, 6 pm, City Hall Council Chambers
- 17 South Coast Plaza Tree Lighting Ceremony, 6 pm
- 24 **Thanksgiving - City Hall Closed**
- 25 **Thanksgiving Holiday - City Hall Closed**

- 6 City Council Meeting, 6 pm, City Hall Council Chambers
- 8 Historic Preservation Committee Meeting, 5:30 pm, City Hall
- Cultural Arts Committee Meeting, 6:45 pm, City Hall
- 12 Planning Commission Meeting, 6 pm, City Hall Council Chambers
- 25 **Christmas**
- 26 **Christmas Holiday - City Hall Closed**
- 27 **Christmas Holiday - City Hall Closed**
- 28 **Christmas Holiday - City Hall Closed**
- 29 **Christmas Holiday - City Hall Closed**
- 30 **Christmas Holiday - City Hall Closed**
- 31 **New Year's Eve Block Party** OC Fair & Event Center



SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

SU	M	TU	W	TH	F	SA
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
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30	31					

SU	M	TU	W	TH	F	SA
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25	26	27	28	29	30	31

CEO E-Briefing

A weekly report to City Council and the community



October 7, 2011

No. 16

CEO's Message



An all-volunteer army in Costa Mesa

There have been times when the City of Costa Mesa has asked for community volunteers to serve on various commissions and received only a trickle of applications.

But that's not the case in this latest round of recruitment. By Monday's deadline, the City was flooded with a whopping 40 applications from community members raising their hand to serve on four City Council committees (Cultural Arts, Historical Preservation, Redevelopment and Residential Rehabilitation, Investment Oversight) and the Costa Mesa Senior Center Board of Directors.

The City Council will now review the applications and make the appointments in about a month.

So how to explain this recent spike in interest? Many theories could be floated—including that it's merely a statistical fluke. But I'm guessing that you'll find 40 different reasons from the 40 applicants.

It's best not to over think this. I'm just grateful that the ranks of Costa Mesa's all-volunteer army are swelling. It shows the vibrancy of our town when residents step up to get involved.

This trend also mirrors my commitment to get the City even more deeply involved in the community by sponsoring local events and working together with nonprofits whenever possible. We have some exciting announcements about these initiatives soon.

Tom Hatch, chief executive officer, City of Costa Mesa

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Stories by Dept.

CEO's Office

- An all-volunteer army in Costa Mesa
- Homeless Task Force to present goals, priorities at Oct. 15 workshop
- CEO Hatch to be speaker at chamber breakfast
- Christine Cordon added as a host of 'Costa Mesa Minute'
- Sharon Rodelius, Sylvia Chalmers promoted
- Council follow-up

Development Services

- Newport Surf rides wave of new design
- Joint public meeting Oct. 20 on Banning Ranch development

Finance

- Notes from the Finance Department

Fire

- Firefighters invite residents to Oct. 15 open house

Public Services

- Costa Mesa businesses and residents honor fire, police, 911 dispatchers
- Water works!

Secret Spot

- Do you know this local landmark?

Making History

- When Costa Mesa became really super

Final Words

- Are you wiser today than you were yesterday?

Comments or suggestions, please contact william.lobdell@costamesaca.gov



City of Costa Mesa



Costa Mesa City Hall

CEO's Office

On the calendar



Homeless Task Force to present goals, priorities at Oct. 15 workshop

The Costa Mesa Homeless Task Force will hold a "Goals, Priorities and Recommendations" workshop from 9 a.m. to noon Saturday, Oct. 15 in the Emergency Operations Center at the Costa Mesa Police Department, 99 Fair Drive.

The public is encouraged to attend the meeting and be a part of developing a strategy for what has proven to be an important concern for our community.

The Homeless Task Force has spent several months reviewing different types of ordinances, law enforcement/legal strategies, mental health/medical issues, supportive housing options and best practices of other municipalities.

With that information, the task force developed **seven goals to reduce homelessness** and the associated problems for residents and businesses. Additionally, task force members developed criteria for what constitutes a Costa Mesa homeless resident to ensure that any strategy will not be a magnet to those who do not have long-term ties to the City.

For further information, please e-mail **Muriel Ullman** or visit the City's **website**.

Oct 7 FRIDAY The **Anatolian Cultures and Food Festival** returns to the OC Fairgrounds through Sunday with artisans traveling from Turkey to display and demonstrate many traditional handicrafts during the four-day festival.

Oct 8 SATURDAY The 28th Annual Mesa Verde Community Garage Sale takes place from 8 a.m. to 2 p.m. For more info, click [here](#).

Oct 10 MONDAY The Planning Commission meets at 6 p.m. in City Council Chambers. You can find the agenda [here](#).

Oct 11 TUESDAY At a 4:30 p.m. City Council Study Session in Conference 1A, actuarial and CalPERS expert John Bartell will give a presentation on the City's pension unfunded pension liabilities, future costs, the impacts of stock market fluctuations on the fund, and ways to reduce the liabilities.

Oct 13 THURSDAY The Historical Preservation Committee meets at 5:30 p.m. and the Cultural Arts Committee convenes at 6:45 p.m. Both meetings will be in at City Hall's Conference Room 1A.

For a complete list of community events, click [here](#).

CEO's Office (Continued)



CEO Hatch to be speaker at chamber breakfast

City Chief Executive Officer **Tom Hatch** will be the guest speaker at the Costa Mesa Chamber of Commerce's "90-Minute Breakfast Boost" at 7 a.m. on Thursday, Oct. 20. In his presentation, Hatch will discuss why Costa Mesa's budget debate has made national news, what's at stake for Costa Mesa residents, businesses and employees, the City's commitment to reinvest in Costa Mesa infrastructure, and more. Make your reservations now [here](#) or call Sandy at the Chamber at 714-885-9090.

City Chief Executive Officer **Tom Hatch** will be the guest speaker at the Costa Mesa Chamber of Commerce's "90-Minute Breakfast Boost" at 7 a.m. on Thursday, Oct. 20. In his presentation, Hatch will discuss why Costa Mesa's budget debate has made national news, what's at stake for Costa Mesa residents, businesses and employees, the City's commitment to reinvest in Costa Mesa infrastructure, and more. Make your reservations now [here](#) or call Sandy at the Chamber at 714-885-9090.



Christine Cordon added as a host of 'Costa Mesa Minute'

Christine Cordon of the City Clerk's Office has been added as a host of the "Costa Mesa Minute," the City's daily news and information video show. **Dane Bora** will continue as the main host, with Christine filling in regularly. The City is also looking for other employees interested in hosting the "Costa Mesa Minute" from time to time. Send an e-mail to [Bill Lobdell](#) if you're interested.

SECRET SPOT



Somewhere in Costa Mesa you might recognize this bit of local scenery.

Hint: This isn't a bridge to no where
To get the whole picture, see page [5](#).

CEO's Office (Continued)



Sharon Rodelius



Sylvia Chalmers

Sharon Rodelius, Sylvia Chalmers promoted

Two City Hall employees have received promotions and will start their new jobs Monday. **Sharon Rodelius**, who served for five years as an administrative secretary in the Public Services Department (was instrumental in the development of more than 100 capital improvement projects!), will serve as an executive secretary in the CEO's Office. And **Sylvia Chalmers**, an executive secretary for Development Services since 2006, will also move to the Fifth Floor and work as an executive secretary for the CEO's Office. Hired by the City in 1997, Sylvia has served various administrative functions. Congratulations to Sharon and Sylvia!

MAKING HISTORY



When Costa Mesa became really super

One sign of Costa Mesa's vibrancy as a young community came during the Depression when the town's first supermarket, Alpha Beta, opened its doors at 1806 Newport Boulevard (the site today of Hawleywood's Barber Shop). In this classic photo from 1934, store manager Grant Illingworth shows off his well-stocked store.

CEO's Office (Continued)

Council follow-up

An update on some of the questions and concerns raised at the last City Council meeting.

Why have talks started again about the proposed 19th Street bridge?

Orange County Transportation Authority requested that representatives from Costa Mesa (along with Newport Beach, Fountain Valley and Huntington Beach) attend an informational meeting to discuss the proposed 19th Street Bridge, which for decades has been part of the county's master transportation plan. At a second meeting, City staff provided the Orange County Transportation Authority with the mitigation measures it has proposed and/or implemented so that the proposed Gisler Avenue bridge could be eliminated from the county's traffic plan. A third meeting is scheduled for next week.

The City has attended the meetings at the request of the county officials. Any push for serious discussions to revive the 19th Street bridge proposal would have to come at the direction of the City Council.

When can we get more information about the progress of the dismantling of Costa Mesa's Airborne Law Enforcement (ABLE) program and details on how the City's partnership with Huntington Beach is going?

The Costa Mesa Police Department will give a report at the Oct. 18 City Council meeting.

Why are the Requests for Proposals (RFP) for potential outsourcing on the Consent Calendar?

Traditionally, RFPs have been placed on the Consent Calendar. As has happened at the past two council meetings, any item on the Consent Calendar can be pulled, discussed and voted on separately.



SECRET SPOTTED



Answer: The South Coast Plaza bridge over Bear Street.

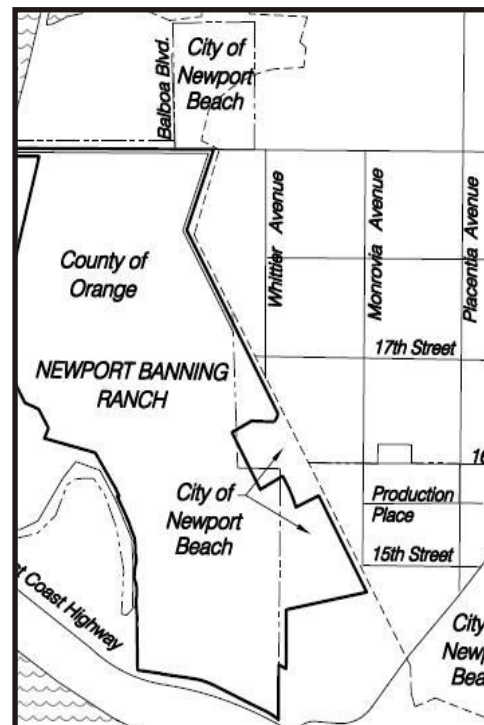
Development Services



Newport Surf rides wave of new design

Newport Surf, a surf and skate shop, is currently making exterior façade alterations to its existing commercial building at 1941 Newport Boulevard in keeping with their surf theme. This retailer offers a variety of items for purchase; such as surfboards, skateboards, clothing, shoes and related accessories. The improvements are valued at \$15,000.

—Mino Ashabi



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Joint public meeting Oct. 20 on Banning Ranch development

The Costa Mesa City Council, Planning Commission and Parks and Recreation Commission will be hold a joint session to study the 401-acre Banning Ranch development that will border Westside Costa Mesa.

The developer, City staff and a preservation group will make presentations, with a question-and-answer period after each of them. More than 1,300 homes are proposed for the site. For a detailed map of the development, click [here](#).

Finance



Notes from the Finance Department

A payroll audit has just been completed, and the auditors gave the City's finance department good reviews— along with a few minor suggestions for improvement ... Congratulations to Asst. Finance Director **Colleen O'Donoghue**, Payroll Coordinator **Anna Dolewski**, and payroll system programmers **Bill Verderber** and **Yang Hua** ... The audit's results will be presented at the City Council meeting on Oct. 18 ... For those of you who have a fondness for figures, the 2011-2012 City budget is now available online and hard copies can be picked up in the Finance Department.

Fire Department



Firefighters invite residents to Oct. 15 open house

Join the Costa Mesa Fire Department for Fire Prevention Open House events at all fire stations from 10 a.m. to 1 p.m. on Saturday, Oct. 15. The Fire Safety Education Trailer will be set up at Fire Station 2 (800 Baker St.) with special activities for families. Fire and life safety information and emergency preparedness brochures will be available at all stations. The 2011 Fire Prevention Week theme is "Protect Your Family from Fire." The importance of planning for safe evacuation and fire prevention strategies are critical to keeping everyone safe.

—Brenda Emrick

Public Services

Costa Mesa businesses and residents honor fire, police, 911 dispatchers

The Costa Mesa Public Safety Personnel Recognition Barbecue took place Thursday at the Orange County Fair and Event Center. Hosted by the Costa Mesa Chamber of Commerce, the event gave local businesses and residents the opportunity to honoring fire, police and 911 personnel.



Public Services (Continued)



Water works!

Peter Naghavi captures on cell phone camera aftermath of accident on Irvine Avenue

On Thursday, Interim Asst. Chief Executive Office **Peter Naghavi** was working in Eastside Costa Mesa, checking the health of eucalyptus trees in the area, when he came across a minivan that had just crashed into a fire hydrant in front of Mariners Public Library on Irvine Avenue. Peter whipped out his iPhone and shot these photos. By the way, one of Peter's hobbies is travel photography. His pictures are on display in his 4th-floor office in City Hall.



Are you wiser today than you were yesterday?

One of my heroes is Michael Josephson of the Josephson Institute of Ethics. I have learned a lot from his workshops and his commentaries. Below is his latest commentary. You can receive his free electronic newsletters by signing up online [here](#).

—Tom Hatch

By Michael Josephson

Do you think you're any wiser today than you were five years ago? Do you think you'll be wiser still in another five years? I hope the answer to both questions is an emphatic "yes." One of the benefits of growing older is getting better. And we get better by learning.

I'm not just talking about new facts like how a volcanic eruption in Iceland can prevent airline traffic in most of Europe. I'm talking about learning basic nuggets of wisdom that can change our lives.

For starters, I've learned that as long as I'm willing to learn, I *can* learn and the fact that I'm wiser today doesn't mean I was foolish or incompetent before. You don't have to be sick to get better.

I've learned that no matter how old I am, my life and character are works in process and that there will always be a gap between who I am and who I want to be.

I've learned that it's easy to mask moral compromises with rationalizations and that my character is revealed not by my words or intentions but by my willingness to do the right thing even when it costs more than I want to pay.

I've learned that my character is more important than my competence and that being significant is more important than being successful.

I've learned that I often judge myself by my good intentions but that I'll be judged by my last worst act.

I've learned that the surest road to happiness is good relationships and that striving to be a good person is the surest road to good relationships.

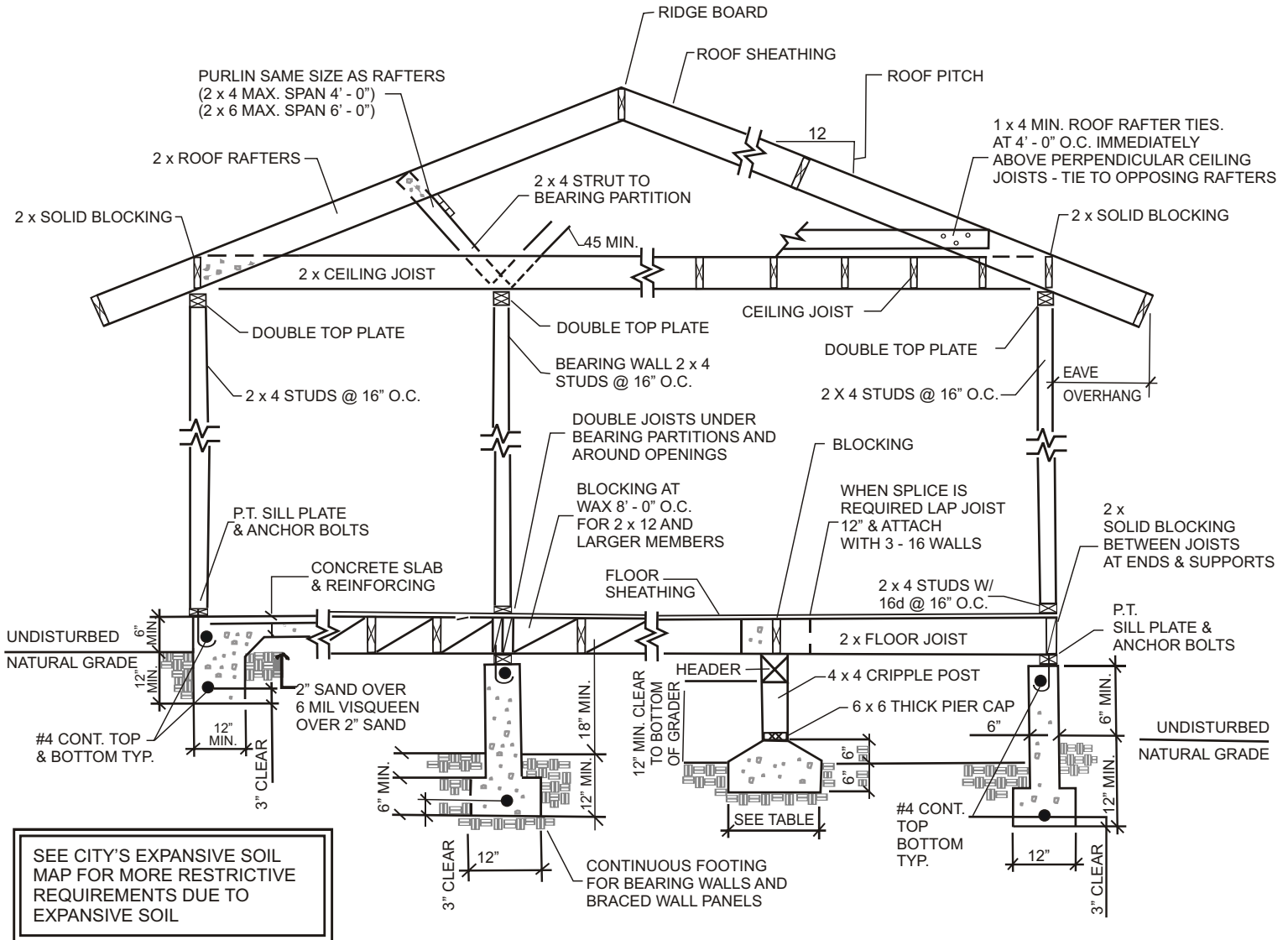
Finally, I've learned that pain is inevitable but suffering is optional and that it's not what happens to me that matters most but what happens in me.

This is Michael Josephson reminding you that character counts.

City of Costa Mesa Building Division

BUILDING PLAN REQUIREMENTS

FOR TYPICAL ONE-STORY SINGLE FAMILY RESIDENCE
(For general information only - not to be submitted in lieu of plans.)



ALLOWABLE SPANS FOR PLYWOOD ROOF AND FLOOR SHEATHING

Panel Span Rating	Thickness	Nail Size	Roof		Floor
			Edges Blocked	Edges Unblocked	T&G or Edges Blocked
24/0	3/8"	6d	24"	20"	*
32/16	15/32"	6d	32"	28"	16"
40/20	19/32"	8d	40"	32"	20"
48/24	23/32"	8d	48"	36"	24"

Notes:

1. Plywood continuous over 2 or more spans with face grain perpendicular to supports.
2. Nails shall be common.
3. Nail spacing shall be spaced a maximum of 6" o.c. at edges and 12" o.c. in the field.
4. These values apply for C.C., C.D. and Structural 1 grades only.

ALLOWABLE ROOF HEADER SPANS

SIZE	SPAN	
	DF No. 1	DF No. 2
4x4	4'-0"	4'-0"
4x6	6'-0"	6'-0"
4x8	8'-0"	8'-0"
4x10	10'-0"	10'-0"
4x12	12'-0"	12'-0"

Notes:

1. Maximum tributary area to DF Number 1 header is 13'-5"
2. Maximum tributary area to DF Number 2 header is 11'-9"
3. Maximum spans based upon 15 psf DL and 20 psf LL

ALLOWABLE GIRDER SPANS

SIZE	SPACING O.C.	SPAN		PIER SIZE
		DF No. 1	DF No. 2	
4x4	4'-0"	5'-9"	5'-6"	15"x15"
4x4	5'-0"	5'-4"	5'-0"	15"x15"
4x6	5'-0"	7'-9"	7'-3"	18"x18"
4x6	6'-0"	7'-0"	6'-6"	18"x18"
4x8	6'-0"	8'-9"	8'-6"	21"x21"

Notes:

1. Spans based upon girders not supporting partitions.
2. Maximum spans based upon 10 psf DL and 40 psf LL.
3. Pier sizes based upon 1000 psf soil bearing pressure.



THE COMMUNITY

The City of Costa Mesa boasts of being one of Orange County's leading cultural and business centers. Located 37 miles southeast of Los Angeles, 88 miles north of San Diego and 475 miles south of San Francisco, Costa Mesa encompasses a total of 16 square miles with its southernmost border only 1 mile from the Pacific Ocean. The City is home to a diverse population of approximately 113,440 residents. The local economy is primarily based upon retail commercial business and action sports industries such as surfing, skateboarding, and snowboarding.

Costa Mesa offers 28 parks, 2 municipal golf courses, 20 public schools and 3 libraries. Additionally, Costa Mesa is home to Orange Coast College and Vanguard University as well as Whittier Law School and National University.

The Orange County Performing Arts Center, Renee and Henry Segerstrom Concert Hall and Theatre, Fair and Event Center, South Coast Repertory Theater and South Coast Plaza are prominent centers of cultural and economic activity within the City. The South Coast Plaza shopping center is the single largest commercial activity center in the City. The volume of sales generated by South Coast Plaza, on the strength of 322 stores, places it among the highest volume regional shopping centers in the nation.

Costa Mesa residents enjoy an ideally mild Southern California climate. The City's location provides easy access to many of Southern California's major attractions such as beaches, mountain areas, high and low deserts, Disneyland, Knott's Berry Farm, Palm Springs and Los Angeles with its sports arenas and major league teams. Surrounded by the cities of Newport Beach, Irvine, Huntington Beach, Fountain Valley and Santa Ana, Costa Mesa is in an area where it is wonderful to live and work.

THE DIVISION

The Public Services Department is comprised of four divisions: Administration, Transportation Services, Engineering, and Maintenance Services. The Transportation Services Manager is a Division Manager who oversees 7 full-time staff members that work together with the goal of providing for the safe and efficient movement of vehicles, pedestrians, and bicyclists within the City's public right-of-way.

The Transportation Services Division consists of two sections: the Traffic Planning Section is responsible for monitoring existing traffic conditions; forecasting future traffic demands, conducting investigations and developing remedial measures to improve existing conditions as well as planning adequate transportation infrastructures to meet future traffic demands and system circulations to year 2025 and beyond. This Section is involved in the review and mitigation of citywide traffic impacts resulting from private development projects. Transportation Planning is also responsible for the implementation of the Master Plan of Bikeways (MPB), the Master Plan of Highways (MPH), Congestion Management Program (CMP), Transportation Demand Management (TDM) programs, and the Circulation Element of the City's General Plan. The Traffic Operations Section monitors the existing traffic conditions, oversees the citywide computerized traffic signal system through signal timing, coordination and progression on major arterials. This section also monitors traffic flow via a series of Closed Circuit Television Cameras (CCTV) to adjust signals and manage incidents and events that result in increased traffic congestion. Traffic Operations designs and installs new traffic signals and monitors and

CITY GOVERNMENT

A general law city, Costa Mesa has a council-manager form of government. Voters elect a five-member City Council at-large. The Mayor and Mayor Pro-tem are selected by their peers. Allan L. Roeder has served as Costa Mesa's City Manager for more than 20 years. City services are delivered with the assistance of 611 full-time staff and the General Fund budget of \$110.3 million for FY 2007-08. It is the City's priority to embark on an aggressive capital improvement program and has allocated \$7.2 million to include improvements of streets, curbs, sidewalks, parks, and traffic signals.

As the newest member of the City's management team, the incoming Transportation Services Manager will join a highly collaborative group of dedicated managers and executives who are mutually committed to the organization's success. Department directors rely on their division heads expertise and talent to lead and manage their divisions fairly autonomously so that they can dedicate their attention to the City Manager, City Council and the City's strategic direction.



THE POSITION

The Transportation Services Manager is responsible for planning, organizing, and supervising the work of professional and subprofessional traffic engineering personnel engaged in the collection and analysis of traffic flow data; the preparation of plans and recommendations for management of pedestrian and vehicular movements; the design and implementation of traffic control devices, including, but not limited to, synchronized traffic signal system, CCTV cameras, electronic speed signs, etc.; and the preparation of plans and specifications for the installation and modification of street lights and traffic signals. The position also oversees the General Plan's circulation elements and the City's traffic model, as well as the review of development plans, related traffic studies, and oversees major transportation improvement projects. Work also involves the direction of personnel engaged in the manufacture and erection of traffic signs and street marking. Programs are developed and executed with considerable technical independence according to accepted traffic engineering principles and in conformance with broadly established policies and procedures. Work requires extensive verbal and written contact with a variety of governmental agencies, private industry and community groups.

THE IDEAL CANDIDATE

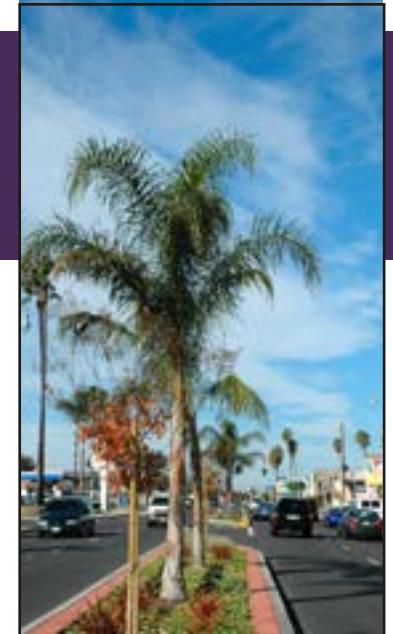
Experience, Education & Training

The ideal candidate possesses extensive experience in the field of traffic engineering and transportation planning, including considerable supervisory and administrative experience. Graduation from a four year college or university with major course work in civil engineering, traffic engineering, transportation or related field is required. Certification as a registered Civil Engineer by the State of California and registration as a Traffic Engineer by the State of California are desirable. Ideal candidates will bring a proven track record of planning and directing the work of a staff of professional traffic engineering personnel; evaluating technical traffic engineering information to arrive at valid decisions; presenting technical information effectively to various audiences including City Council, Commissions and other civic groups; and establishing and maintaining effective working relationships with employees, vendors, City officials, and the public. Successful performance also includes knowledge of traffic engineering and transportation planning principles and procedures, including an understanding of computerized traffic models and multi-model concepts; local, regional, State, and Federal transportation management; statistical and research procedures as they apply to traffic engineering problems; electrical design, the operation of electrical traffic control devices and computerized traffic control systems; and current management practices relating to budgeting and grant administration.

Leadership Qualities & Management Style

In addition to the previously identified qualifications, Costa Mesa's next Transportation Manager will display the following professional attributes and skill strengths:

- Proactively shares information and welcomes input from staff at all levels
- Known for being a role model who exemplifies high standards and uncompromising integrity
- Accessible and outgoing
- Demonstrated ability to mentor and develop subordinates
- Sophisticated and resourceful problem solver
- Forward thinking with the ability to incorporate long range planning into a standard business practice
- Ability to anticipate and plan for probable challenges before they materialize
- Familiarity with budget/financial management of projects
- Inclusive and collaborative
- Good public speaking and excellent writing skills are essential for this position
- Comfortable interacting with a wide variety of audiences
- Creative problem solver



COMPENSATION & BENEFITS

Salary – Appointment will be made within the range of \$101,436 – \$135,936 and will be DOQ

Retirement – The City is a member of the CalPERS system and offers the 2.5% @ 55 formula. Employees contribute 1% of their salary on a pre-tax basis towards the enhanced 2.5% @ 55 CalPERS retirement formula, anticipated to become effective on 10/1/08. The City does not participate in Social Security; however, federal mandate requires new employees to contribute 1.45% of wages to Medicare.

Health Insurance – Full contribution toward employee and family medical, dental and long-term disability (LTD) insurance within a flexible benefits plan. The flexible benefit contribution for 2008 is \$1,446 per month.

Life Insurance – Costa Mesa provides a \$50,000 term life insurance policy. Supplemental life, short-term disability and/or cancer insurance are available.

AD&D Insurance – The City provides a \$50,000 accidental death and dismemberment insurance policy.

Deferred Compensation – In addition to a voluntary 457 deferred compensation plan, Costa Mesa offers a 401(a) deferred compensation plan through ICMA, with a City match of 0.5%.

Retirement Health Savings – Additionally, the City contributes 1% of base monthly salary to the employee's retiree medical account through ICMA, with a regular matching 1% of base salary contribution by the employee.

Leave – Ten executive leave days per year prorated to be used within the calendar year with additional executive leave (5 days) upon approval of the City Manager. Twelve paid holidays per year, including 16 floating holiday hours. Twelve sick leave days granted annually. Vacation is accrued in accordance with tenure ranging from 11.5 days per year to 26.5 days per year (20+ years of service).

Professional Development – Up to \$1,000 annually to be used for a variety of activities or professional memberships.



APPLICATION & SELECTION PROCESS

First application review date is Wednesday, April 30, 2008. To be considered for this opportunity, please submit a detailed resume, including specific employment duties, population and employment size of agencies worked, breadth of functions supervised, salary history, and a list of six professional references representing various organizational levels.

All application materials should be submitted to:

Julie Creagh, Human Resources Analyst
Human Resources Division
City of Costa Mesa
P.O. Box 1200
Costa Mesa, CA 92628-1200



City of Costa Mesa, California
Invites applications for

TRANSPORTATION SERVICES MANAGER





JOIN THE FORCE, TEAM FIRE FORCE!



Dear Team Fire Force Participant:

The Costa Mesa Fire Department wants you to be fire safe. In the Team Fire Force (TFF) program, your teacher along with Fire Department personnel will teach you about life safety and fire prevention. Our objectives are to instruct you on ways to prevent injuries and how to prevent fires.

You will find exciting and challenging activities in the Team Fire Force manual. A TFF quiz will be given at the beginning of the program to find out how much you already know about safety and second TFF quiz will be given at the end to discover how much you have learned. I know you will do your very best work on every activity.

The Team Fire Force manual is easy to read and makes learning fire and life safety fun. Share your knowledge of safety with family and friends. Don't forget to create a Home Safety Exit Plan. Complete the Home Fire Safety Challenge with your parents and earn your Team Fire Force Certificate.

Remember, firefighters are your friends, and we are here to help and protect you.

Think Fire Safety...EVERY DAY!

Sincerely,
COSTA MESA FIRE DEPARTMENT



Kirk Dominic
Kirk Dominic
Fire Chief

This Team Fire Force Booklet belongs to:

Name:
Subject:
Teacher:



More Information to Keep YOU safe
For Kids
www.teamfireforce.org
www.sparky.org
www.smokeybear.com/kids/default.asp
www.readyoc.org and www.ready.gov/kids

For Teachers and Parents

www.ci.costa-mesa.ca.us
www.calema.gov
www.nfpa.org
www.homesafetycouncil.org
www.ocpetinfo.com
www.firefriends.org

OCFA September 2008, 2nd edition,
September 2007, 1st edition,

Grant Funded by US Department of Education.

Special Acknowledgment and appreciation to the Orange County Fire Authority for sharing the Team Fire Force program with Costa Mesa. The original TFF program was designed by the Orange County Fire Authority Community Relations and Education Section in partnership with the Orange County Department of Education.

Acknowledgment: "Original Artwork by Lydia Camargo"

OCFA Fire Chief Keith Richter

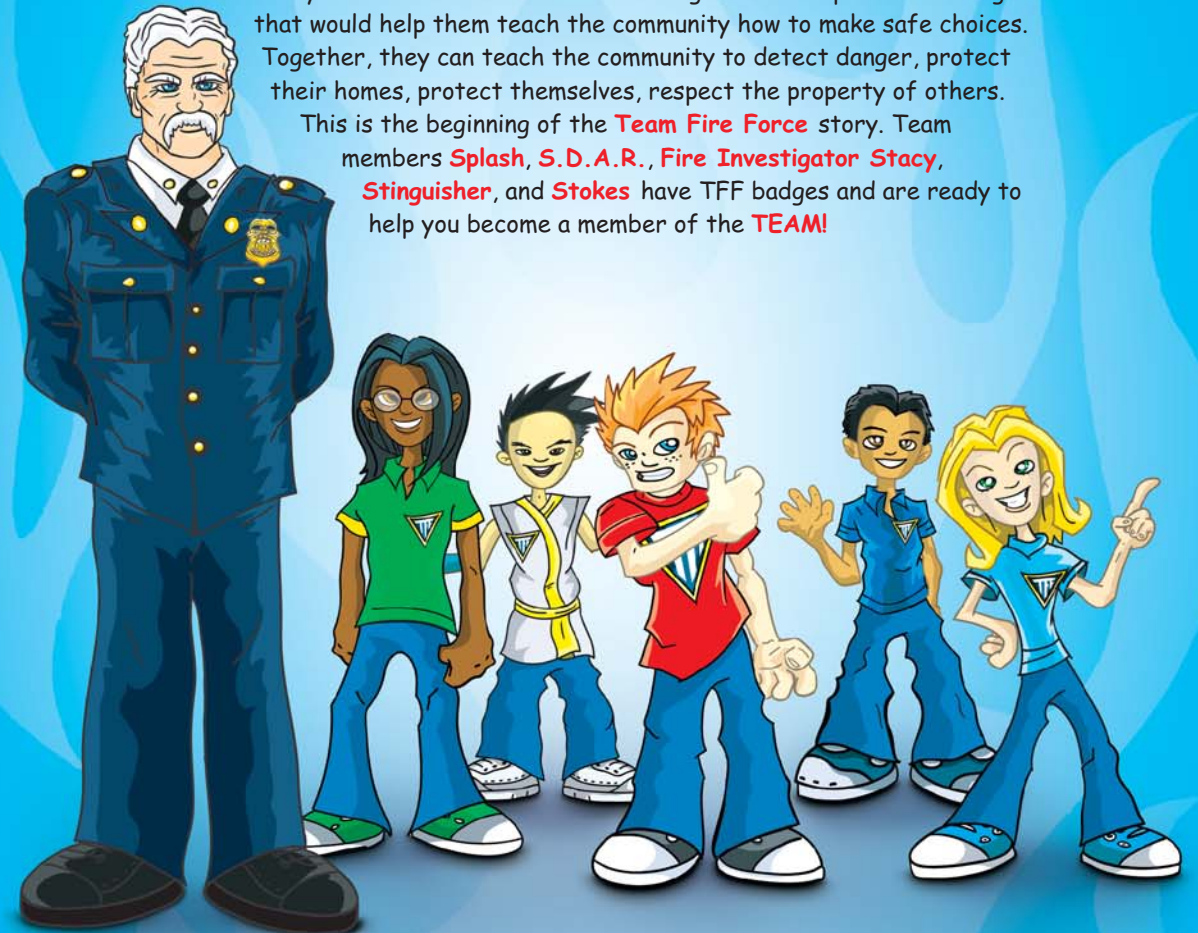
Costa Mesa 1st edition December 2009

Costa Mesa Fire Chief Kirk Dominic



How Team Fire Force Came to Be:

Many years ago, five kids were given a school project. They had to come up with an idea to promote safety for their community. They decided to present a skit about fire safety. While practicing the skit, they were worried that the audience would not understand the importance of their message. What were they going to do? Suddenly, the floor rumbled and the lights flickered. They all looked around, and through a mysterious fog, stepped a gigantic man. His badge was so shiny that it blinded them, and his uniform was the most majestic blue they had ever seen. They couldn't believe their eyes, **Chief Fire Force**, was in their presence. In a booming voice he explained that there was too much work for one person in the community, and he needed their help. They listened intently as he told them he was there to grant them special knowledge that would help them teach the community how to make safe choices. Together, they can teach the community to detect danger, protect their homes, protect themselves, respect the property of others. This is the beginning of the **Team Fire Force** story. Team members **Splash**, **S.D.A.R.**, **Fire Investigator Stacy**, **Stinguisher**, and **Stokes** have TFF badges and are ready to help you become a member of the **TEAM!**



DETECT - PROTECT - RESPECT



JOIN THE FORCE, TEAM FIRE FORCE!

DETECT - PROTECT - RESPECT



Letter to the Editors:

Dear Team Fire Force:

I am tired of all this talk about fire safety and the importance of testing our smoke alarms. They are noisy and hard to reach. We all practice fire drills at school so why do we need to practice them at home? Next you are going to tell me to stop cooking! I don't believe that cooking is the #1 cause of home fires. I think all of you are trying to be bossy.

Sincerely,
Freddie 4th Grader

Dear Freddie,

We are sure that once you read this booklet, you will want to be a part of Team Fire Force. It will help you understand the importance of safety for all of us.

We hope to see you soon!

Detect-Protect-Respect
Team Fire Force

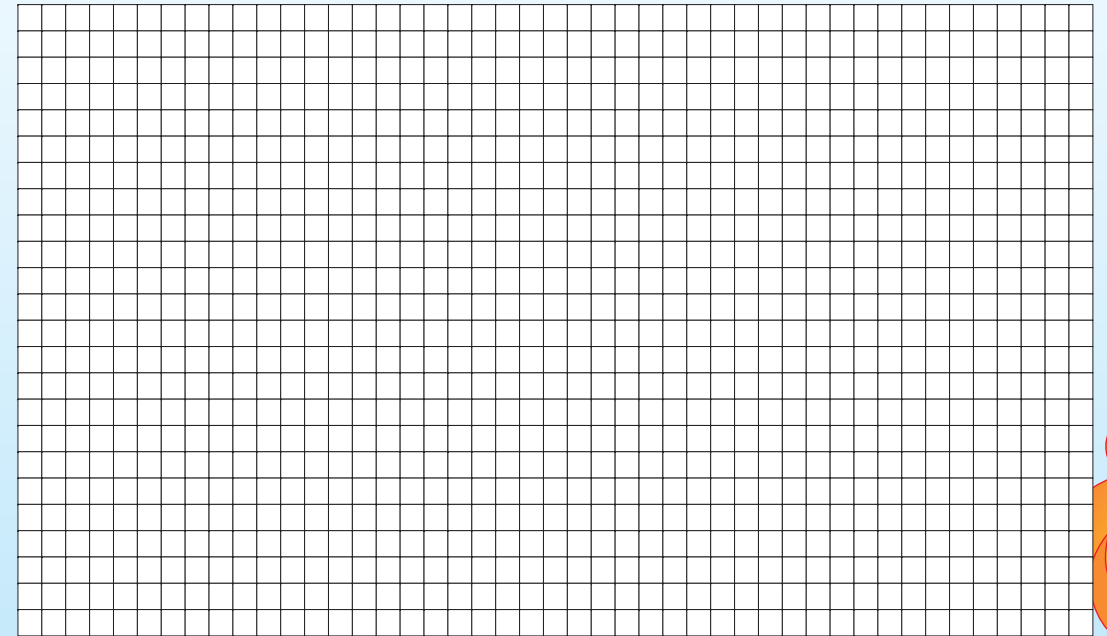
You can write to us at:

Costa Mesa
Fire Department
Community Education
2803 Royal Palm
Costa Mesa CA 92626
www.teamfireforce.org



Use the grid below to draw a floor plan of your home. If you live in a two story house, make another copy of the grid. Whenever possible, show two exits from every room. Have the Outside Meeting Place clearly marked on the Grid.

Home Exit Plan Grid



The TEAM and Their Specialties...



SPLASH

Splash is the diva of drowning prevention and water safety. You never know when Splash may show up at your pool or at the beach to see who is following the safety rules. She wants to make sure that someone is always watching the water!



S.D.A.R.

S.D.A.R. (Stop Drop and Roll) is the master of 9-1-1 and Home Exit Plans. He wants to make sure that you get out of your house safely and quickly. Do you have a plan? Remember to stay low and go!



F.I. STACY

F.I. (Fire Investigator) Stacy is the authority on the Fire Triangle, the classes of fire, smoke alarms, and the Home Safety Checklist. She is on a mission to make sure that everyone has working smoke alarms. She wants to help everyone fix the fire dangers in our homes.



STOKES

Stokes is the expert on being prepared for earthquakes, wildland fires, and other natural disasters. He is always prepared and would like everyone to have their own safety kit for an emergency. Make sure it is easy to find and grab when you need it.



STINGUISHER

Stinguisher is the electrical fire, open flame and fireworks specialist. He wants everyone to remember three words, "Cool a Burn."



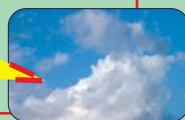
Now with all of this new information, put the pictures in **numerical order** starting at one and ending at six. I am depending on you to meet with your family, share this information, plan, and practice your **Home Exit Plan**— remember that it is all of our responsibility to Detect, Protect, and Respect.



- HEAT**
- match
 - lighter
 - space heater
 - lightning
 - stove
 - candle



- FUEL**
- wildland brush - paper
 - wood - cloth - plastic



- OXYGEN**
- clouds
 - air
 - wind

FIRE TRIANGLE



JOIN THE FORCE, TEAM FIRE FORCE!



S.D.A.R. says . . .

"I know, I know . . . my name is a bunch of initials that may not mean much to you but they are very important to me. After all, it is easier to say SDAR then Stop Drop and Roll. Trust me, I am always ready to explain what SDAR stands for and how it is to be done! Really though, I was given this space to teach you how to practice staying safe in your home."

— Home Exit Plan — Do You Have One?

22

Let's practice how to get out of our house safely so that we are prepared if there is a fire. Does everyone understand? The steps are pretty easy and I would like each and every one of you to sit down with your family to conduct a family safety meeting, and then I hope you will all make decisions, come up with a plan, and **PRACTICE, PRACTICE, PRACTICE!**"

- **Plan Your Escape** by using the grid sheet on Page 23—if you have two levels then make another copy of the sheet. Show two ways out of every room; one is a normal exit and the other is an emergency exit.
- **Agree on an outside meeting place** where every member of your family will gather after escaping. This makes it easy to keep track of everyone. Don't forget once you are outside that is exactly where you should stay. Don't ever go back into a burning building for any reason at all—**NONE!**
- **Practice your home exit plan.** Practice in the day and at night, because we are never sure where a fire might start. Be sure to **check closed doors** with the **BACK** of your hand before opening them. Remember that you are in a kneeling position, so you would reach your hand up while kneeling, touching the door and the crack between the door and frame. If it is hot, use your **emergency exit route**. If the door is cool, open it very carefully. Close it quickly if there is danger on the other side. Remind everyone to **crawl low** because smoke is not something we want to breathe in **AT ALL** (the cleanest air is 12-24 inches off the floor).
- If you find that you are trapped, you must close the door between you and the fire. **Stuff the cracks** around the doors with bedding, towels, or clothes to keep the smoke out. Wait at a window and **signal for help** with a flashlight (everyone should have a working flashlight near their bed) or by waving a light colored object or cloth. If you have a phone in the room with you, **call 9-1-1** and calmly explain exactly where you are in the house. **STAY CALM.**

DETECT - PROTECT - RESPECT



F.I. Stacy Explains:

"When oxygen, fuel and heat are combined in the correct amount, these three ingredients make up the Fire Triangle. If any one part is missing, the fire cannot exist. There is 21% oxygen in the air we breathe, so everyone take a deep breath please. We all breathe oxygen everyday. But did you know that fire breathes oxygen too? And like us, without oxygen a fire will also suffocate. Oxygen is the first side of the Fire Triangle. The second side of the Fire Triangle is the fuel side and includes things that burn like cloth, wood, paper, some plastics, and gasoline. What do you think makes up the heat side? A few examples would be matches, lighters, electricity, lightning, candles, and dryers. Okay everyone do we all understand that the way to prevent fires is to keep these three ingredients from joining? Fire will fail if we take away one of the ingredients."

Science of Fire

N I E A L S P Y H T C L H Y S
 C S R F I R E T R I A N G L E
 A Y E E G E A I C I N Y H A H
 N C L H H L S C P A S F L I C
 N S R E T H G I L E N E A D T
 I E H A N O X R A M E D O R A
 X E H T I S L T T A O O L Y M
 G C O I N G I C R O X Y G E N
 P G E A G O N E W R N U N R S
 U I I O O R P L A S T I C S S
 I E S T G A L E E D L R D E C
 N P L N P L G U S O U E L S D
 I Y S S I O G F S T T O E E E
 G E Y E P E G A C T A T A N E
 E E T R L E G G E R I L T R T

Fire Triangle

- heat
- fuel
- oxygen
- wood
- paper
- plastics
- gasoline
- matches
- lighters
- electricity
- lightning
- candles
- dryers
- clothes

3

Class A Fires



Items that can easily be burned, such as wood, paper, or cloth.

Class B Fires



Flammable, burnable liquids such as gasoline, oil, and grease fires.

Class C Fires



Energized electrical equipment. They include live electrical fires or those fires involving electrical equipment or appliances that are plugged into an outlet.



JOIN THE FORCE, TEAM FIRE FORCE!

SEATBELTS AND HELMETS

- Always click on a seatbelt the moment you sit in a vehicle.
- Wearing a helmet and protecting your head (and your brain) is important when riding a bicycle, scooter, skateboard, all terrain vehicle (ATV) OR when you put on a pair of roller blades or skates.



FIREWORKS

- It is always safest for the whole family to go and see a professional fireworks show.
- Children ages 5 to 14 have the highest fireworks injury rate of any other age group.
- Each year in the United States, more than 10,000 people suffer eye injuries and burns from fireworks.



DETECT - PROTECT - RESPECT



More From S.D.A.R. 2-1-1

"Did you know that 2-1-1 is a number that helps people who do not need the police or fire department? Let's say someone needs to go to work and they don't have enough money to pay for child care for their children. 2-1-1 is the number to call for help. They also have information on services for people with disabilities. 2-1-1 may not work on certain cell phones. I recommend you check out www.211oc.org if you want to know more." "Now that you are full of information, how about we take a quiz? Alright, I heard the groans. I just want to make sure you all understand . . . read the situation and then write an X in the correct box. I know you will all do great!"

Who Should You Call?

Situation	9-1-1	2-1-1	A grown-up
1. You see a car accident with injured people			
2. Your brother trips on the sidewalk and skins his knee			
3. Your father falls, he is unconscious and you cannot wake him up			
4. Your family car is broken and your parents need to get to work			
5. You are home alone; you are bored with nothing to do			
6. Your neighbor's house is on fire			
7. A stranger is trying to break into your house			
8. Your dog is limping			
9. You are not sure if what you see is an emergency, but it looks serious			
10. Your Grandma has no ride to the grocery store and needs food			



- 9-1-1 dispatcher:** Fire emergency.
Caller: My house is on fire please help me!
9-1-1 dispatcher: Stay calm and tell me your address.
Caller: I live at 123 Main Street.
9-1-1 dispatcher: What city are you in?
Caller: I live in Costa Mesa.
9-1-1 dispatcher: What is your phone number?
Caller: My phone number is 555-555-4536.
9-1-1 dispatcher: Get everyone out of the house. The Fire Department is on the way. You can hang up now.



- REMINDERS.....**
- Always stay on the line with the dispatcher until you give them all the information and they tell you to hang up.
 - Memorize your address and phone number and help younger siblings learn the numbers too.



JOIN THE FORCE, TEAM FIRE FORCE!

DETECT - PROTECT - RESPECT



S.D.A.R. gives us the information on 9-1-1



"Finally . . . I've been waiting patiently to put in plain words that 9-1-1 is for emergencies only and I want everyone to understand some basic rules on how it works. First things first. . . If your house is on fire . . .

— GET OUT OF THE HOUSE —

. . . then go to a neighbor's house and call 9-1-1. If you dial 9-1-1 from a cell phone, you have to remember to push the 'send' button."

"The other day the power went out in my house, and I tried to call my Mom at work on our cordless phone. Do you know that your cordless phone does not work when the power goes out? I had no way to call my Mom if there was any type of emergency. After she came home from work, we went to the store to buy a regular plug-in phone. Something else that is important to know for any type of home emergency is our home address and phone number."

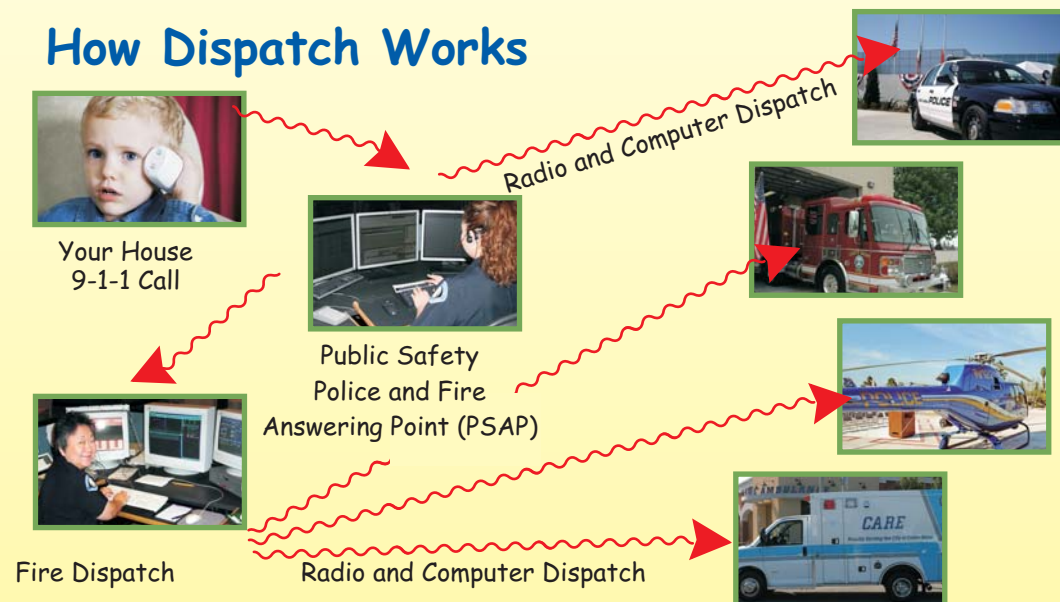
"Did you read over the chart on what happens when someone calls 9-1-1?"

The call first goes to our local Public Safety Answering Point (PSAP). The person who answers the phone is a police "dispatcher" or "call taker" and they decide what type of help is needed. If you need help from the police, the dispatcher will call on the radio and computer for the police. If the emergency has to do with fire or medical help then the dispatcher will forward the call to the fire dispatcher, who will call the fire stations by radio and computer to respond." "Help is only a phone call away."



20

How Dispatch Works



WATER SAFETY



Hello Team Fire Force members! I don't know if you know this about me or not, but I'm a water maniac! I love going to the beach, the pool, and the river.

Now, I don't want to put a damper on things, but I have to talk to you about something serious. Did you know that California leads the nation in drowning? In fact, it is the leading cause of accidental injury and death in children under the age of five and the second leading cause of death in children under the age of fourteen!

Team Fire Force is committed to preventing these preventable tragedies. That is why The Team and I review water safety rules whenever we are getting ready to have fun in the water.

The most important water safety rule is to make sure you have a "WATER WATCHER" whenever you are in the water. There should always be an adult assigned specifically to watch you in the water.

Some other safety rules we should all follow include the following:

1. Go feet first when entering the water the first time
2. Wear an approved flotation device
3. Swim in assigned areas
4. Don't push or jump on others
5. Walk, don't run around the pool or spa area
6. Learn to swim
7. Never pretend to be drowning
8. Keep a phone by the pool or spa



If you see a friend in trouble in the pool, get out and throw a life ring to them or grab the shepherd's hook to reach out to them and then call 9-1-1. If someone is in trouble at the beach, call for help from a lifeguard or call 9-1-1.

5

WATER SAFETY DUTIES

Put the following statements under the person (or both) responsible for doing them:

- A. Be a "water watcher" to prevent drownings
- B. Wear an approved life jacket if you don't know how to swim or are on a boat
- C. Go into the water feet first the first time to be sure the water is deep enough for diving
- D. Drink plenty of water when at the beach
- E. Never swim alone
- F. Walk, don't run, on the pool deck
- G. Don't push anyone into the pool
- H. Learn to swim
- I. Don't use flotation devices like rafts, inner tubes or boogie boards unless you know how to swim
- J. Learn CPR

ADULT

CHILD

BOTH



JOIN THE FORCE, TEAM FIRE FORCE!

FIRE SAFETY BOARD GAME

You need: Die or spinner and a marker for each player



Start

You wore your helmet MOVE AHEAD 2 SPACES		ACTION Show the hand signals ROLL AGAIN		You forgot to ride on the right side of the road LOSE A TURN
You rode in the bike lane MOVE AHEAD 1 SPACE		You were listening to music while riding your scooter MOVE BACK 1 SPACE		ACTION Name 3 activities for which you should wear a helmet ROLL AGAIN
You forgot to look both ways to cross the street LOSE A TURN		You checked the air in your bike tires MOVE AHEAD 1 SPACE		ACTION Name the 3 colors on a traffic signal ROLL AGAIN
				You helped a friend find his helmet MOVE AHEAD 1 SPACE

RULES
Action squares require you to "show actions"
Exact roll is needed to win

You Win!

Fire and Life Safety Calendar

JANUARY (Home Escape Planning)

- Know Two Ways Out
- Meeting Place outside
- Practice escape plan
- Mark utilities on plan

CHECK SMOKE ALARM

FEBRUARY (Burn Prevention)

- Remove clothing to prevent further burning
- Immerse in cool water immediately
- Cover with dry bandage

CHECK SMOKE ALARM

MARCH (Landscaping)

- Clear vegetation, shrubs, and/or weeds near and around the home to reduce fire hazard

CHANGE BATTERY IN SMOKE ALARM

APRIL (Disaster Preparedness)

- Prepare for 72 hours
- See the preparedness kit list on page 18

CHECK SMOKE ALARM

MAY (Drowning Prevention)

- Layers of Protection
- Supervision, Gates, Alarms
- Never swim alone
- Keep phone near pool area

CHECK SMOKE ALARM

JUNE (First Aid/CPR)

- Take a class
- Practice skills
- Create a first aid kit

CHECK SMOKE ALARM

JULY (Vacation Safety)

- Camping & Boating Safety
- Never use lighters, matches, or camp stoves inside tents
- BBQ away from trees
- Shut off boat engines before adding fuel

CHECK SMOKE ALARM

AUGUST (Safety in Motion)

- Always wear a helmet
- Seat belts are the LAW!
- Yield to emergency vehicles
- Obey traffic and pedestrians laws

CHECK SMOKE ALARM

SEPTEMBER (Extinguishers)

- P.A.S.S. (Pull, Aim, Squeeze, Sweep)
- Home hazard hunt
- Replace every 5 years
- Store in an easy to reach place.

CHECK SMOKE ALARM

OCTOBER (Fire Prevention Week)

- Halloween Safety
- Wear reflective or light-colored clothing
- Flame retardant costumes and clothing
- Be alert and aware
- Check all candy

CHECK SMOKE ALARM

NOVEMBER (Carbon Monoxide Poisoning)

- Odorless, colorless, tasteless and deadly
- Check fuel-burning appliances

CHANGE BATTERY IN SMOKE ALARM

DECEMBER (Holiday Safety)

- Water trees daily
- Drive safely
- All lights UL approved
- Candle with care
- Use timers

CHECK SMOKE ALARM

DETECT - PROTECT - RESPECT



Change and check your supply kit (every six months)—when you change your smoke alarm batteries.

Remember

- Repair cracks in ceilings and foundations.
- Strap water heater to wall studs.
- Hang pictures and mirrors away from beds.
- Place large, heavy objects on lower shelves.
- Ensure that each family member knows the Home Escape Plan.
- Do the adults in your household know how to turn off water, gas, or electricity, if necessary?

Safety During

- Stay put and don't run . . . try to protect yourself.
- Drop, Cover, and Hold On—is there a sturdy table nearby?
- Find an inside wall that is free of glass and items that can fall on you.
- Stay away from doorways, windows and mirrors.
- If in a car the driver should pull over to the right and stop, (avoid bridges and overpasses); stay put and listen to the radio for information.



What To Do After

- Make sure that everyone is okay
- Check to see if there are any gas or water leaks
- Gather your disaster supply kit
- Turn on the radio to listen for information
- Call your Out-of-State Contact
- Follow through on your Family Communication Plan
- **STAY CALM**



Family Communication Plan

Contact Name Telephone No.

Out-of-State Contact Name Telephone No.

Neighborhood Meeting Place Telephone No.

Other Important Phone Numbers

Name	Home #	Work #	Cell #

<http://www.ready.gov> • <http://www.ci.costa-mesa.ca.us>



JOIN THE FORCE, TEAM FIRE FORCE!

Stokes shares . . .



Hey there fellow Team Fire Force members! I am ready to get down to the serious business of being prepared, staying safe, and knowing what to do if we have an earthquake or a natural disaster. Instead of me going on and on, I decided that I would give you some checklists. I recommend that you read them because I know that you want to keep your family safe, so please share the information with your family members. Teach your family everything you are learning. Ask your family to imagine a giant picking up your house and shaking it. When the giant puts the house down, what does it look like?

DETECT - PROTECT - RESPECT

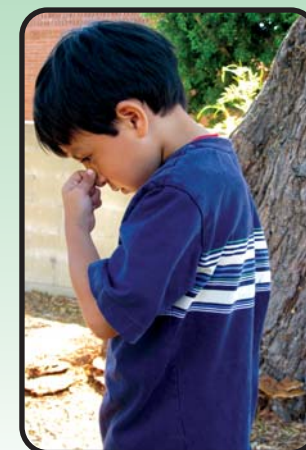


NOSEBLEED ALERT . . . NOSEBLEED ALERT

Have you ever had a nosebleed or have seen someone else with a nosebleed? Do you know what to do or how to help that other person?

Here is HOW TO STOP A NOSEBLEED:

1. Sit or stand so that your head is above your heart (point one of your hands to your heart and the other hand to your head and think about keeping your head above your heart).
2. Tilt your head forward and pinch your nostrils together right below the bony center part of your nose. Pinch it enough to stop the blood from flowing.
3. If your nose starts bleeding, follow the steps above. Do not blow your nose. Tilting your head back could cause blood to run into your throat and if you swallow blood, you might throw up (and that is not fun at all).
4. If your nose is still bleeding after 10 minutes, you will need to see your school nurse or your doctor.



18

Disaster Supply Kit

Preparation Before



- At least 72 hours worth of water, non-perishable packaged or canned food, and prescription medicine stored for your whole family
- A non-electric can opener
- A change of clothing and sturdy shoes
- An extra pair of glasses
- Blankets or sleeping bags
- A first aid kit
- A battery powered radio
- A water proof flashlight
- Extra batteries
- Credit cards and Cash
- An extra set of car keys
- An Out of State Contact
- Create your Family Communication Plans/Cards
- Supplies for your pets
- A list of important family information
- An ABC multi-purpose fire extinguisher
- Deck of cards, small books to read, or games to play

7

"COOL A BURN"



Have you ever touched a hot plate and burned yourself by accident? Did you know what to do after your fingers and the palm of your hand hurt and turned red? All you have to remember is "COOL A BURN." Cool a burn with water. Go to the nearest water faucet and run cool water on the burn for 3 to 5 minutes. You can also put cool water-soaked cloths on the burn. Don't use cold water or ice cubes because it could make the burn worse. If you apply ointment, grease, or butter to the burned area, the burn cannot cool. These will hold

the heat under the skin. So what do we do if we burn ourselves? I can't hear you! That's right! COOL A BURN!





JOIN THE FORCE, TEAM FIRE FORCE!



Erosion

Can you Guess?

Let's see if you are able to match the description with the appropriate rapid or slow process. Place the number of the description with the picture it matches.... Good luck!

- Waves and high tide crash against the earth's surface continually and differently each time. This changes the earth's surface (and homes sometimes need to be protected from this slow process of erosion and change). A **sand berm** is an example of a man-made wall that prevents further damage.
- This rapid process happens when tectonic plates get stuck and put a strain on the ground. The strain causes the land to shake and can cause damage whenever the magnitude is 5.0 or higher. **Earthquakes** are usually felt over a large area and generally last less than a minute.

DETECT - PROTECT - RESPECT



The Team wants to connect with you on **COOKING, CANDLES,** and **LAUNDRY.** Yes! We said Laundry!

Cooking

- Make sure that you stay in the kitchen if you are cooking.
- Pay attention to what you are cooking.
- If you ever have a cooking fire, turn off the heat, take away the oxygen, and grab your baking soda! (Fire Triangle).
- Get out, stay out, and call 9-1-1.

Candles

- Never leave a candle burning by itself.
- Candles and space heaters need to be three feet from anything that might burn.

Laundry

- Clean the lint out of the dryer regularly.
- Turn off the dryer when you go to bed or leave the house.



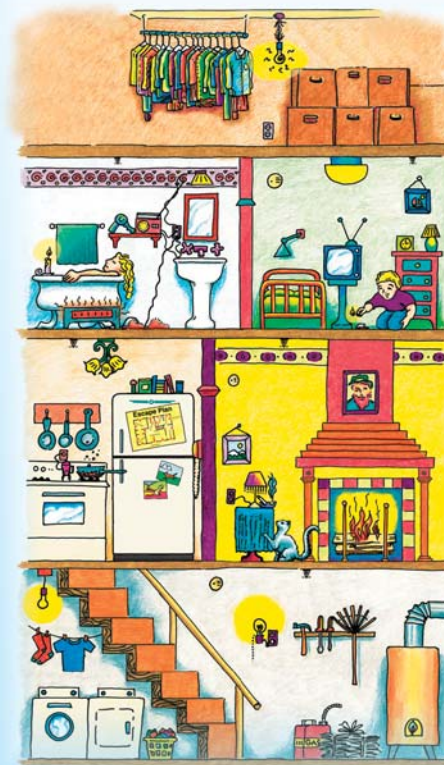
Is Your Home Fire-Safe?



Fill in the blank with the correct word.

bedroom	unattended	home exit plan
off	children	monthly
twice	meeting place	six
candles	smoke	9-1-1

Find all the fire dangers and circle them in the house below— then take a few minutes to walk around your house to make sure it is fire-safe!



- Place smoke alarms in every _____ and on every floor.
- Change the batteries in your smoke alarms _____ a year.
- Test you smoke alarms _____.
- Call _____ in case of an emergency.
- Keep _____ three feet away from things that can burn.
- Keep lighters and matches away from _____.
- Do NOT leave the stove _____ while cooking.
- Make sure that your stove is _____ before going to bed.
- Never _____ in bed.
- Practice your plan every _____ months.
- Have a _____ and make sure that all family members know it.
- Assign an outside _____ and never go back into a burning building.

Courtesy of the U.S. Fire Administration.



JOIN THE FORCE, TEAM FIRE FORCE!

Costa Mesa Firefighters Want YOU to Stay Healthy!



DID YOU KNOW . . .

1. Firefighters respond to more calls for medical emergencies than for fires.
2. 81 million Americans suffer from heart disease and unfortunately, 870,000 of them die each year.
3. It is a good idea to exercise regularly, eat healthy, Hydrate consistently, get good rest and do not smoke.

EXERCISE every day for an hour.

Three elements to fitness:

- 1) **Endurance** During aerobic exercise (any game that requires running), the heart beats faster and a person breathes harder. This happens when you play basketball, bicycle, ice-skate, play soccer, swim, play tennis, jog and run. When done regularly, aerobic exercise makes the heart stronger and helps the body deliver oxygen to all its cells better.
- 2) **Strength** (cross the monkey bars) Do pull-ups, stomach crunches, and other exercises to build strength. You build strength when you climb, do a handstand, or wrestle.
- 3) **Flexibility** (bend down to tie your shoes) Stretching exercises help improve flexibility which allow your muscles and joints to bend and move easily through their full range of motion.



HYDRATION not Dehydration

1. Your body needs enough water to work properly.
2. You can get water by drinking and eating.
3. If you are thirsty, sweating, playing outside on a hot day, or are sick—Drink Water.
4. Drink water before, during, and after play if you want to keep having fun and to stay healthy.

EAT RIGHT

The new eating guidelines say that kids, (that's you), need to eat more fruits, vegetables (yummy), and whole grains (packages that reads 100% whole wheat).



DETECT - PROTECT - RESPECT



3. Once this process is under control, a special team called the Burned Area Emergency Response Team (BAER Team) arrives to protect the burned area and prevent further damage. They include land scientists and specialists. A **wildland fire** is a rapid process that destroys natural vegetation and sometimes threatens homes and property.
4. The wind and sun affect this type of process the most. It generally takes a long time to happen. **Rock and land erosion** is a slow process that is related mostly to "weathering."
5. Gravity is the force of this process. Sometimes this process may move slowly, but we usually hear about it when it happens rapidly. If there is a heavy rainfall or a recent wildland fire, this process can destroy property quickly and by surprise. **Landslides** are a rapid process that can be destructive and dangerous.

Wildland Firefighting

Wildland fires are unpredictable because they constantly change in size, direction, and speed. They are influenced by weather, fuel, and topography. (It is true that) from 10:00 AM to 4:00 PM wildland fires are the most dangerous. Why, you ask? Well, the heat and the moisture in the air are lower than during any other time of the day. The trees, brush, and grass (the fuel side of the Fire Triangle) become dry, which makes it easier for a fire to start. The summer and fall months are when we have the most wildland fires. The type of land where the fire takes place (topography) is important. If a fire is in a valley and moves up a hill, it isn't a good idea to park a fire engine at the top because of the intense heat and smoke. It could be a very **unsafe and dangerous** situation for firefighters. One of the ways firefighters take care of each other is by using radios and having safety lookouts. When they fight a wildland fire they have to carry heavy equipment and gear (40 pounds or more) and then hike to fight the fire. Hiking to a fire with the heavy gear is tiring. During a wildland fire, a crew is usually made up of 18 or more people. The crew has to sleep outside at night. Not only do the crews and firefighters have to worry about the dangers of fighting a fire, but they also have to worry about the wildlife in nature. One time a crew members woke up to a tarantula crawling within inches of her. Everyone has to pay attention to changes that may happen because of weather and land differences. This is important in order to keep everyone safe in this dangerous situation.





JOIN THE FORCE, TEAM FIRE FORCE!

Science Lab on EROSION

Here's what you'll need:

- 2 large disposable aluminum lasagna pans
- Some good old fashioned dirt (natural soil from a garden, NOT potting soil from a bag)
- A watering can
- A magnifying glass
- 2 or 3 books or wooden boards about 1-inch thick each
- A pair of pointy scissors



10

Here's What to do:

1. Pour the dirt into one of the pans so that it makes a layer on the bottom 2 to 3 inches deep. Smooth the soil out so that it is as even as possible on the top.
2. Examine the soil closely with the magnifier. Touch it and run it through your fingers. What is the soil made of? Does it all feel the same? How do you think the different soil parts would react if water was poured on them?
3. Use the scissors to punch 6 small holes in one end of the dirt filled pan.
4. Place the second pan under the end of the dirt-filled pan where the holes are. (The second pan will catch the water as it leaves the top pan.)
5. Slip 2 or 3 books under the other end of the dirt-filled pan so that it is propped up about 2 inches higher than the end with the holes punched in it.



DETECT - PROTECT - RESPECT



F.I. Stacy teaches Fireplace Safety

1. A fireplace that is being used should never be left unattended.
2. A protective screen must be in place when fire is burning in the fireplace.
3. Paper and trash should never be burned in the fireplace.
4. The chimney should be at least cleaned once a year
5. Remove ashes only when they are completely cooled.



Stokes chimes

"I want to remind everyone to get rid of dry grass, leaves, and trash that are stored too close to their home or garage. Clean it up! Remember to keep areas close to home clean of trash and dead plants or trees."

15

S.D.A.R. Reminds

"Don't forget to remind adults that when they use dust mops, cleaning materials, and oily cloths, they need to be stored safely in approved metal safety containers with airtight lids. Keep them away from hot objects. We also have to be aware that some of these items might have a chemical reaction and start a fire. That is why it is so important to store everything properly."





JOIN THE FORCE, TEAM FIRE FORCE!



Home Inspection Information

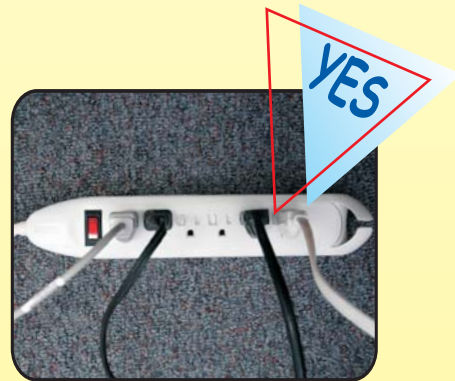
Fire Investigator Stacy wants you to **Read All About It!**

"Smoke Alarms save lives. By having them in our homes we reduce our risk of death in half. Most home fires occur at night when we are sleeping and smoke alarms let us know when we need to escape. It is important to install working smoke alarms in hallways, sleeping areas and on every level of our home. Making sure that our smoke alarms are working is very important too! Smoke alarms should be cleaned once a year, tested once a month, and the batteries should be changed twice a year or whenever the manufacturer recommends."



Stinguisher says . . .

"I don't know about all of you, but I am very concerned about problems with electrical fire safety. I want to make sure that we check for worn out wires and broken or missing prongs on our electrical items we use around the house (alarm clocks, toasters, etc). Go through your homes, looking carefully to see if any of your electrical outlets are overloaded. We should not overload outlets as that could lead to a fire! I have noticed electrical and extension cords under carpets or rugs. This wears out the cords and may cause a short circuit. We have to protect ourselves from electrical safety dangers."



14

DETECT - PROTECT - RESPECT



Challenge Questions:

How does rain shape the Earth? Try it yourself! Pour water from the watering can into the raised end of the dirt-filled pan. What happens to the surface of the dirt when the water first hits it? What happens to the water that comes out of the dirt-filled pan and collects in the second pan?

Here are some other questions to consider: Do you think it matters if the soil starts out wet or dry? What would happen if you added a few more books under the pan to make a steeper slope? Do all the soil particles get pushed equally by the water? (Note: Be sure to study the soil carefully because it is all very different!) Can you imagine what happens to our local hillsides after they have been burned by a wildfire? What elements will continue to change the surface of those unprotected hillsides after they have been burned?



Stokes has an important assignment for you. He would like each of you to find and describe one way that erosion affects the earth in your neighborhood or community. Four questions need to be answered. Stokes is curious to find out what is going on where you live.

11

1. What is the example of erosion around your neighborhood or community?
2. What agent or force is causing the erosion to happen?
3. What can be done in order to reduce the amount of erosion?
4. Can you think of another similar example of erosion and describe it?



JOIN THE FORCE, TEAM FIRE FORCE!



Fire Engine

A fire engine is a pumper that carries hose, water, medical equipment, and two ladders. The fire engine is driven by an "engineer," and the leader is the "captain" who talks on the radio and gives directions to the "engineer" and "Firefighters."

Police Helicopter

Costa Mesa has a helicopter to assist the police and fire department when there is an emergency. During a wildland fire, fire agencies may call for a "waterdropping" helicopter or airplane from another city.



Haz Mat / Heavy Rescue

Firefighters also use special trucks for special purposes. A "haz mat" unit responds to leaking tanks of chemicals and other hazardous materials that could harm people or the environment. A "heavy rescue" truck responds to accidents where people are trapped in vehicles, buildings, and tunnels.



DETECT - PROTECT - RESPECT

PPE - Personal Protective Equipment

During firefighting activity, firefighters must protect themselves from heat, smoke, sharp and falling objects, poisonous gases, and other hazards. The firefighter is completely covered from head to toe with a helmet, gloves, boots, an air tank with mask, and turnout clothes (turnouts). Turnouts are the pants and jacket that firefighters wear when working in a dangerous situation. These clothes are flame resistant but not fire proof. Firefighters protect their ears, neck, and hair is with a "flash hood," similar to the hood race car drivers wear. PPE allows the firefighter to safely enter a dangerous environment to rescue trapped people and extinguish the fire.



Fire Truck

A ladder truck is larger than a fire engine because it carries a lot more rescue and fire fighting tools, as well as many more ladders—including one large ladder that can extend 100 feet into the air!



12

13

QUESTIONS & ANSWERS

In each RFP is a schedule of events. One of those events allows the potential proposers to ask questions regarding the RFP and the scope of service(s) with a deadline. After all the questions are in – it is the City’s responsibility to provide answers to all questions. The questions and answers are posted on the City’s website for all proposers to view.

No Questions were asked

VENDOR LIST

This is a requirement under the Costa Mesa Municipal Code, Title 2- Administration, Chapter V. Finance, Article 2 Purchasing, and Section 2-166 Procedure for purchases exceeding fifty thousand dollars (a) (2). In addition, the City places solicitation on two e-procurement websites.

Reprographics and Graphic Design Vendor List

Company Name

Contact Name

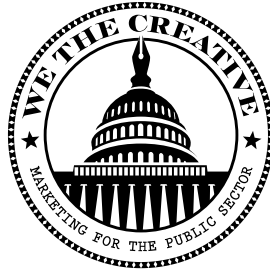
Sir Speedy Printing
American Reprographics
No Rush Charge Reprographics, Inc.
SABP Reprographics
Hover Printing & Lithography, Inc.
Mekong Printing
Neb-Cal Pringting
Sapphire Printing Group
Seaside Graphics & Printing
Southwest Offset Printing
Trend Offset Printing Services, inc.
Variable Image Printing
Choice Lithographics
Didgital Graphics Centre
A Costa Mesa Blueprint/Mouse Graphics
Rodgers & McDonald Graphics
A. H. Graphics, Ltd.
AV Graphics, LLC dba Signs by Tomrrow
Red Graphics, LLC
Winter Graphics

[REDACTED]

PROPOSALS

This section contains all proposals received by the City of Costa Mesa that are related to this RFP.

ORIGINAL



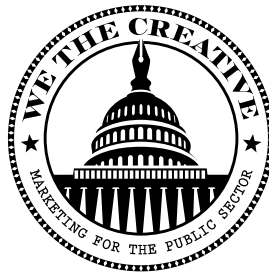
REQUEST FOR PROPOSAL
GRAPHICS DESIGN SERVICES

To:

Jones & Mayer
Kimberly Hall Barlow
Attorney at Law
3777 N. Harbor Blvd.
Fullerton, CA 92835
RE: Graphics Design

From:

We The Creative
2810 Villa Way, Newport Beach, CA 92663



2810 Villa Way, Newport Beach, CA 92663 (877) 887-1318 WeTheCreative.com

TABLE OF CONTENTS

Background & Project Summary	1
Methodology	2
4D Approach	2
Project & Data Communication	3
Project Schedule Samples	4
Innovative & Creative Approach	5
City Info	6
Staffing	7
Proposed Staffing & Project Organization	7
Resumes	8
Qualifications	13
References	14
Financial Capacity	15
Fee Proposal	16
Disclosure	18



2810 Villa Way, Newport Beach, CA 92663 (877) 887-1318 WeTheCreative.com

BACKGROUND & PROJECT SUMMARY

We The Creative (WTC) is excited to be part of this bidding process. The WTC team is responsible for all aspects of the discovery, design, development, and delivery for the client. [REDACTED], is the key component as the team leader responsible for the initial concepts and he oversees the process. [REDACTED] ensures that the team stays on track and monitors the creative direction established by [REDACTED] in collaboration with the client. They make sure that operations runs efficiently and products are delivered in the correct format and configuration. The production team is efficient at producing quality communication elements specified in this RFP.

WTC will propose enhancements, procedural or technical innovations to the Scope of Work stated on this RFP that will not materially deviate from the objectives or required of the project.

The founder, [REDACTED], has lived in the City of Costa Mesa (CM) over 7 years. WTC has an understanding of the work described in the RFP and is confident this is a good fit.

COMPANY PROFILE

We The Creative (WTC) is a DBA of 15 year old, Jovenville, LLC, a leading creative agency for consumer companies. WTC specializes in marketing and branding for public sectors. The agency has four employees and is located in Newport Beach, California.

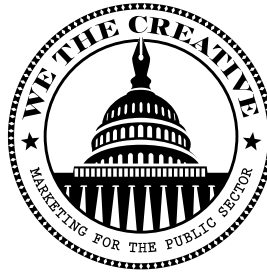
About seven years ago, we (Jovenville) braced ourselves for a downturn in the consumer market segment, and decided to create a subsidiary to service public sector and government agencies – we were essentially hedging our bets against business dropping off, which it did for many marketing and advertising agencies. For us, that downturn never came: Jovenville bustled and earned even more new business, but our public sector work took off as well. In the seven years since we've expanded our focus, we've landed prestigious accounts, including John Wayne Airport, Orange County Transportation Authority, OC Waste & Recycling, Los Angeles World Airports and many more.

Our experiences with public sector agencies have been tremendously rewarding that we have decided to focus our attention on growing this side of our business. One of the biggest, and most rewarding surprises about the work we do as WTC is the people. Specifically, how receptive and enthusiastic our clients have been when they see our “consumer brand” tactics and strategies in action.

COMPUTERS/SOFTWARE

WTC uses four last generation Apple-Macintosh computer platforms to produce design artwork. Three additional IBM compatible stations are also available. One secure server with Retrospect software installed back ups all data generated by the six platforms.

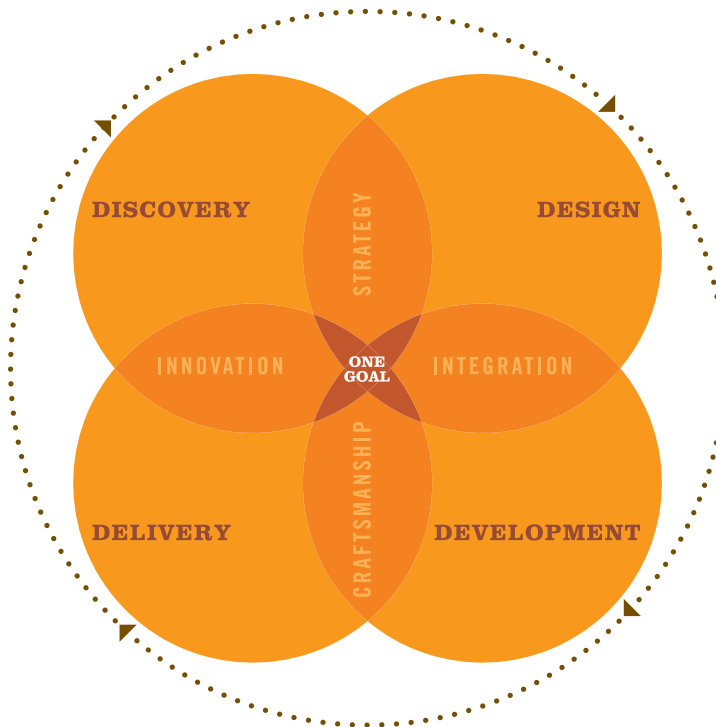
Software installed on all computer platforms and used to generate work files includes:
Adobe Creative Suite 5, CorelDraw, QuarkXpress 8.02, Microsoft Office Professional Edition and many more



METHODOLOGY

4D APPROACH

Due to the nature of this RFP each project parameter and circumstance may be slightly different based on each specific request. The infrastructure of our business model is based upon principles derived from the 4-D Approach™. The integral components of this process creates the foundation allowing the client and the designer to focus on one goal through the various phases of a project. We focus on the message and the audience to deliver an accurate product.



Discovery

The discovery phase is the very foundation of the entire project. Before any project begins, we use planning to establish a fundamental understanding of the parameters and help us set achievable goals. We start by setting time frames, establishing budgets, and defining areas of responsibility.

Design

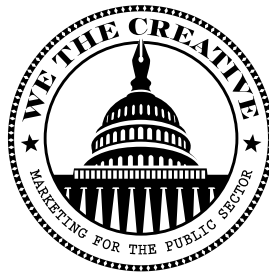
We establish design criteria that will guide the project and help us achieve the goals defined in discovery. We usually present three different concept directions – different looks, different colors, different approaches – but they all hit the same objectives.

Development

This is the phase where concept and design are made into reality. Blending research, art, craft and science, we develop the design that best represents the objectives that were established in the prior two phases.

Delivery

This is the phase that moves your project one step closer to the tangible work. This stage includes finalizing production, verifying the accuracy, and double-checking with vendors to ensure it will be on time and delivered where and when it should be.



2810 Villa Way, Newport Beach, CA 92663 (877) 887-1318 WeTheCreative.com

PROJECT & DATA COMMUNICATION (See detailed efforts to insure client satisfaction)

We are committed to customer service and this has been essential to our success. Our clients-only website is an easy way for you to stay up-to-the-minute current on your projects, no matter if you're sitting at your desk or you're out globetrotting. It's a definitive paperless "paper trail" for both our business and yours. We also ask for a weekly conference call or meeting to discuss weekly goals.

Project Name Client Name

Overview Messages

Project overview & activity [New message](#) [New to-do list](#) [New milestone](#) [New file](#)

MONDAY, 7 MARCH 2011

Comment [IWA DESIGN BRIEF](#)

THURSDAY, 17 FEBRUARY 2011

Comment [Re: Online Electronic Annual Report Samples](#)

TUESDAY, 15 FEBRUARY 2011

Message [Online Electronic Annual Report Samples](#)

MONDAY, 14 FEBRUARY 2011

Comment [Questions for Airport Director](#)

FRIDAY, 28 JANUARY 2011

File [2009ar_Boards.pdf](#)

File [2008ar_Boards.pdf](#)

File [2007ar_Boards.pdf](#)

Message [PAST BOARDS](#)

Overview

A record of events and deliverables in the order of their occurrence.

Project Name Client Name

Overview Messages [People & Permissions](#) [Search](#)

« All Messages [New message](#) [Edit this message](#) [Delete](#)

BTW WEBPAGE

From: [Redacted]

Date: Wed, 16 Mar 2011 at 12:35pm

Hi [Redacted]

Please find web page design. [Redacted] would like to meet with you, [Redacted] in regards to this page and all Share The Ride pages. If you could please schedule a date and time with everyone, I will coordinate with [Redacted]

Thank you,
[Redacted]

Messages

A message board of current projects also organized in chronological order.

Project Name Client Name

[People & Permissions](#) [Search](#)

People on this project

Anaheim Transportation Network

[Add a new person](#)

Anaheim Transportation Network
1280 South Anaheim Blvd
Anaheim, CA 92805 United States
[www.rideart.org](#)
[Edit](#)

Your company: We The Creative

[Add a new person](#)

We The Creative
2810 Villa Way
Newport Beach, CA 92663 United States
O: 877-887-1318
[Edit](#)

Contacts

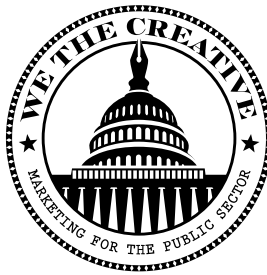
A list of contact information for everyone involved with the project.

September 2010

Monday	Tuesday	Wednesday	Thursday	Friday
	01 OCTA - 91X NE revisions to		02 OCTA - 91X NE printing OCTA - 91X NE round 01	
06	07	08	09 OCTA - 91X NE round 01	10
13	14 OCTA - 91X NE round 02	15	16 OCTA - 91X NE round 02	17

Calendar

A tentative timeline to follow during the project.

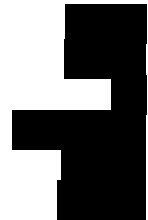


PROJECT SCHEDULES SAMPLES (We Accomodate Expedited Schedules)

We understand most items on the projects listed in the RFP will take 24 hours or less. Below are schedules that require more than one or two meetings between WTC and CM.

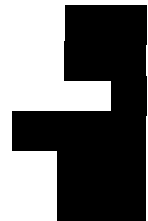
Brochures, Booklets, Phone Books

- Week 1 - Team meeting, review CM job ticket, job forecasting and conceptual development
- Week 2 - Establish creative direction for CM and refinement
- Week 3 - Presentation to CM, revisions
- Week 3 - Design, copy development, Begin Photography or illustrations
- Week 4 - Proofreading and final revisions with CM
- Week 5 - Preparation of files for final intended use



Advertisements Ads, Programs Flyers, Newsletters, Powerpoint Presentations and Slides, Business Forms, Employment Forms / Recruitment Brochures, Medical And Healthcare Forms and Information Packets, Calendars

- Week 1 - Team meeting, review CM job ticket, job forecasting and conceptual development
- Week 2 - Establish creative direction for CM and refinement
- Week 3 - Presentation to CM, revisions
- Week 3 - Design and Layout revisions and final production
- Week 4 - Final revisions between WTC and CM
- Week 4 - Preparation of files for final intended use



Agendas, Identification cards, Announcements, Organization Charts, Flyers, T-Shirt Designs, Bumper Stickers, Tags, Cover Letters, Budgets, Business Cards, Surveys, Cards, Signs, Receipts Booklets

- Week 1 - Team meeting, review CM job ticket, job forecasting and conceptual development
- Week 2 - Presentation of plan to CM
- Week 3 - Final revisions between WTC and CM



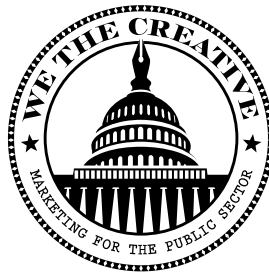
Identification cards, Name and place cards, Award Certificates, Desk Pads, Tickets, Floor Plans, Seating Charts, Sign-In And Sign-Up Sheets, Ballots, Evaluations, Legal Forms, Certificates, Charts And Diagrams, Envelopes, Faxes, Special Event Flyers Forms, Invoices, Job Descriptions, Labels, Letterhead, Memo Mastheads, Reports Time Sheets, Bookmarks

- Week 1 - Team meeting, review CM job ticket, job forecasting and conceptual development
- Week 1 - Final revisions between WTC and CM



KEY PERSONNEL





2810 Villa Way, Newport Beach, CA 92663 (877) 887-1318 WeTheCreative.com

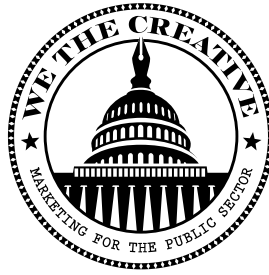
INNOVATIVE AND CREATIVE APPROACH: BOARDSTORMING

WTC has been perfecting this new conversation technique for nearly six years. Boardstorming is a process created where a client receives 25-50 loose ideas on strategic direction, image direction, printing techniques, social techniques and/or outreach ideas. This can process is usually inserted before the typical three comps presentation. Basically every idea we can think of is on a board for feed back and conversation during the presentation. This will allow us to quickly understand what is possible, but more importantly what is not possible for tactics, styles, messaging and/or strategies.

Clients who have experienced this exercise:

OCTA, John Wayne Airport, OC Waste & Recycling, City of Irvine, Disney, Mattel, Oakley and more.





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CITY EMPLOYEES

In the event of being selected WTC will follow a process for the recruitment, hiring and retention of former employees of the CM who have been or may be displaced due to layoff or outsourcing of function and services formerly provided by CM.

Steps

- 01 Determine need
- 02 Review qualifications and resume
- 03 Review portfolio
- 04 Interview with staff
- 05 Skills and personality test
- 06 Final interview

CITY OWNED FACILITIES

WTC has none that fall under this specification.



STAFFING

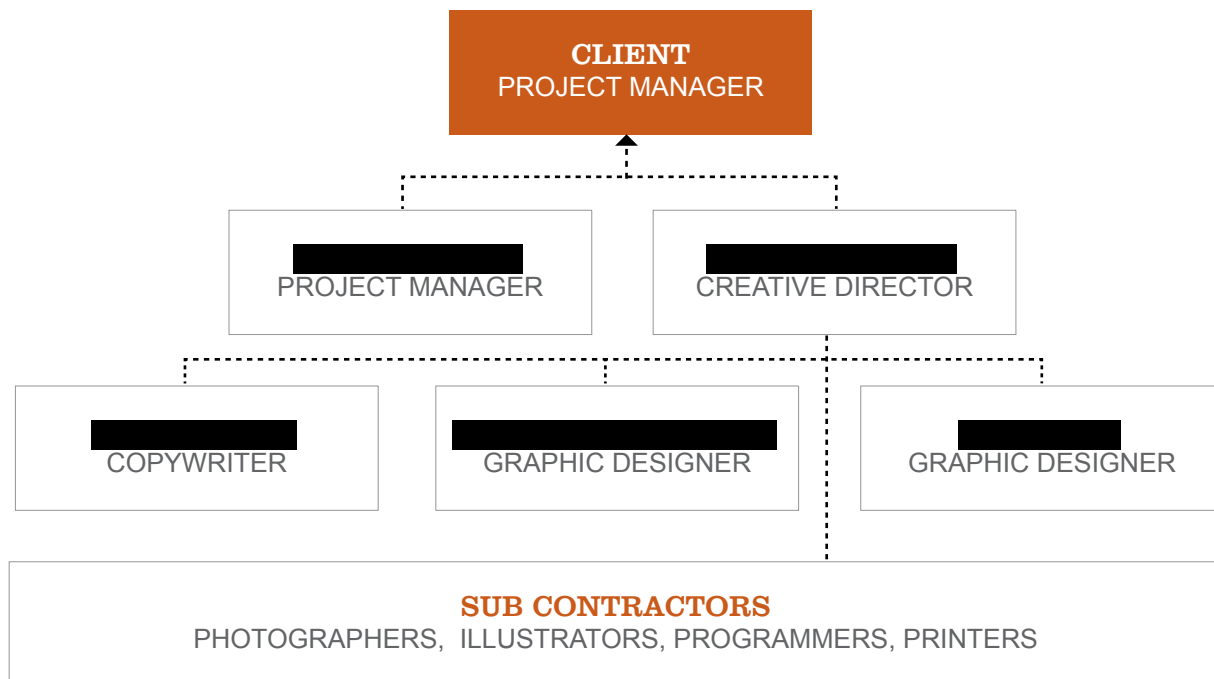
PROPOSED STAFFING AND PROJECT ORGANIZATION (1 to 20 hours per week per staff person)

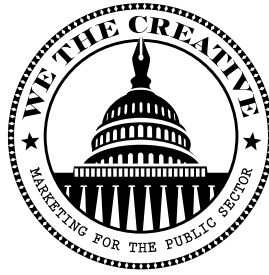
We The Creative is a company that will work directly with the client. The firm is experienced, proactive and keen on utilizing the most modern technologies to achieve the best results. However, its management approach is traditional, personal and customer focused. WTC schedules regular internal meeting to ensure every team member and subcontractors are current and updated on each job status while TimeFox project management software is used to make sure all projects are on schedule and on budget. WTC offers the client access to real-time project information through a protected portal section of its website. The project website is userfriendly and has been proven to be an efficient tool for clients in bringing up-to-date information. Each project will have a project manager to ensure good communication and a transparent project environment while a response to the client project manager's requests for services is always guaranteed with a 48-hours notice.

Key staff of the WTC team will be available to the extent proposed for the duration of the project. To this extent, no person designed as "key" to the project shall be removed or replaced without the prior written concurrence of the client. Our key staff members are [REDACTED]

PROJECT ORGANIZATION CHART

The project organization chart defines the relationships among the project staff. Although [REDACTED] is the key contact for the conceptual direction and [REDACTED] for management of the projects, all key team members will be available on a daily basis should the client have any request during the whole duration of each single job.





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PRESIDENT & CREATIVE DIRECTOR (1-15 hours per week)

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. always work hard to remain fresh, competitive and ahead of the market.

EDUCATION

Bachelor of Fine Art with an emphasis in graphic design, California State University, Fullerton, 1995

EXPERIENCE

- 07/95 - Present President & Creative Director for Jovenville, LLC/We The Creative
2810 Villa Way, Newport Beach, CA 92663
Duties: Team leader responsible for strategy and creative direction for all projects and to oversee all work through production and delivery

- 07/96 - 01/00 Partner for Joken Industries
2814 Lafayette Ave., Newport Beach, CA 92663
Duties: Responsible for creative development, sales and marketing

- 09/96 - 05/97 Typography Instructor for California 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

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

- AlGA Orange County, Board Member, Vice President of Operations
- Orange County Ad Federation, Member
- Asian Business Association of OC, Member



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██████████ | **PROJECT MANAGER (1-10 hours per week)**

██████████ has been with We The Creative for over 11 years and is responsible for project management for all projects. ██████████ works with the client to identify the benefits a brand offers, to whom it should focus its messages, and the best competitive position. ██████████ also works with the client to obtain or conduct research that will help clients understand their markets and audiences. ██████████ has a commitment to customer services is like no other and is one of the main reason for the success and growth of We The Creative.

EDUCATION

Bachelor of Fine Art with an emphasis in graphic design, California State University, Fullerton, 1996

EXPERIENCE

07/99 - Present, Project Manager for We The Creative
2810 Villa Way, Newport Beach, CA

Duties: Responsible for client services and traffic for all projects also works closely with all clients with the ability to understand client needs and get projects done on time and within budget.

07/96 - 07/99 Art Director for Bassett & Associates
Laguna Beach, CA 92663

Duties: Responsible for creative direction and production for most projects with client and vendor interaction

COMPUTER SKILLS

Proficient in all the latest graphic programs including, Adobe Photoshop, Illustrator, Acrobat, Indesign, CorelDraw, Microsoft Office, Macromedia Dreamweaver, Fireworks, Flash, and Quark Xpress



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██████████ | **GRAPHIC DESIGNER (1-20 hours per week)**

EDUCATION

Bachelor of Science in Graphic Design, The Art Institute of California, Orange County, 2011

██████████ is responsible for concept design direction and production for projects. Prior to this position, ██████████ was a graphic designer and production artist at

EXPERIENCE

11/10 - Present, Graphic Designer for We The Creative
2810 Villa Way, Newport Beach, CA

Duties: Responsible for the design, development, and execution for projects also works closely with all the Creative Director with the ability to understand client needs.

02/10 - 11/10, Graphic Designer for OC Fair & Event Center
Costa Mesa, CA 92663

Duties: Responsible for the design, development, and execution of Orange County's 2010 Fair themes.

10/08 - 11/09, Graphic Design Intern for Skinnie Magazine
Upland, CA 92663

Duties: Print production for magazine

COMPUTER SKILLS

Proficient in all the latest graphic programs including, Adobe Photoshop, Illustrator, Acrobat, Indesign, Microsoft Office, Macromedia Dreamweaver, After Effects and Premiere Pro

ACADEMIC HONORS

American Graphic Design Awards 2010
Spring 2009 – Fall 2010 Dean's Honor Awards

CLUBS/ORGANIZATIONS

AIGA Orange County, Board Member



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██████████ | **GRAPHIC DESIGNER (1-20 hours per week)**

EDUCATION

Bachelor of Science in Graphic Design, The Art Institute of California, Orange County, 2011

██████████ is responsible for concept design direction and production for projects. Prior to this position, ██████████ was a graphic designer and production artist at

EXPERIENCE

11/10 - Present, Graphic Designer for We The Creative
2810 Villa Way, Newport Beach, CA

Duties: Responsible for the design, development, and execution for projects also works closely with all the Creative Director with the ability to understand client needs.

06/07 - 11/10, Graphic Designer/Photographer for Department of Design and Color
Costa Mesa, CA 92663

Duties: Worked with a team to produce Volcom's web catalogs.

10/08 - 11/09, Graphic Design Intern for Volcom
Costa Mesa, CA 92663

Duties: Print production team create seasonal catalogs using Photoshop, Illustrator, and InDesign

02/08 - 04/08, Graphic Design Intern for Burton
Irvine, CA 92663

Duties: Supported web development team by producing/editing images in Photoshop, preparing photos for print and web, and compiling photo assets for xml integration for flash display.

COMPUTER SKILLS

Proficient in all the latest graphic programs including, Adobe Photoshop, Illustrator, InDesign, AfterEffects, Microsoft Word & Excel, basic HTML coding

ACADEMIC HONORS

The Art Institute of California, Orange County
Summer 2009 – Winter 2010 Dean's Honor Awards

CLUBS/ORGANIZATIONS

AIGA Orange County, Board Member



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██████████ | **COPYWRITER (1-10 hours per week)**

Award-winning creative copywriter with agency, in-house, and client side experience. Strong background in advertising and marketing, including B2B advertising and direct marketing. Key strengths include superior concepting skills, ability to multi-task and excellent communication skills.

EDUCATION

CSU Fullerton Master's Degree (Communications)
Bachelors Degrees in Communications and Philosophy
Bookshop - Culver City, CA – January 2002 – December 2006

EXPERIENCE

Copywriter (freelance)

Clients include Mattel, E! Network, John Wayne Airport, Decadestwo.1 Designer Consignment, Hard Rock Hotels, Marriott Hotels, Shimano American Corporation, Orange County Transit Authority)
Developed concepts and wrote copy for print ads, interactive advertising, social media and direct mail campaigns; wrote material for collateral, fact sheets, and annual reports.

Senior Copywriter

PacifiCare Health System/UnitedHealthcare – 9/2004 -11/2008
Developed concepts and wrote advertising copy for radio commercials, print ads, marketing communications and direct mail campaigns; supervised a staff of copywriters, editors and proofreaders; helped establish brand guidelines and helped to maintain consistency.

Copywriter

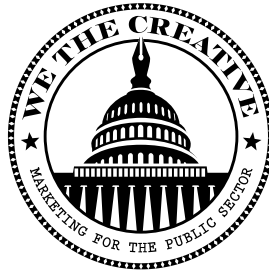
The Orange County Register – 4/2000 - 7/2004
Developed concepts and wrote copy for television and radio commercials, print ads, and direct mail campaigns; wrote material for collateral, fact sheets, and marketing communications; assisted with proofreading in a high-volume in-house advertising environment.

Copywriter

Dan Miller Advertising – 3/1999 - 4/2000
(Clients included Nissan/Infiniti, Mitsubishi, Hyundai, and ITT Industries).
Developed concepts and wrote advertising copy for radio commercials, print ads, web content, and direct mail campaigns; wrote material for collateral, fact sheets, and marketing communications.

AWARDS

One Show Merit Awards – yes, that's plural, 2006; Orange County Ad Club awards; numerous awards from INMA and NAA for materials created for The Orange County Register.



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QUALIFICATIONS

RELATED EXPERIENCE

██████████ have worked on all projects listed below. ██████████ and ██████████ only worked on projects dating 2010.

WTC was the prime on the projects listed below. We have worked with many public sector companies providing creative services. Services include numerous advertising campaigns, branding identities, print collateral, signage, e-communications, eblasts, websites and social media strategies. We have been very fortunate to have worked with these organizations. We've had a great time and learned a lot about the public sector.

Sample of WTC projects are displayed on the Graphic Exhibit section. Additional samples are also provided.

Orange County Transportation Authority

- The 5th and 6th Annual OCTA Small Business Conference & Vendor Fair
- 2006 Rideshare Week campaigns
- 2007 Rideshare Week campaigns
- 2008 Dump the Pump campaign
- 2008 Youth Summer Bus Pass campaign
- 2008 Youth N Motion collateral items
- 2008 Youth Summer Bus Pass campaign
- Bravo! BRT launch website
- Goods Movement awareness brochure
- OCTA Benefits & Compensation brochure
- 2009 91 Express Lanes annual report
- 91ExpressLanes.com redesign
- 2010 Dump the Pump outreach campaign
- 2010 Rideshare Week campaign
- OCTA Share the Ride brand campaign
- RideshareThursday.com
- 2011 Bike to Work Campaign

John Wayne Airport

- 2006/2007 Annual Report
- 2007/2008 Annual Report
- 2008/2009 Annual Report
- 2010/2011 Annual Report

City of Irvine

- 2007 Annual Report to the Community
- 2008 Annual Report to the Community

Omnitrans

- 2007 Comprehensive Annual Financial Report
- 2008 Comprehensive Annual Financial Report
- 2009 Comprehensive Annual Financial Report
- 2010 Comprehensive Annual Financial Report

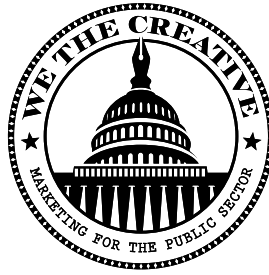
Orange County Waste & Recycling

- 2009 Annual Report
- 2010 Annual Report

Los Angeles World Airports

- Van Nuys Airport Advertisements
- Van Nuys Airport Vinny Signage
- Van Nuys Airport Brochures

██████████ will be the key staff working on projects for CM. All tasks are listed in staffing section.



REFERENCES

WTC services and collaborates with a wide range of clientele, however the following clients are familiar with our design process and work methodology, essential in the production of the items listed in this RFP.

██████████, OCTA Section Manager

Orange County Transportation Authority

550 S. Main St., Orange, CA 92863-1584

(714) 560-5834

WTC collaborated with ██████████ on several OCTA projects including many online and social marketing efforts.

██████████, Marketing Account Executive

Orange County Transportation Authority

550 S. Main St., Orange, CA 92863-1584

(714) 560-5358

WTC collaborated with ██████████ on several OCTA projects.

██████████, OCTA Section Manager

Orange County Transportation Authority

550 S. Main St., Orange, CA 92863-1584

(714) 560-5893

WTC collaborated with ██████████ on many rideshare OCTA projects.

██████████, Public Information Officer (past)

City of Irvine

One Civic Center Plaza, Irvine, CA 92623

(949) 910-2731

WTC collaborated on the 2006 City of Irvine, Annual Report. WTC provided various design concepts, production services, image selection and print supervision.

██████████, Manager of Communications

John Wayne Airport

3160 Airway Avenue, Costa Mesa, CA 92626

(949) 252-5163

WTC is currently working with JWA on their Annual Report and scheduled to print in May. JWA has first hand experience with our processes and thinking.

██████████, Director of Finance

Omnitrans

1700 West Fifth Street, San Bernardino, CA 92411

(909) 379-7116

WTC has completed several Comprehensive Annual Financial Reports.

██████████, Administrative Manager

Orange County Waste & Recycling

300 North Flower St., Ste. 400, Santa Ana, CA 92703

(714) 834-5514

WTC has completed the 2009 Annual Report for OC Waste & Recycling. ██████████ and their Directors are aware and embrace our creative and innovative problem solving processes.

██████████, Director, University Marketing & Major Events
California State University, Fullerton

2600 East Nutwood Ave., Ste 820, Fullerton, CA 92831

(567) 278-7728

WTC created several marketing materials, collateral items and newspapers ads for CSUF's Front & Center events and CSUF auctions.



FEE PROPOSAL

Provide hourly rates, along with estimated annual pricing in accordance with the City's current requirements, as set forth in section 3 Scope of Work. Also provide your firm's proposed Staffing Plan on a separate sheet of paper. Proposer should use a separate form to state pricing for any added value.

Pricing shall remain firm for a minimum of two (2) years. Any and all requests for pricing adjustments for follow-on contract renewal periods shall be provided no later than sixty (60) days prior to the end of the contract period. Any such proposed price adjustments shall not exceed The Bureau of Labor Statistics Consumer Price Index (CPI) data for Los Angeles-Riverside-Orange County, CA, All Items, Not Seasonally Adjusted, "annualized change comparing the original proposal month and the same month in the subsequent year. (This information may be found on the U.S. Department of Labor's website at www.bls.gov.)

If bidding by hourly services provided:

Employee H	Hourly Rate	Total Cost	Overtime rate
██████████	█		\$ █
██████████	█		\$ █
██████	█		\$ █
██████████	█		\$ █
██████████	█		\$ █

The undersigned bidder hereby offers to perform the required services in strict compliance with the specifications, terms and conditions set forth in this bid invitation.



FEE PROPOSAL

Bidding job samples: (see attachment 2 for job samples)

Item

No.	Description	Bid Price*	Bid Price*
JOB #1			
	Standard Lead Time: <u>30</u> days	\$ <u>██████████</u>	Rush Lead Time: <u>15</u> days \$ <u>██████████</u>
JOB #2			
	Standard Lead Time: <u>5</u> days	\$ <u>██████████</u>	Rush Lead Time: <u>3</u> days \$ <u>██████████</u>
JOB #3			
	Standard Lead Time: <u>2</u> days	\$ <u>██████████</u>	Rush Lead Time: <u>1</u> days \$ <u>██████████</u>
JOB #4			
	Standard Lead Time: <u>5</u> days	\$ <u>██████████</u>	Rush Lead Time: <u>3</u> days \$ <u>██████████</u>
JOB #5			
	Standard Lead Time: <u>30</u> days	\$ <u>██████████</u>	Rush Lead Time: <u>15</u> days \$ <u>██████████</u>



FEE PROPOSAL

Pricing Schedule for Deliveries/Pick-up

Name of Company Bidding: WE THE CREATIVE

- Cost to run scheduled delivery to/from Costa Mesa City Hall once per work day Daily charge (if any)
- Cost to run scheduled delivery to/from Costa Mesa City Hall twice per work day Daily charge (if any)
- Pick up or delivery to Costa Mesa City Hall on demand One way trip/job
- Pick up and delivery to Costa Mesa City Hall on demand Round trip cost/job
- Pick up or delivery to delivery to other city facilities (within CM city limits) One way trip
- Expediting charge for 4 hour delivery, if any Per job
- Expediting charge for 1 hour (or while you wait delivery), if any Per job
- Overtime costs to run jobs after regular hours (to be billed in 15 minute increments) Per hour

DISCLOSURE

WTC has no relationships with CM



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Orange County Transportation Authority Share the Ride Branding

This brand is a mark that will tie together all marketing and outreach efforts under the Share the Ride program. The goal is to have a common element and message throughout all rideshare marketing and outreach efforts. The audience feedback has been positive.

It has almost been one year with the sunflower and we believe it's finally getting traction. All the rideshare communications and outreach has this mark and there's a consistency in the messaging. The sense of health, well being and doing good for the community is in this sunflower. This mark is a powerful, positive and happy feeling.



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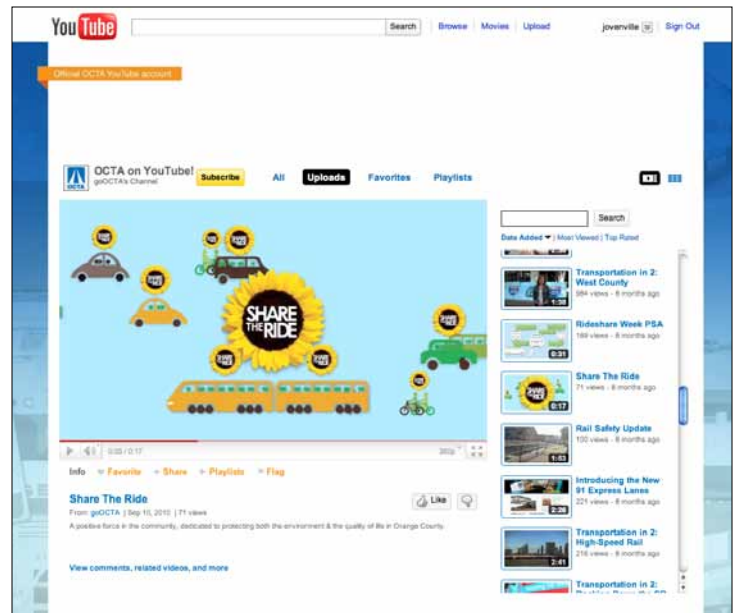
Share the Ride Branding and Collateral Items

Marketing items include; Table Cloth, Direct Mailers, Corporate Challenge Advertising, Presentation Folders, Decal Stickers, Buttons, Ride Guides, Online Banners, Social Media and Animations, to name a few.

GRAPHIC EXHIBIT

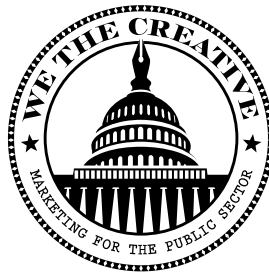


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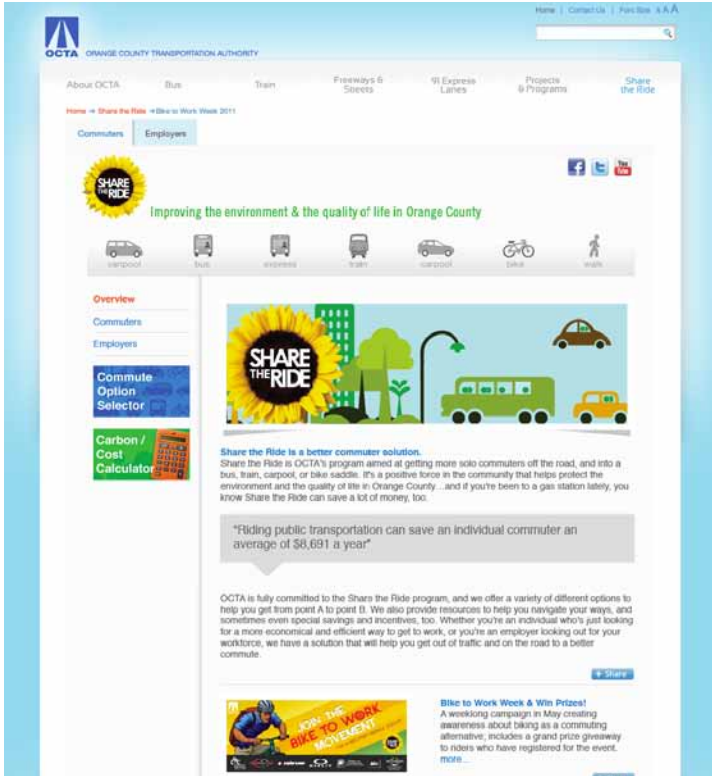


Share the Ride Social Media

WTC created several social media Share the Ride identities including Twitter, Facebook, and YouTube. Since the beginning the platforms have grown steadily and is managed by OCTA's internal team.



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Share the Ride Website Section on octa.net

WTC worked with OCTA to create the Share the Ride section of the octa.net website. The design is much more optimized for search and much more compelling for both the commuter and employer. This redesign will streamline the process for creating content thus allowing a page to go up quick.

GRAPHIC EXHIBIT



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FREE BUS PASS
Valid Any Day During Dump the Pump Week
June 16 – 20, 2008

Redeem this coupon when boarding for a free one-day bus pass, good for a full day of unlimited riding on any OCTA bus (excluding ACCESS Service and Express Bus Service). Just hand it to the coach operator on your first trip, and you'll receive a regular one-day bus pass that will allow you to go anywhere in the county without spending a nickel on gas.

Contact us for bus or carpool ridesharing info.
714-636-RIDE • www.octa.net

No cash redemptions. One coupon per person, per day. Original coupon required. Photocopies not accepted. Offer good June 16-20, 2008.

JUNE 16-20, 2008 **DUMP THE PUMP**
BE PART OF THE POLLUTION SOLUTION

TRY: BUS METROLINK VANPOOL TELECOMMUTE BIKE WALK CARPOOL

For more information or to plan your trip visit www.octa.net/rideshare

See your ETC to find out how you can ride the bus for FREE this week!

As a cure for the common commute, take one daily.

If your symptoms include pain at the pump, road rage, and lost hours stuck in traffic, we've got a new prescription: OCTA. Taken as necessary (we recommend once a day), OCTA relieves traffic congestion and helps shrink your gas budget. Side effects may include frequent smiling and inability to see the point of paying high prices for gas, ever again.

FREE BUS PASS
Valid Any Day During Dump the Pump Week
June 16 – 20, 2008

Redeem this coupon when boarding for a free one-day bus pass, good for a full day of unlimited riding on any OCTA bus (excluding ACCESS Service and Express Bus Service). Just hand it to the coach operator on your first trip, and you'll receive a regular one-day bus pass that will allow you to go anywhere in the county without spending a nickel on gas.

Contact us for bus or carpool ridesharing info.
714-636-RIDE • www.octa.net

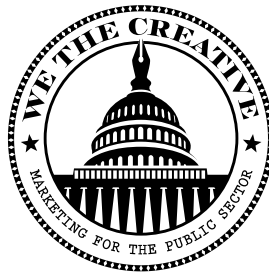
No cash redemptions. One coupon per person, per day. Original coupon required. Photocopies not accepted. Offer good June 16-20, 2008.

OCTA Dump the Pump Campaign

We The Creative worked with the internal marketing team to create the elements for the marketing plan including shirt designs, pledge signs, posters, signage, several advertisements to be placed in various newspapers in different languages and sourced a metallic trash can for the press events.

Dump the Pump is an existing national one-day event. During the week of June 16, 2008 OCTA promoted and branded the Dump the Pump week in Orange County. The goal was to encourage mass transit ridership and increase awareness of options accessible from OCTA's rideshare program. The campaign increased ridership by 2% from the previous year.

There was only two months to create a compelling campaign. We The Creative's strategy was to emphasize the current concern of increased gas prices.



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DUMP THE PUMP WEEK IS HERE!
JUNE 14-18, 2010

We've got the solution. All we need is you.

It's time to get serious about what you can do to help clean up our air, reduce congestion and use energy wisely.

By dumping the pump—even for one day—you'll be part of the solution toward creating a better environment for yourself and for generations to come. You'll also save money, not just on gas but on reduced wear and tear on your car, as well.

PLEDGE NOW

Pledge now to dump the pump for at least one day during Dump the Pump Week, June 14-18. You'll get a special offer from El Pollo Loco when you pledge to Dump the Pump.

Connect with OCTA Share the Ride

El Pollo Loco proudly supports OCTA and Dump the Pump Week.

BIKE TO WORK WEEK: RECAP

Bike to Work Week was a success thanks to you! Over 1,500 cyclists participated helping log more than 20,000 commuter miles for Bike to Work Week in Orange County. [More...](#)

800 S. Main St., P.O. Box 14154, Orange, CA 92665-7594
714.593.OCTA (6282)

Having trouble reading this email? [View it on your browser.](#) Not interested anymore? [Unsubscribe instantly.](#)

OCTA Share the Ride

facebook

OCTA Share the Ride

Wall Info Badges Video Events Incentives +

Badges

- I PLEDGE TO RIDE**
I Pledge to Ride the Bus
Posted 6/03/2010
I'm part of the solution during ... OCTA Dump the Pump Week, June 14-18, 2010
- I PLEDGE TO RIDE**
I Pledge to Carpool
Posted 6/03/2010
I'm part of the solution during ... OCTA Dump the Pump Week, June 14-18, 2010
- I PLEDGE TO RIDE**
I Pledge to Ride the Train
Posted 6/03/2010
I'm part of the solution during ... OCTA Dump the Pump Week, June 14-18, 2010
- I PLEDGE TO RIDE**
I Pledge to Vanpool
Posted 6/03/2010
I'm part of the solution during ... OCTA Dump the Pump Week, June 14-18, 2010
- I PLEDGE TO RIDE**
I Pledge to Ride my Bike
Posted 6/03/2010
I'm part of the solution during ... OCTA Dump the Pump Week, June 14-18, 2010
- I PLEDGE TO WALK**
I Pledge to Walk
Posted 6/03/2010
I'm part of the solution during ... OCTA Dump the Pump Week, June 14-18, 2010



Dump the Pump

We The Creative was responsible for design, copywriting, email blast, social media and digital banners for 2010 Dump the Pump. An outreach week long campaign that celebrates an existing national one-day event. During the week of June 14, 2010 OCTA promoted and branded the Dump the Pump week in Orange County. The goal was to encourage mass transit ridership and increase awareness of options accessible from OCTA's program.



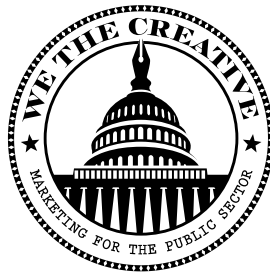
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91 Express Lanes Marketing

We The Creative was responsible for design and production of the 2010 Annual Report. We were also responsible for evaluating the current web site traffic and strategically change how information was experienced. With the new look we evolved the newsletters and email blast to match.

GRAPHIC EXHIBIT



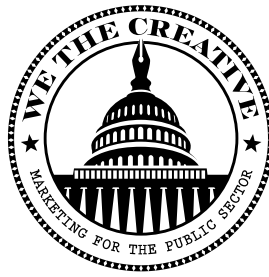
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Orange County Transportation Authority Youth Bus Pass Advertising Campaign

The strategy was to create a fun beach theme and designing a bold bright bus pass that would be considered fashionable and cool. We utilized MySpace advertising which we felt the young audience frequented. Sales were up about 40% in ridership due to the campaign. Considerably better than previous year's 7%-9%.

GRAPHIC EXHIBIT



2810 Villa Way, Newport Beach, CA 92663 (877) 887-1318 WeTheCreative.com



Orange County Waste and Recycling Annual Report

We The Creative was responsible for the creative direction, copywriting, photography, and printing. To create an informative annual report that would clearly demonstrate Orange County Waste & Recycling's core values. The report needed to be professional and attention-getting without being too corporate or "slick".

The solution: We selected 'layers' as the concept. Using design elements like layered transparencies, original photography, and nuanced writing, we gave an informative overview of each component of their operation, showed how each piece works together, and demonstrated that OC Waste and Recycling is tied to the health and prosperity of our county. This concept also allowed us to reinforce the idea that OCW&R is committed to ethical business practices and organizational transparency.

To show how seriously OCW&R takes its commitment to the environment, the report was printed using some of the most eco-friendly processes and materials available: we used recycled paper and soy-based inks, and it was printed on an FSC printer.

GRAPHIC EXHIBIT



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2008 John Wayne Airport Direct Mailer / Annual Report

This was the 2nd year the agency was tasked with creating an annual report for the Airport. Each year presents the challenges of producing something that is elegant yet corporate, looks high end without appearing too ostentatious, and puts the airport in the most favorable light possible. According to Jovenville principal and founder Joven Orozco, this challenging economic climate posed special challenges, but presented certain opportunities, as well. “2008 was a good year for the airport, due in large part to their financial practices,” Orozco said. “We figured that we could create a compelling and believable story by using the words of their colleagues – the people who helm the airlines, financial accounting firms, and community and governmental organizations in JWA’s direct orbit.”

GRAPHIC EXHIBIT



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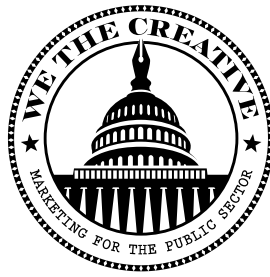
Anaheim Transportation Network RideART.org Website Design

WTC was responsible for a website design, development and special features. The main goal was to understand how this website would benefit the user and convert the user into a ticket purchase. The solution was to keep it simple and provide a trip planner with a route map feature. This would strongly show the value by displaying all the other destinations along the routes. Anticipated launch June 2011

Project Manger: [REDACTED]



GRAPHIC EXHIBIT



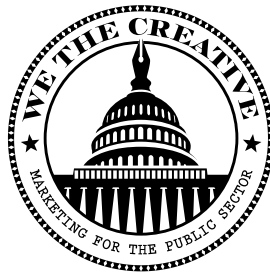
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Orange County Transportation Authority iPhone Application Interface Design

WTC was responsible for the process flow strategy, interface design and production of art work for the application developer. The main goal of this was to make simple readable instructions for any cyclist.



GRAPHIC EXHIBIT



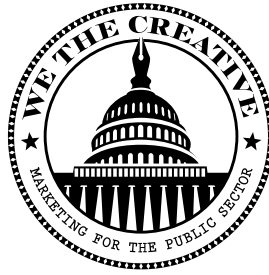
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RideshareThursday.com

We The Creative proposed, design, and produced a new, yearlong campaign designed to encourage and support commuters to try an alternative mode of transportation at least once a week. We are focusing on Thursday for it is the heaviest commute day.

GRAPHIC EXHIBIT



2810 Villa Way, Newport Beach, CA 92663 (877) 887-1318 WeTheCreative.com



Orange County Transportation Authority: Vendor Fair Marketing Collateral

We were responsible for creating the direct marketing pieces, program, way finding signage, monitor graphics and online advertising. The event was a success and resulted in a higher participation and attendance.

GRAPHIC EXHIBIT



2810 Villa Way, Newport Beach, CA 92663 (877) 887-1318 WeTheCreative.com



Cal State Fullerton

Front & Center Event featuring Tony Bennett program, invitation and advertising. This event out sold the previous event and raised more money.

GRAPHIC EXHIBIT



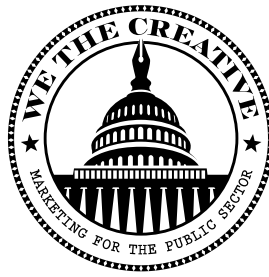
2810 Villa Way, Newport Beach, CA 92663 (877) 887-1318 WeTheCreative.com



Cal State Fullerton

Front & Center Event featuring Whoopi Goldberg program, invitation, stationery and advertising. This event out sold and raised more money the Tony Bennett event we designed the year before.

GRAPHIC EXHIBIT



2810 Villa Way, Newport Beach, CA 92663 (877) 887-1318 WeTheCreative.com



OCTA Rideshare Week Campaign 2006

We The Creative was responsible for creative direction, copywriting, illustrations, and printing. An outreach week long campaign that celebrates National Rideshare Week each year in October 2006 and provides an opportunity to connect with their existing and new commuters. We The Creative worked with OCTA to create posters, presentation folders, entry forms, email blasts and flyers.

GRAPHIC EXHIBIT



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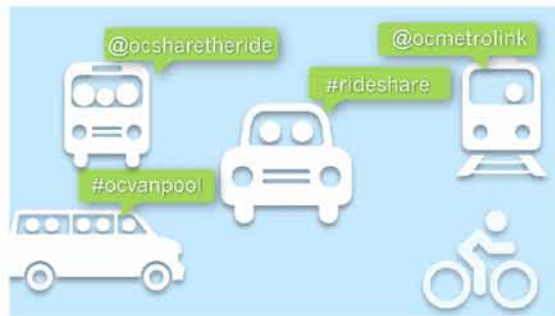
OCTA Rideshare Week Campaign 2007

We The Creative was responsible for creative direction, copywriting, illustrations, and printing. An outreach week long campaign that celebrates National Rideshare Week each year on October 1 – 5, 2007 and provides an opportunity to connect with their existing and new commuters. We The Creative worked with OCTA to create posters, presentation folders, entry forms, email blasts and flyers.

GRAPHIC EXHIBIT

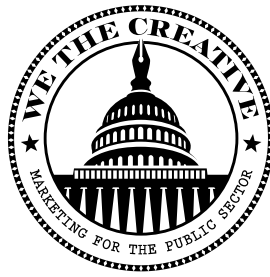


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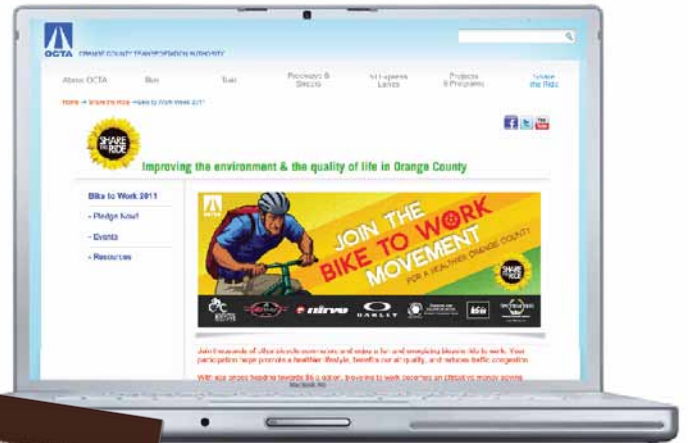
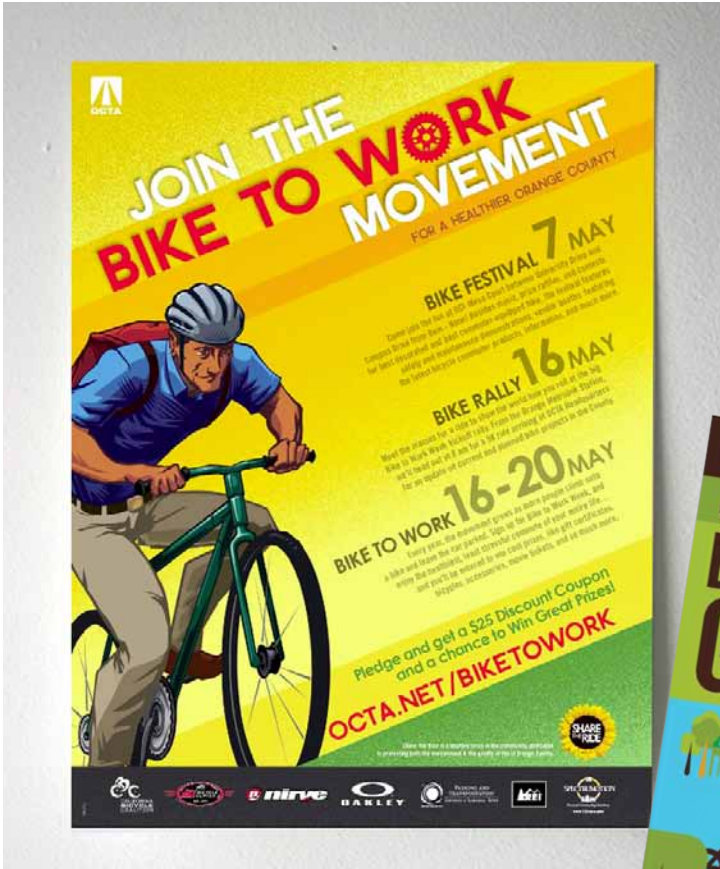


OCTA Rideshare Week Campaign

We The Creative was responsible for creative direction, copywriting, illustrations, and printing. An outreach week long campaign that celebrates National Rideshare Week each year on October 4 – 8, 2010 and provides an opportunity to connect with their existing and new commuters. We The Creative worked with OCTA to create Posters, Interior bus card, Event banner 24 x 80 for all outreach efforts, Email communications (4), Online Banners, Web-site page, Online toolkit, Social marketing efforts: Twitter, Facebook, and PSA.



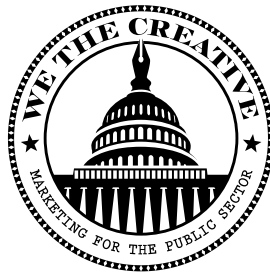
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Bike to Work Campaign

A weeklong campaign in May creating awareness about biking as a commuting alternative and includes a grand prize giveaway to riders who have registered for the event. OCTA, along with corporate sponsors, will host a Bike Rally, which is the culmination of the various activities for the Bike to Work Week program. This event will provide an opportunity to showcase other transportation options such as bus, vanpool and rail.

GRAPHIC EXHIBIT



2810 Villa Way, Newport Beach, CA 92663 (877) 887-1318 WeTheCreative.com



2009 John Wayne Airport Direct Mailer / Annual Report

We The Creative was responsible for the creative direction, copywriting, photography, and printing. The challenge: In the 2009 John Wayne Airport annual report, it was critical to address to several key issues— Orange County’s challenging economic environment, the airport’s relatively unpopular improvement program—in a positive yet truthful fashion.

The solution: We put an upbeat, playful spin on the improvement program by using “building and construction” as the concept for the report. A completely new format was used: the Annual Report was made up of individual cards that could put together and taken apart, like blocks or Tinker Toys. Since the report was interactive and “hands on,” it encouraged recipients to spend more time with it.

We also used this idea to demonstrate that John Wayne Airport is a key component in the overall Orange County economy: since John Wayne Airport was enjoying a period of relative prosperity, the County, too, could build on this success.

NEW 2010 ANNUAL REPORT:
ocair.com/annualreport

GRAPHIC EXHIBIT

Original

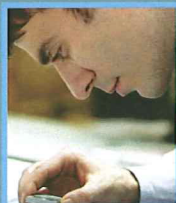
Graphic Design Services Proposal



RICOH



Managed Services Consultant
Ricoh Americas Corporation
12750 Center Court Drive, Suite 350
Cerritos, CA 90703
(714)720-5700



Reservation of Rights—In response to your request, we have reviewed and are responding to the terms and conditions in your RFP or invitation. Based on our review of the information provided by you, Ricoh is confident that contracts acceptable to us may be reached promptly following any award. Specifically, we recognize your right to negotiate and approve the terms and conditions of any contract following award and respectfully reserve the same right. We acknowledge that all contract terms and conditions must be mutually agreed upon by both of us. Our proposal represents our commitment with respect to pricing, equipment specifications and our proposed solution. Following bid award, we contemplate that we will both negotiate and sign, in the exercise of good faith, customary definitive agreement(s) to govern our relationship, and provide reasonable assurances of our authority to enter into such agreements. In an effort to expedite the finalization of our agreements, we have noted the following topics for our discussion, which are either not addressed in your request or for which we request further clarification:

- To the extent you lease from us, customary terms and conditions related to equipment financing, subject to customary non-appropriation rights;
- Mutually acceptable terms related to the measurement and calculation of service levels, including customary terms related to reporting requirements and remedies;
- Standard industry service termination and default, rights and remedies, including reasonable written notice requirements and cure periods;
- Risk of loss and insurance requirements during possession of provided equipment;
- Assignment rights subject to prior credit approval;
- Standard industry warranties for service and support and the transfer of applicable manufacturer product warranties, as well as customary limitations of implied warranties;
- Mutual indemnification for third-party claims arising from acts of misconduct in connection with the performance of services; and
- Mutual liability protections for consequential and similar damages

As is customary for transactions of this type, any acknowledgements made by each of us are qualified by the right to negotiate mutually acceptable terms. Our proposal is based upon the information provided by you, and the assumptions made by us in preparing our response. Any changes to information or assumptions may, if material, require modification. Upon award, we will be pleased to work with you to promptly finalize mutually acceptable contract terms and, if applicable, provide copies of appropriate contract forms for that purpose.

January 25, 2012

Kimberly Hall Barlow
Jones & Mayer
Costa Mesa City Attorney's Office
3777 North Harbor Boulevard
Fullerton, CA 92835

Subject: Graphic Design Services Proposal

Dear Ms. Barlow:

Thank you for giving us the opportunity to present the attached proposal for the City of Costa Mesa's Graphics Services. Please note that we have responded to the Graphic Services RFP as part of our Reprographics Response. We are submitting this secondary document to ensure that we are in compliance with your requirements and have answered all of your questions. However, it is our intent to provide qualified staffing to meet all of your Graphic's needs as part of the Reprographics program not as a stand-alone offering.

This proposal provides a review of your business challenges and specific requirements, as well as, details on the products, options, and services we are proposing to meet your needs. We are confident that this solution will:

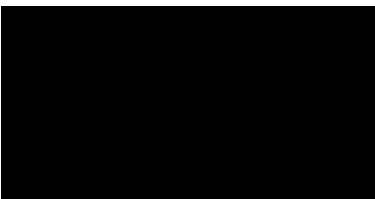
- Reduce the City's current costs
- Improve your financial flexibility
- Assist the City in gaining access to new technology that can improve communication processes at the City and with its constituents
- Help the City to maintain or improve current service levels

At Ricoh Americas Corporation, we have built a solid reputation for providing the best solution for each of our customer's unique requirements. We are able to meet your specific needs by leveraging best-in-class technology backed by Ricoh's broad array of services and expertise.

On behalf of your Ricoh team, we appreciate the time you have committed to considering our recommendations. We look forward to serving all of your document needs and increasing your document efficiency.

Please note, this proposal is valid for 180 days.

Sincerely,





REQUEST FOR PROPOSAL

Reprographics Services

VENDOR APPLICATION FORM

TYPE OF APPLICANT: NEW CURRENT VENDOR

Legal Contractual Name of Corporation: Ricoh Americas Corporation

Contact Person for Agreement: [REDACTED]

Corporate Mailing Address: 5 Dedrick Place

City, State and Zip Code: West Caldwell, NJ 07006

E-Mail Address: [REDACTED]

Phone: [REDACTED] Fax: [REDACTED]

Contact Person for Proposals: [REDACTED]

Title: MANAGED Services Consultant E-Mail Address: [REDACTED]

Business Telephone: [REDACTED] Business Fax: [REDACTED]

Is your business: (check one)

NON PROFIT CORPORATION FOR PROFIT CORPORATION

Is your business: (check one)

- CORPORATION LIMITED LIABILITY PARTNERSHIP
- INDIVIDUAL SOLE PROPRIETORSHIP
- PARTNERSHIP UNINCORPORATED ASSOCIATION

Names & Titles of Corporate Board Members

(Also list Names & Titles of persons with written authorization/resolution to sign contracts)

Names	Title	Phone
[REDACTED]	Chairman and Chief Executive Officer	[REDACTED]
[REDACTED]	Executive Vice President and Chief Financial Officer	[REDACTED]
[REDACTED]	Senior Vice President, General Council and Secretary	[REDACTED]
[REDACTED]	Senior Vice President, Chief Information Officer and Process Improvement Officer	[REDACTED]
[REDACTED]	Senior Vice President, Human Resources	[REDACTED]
[REDACTED]	Chief Accountant and Vice President, Planning and Reporting	[REDACTED]
[REDACTED]	Assistant Treasurer	[REDACTED]

Federal Tax Identification Number: [REDACTED]

City of Costa Mesa Business License Number: N/A - Ricoh does not have a physical location within the city of Costa Mesa.

(If none, you must obtain a Costa Mesa Business License upon award of contract.)

City of Costa Mesa Business License Expiration Date: _____
 N/A - Ricoh does not have a physical location within the city of Costa Mesa.

TABLE OF CONTENTS

Vendor Application Form and Cover Letter i

Executive Summary..... ii

Background and Project Summary Section..... 1

Methodology Section..... 3

Staffing 5

Qualifications 6

Financial Capacity..... 7

Fee Proposal..... 8

Disclosure..... 10

Sample Agreement..... 11

Checklist of Forms to Accompany Proposal..... 14

Appendix A-Sample Jobs..... 15

Appendix B- Required Forms 16

EXECUTIVE SUMMARY

THE CITY OF COSTA MESA GOALS AND OBJECTIVES

Through its December 22, 2011, Request for Proposal (RFP), the City of Costa Mesa seeks a supplier to provide Graphic Arts services. As stated in the *Outsourcing of City Services Council Agenda Report*, the City of Costa Mesa's objectives are to:

- Reduce costs
- Improve financial flexibility
- Gain access to new technology that can improve communication processes at the City and with their constituents
- Maintain or improve service levels

THE RICOH SOLUTION

Ricoh Americas Corporation (Ricoh) has carefully reviewed the requirements of the RFP and all information provided by the City of Costa Mesa throughout the RFP process. This proposal is the result of our analysis of that information and defines our approach to the requested services. We are confident that the Ricoh advantage will be clearly evident.



CURRENT PARTNERSHIP WITH THE CITY OF COSTA MESA

Ricoh is a current vendor for the City of Costa Mesa. We provide MFD equipment and services to two departments, the Police and the City Manager's Departments.

We have three MFD's in the Police Department. We provide two high volume multi-functional devices (MFDs) on the first floor and one smaller system on the second floor. The equipment enables the department to print directly to the Ricoh equipment at a low cost. The scan feature allows the department to scan black/white as well as color to email or network folder.

The Department of the City Manager also has a smaller system with printing, scanning, sorting and stapling features. The scan feature allows the department to scan black/white as well as color to email or network folder.

Proposal Highlights

Please note that we have responded to the Graphic Services RFP as part of our Reprographics Response. We are submitting this secondary document to ensure that we are in compliance with your requirements and have answered all of your questions. However, it is our intent to provide qualified staffing to meet all of your Graphic's needs as part of the Reprographics program not as a stand-alone offering.

In an effort to consider the reader of these responses we have referred to our Reprographics Response where the questions and answers are identical. We have answered your questions in detail where it is applicable only to this offering.

Proposal Term

Ricoh's proposed pricing is valid for 180 calendar days from the date of its submittal to the City of Costa Mesa.

BACKGROUND AND PROJECT SUMMARY SECTION

*To facilitate your review of our response, we have inserted text from the City of Costa Mesa RFP in **blue**, and Ricoh responses primarily in black (Ricoh tables will be **navy blue**).*

The Background and Project Summary Section should describe your understanding of the City, the work to be done, and the objectives to be accomplished. Refer to Scope of Work of this RFP.

We have reviewed your RFP, the Council Agenda's and Reports that were used to develop your RFP and we have followed the situation with the City in the news. We understand that your primary objectives are to gain flexibility while controlling costs. A key consideration in this initiative is ensuring that the current levels of service are not jeopardized, as well as, being sensitive to the political ramifications of outsourcing within the City. Based on our review we understand the following to be critical to the success of your Reprographics initiative:

Current Budget & Staffing Considerations: Currently the City is budgeted for one full-time press operator and a portion of a Reprographics / Graphics employee. The total FY'11-12 budget calls for \$180,000 for this department alone. Based on your public payroll records we estimate your total annual outlay for the Graphics and Repro departments combined to be in excess of \$312,500. This does not take into account pensions or other benefits for the in-house labor. It also does not comprehend the need to invest in new technology for Reprographics. We believe our proposed will reduce your current costs by 40% or more and improve your existing service levels.

Our solutions include qualified staffing, their training, back-up support and supervision. We assume all of the burden and risk. With a Ricoh outsourcing solution you are guaranteed to have a qualified associate with none of the hassle or long term obligations you currently have.

Aging Technology: Although many of the City's print jobs are specifically tailored to run on the existing equipment which is owned, the technology is older and has antiquated capabilities. As such, maintenance is costly and having access to newer technology can allow the city to re-engineer documents to reduce costs, be more impactful and "greener." This is significant given the City's emphasis on increased transparency by improving marketing outreach efforts as the departments are reorganized, the ability to quickly publish and effectively communicate up-to-date information will be critical.

It will be critical for the Graphics specialist to understand this new technology and be familiar with the advantages of designing for this equipment. All Ricoh personnel are trained to utilize and design for the Ricoh equipment. Incorporating this position into your Reprographics team will give you the ability to quickly and effectively take advantage of this new technology.

Turnaround Time and Confidentiality: We have tailored our solution so that we can meet both the immediate quick turn work and / or accommodate overnight runs and quicker turn / longer run capabilities. *Having the graphics person on-site will improve customer communications and ensure the work is done quickly and accurately.*

Quality Approach Focused on Customer Satisfaction: We have worked with thousands of organizations to build document strategies that address their company’s corporate objectives, departmental needs and provider expertise, to ensure maximum efficiency with minimum organizational disruption. We have trademarked this process, called Service ExcellenceSM, to ensure consistent delivery.



Service Excellence is the award-winning methodology behind all of our on-site managed services engagements. This proprietary methodology focuses on five fundamental areas: Customer Analysis and Solutions, Implementation Process, Operations and Best Practices, All-Star Employee Systems, and Customer Strategy and Communication.

Job Submission and Billing Process: You have an internally developed job submission process today. We propose that we incorporate your existing work process into the TRAC system that we use to coordinate, communicate and track jobs. TRAC is a unique offering to Ricoh. It is a Cloud based solution that we use to manage every aspect of every service we deploy.

METHODOLOGY SECTION

Provide a detailed description of the approach and methodology to be used to accomplish the Scope of Work of this RFP. The Methodology Section should include:

1. **An implementation plan that describes in detail (i) the methods, including controls by which your firm or entity manages projects of the type sought by this RFP; (ii) methodology for soliciting and documenting views of internal and external stakeholders; (iii) and any other project management or implementation strategies or techniques that the respondent intends to employ in carrying out the work.**

Please see our response as noted in the Reprographics Services RFP

2. **Detailed description of efforts your firm or entity will undertake to achieve client satisfaction and to satisfy the requirements of the “Scope of Work” section.**

Please see our response as noted in the Reprographics Services RFP

3. **Detailed project schedule, identifying all tasks and deliverables to be performed, durations for each task, and overall time of completion, including a complete transition plan. Include your plan to deal with fluctuation in service needs and any associated price adjustments.**

Please see our response as noted in the Reprographics Services RFP

4. **Detailed description of specific tasks you will require from City staff. Explain what the respective roles of City staff and your staff would be to complete the tasks specified in the Scope of Work.**

Please see our response as noted in the Reprographics Services RFP

5. **Proposers are encouraged to provide additional innovative and/or creative approaches for providing the service that will maximize efficient, cost-effective operations or increased performance capabilities. In addition, the City will consider proposals that offer alternative service delivery means and methods for the services desired.**

Please see our response as noted in the Reprographics Services RFP as noted previously we recommend that you combine this service with the Reprographic Services RFP. As a combined service you will have a primary individual to assist with simple jobs, consult with end users and coordinate projects on-site. More complicated work or overflow will be completed by off-site resources.

6. **Firms, public entities and individuals wishing to be considered shall include in their submissions the steps they will, if selected, implement and adhere to for the recruitment, hiring and retention of former employees of the City who have been or may be displaced due to layoff or outsourcing of functions and services formerly provided by the City.**

We can arrange to provide interviews for existing City of Costa Mesa employees who may be displaced as a result of outsourcing. In this case, we would work collaboratively with City of Costa Mesa to ensure that the existing employees receive an appropriate level of consideration. First, we would conduct an interview consistent with our recruiting and hiring process, based on the required qualifications for a particular position. After a successful interview, we would generally extend an offer to applicants who meet the qualifications for a particular position and pass all of our drug screening and background checks. Any employee we hire would become our sole employee.

7. **Proposers are also requested to identify any City owned facilities or property which Proposer would propose to use or lease, purchase, or rent from the City in connection with the services to be performed, including information about the terms of any proposed lease, purchase or use of such equipment and facilities, and how this proposed structure affects the overall cost proposal to the City.**

Please see our response as noted in the Reprographics Services RFP

STAFFING

Provide a list of Lead Personnel who will be working on this project and indicate the functions that each will perform and anticipated hours of service of each individual. Include a resume for each designated individual.

Upon award and during the contract period, if the contractor chooses to assign different personnel to the project, the Contractor must submit their names and qualifications including information listed above to the City for approval before they begin work.

Please see our response as noted in the Reprographics Services RFP

QUALIFICATIONS

The information requested in this section should describe the qualifications of the firm or entity, key staff and sub-contractors performing projects within the past five years that are similar in size and scope to demonstrate competence to perform these services. Information shall include:

Names of key staff that participated on named projects and their specific responsibilities with respect to this scope of work.

Please see our response as noted in the Reprographics Services RFP

A summary of your firm's or entities demonstrated capability, including length of time that your firm has provided the services being requested in this Request for Proposal.

Please see our response as noted in the Reprographics Services RFP

For private Proposers, provide at least three references that received similar services from your firm. The City of Costa Mesa reserves the right to contact any of the organizations or individuals listed. Information provided shall include:

- Client Name
- Project Description
- Project start and end dates
- Client project manager name, telephone number, and e-mail address.

Any public entity which submits a proposal should describe in detail how it currently performs services like those identified in the scope of work within its or other jurisdictions, including photographs, written policies and/or video of services provided. If you have performed these services under contract for another public entity, please provide references for those entities as set forth above for private Proposers.

Please see our response as noted in the Reprographics Services RFP

Attached in Attachment 2 are examples of graphics jobs previously created by City staff? All proposers are required to provide hard copies of samples of each of the same type of graphics job as are included in Attachment 2.

See Samples included in Appendix A. Note we produced these samples using the Ricoh C651 technology.

Hourly rates for the proposed personnel shall be set forth on Appendix D.

Please see Appendix D

FINANCIAL CAPACITY

Provide the Proposer's latest audited financial statement or other pertinent information such as internal unaudited financial statements and financial references to allow the City to reasonably formulate a determination about the financial capacity of the Proposer. Describe any administrative proceedings, claims, lawsuits, or other exposures pending against the Proposer.

Financial information for Ricoh is available via the following link to the company website:

http://www.ricoh.com/IR/financial_data/annual_report/index.html.

Ricoh Americas Corporation has a national presence in the U.S. Accordingly; the company has contracts in place with numerous customers and vendors. Ricoh does have contract disputes from time to time with customers and/or vendors which occur in the ordinary course of business and which can lead to litigation. Any such litigation is likewise ordinary in the course of Ricoh's business and not expected to have any material effect on our ability to deliver the proposed services.

FEE PROPOSAL

All Proposers are required to use the form in Appendix D to be submitted with their proposal. Pricing instructions should be clearly defined to ensure fees proposed can be compared and evaluated. Proposals shall be valid for a minimum of 180 days following submission.

PRICING PROPOSAL FORM—GRAPHICS SERVICES

Provide hourly rates, along with estimated annual pricing in accordance with the City’s current requirements, as set forth in section 3 Scope of Work. Also provide your firm’s proposed Staffing Plan on a separate sheet of paper. Proposer should use a separate form to state pricing for any added value.

Pricing shall remain firm for a minimum of two (2) years. Any and all requests for pricing adjustments for follow-on contract renewal periods shall be provided no later than sixty (60) days prior to the end of the contract period. Any such proposed price adjustments shall not exceed The Bureau of Labor Statistics Consumer Price Index (CPI) data for Los Angeles-Riverside-Orange County, CA, All Items, Not Seasonally Adjusted, “annualized change comparing the original proposal month and the same month in the subsequent year. (This information may be found on the U.S. Department of Labor’s website at www.bls.gov.)

If bidding by hourly services provided:

Employee	Hourly Rate	Total Cost	Overtime rate
Primary On Site Graphics Specialist	n/a		
Hourly Off-Site Support			\$
	\$		\$

The undersigned bidder hereby offers to perform the required services in strict compliance with the specifications, terms and conditions set forth in this bid invitation.

Bidding job samples: (see attachment 2 for job samples)

Item No.	Description		Bid Price*			Bid Price*
JOB #1	Standard Lead Time:	Insert days	\$	Rush Lead Time:	Insert days	\$
JOB #2	Standard Lead Time:	Insert days	\$	Rush Lead Time:	Insert days	\$
JOB #3	Standard Lead Time:	Insert days	\$	Rush Lead Time:	Insert days	\$
JOB #4	Standard Lead Time:	Insert days	\$	Rush Lead Time:	Insert days	\$
JOB #5	Standard Lead Time:	Insert days	\$	Rush Lead Time:	Insert days	\$

Please note, we are proposing an on-site resource to produce this work in-house. The On-site person is billable per month therefore work of this type would be kept on-site to be produced in the most cost effective way.

Pricing Schedule for Deliveries/Pick-up

Name of Company Bidding:

Ricoh Americas Corporation

Cost to run scheduled delivery to/from Costa Mesa City Hall once per work day

Please see Reprographic Services RFP response.

Cost to run scheduled delivery to/from Costa Mesa City Hall twice per work day

Please see Reprographic Services RFP response.

Pick up or delivery to Costa Mesa City Hall on demand

Please see Reprographic Services RFP response.

Pickup and delivery to Costa Mesa City Hall on demand

Please see Reprographic Services RFP response.

Pick up or delivery to delivery to other city facilities (within CM city limits)

Please see Reprographic Services RFP response.

Expediting charge for 4 hour delivery, if any

Please see Reprographic Services RFP response.

Expediting charge for 1 hour (or while you wait delivery), if any

Please see Reprographic Services RFP response.

Overtime costs to run jobs after regular hours (to be billed in 15 minute increments)

\$15.00 per 15 min increments

Please attach additional pricelist for other services you may offer, such as wide format printing and plotting, blueprint reproductions, banners and posters, etc.

Please see Reprographic Services RFP response.

DISCLOSURE

Please disclose any and all past or current business and personal relationships with any current Costa Mesa elected official, appointed official, City employee, or family member of any current Costa Mesa elected official, appointed official, or City employee. Any past or current business relationship may not necessarily disqualify the firm from consideration.

To the best of our knowledge no member of your Ricoh/ IKON teams has an existing relationship with any elected official, appointed official, city employee or a family member of such. However, we do have existing contracts with the City for equipment and related services. We also have several members of our team that are residents of the City of Costa Mesa.

SAMPLE AGREEMENT

The firm selected by the City will be required to execute an Agreement for Services (Agreement) with the City. The form of the Agreement is enclosed as Appendix B, but may be modified to suit the specific services and needs of the City. If a Proposer has any exceptions or conditions to the Agreement, these must be submitted for consideration with the proposal. Otherwise, the Proposer will be deemed to have accepted the form of Agreement. See Section 13, below.

**Ricoh Americas Corporation (“Ricoh”)
Exceptions to the City of Costa Mesa (“City”)
Request for Proposal (“RFP”)**

Please accept the following in response to your request for specific exceptions and conditions on those terms and conditions included as Appendix B (the “Sample Agreement”) in your RFP for Graphic Design Services. Based on our review of the Sample Agreement, Ricoh is confident that contracts acceptable to us may be reached promptly following any award. Specifically, we recognize your right to negotiate and approve the terms and conditions of any contract following award and respectfully reserve the same right. We acknowledge that all contract terms and conditions must be mutually agreed upon by both of us. Our proposal represents our commitment with respect to pricing, equipment specifications and our proposed solution. Following bid award, we contemplate that we will both negotiate and sign, in the exercise of good faith, customary definitive agreement(s) to govern our relationship, and provide reasonable assurances of our authority to enter into such agreements. In an effort to expedite the finalization of our agreements and in response to your specific request for exceptions and conditions, we have noted the following issues for our discussion, which are either not addressed in your request or need more clarification:

- To the extent you lease from us or Ricoh Financial Services, customary terms and conditions related to equipment financing, subject to customary non-appropriation rights;
- Mutually acceptable terms related to the measurement and calculation of service levels, including customary terms related to reporting requirements and remedies;
- Standard industry service termination and default, rights and remedies, including reasonable written notice requirements and cure periods;
- Risk of loss and insurance requirements during possession of provided equipment;
- Assignment rights subject to prior credit approval;
- Standard industry warranties for service and support and the transfer of applicable manufacturer product warranties, as well as customary limitations of implied warranties;
- Mutual indemnification for third party claims arising from acts of misconduct in connection with the performance of services; and
- Mutual liability protections for consequential and similar damages.

APPENDIX B

Professional Services Agreement

2.3 Method of Billing. Ricoh proposes that all invoices will be due within thirty (30) days of the date of the invoice.

2.4 Records and Audit. Ricoh requests that any audit rights be modified as follows: "Upon the prior written request of the Customer, and no more frequently than once a year during the term of this Agreement, Ricoh will provide copies of such documentation as may be reasonably necessary for the City to confirm its payment obligations under this Agreement. For such purposes, Ricoh will assist the City in connection with its efforts to verify the completeness and accuracy of Ricoh's invoices provided hereunder to the extent reasonably practicable. In no event, however, will Ricoh be obligated to disclose any confidential information not directly pertaining to this Agreement, including, without limitation, any information that could constitute "material non-public information," as such term is defined by the U.S. Securities Exchange Commission."

4.2 Notice of Termination. Ricoh typically requests written notice of any contractual breach and a reasonable opportunity to cure such breach (e.g., 30 days) prior to the City having the right to terminate a maintenance agreement. Similarly, should the City desire to terminate a maintenance agreement for its convenience, Ricoh typically requests thirty (30) days prior notice, as well as the payment of early termination fees mutually agreed upon by the parties to compensate Ricoh for unrecovered fixed costs relating to the engagement. The City's sole and exclusive remedy for Ricoh's failure to perform will be Ricoh's re-performance of the services.

5.0 Insurance. Ricoh is generally agreeable to the provisions in this Section, but respectfully proposes the following:

5.1. (a) While Ricoh's policies are quite robust and addresses all the items, the contractual liability section is technically not "blanket" under the general liability policy. Ricoh does not believe that "blanket" is technically used in general liability policies today. In addition, while Ricoh's policy does not contain "broad form" property damage, Ricoh carries a separate property policy that should address any issues.

5.1(c) Terms of the waiver shall be negotiated upon award of the contract.

5.2(b) – Ricoh's general liability policy carries a 30 day notice of cancellation. Ricoh can include a \$5 million umbrella in lieu of notice of coverage reduction.

5.4 Certificates of insurance are to be "reasonably" approved by the City.

6.7 Governing Law: Ricoh respectfully notes that the agreements between Ricoh and the City will be governed by the laws of the State of California and requests non-exclusive jurisdiction in Orange County, Ca.

6.9 Indemnification and Hold Harmless: Ricoh will agree to a mutual indemnification for third party claims arising out of death, bodily injury or property damage. Ricoh will indemnify to the extent property damage or personal injury damages or losses are caused by the negligence or willful misconduct of Ricoh or Ricoh's employees or agents. To the extent permitted by applicable law, Ricoh would also request that the City provide the same indemnity for Ricoh.

6.12 Ownership of Documents: Ricoh would consider anything created as a result of this agreement to be proprietary and that such data remain the property of Ricoh. As such, Ricoh is not in agreement that the City will take ownership of any proprietary data created as a part of the agreement, but Ricoh would license such materials to the City pursuant to mutually agreed upon terms.

6.13 Confidentiality: Ricoh requests the following language to be included in this paragraph: "Confidential information does not include, technical data or know-how which (i) is in the possession of the receiving party at the time of disclosure as evidenced by the receiving party's files and records immediately prior to the time of disclosure, (ii) prior or after the time of disclosure becomes a part of public knowledge or literature, not as a result of any inaction or action of the receiving party, or (iii) is approved for release by the disclosing party.

6.15 Prohibited Employment: IKON requests that this Section be made mutual.

6.16 Order of Precedence: In Ricoh's experience, it is not in the best interests of the parties to fully incorporate by reference the terms of the Proposal and response into any resulting agreement between the parties, as this can lead to ambiguity in commitments and contract terms. Ricoh would be happy to discuss the incorporation of any commercial commitments included in our Proposal response into any resulting definitive agreement in the form of actual contract language added to the agreement. It is Ricoh's expectation that any resulting agreements between the parties will supersede any terms included in the Proposal or Ricoh's response.

CHECKLIST OF FORMS TO ACCOMPANY PROPOSAL

As a convenience to Proposers, following is a list of the forms, included as appendices to this RFP, which should be included with proposals

(1) VENDOR APPLICATION FORM

This form is completed and included within this proposal.

(2) EX PARTE COMMUNICATIONS CERTIFICATE



(2) PRICE PROPOSAL FORM

The Price Proposal Form is completed and included within this proposal.

(3) DISCLOSURE OF GOVERNMENT POSITIONS

Each Proposer shall disclose below whether any owner or employee of the firm currently hold positions as elected or appointed officials, directors, officers, or employees of a governmental entity or held such positions in the past twelve months. List below or state "None."

None

(4) DISQUALIFICATIONS QUESTIONNAIRE

The Contractor shall complete the following questionnaire:

Has the Contractor, any officer of the Contractor, or any employee of the Contractor who has proprietary interest in the Contractor, ever been disqualified, removed, or otherwise prevented from bidding on, or completing a federal, state, or local government project because of a violation of law or safety regulation?

Yes No

If the answer is yes, explain the circumstances in the following space.

N/A

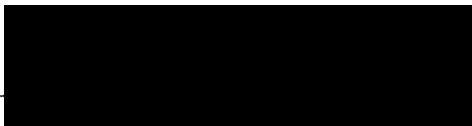
APPENDIX A-SAMPLE JOBS

APPENDIX B- REQUIRED FORMS

EX PARTE COMMUNICATIONS CERTIFICATION

Please indicate by signing below one of the following two statements. **Only sign one statement.**

I certify that Proposer and Proposer's representatives have not had any communication with a City Councilmember concerning the Graphic Design Services RFP at any time after December 22, 2011.

_____ 

OR

I certify that Proposer or Proposer's representatives have communicated after December 22, 2011 with a City Councilmember concerning the Graphic Design Services RFP. A copy of all such communications is attached to this form for public distribution.



**Response to
Request For Proposal
Graphic Design Services RFP**

Jones & Mayer
Attn: Kimberly Hall Barlow
Attorney at Law
3777 N. Harbor Blvd.
Fullerton, CA 92835
RE: Graphics Design

AGENCY INFORMATION

Agency Name: Trailer Park, Inc.
Address: 6922 Hollywood Blvd.
Hollywood, CA 90028
Office Number: [REDACTED]
Fax Number: [REDACTED]
New Business [REDACTED]
Contact: [REDACTED]

TABLE OF CONTENTS

Cover Letter	1-2
Background and Project Summary	4
Methodology	5-6
Staffing	7-14
Qualifications	15-16

APPENDIX

Trailer Park Inc. Consolidated Balance Sheet
Ex Parte Communications Certification
Pricing Proposal Form
Disclosure of Government Positions
Disqualification Questionnaire

BACKGROUND AND PROJECT SUMMARY

The City of Costa Mesa, like many municipalities, is experiencing new challenges that it's never seen before. It is our understanding, based on a comprehensive analysis of city services, a decision was made to outsource both graphic design services performed for multiple city departments (from animal control to housing, fire, police, planning, and more), as well as the work done within the city's print shop.

When one serves a city for graphic design needs, the incoming requests are voluminous, time-sensitive, and diverse. From logos to business cards; from educational handouts to special events pieces, the team has to juggle quick turnaround to multiple departments, all of whom need to feel like their request is the only request. In addition, an account/project manager must be making quick decisions on what we can handle inside the print shop, as well as what we must out-source.

All of these materials need to be high quality, consistent, and reinforce a positive message about living in, working with, or doing business with Costa Mesa. In addition, since many materials will use common graphic elements over and over again, a clear file archiving system of master files must be maintained.

At Trailer Park we have worked with a wide range of clientele, with experience in both city and state projects alike. We are Agency of Record for The City of Santa Monica's public transit system and have worked on awareness campaigns (focused on price increases, technology changes, and senior citizen needs), as well as brand and partner campaigns (with Santa Monica College, Buy Local Programs, etc.)

Additionally, of the many agencies that bid, we won the assignment in 2010 to work with the CA Department of Public Health on the critical campaign to inform the general public about the prevention and spread of H1N1.

We believe that Trailer Park is fully capable of providing a unique, all-encompassing campaign for the City of Costa Mesa that will aid in communicating city news, issues, programs and events, and to encourage public involvement with city decision making. We understand the need for professionalism as well as creativity when executing your needs.

It is our primary objective to complete business in the most efficient and economical way possible. We take pride in the fact that we operate with proficiency and creativity with every project and task we perform. Our turn around time is unrivaled as we have our entire design team on staff, working and available 24/7. Additionally, we have a breadth of knowledge in every area of design and have worked on a variety of services, from large-scale billboards to marketing and recruitment materials. It is with that level of expertise that sets us apart from other creative design firms.

OUR APPROACH / METHODOLOGY

Over the last ten years, Trailer Park has evolved from serving entertainment studios (20th Century Fox, Warner Bros., etc) to working with municipalities (The State of CA, New Mexico Tourism, The City of Santa Monica, etc) and with brands (Toshiba, El Pollo Loco, Universal Studios Hollywood, etc).

During the course of this transition, we've never lost sight of our entertainment roots, all of which is project based and non-retainer. Through this work ethic, we've learned a valuable lesson, that we're only as good as our last job and unless we meet deadlines and criteria set forth by our clients, we won't get a 2nd chance.

With the above having been said, at Trailer Park. we are constantly updating and amending our process to manage schedules and timelines based on our clients' needs and all funneling up to that belief that if we're not serving our client, they will soon be someone else's client. *This is why we're proud to say we have over a dozen clients we've worked with for over 10 years.*

The key tenets to our approach are:

- To get the right people in place who live for minute-by-minute tracking
- Organize and manage a master list of 'to do's' at all times
- Publish and be transparent with key milestones for our clients
- Schedule all tasks in a production timeline and treat everything as if it needs to be produced.
- We are never late and that we hold everyone accountable
- Extensive experience with post design implantation

At Trailer Park, we often talk about the service of culture; we principally speak of the following key pillars:

- Listening and communication skills
- Keeping the clients priorities top of mind with no distractions
- Understanding the client's business and having a thirst for knowledge
- Understanding the role and responsibility of the agency
- Regular check-ins to assure we are completing the task

It is also important that we keep a positive and consistent work-flow. Our process is simple but effective.

- Open job ticket
- Review client information and work to be done
- Internal kick off meeting with assigned team
- Present first look to client
- Revisions per client feedback
- Final approval from client
- Prep mechanicals
- Preflight files
- Release

OUR APPROACH / METHODOLOGY

Progress Reporting

Trailer Park believes that reporting is vital to the health of the relationship between the agency and the client. If not handled properly, progress reporting is often where the ‘devil in the details’ pops up, having the potential to sour great client-agency relationships. At Trailer Park, we implemented a series of tools to keep this from occurring.

Our progress reporting tools are:

The Open Item Report

It sounds simple, but often, with assets missing and change-orders moving back and forth, jobs become complicated. The Open Items report can be presented with creative or afterwards, and contains all items missing (sorted by which the agency is missing, and which we are waiting on from a client).

The Conference Report

“Where did we leave off on that issue again?” A great conference report is put together after all calls/meeting and sent to our main client contact to add any of their notes to. This clarifies the state of the project as of that moment.

The Budget Report

This contains budgeting information, as well as references to assets needed (stock video, stock photo, VO fees, etc.)

The Retainer Reconciliation Report

This quarterly tool not only contains a standard retainer reconciliation, but a summary of learnings looking forward.

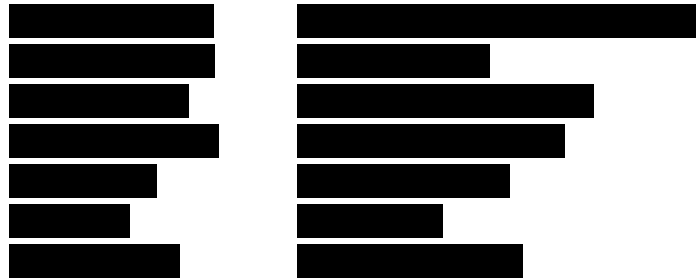
Post-Mortem Report

As campaigns draw to a close, Trailer Park performs an agency-wide post-mortem, during which we look to see what work, didn’t work, and what we could do differently.

STAFFING

At any given time, we have a team comprised of anywhere between 40-50 designers, chomping at the bit to work on the city of Costa Mesa. Being prepared for anything is in our DNA as an agency.

We will be employing 2 full time Production Artists, copywriter, project manager, and new business manager to handle the Los Angeles based graphic design work. The Trailer Park team has well over 30 years experience with these specific services.



In an effort to get the most out of this experience, and build a strong partnership with the City of Costa Mesa, we would like to ***work together to retain city staff members*** to help with design projects and printing services. It is our goal to have key Trailer Park members working on design and consulting services here in Los Angeles, while maintaining consistency and city intelligence with a number of current or past City of Costa Mesa staff members. By using an FTP or YouSendIt account, we can send various files from Los Angeles to a point person in Costa Mesa to print and prepare the final client employees, and have found it to be beneficial when successfully completing product.

We have experience in hiring a campaign and/or services. To expedite the process of hiring city staff members, we will make sure that our hiring manager is aware of the project and will give current employees priority in the hiring process.



Work Experience

ART MACHINE, A TRAILER PARK CO. - President and Co-Founder, 2001- Present

- Responsible for all of Art Machine's operations, including marketing, financial, and sales
- Managed \$20 million division P&L while assisting in \$50 million corporate P&L
- Navigates issues among multiple stake holders
- Spearheaded change to accountability throughout company culture
- Continue to fulfill various duties under Trailer Park

Iworks PRINT – C.O.O. and Partner, 1997-2001

- Founder of print consulting and brokerage firm
- Introduced a new paradigm of high volume discounted contract printing to entertainment studios
- Gained extensive knowledge of the litho and silkscreening business
- Built and grew accounts including 20th Century Fox, Sony, Asics Tiger, Marie Callenders, IMAX, and others
- Successfully sold Iworks to Southern California Screen Printing Inc – at the time, the largest and most automated silkscreener on the West Coast

AGATE PRINTING CO. – C.F.O.

- Ran operations and finance departments
- Grew sales from \$4 million to \$16 million

ERNST & YOUNG – Auditor and Consultant

- Worked in real estate, government, leisure, and entertainment
- Served clients such as KB Homes, Koar, Mammoth Mountain, and Avis

Education

Bachelor of Arts, Economics, University of California Los Angeles

Bachelor of Arts, Creative Writing, University of Arizona



Work Experience

ART MACHINE, A TRAILER PARK CO. - VP, Production, 2007- Present

- Lead and manage a production team on live entertainment, home entertainment, theatrical, television & cable, and traditional brand projects
- Serve as internal project manager in support of print projects for all accounts from our advertising arm, Goodness Manufacturing, and other Trailer Park divisions
- Guide creative development and execution from in-house and freelance staff
- Ensure all timelines, resources and budget allocations on the production end meet project scope for all accounts
- Establish and maintain asset management standards for physical production team
- Continue to fulfill various duties under Trailer Park

TRAILER PARK CO. - Director of Print Production, 2003-2007

- Managed the department infrastructure and day-to-day operations in collaboration with the head of the print division
- Implemented and monitored digital file guidelines, naming convention protocol and file sharing process
- Cultivated a team environment, facilitated the creative process and interacted with clients as necessary to streamline work flow
- Prepared the daily production schedule, prioritized projects and supervised the production team.
- Proofread, preflighted and released all mechanicals to ensure quality of work
- Obtained competitive printing bids, awarded contracts to vendors and attended press checks for all print material
- Executed and supervised boards, mock-ups and portfolio production for client presentations
- Served as the direct person of contact for all internal print and divisional presentation needs for the entire company

Education

Bachelor of Arts, California State University at Northridge, May 1994



Work Experience

ART MACHINE, A TRAILER PARK CO. - New Business Manager,
2012 - Present

- Implement and manage a sales strategy to achieve sales goals
- Develop and execute strategies for lead generation and sales
- Gather and provide market feedback to the company leadership regarding competitors and prospective clients
- Make sure sales offerings are coordinated and align with internal product offerings

BUSINESS INSIDER – Account Executive, 2011

- Prepare sales and client presentation
- Establish relationship with Business Insider and the Los Angeles Market
- Build and present custom programs to both client and agency for new business
- Forecast and track sales performance
- Consistently prospect, lead generation, and develop new business pitches
- Build revenue from 1.7 million to over 2 million per year

USA TODAY, BNQT MEDIA GROUP – Project Manager, 2010-2011

- Developed repeatable management strategies
- Oversaw campaign execution
- Improved efficiency through resources and information sharing
- Maintained client satisfaction through 100% on time completion
- Extracted value out of team members
- Strengthened competitive position in marketplace
- Provided date support

FORBES MEDIA – Account Executive, 2005-2009

- Accountable for \$6 million in revenue for print and digital
- Expanded account list by 60% through cold calling, personal meetings, and custom programs
- Utilized company and personal organizational tools
- Used consistent communications to maintain and build strong relationships with clients and agencies
- Extensively trained in brand research, measurement tools, competitive research and counter selling, presenting, and marketing and business trends

Education

Bachelor of Arts in Journalism, University of Georgia, May 2005



Work Experience

ART MACHINE, A TRAILER PARK CO. - Production Manager,

2012- Present

- Oversee the production process from start to finish, draw up production schedule
- Act as a liaison between multiple departments throughout campaign process
- Establish group and individual accountabilities, also act as a problem solver throughout process

MATTEL, INC. – Production Manager, 2010

- Planned and scheduled production activities and supervised the production process
- Made sure superior quality productions of products on time
- Worked with other managers to effectively execute production standards and goals of Mattel, Inc
- Supervised team and reviewed final product

O'CONNELL ROBERTSON – Graphic Communications Specialist 2010

- Worked with production manager and creative director on proof copy
- Prepared work to be accomplished by gathering information and materials
- Prepared finished work and art by operating typesetting and printing
- Completed projects by coordinating with outside agencies and service providers

FREESCALE SEMICONDUCTOR – Print Production Coordinator,

2007-2010

- Responsible for scheduling work within printing department
- Worked to assure good customer service, smooth work flow, and prepare and finish customer orders
- Assisted print manager and production department throughout work process

Education

Bachelor of Arts in Advertising, Oklahoma State University, June 2001



Work Experience

ART MACHINE, A TRAILER PARK CO. - Project Manager, 2012 - Present

- Establish project schedules and maintain on-time accountability
- Act as a liaison between the team of art directors, production artists and account executives
- Ensure all resource and budget allocations meet the scope of work for each project
- Interact with clients as a second point of contact to help streamline workflow

TWENTIETH CENTURY FOX – Executive Assistant, Corporate Communications, 2010-2011

- Provided administrative support for Executive Vice President, Corporate Communications (Impeccable punctuality, ability to anticipate needs, heavy scheduling, external communication, prioritization, expense reports and travel management)
- Coordinated Twentieth Century Fox's Academy Award and Golden Globe campaign '10-'11 (Scheduled and ran more than 20 film screenings, coordinated advertising, sound shows and special events to attain votes) Key film titles: Love & Other Drugs, Wall Street: Money Never Sleeps and Unstoppable
- Responsible for all of Twentieth Century Fox's corporate sponsorships and talent gifting
- Assisted at photo shoots, film premieres, press junkets and other publicity events
- Acted as a liaison between studio executives, producers and agents

FOX CABLE NETWORKS – Intern, Corporate Communications, 2009

- Drafted highly effective media relations materials including press releases, pitch letters and executive bios for distribution among trade publications and internally
- Participated in conference calls across departments, supplied priorities and reported back to Senior Vice President and Vice President, Corporate Communications
- Maintained communication tools, directories, expense reports and invoices for company executives

Education

Bachelor of Science in Journalism: Public Relations, University of Oregon, June 2009



Work Experience

ART MACHINE, A TRAILER PARK CO. - Copywriter, 2010- Present

- Copywriter for Brand, Cable/TV, and Theatrical clients including Universal Studios Hollywood, AMD, Cartoon Network, and 20th Century Fox
- Oversee copywriting staff and co-lead creative crits
- Assist in art direction alongside design staff and help manage production of motion graphics team
- Work on new business proposals and presentation

ART MACHINE, A TRAILER PARK CO. - Creative Account Manager, 2010

- Served major role in the win of AMD, Consumer Channel business, and 2 advertising campaigns for the City of Santa Monica
- Acted as company representative and coordinated RFP materials for all new business clients
- Assisted in the supervision of creative staff while acting as client facing Account Manager

DAVID & GOLIATH - Account Coordinator (Kia motors), 2008-2009

- Efficiently carried out all project requests including, sponsorships, promotions, and all client needs
- Responsible for multiple campaign print projects with newspaper portions
- Carried out monthly broadcast tagging for all regions for TV and radio
- Maintained multiple monthly client documents and running footage
- Successfully reorganized the agency's backlogged campaign work data server
- Provided continuous support to one of the agency's managing partners and account team members
- Assisted the new business team on major new business pitch

Education

Bachelor of Science in Psychology, California State University at Long Beach, May 2007



Work Experience

ART MACHINE, A TRAILER PARK CO. - Production Artist, 2011- Present

- Work on all print jobs, with heavy focus on production
- Ensure rounds and final mechanicals are accurate and error free, including file construction, organization and prepping of files for output
- Assist with the design of monthly El Pollo Loco module campaign
- Communicate Directly with the VP of Production and Production Manager for daily tasks

GUITAR CENTER HQ – Freelance Studio Production Artist, 2010

- Revised various marketing, sales and promotional mechanicals
- Redesigned and retouched catalogs, posters, brochures, flyers, mailers, ads, cards, and other print materials
- Preflighted and prepared mechanicals for release
- Assisted in the large format department

FRASER COMMUNICATIONS – Freelance Studio Production Artist, 2010

- Worked with production manager and creative director on the development and final production of packaging and marketing materials
- Assisted in layout designs, project research, and storyboard creation
- Created mock-ups and press-ready mechanicals
- Assisted with new business pitches and client presentations

RAPP – Studio Production Artist, 2007-2010

- Created mechanicals for high-end print production
- Preflighted, proofed, and checked press-ready files prior to job release
- Lead status meetings and project kick offs
- Assisted in layout design
- Directed production of direct mail pieces
- Created FTP site for client and vendor communications
- Operated digital proofing equipment
- Maintained internal studios database to track job workflow

Education

Bachelor of Science in Math and Computer Science, University of Santo Tomas,
May 1999

QUALIFICATIONS

Our Background

What began as a movie trailer house working with the likes of Spielberg and Scorsese has grown into the largest production facility in the U.S. and one of the top advertising agencies in California. From broadcast to print, digital to new media, Trailer Park provides a full service agency experience like few have ever seen.

Incorporated in 1994, our roots lie in the highly competitive, creative and quick-turn entertainment industry. But over the last 5 years, brands and municipalities (El Pollo Loco, City of Santa Monica, Orbitz.com, The State of California, Toshiba, Universal Theme Parks, and more) have caught on to what entertainment always knew; no matter how great your big idea is, if you cannot execute it quickly or lack the production muscle to version it for multiple consumer segments, it will ultimately be lost among advertising clutter.

Our Capabilities

Many agencies claim to handle all services in-house these days, but in reality few can prove it. Under 75,000 square feet in Hollywood, you will find:

- 70 designers working across platforms, including full motion, 2D and 3D.
- 40 person graphic design team dedicated to print, packaging and point of sale.
- 5 person Retouching Department.
- 5 person Sketch and Storyboard team.
- 5 person Illustration team, building custom illustrations and logos for clients.
- 10 person publishing team, working with E-publishing.
- 10 person social media posting team.
- 56 editing bays, including SD and HD finishing and a 7.1 sound mix studio.
- 27 producers and 10 writers all on staff.
- In-house digital, social and technology-development teams.
- On-site stage with double CYC stage, full-time photographer and photo editor.
- Working on graphic design services like Costa Mesa since 1999.

QUALIFICATIONS

Our Key Staff and Relevant Work

[REDACTED]

City of Santa Monica, El Pollo Loco, Silverlake Film Festival

[REDACTED]

City of Santa Monica, Bike Week 2011, LA Department of Health

[REDACTED]

Bike Week 2011, New Mexico Tourism, City of Santa Monica

[REDACTED]

Bike Week 2011, New Mexico Tourism, City of Santa Monica

Our References

Universal Studios Hollywood

Website rebrand and park branded collateral. Launch of new park rides and attractions.

Current project

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

City of Santa Monica

Rebranding, fare restructure and pass conversion campaigns.

Current project

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Advanced Micro Devices (AMD)

Multiple discrete graphics and consumer channel campaigns.

Current project

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]



Request For Proposal
For
Graphic Design Services

Provided by



40 Tesla, Suite B, Irvine, California 92618
949.387.6200

Table of Contents

- 1. Appendix A: Introduction Letter**
 - Vendor Application**
 - Background and Project Summary**
 - Production Methodology**
 - Staffing**
 - Qualifications**
 - References**

- 2. Appendix B: Professional Service Agreement**
 - Exhibit B, City Council Policy 100-5**
 - Exhibit C, Certificate of Insurance**
 - Financial Statements**

- 3. Appendix C: EX Parte Communications Certificate**

- 4. Appendix D: Pricing Proposal Form**

- 5. Appendix E: Disqualification Questionnaire**

- 6. Appendix F: Disclosure of Government Positions**

APPENDIX A



January 25, 2012

Jones & Mayer
Attention: Kimberly Hall Barlow
Attorney at Law
3777 N. Harbor Blvd.
Fullerton, CA. 92835

RE: RFP For Graphic Design Services

Dear Ms. Barlow,

I wish to thank you and the City of Costa Mesa for your interest in Digital Services Enterprises, DBA Sir Speedy Printing. Located at 40 Tesla, Suite B, and Irvine California, 92618.

For more than 30 years we've specialized in using our experience and capabilities to help our customers achieve their objectives. Whether that means increasing response rates to direct mail programs, or meeting tight deadlines, our service begins with understanding what will help our customers reach their goals. We believe that printing is more than ink on paper. It's about a total solution that helps our customers achieve their objectives. We start by listening closely to customers' immediate, short-term and long-term goals. Then, we work together to create a plan with the desired end result in mind. From there, we apply our experience in print strategy and print management processes to save our customers time, money and frustration.

Most importantly, we believe that value is more than cost. It's about follow through, commitment and quality. We bring the best technology, exemplary quality and highly skilled professionals to every project.

We're a woman owned (WBE and DBE Certified) full-color printing company, providing state-of-the-art digital solutions, in addition to our traditional lineup of printing services. When we opened in 1979, we produced mostly letterhead, business cards and training manuals. Over the years we've expanded our capabilities to meet the changes in our industry and our customers' needs. As early adopters of new technologies, we provide solutions for our customers at every step of their projects—from creation and full-color printing to mailing and distribution. In addition to a comprehensive range of services, we were among the first in our industry to leverage the power of the Internet to offer our customers Internet file transfer, online proofing, company stores and web to print solutions. These features, available on sirspeedyprinter.com, offer customers the convenience of working with us anytime, right from their desktops.



Our mission is to produce the highest quality for every job and to always exceed customer expectations. Whether the job is big or small, we deliver on all of our commitments and guarantee that our customers will receive superior service at a fair price.

Sir Speedy, Inc. has named [REDACTED], owner of the Sir Speedy center in Irvine, "Franchisee of the Year." This is the franchisor's most prestigious award. [REDACTED] was honored for her leadership among all Sir Speedy locations worldwide for sales performance and executing new strategies to help her customers market and grow their businesses. Sir Speedy of Irvine also earned a Top 25 Award, ranking number 12 among the entire worldwide network.

The goal of providing premier quality has driven us to be early adopters of new capabilities, technologies and services to better serve our customers' needs. That goal, combined with our outstanding team of professionals, has brought Sir Speedy South Orange County to top of our industry.

For the past 30 years, we've been at the top of the Sir Speedy network of nearly 500 printing centers worldwide. We have been recognized by Sir Speedy's Corporate Headquarters for multiple awards, including:

- Top 25 ranking of all Sir Speedy centers
- Sir Speedy President's Council for leadership in our network and industry
- Member of the Board of Directors on Board with Peers
- VIP award for the greatest annual sales increase of any Sir Speedy center.
- Franchisee of the Year Award
- Davey Award 2006 - Silver award for Ambassador's Die Cut Plastic Pallet
- Printing Innovation with Xerox Imaging 2004 Bronze Short Run Digital Color
- 1996 - 2009 IAPHC - In Recognition of Excellence - numerous awards from Gold to Bronze - for a total of 27 awards

While we're proud of our achievements, this is just the start. You can be sure that we'll continue to exceed customer expectations with our level of quality and service.



Sir Speedy Printing has 15 full time employees, with an average of 10 years of employment. We are proud of this, and the consistency this provides to our customers. We pride ourselves on superior customer service, and provide each account with a dedicated customer service representative. We offer ongoing training to our employees ensuring their knowledge and competency on the latest technology and equipment. All members of our staff have taken and passed the Certification Program provided to us by Franchise Services to keep all employees up to date with the latest technology.

Sir Speedy Printing utilizes the latest in technology and equipment to service and meet our clients' needs. Should a project require a specification that we do not currently provide in house, we have an excellent relationship with a trade only print service provider.

Our Products & Services

- Digital Black & white and color printing
- Copying
- Variable Printing
- Posters, Banners and Signs
- Archiving
- Web to Print
- Direct Mail
- List Acquisition
- Mailing Services
- Fulfillment/Inventory Management
- Bindery and Finishing
- Graphic Design
- Promotional Products
- Scanning and
- Website Creation
- Die Cutting
- Foil Stamping/Embossing
- And More – **WAY MORE.**

It is our pleasure to invite you to visit our facility. If you have any questions regarding this proposal, please call me [REDACTED]

It is also understood that all information provided by Sir Speedy Printing, contained within this document promises to be true and correct, and to be held in trust with the utmost in confidentiality. Pricing included in the RFP will be valid for 180 days.

[REDACTED]

[REDACTED]



REQUEST FOR PROPOSAL
GRAPHIC DESIGN SERVICES
VENDOR APPLICATION FORM

TYPE OF APPLICANT: NEW CURRENT VENDOR

Legal Contractual Name of Corporation: _____

Contact Person for Agreement: [REDACTED] _____

Corporate Mailing Address: _____

City, State and Zip Code: _____

E-Mail Address: [REDACTED]

Phone: _____

Fax: [REDACTED] _____

Contact Person for Proposals: _____

Title: _____

E-Mail Address: [REDACTED]

Business Telephone: [REDACTED] _____

Business Fax: _____

Is your business: (check one)

- NON PROFIT CORPORATION FOR PROFIT CORPORATION

Is your business: (check one)

- CORPORATION LIMITED LIABILITY PARTNERSHIP
 INDIVIDUAL SOLE PROPRIETORSHIP
 PARTNERSHIP UNINCORPORATED ASSOCIATION

Names & Titles of Corporate Board Members

(Also list Names & Titles of persons with written authorization/resolution to sign contracts)

Names	Title	Phone
[REDACTED]	_____	[REDACTED]
[REDACTED]	_____	[REDACTED]
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Federal Tax Identification Number: [REDACTED] _____

City of Costa Mesa Business License Number: _____

(If none, you must obtain a Costa Mesa Business License upon award of contract.)

City of Costa Mesa Business License Expiration Date: _____



Background and Summary

The City of Costa Mesa has a broad spectrum of needs for graphic design services. Some of which is also very time sensitive. We at Sir Speedy Printing of Irvine totally understand the Scope of Work that the City of Costa Mesa presents. The type of graphic design services outlined in the request for proposal, is the type of services Sir Speedy has been involved in on a daily basis since our beginning in 1979. Sir Speedy's business evolves around fast turnaround black and white photocopy and full color digital copies. Sir Speedy offers; offset printing, complete bindery and mailing services, warehousing and fulfillment, and in house award winning graphic design. We are the pioneers of one of the first to develop software to enhance the print process with a very sophisticated on-line ordering system, with complete reporting to help the customer to manage the process to save time and money.

Sir Speedy Printing of Irvine, has the equipment necessary to be able to streamline the entire printing process in partnership with the City of Costa Mesa. We will work in the background helping you run your city and keeping the brand name "The City of Costa Mesa", well respected as it always has been.



Production Methodology

Our designer's here at Sir Speedy work very closely with the client to insure the graphic design is conveyed the best way possible. If it's a minor change, as simple as a phone number or email address, it can be submitted to us on the order form that we would provide to you, and then sent via email. When the changes are made, we will provide a proof before it goes to production. This can all happen within the timeframe necessary to meet the client's needs.

If there is a more complex job, such as the City of Costa Mesa 32 page Recreation Guide, our graphic designer and account representative will gladly meet with the client at their facility, as to fully understand the requirements for the job, all within the timeframe to meet the production deadline.



**Key Personnel Support
For
The City of Costa Mesa**



– Started September 2003

Responsibilities

Customer Service Representative

Write up all jobs from major customers

Process Quote requests.

Manage the jobs in house for major customers



nting – Started November 1991

Responsibilities

Production Manager

Over sees Black and White Copy Room, Color Copy Room, and Press department



ng – Started April, 2004

Responsibilities

Warehouse Manager

Manages the Mailing, Bindery and Fulfillment Department



nting – Started October 1991

Responsibilities

Senior Graphic Designer & Supervisor

Prepress

Variable Data Specialist

Purls Specialist

Web to Print

Authorized Adobe Services Provider

Professional Experience

- 2006 - Present **President** • Sir Speedy Printing • Irvine, CA
- Develop and implement strategic and tactical business plans
 - Develop and implement sales and marketing programs
 - Develop and implement customer support programs
 - Research and purchase required equipment and applications
 - Manage the staffing, performance and leadership of all employees
 - Ensure cost effective financial management
 - Provide major account support as required
 - Ensure the timely delivery of quality products
- 1999-2006 **Vice President** • Sir Speedy Printing • Irvine, CA
- Supported major customer accounts
 - Managed the job estimating to ensure profitability
 - Managed factory production and the production staff
 - Managed and implemented the sales and marketing programs
 - Ensured the timely delivery of quality products
 - Purchased all production supplies
- 1992-1999 **Operations Manager** • Sir Speedy Printing • Irvine, CA
- Managed the factory production and the production staff
 - Managed the production to ensure timely delivery of quality products
 - Managed the purchase of production supplies
 - Managed the job estimating to ensure profitability
 - Maintained ongoing support to the major customer accounts
- 1989-1992 **Outside Sales** • Sir Speedy Printing • Irvine, CA
- Made sales presentations to prospective major customers
 - Created and implemented sales, marketing and advertising plans
 - Supported and expanded current customers
- 1985-1989 **Credit Assistant** • Circle Business Credit • Santa Ana, CA
- Performed credit checks on prospective clients
 - Followed up on missing documentation on funded loans
 - Supported sales personal with status of loan applications
 - Provided monthly reports to the general manager
-

Professional Experience

- 1999 - Present **Sales/Marketing Manager** • Sir Speedy Printing • Irvine, CA
- Develop and implement sales and marketing programs
 - Direct management of sales personnel
 - Beta test sight for franchisor's new sales and marketing programs
 -
- 1996 - 1999 **President** • Integrated Mailing Services • Laguna Hills, CA
- Total operational responsibility for the business with 4 employees
 - Complete P&L responsibilities
- 1994 - 1996 **Marketing Associate** • Sysco Food Service, Inc. • City of Industry, CA
- Direct sales responsibility in Orange County Territory for largest food industry distributor in the U.S.
 - Sales responsibilities included prospecting, qualifying, quotation, and sales presentations
 - Maintained ongoing sales to a large existing customer base
 - Opened territory and created weekly sales of \$60K
- 1983 - 1994 **Owner/General Manager** • Sir Speedy Printing • Irvine, CA
- Total operational responsibility for the business with 15 employees, generating over \$1.5 million in revenue
 - Created and implemented sales, marketing and advertising strategies
 - Oversaw production operations, administration and facilities requirements
 - Complete P&L responsibilities
- 1977 - 1983 **Manufacturer Representative** • International Harvester, Inc. • Anaheim, CA
- Direct sales for all heavy construction equipment
 - Established new outside accounts
 - Negotiated sales, leases, and contracts
 - Salesman of the Year 1982, and 1983

Education & Training

Three years college-level general studies as Cerritos College and CSU, Long Beach
Multiple seminars and conferences on general management, time management, sales training,
Marketing strategies and human relations skills

References

Available upon request



Qualifications

We have achieved national recognition from the International Association of Print House Craftsmen (IAPHC). In addition we have received national recognition at the annual international Sir Speedy Convention for our graphic design and printing capabilities.

Sir Speedy Printing is a certified Adobe Services Provider, which encompasses the entire Adobe Suite. We also work with the complete Microsoft Office product line.

Our key personnel, [REDACTED], Senior Graphic Manager have been with us for more that 20 years, and [REDACTED], CSR, for 8 years. All are very experienced in all aspects of print and design. As you can see by the employee tenure, the likelihood of the key personnel will be available for the extent of this project. If a circumstance should arise, said key personnel would not be removed without prior written concurrence of the authority.



References

Yard House Restaurants

Description of Services: New Menu Rollouts & various digital printing for 36



NuStats

Description of Services: Printing & Mailing Services



QBE First

Description of Services: Various printing, coping, posters, banners



APPENDIX B

PROFESSIONAL SERVICES AGREEMENT

CITY OF COSTA MESA

THIS AGREEMENT is made and entered into this ___ day of ____, 2011 (“Effective Date”), by and between the CITY OF COSTA MESA, a municipal corporation (“City”), and consultant, a California corporation (“Consultant”).

WITNESSETH:

- A. WHEREAS, City proposes to have Consultant _____ as described herein below; and
- B. WHEREAS, Consultant represents that it has that degree of _____ specialized expertise necessary to practice and perform the services herein contemplated; and
- C. WHEREAS, City and Consultant desire to contract for specific services in connection with the project described below (the “Project”) and desire to set forth their rights, duties and liabilities in connection with the services to be performed; and
- D. WHEREAS, no official or employee of City has a financial interest, within the provisions of California Government Code, Sections 1090-1092, in the subject matter of this Agreement.

NOW, THEREFORE, for and in consideration of the mutual covenants and conditions contained herein, the parties hereby agree as follows:

1.0. SERVICES PROVIDED BY CONSULTANT

1.1. Scope of Services. Consultant shall provide the professional services described in Consultant’s Proposal (the “Proposal”). A copy of said Proposal is attached hereto as Exhibit “A” and incorporated herein by this reference.

1.2. Professional Practices. All professional services to be provided by Consultant pursuant to this Agreement shall be provided by personnel experienced in their respective fields and in a manner consistent with the standards of care, diligence and skill ordinarily exercised by professional consultants in similar fields and circumstances in accordance with sound professional practices. It is understood that in the exercise of every aspect of its role, within the scope of work, consultant will be representing the City, and all of its actions, communications, or other work, during its employment, under this contract is under the direction of the City. Consultant also warrants that it is familiar with all laws that may affect its performance of this Agreement and shall advise City of any changes in any laws that may affect Consultant’s performance of this Agreement.

1.3. Warranty. Consultant warrants that it shall perform the services required by this Agreement in compliance with all applicable Federal and California employment laws including, but not limited to, those laws related to minimum hours and wages; occupational health and

safety; fair employment and employment practices; workers' compensation insurance and safety in employment; and all other Federal, State and local laws and ordinances applicable to the services required under this Agreement. Consultant shall indemnify and hold harmless City from and against all claims, demands, payments, suits, actions, proceedings, and judgments of every nature and description including attorneys' fees and costs, presented, brought, or recovered against City for, or on account of any liability under any of the above-mentioned laws, which may be incurred by reason of Consultant's performance under this Agreement.

1.4. Non-discrimination. In performing this Agreement, Consultant shall not engage in, nor permit its agents to engage in, discrimination in employment of persons because of their race, religion, color, national origin, ancestry, age, physical handicap, medical condition, marital status, sexual gender or sexual orientation, except as permitted pursuant to Section 12940 of the Government Code. Violation of this provision may result in the imposition of penalties referred to in Labor Code, Section 1735.

1.5 Non-Exclusive Agreement. Consultant acknowledges that City may enter into agreements with other consultants for services similar to the services that are subject to this Agreement or may have its own employees perform services similar to those services contemplated by this Agreement.

1.6. Delegation and Assignment. This is a personal service contract, and the duties set forth herein shall not be delegated or assigned to any person or entity without the prior written consent of City. Consultant may engage a subcontractor(s) as permitted by law and may employ other personnel to perform services contemplated by this Agreement at Consultant's sole cost and expense.

2.0. COMPENSATION AND BILLING

2.1. Compensation. [TBD]

2.2. Additional Services. Consultant shall not receive compensation for any services provided outside the scope of services specified in the Proposal unless the City or the Project Manager for this Project, prior to Consultant performing the additional services, approves such additional services in writing. It is specifically understood that all requests and/or approvals of such additional services or additional compensation shall be barred and are unenforceable.

2.3. Method of Billing. Consultant may submit invoices to City's affected supervisor for approval on a progress basis, but no more often than two times a month. Said invoice shall be based on the total of all Consultants' services which have been completed to City's sole satisfaction. City shall pay Consultant's invoice within forty-five (45) days from the date City receives said invoice. Each invoice shall describe in detail, the services performed and the associated time for completion. Any additional services approved and performed pursuant to this Agreement shall be designated as "Additional Services" and shall identify the number of the authorized change order, where applicable, on all invoices.

2.4. Records and Audits. Records of Consultant's services relating to this Agreement shall be maintained in accordance with generally recognized accounting principles and shall be

made available to City or its Project Manager for inspection and/or audit at mutually convenient times for a period of three (3) years from the Effective Date.

3.0. TIME OF PERFORMANCE

3.1. Commencement and Completion of Work. The professional services to be performed pursuant to this Agreement shall commence within five (5) days from the Effective Date of this Agreement. Said services shall be performed in strict compliance with the Project Schedule approved by City as set forth in Exhibit "D," attached hereto and incorporated herein by this reference. The Project Schedule may be amended by mutual agreement of the parties. Failure to commence work in a timely manner and/or diligently pursue work to completion may be grounds for termination of this Agreement.

3.2. Excusable Delays. Neither party shall be responsible for delays or lack of performance resulting from acts beyond the reasonable control of the party or parties. Such acts shall include, but not be limited to, acts of God, fire, strikes, material shortages, compliance with laws or regulations, riots, acts of war, or any other conditions beyond the reasonable control of a party.

4.0. TERM AND TERMINATION

4.1. Term. This Agreement shall commence on the Effective Date and continue for a period of three year, unless previously terminated as provided herein or as otherwise agreed to in writing by the parties. At the end of the term period, the City may determine, in its sole discretion, to exercise an option to renew the contract for up to two periods of one (1) year each. The City shall give notice to Consultant of its intention to exercise such option at least 30 days prior to expiration of the base, or option, term.

4.2. Notice of Termination. The City reserves and has the right and privilege of canceling, suspending or abandoning the execution of all or any part of the work contemplated by this Agreement, with or without cause, at any time, by providing written notice to Consultant. The termination of this Agreement shall be deemed effective upon receipt of the notice of termination. In the event of such termination, Consultant shall immediately stop rendering services under this Agreement unless directed otherwise by the City.

4.3. Compensation. In the event of termination, City shall pay Consultant for or reasonable costs incurred and professional services satisfactorily performed up to and including the date of City's written notice of termination.

4.4. Documents. In the event of termination of this Agreement, all documents prepared by Consultant in its performance of this Agreement including, but not limited to, intake reports and logs shall be delivered to the City within ten (10) days of delivery of termination notice to Consultant, at no cost to City. Any use of uncompleted documents without specific written authorization from Consultant shall be at City's sole risk and without liability or legal expense to Consultant.

5.0. INSURANCE

5.1. Minimum Scope and Limits of Insurance. Consultant shall obtain and maintain during the life of this Agreement all of the following insurance coverages:

- (a) Comprehensive general liability, including premises-operations, products/completed operations, broad form property damage, blanket contractual liability, independent contractors, personal injury with a policy limit of not less than One Million Dollars (\$1,000,000.00), combined single limits, per occurrence and aggregate.
- (b) Automobile liability for owned vehicles, hired, and non-owned vehicles, with a policy limit of not less than One Million Dollars (\$1,000,000.00), combined single limits, per occurrence and aggregate.
- (c) Workers' compensation insurance as required by the State of California. Consultant agrees to waive, and to obtain endorsements from its workers' compensation insurer waiving, subrogation rights under its workers' compensation insurance policy against the City and to require each of its subcontractors, if any, to do likewise under their workers' compensation insurance policies.
- (d) Professional errors and omissions ("E&O") liability insurance with policy limits of not less than One Million Dollars (\$1,000,000.00), combined single limits, per occurrence and aggregate. Consultant shall obtain and maintain, said E&O liability insurance during the life of this Agreement and for three years after completion of the work hereunder.

5.2. Endorsements. The comprehensive general liability insurance policy shall contain or be endorsed to contain the following provisions:

- (a) Additional insureds : "The City of Costa Mesa and its elected and appointed boards, officers, agents, and employees are additional insureds with respect to this subject project and contract with City."
- (b) Notice: "Said policy shall not terminate, nor shall it be cancelled, nor the coverage reduced, until thirty (30) days after written notice is given to City."
- (c) Other insurance: "Any other insurance maintained by the City of Costa Mesa shall be excess and not contributing with the insurance provided by this policy."

5.3 If any of such policies provide for a deductible or self-insured retention to provide such coverage, the amount of such deductible or self-insured retention shall be approved in advance by City. No policy of insurance issued as to which the City is an additional insured shall contain a provision which requires that no insured except the named insured can satisfy any such deductible or self-insured retention.

5.4. Certificates of Insurance : Consultant shall provide to City certificates of insurance showing the insurance coverages and required endorsements described above, in a form and content approved by City, prior to performing any services under this Agreement.

5.5. Non-limiting: Nothing in this Section shall be construed as limiting in any way, the indemnification provision contained in this Agreement, or the extent to which Consultant may be held responsible for payments of damages to persons or property.

6.0. GENERAL PROVISIONS

6.1. Entire Agreement: This Agreement constitutes the entire Agreement between the parties with respect to any matter referenced herein and supersedes any and all other prior writings and oral negotiations. This Agreement may be modified only in writing, and signed by the parties in interest at the time of such modification. The terms of this Agreement shall prevail over any inconsistent provision in any other contract document appurtenant hereto, including exhibits to this Agreement.

6.2. Representatives. The City Manager or his designee shall be the representative of City for purposes of this Agreement and may issue all consents, approvals, directives and agreements on behalf of the City, called for by this Agreement, except as otherwise expressly provided in this Agreement.

Consultant shall designate a representative for purposes of this Agreement who shall be authorized to issue all consents, approvals, directives and agreements on behalf of Consultant called for by this Agreement, except as otherwise expressly provided in this Agreement.

6.3. Project Managers. City shall designate a Project Manager to work directly with Consultant in the performance of this Agreement.

Consultant shall designate a Project Manager who shall represent it and be its agent in all consultations with City during the term of this Agreement. Consultant or its Project Manager shall attend and assist in all coordination meetings called by City.

6.4. Notices: Any notices, documents, correspondence or other communications concerning this Agreement or the work hereunder may be provided by personal delivery, facsimile or mail and shall be addressed as set forth below. Such communication shall be deemed served or delivered: a) at the time of delivery if such communication is sent by personal delivery; b) at the time of transmission if such communication is sent by facsimile; and c) 48

hours after deposit in the U.S. Mail as reflected by the official U.S. post mark if such communication is sent through regular United States mail.

IF TO CONSULTANT:

Consultant
12345 Jefferson Rd.
Costa Mesa, CA 92626
Tel: 555-555-5555
Fax: 555-555-5555
Attn:

IF TO CITY:

City of Costa Mesa
77 Fair Drive
Costa Mesa, CA 92626
Tel: 714-754-5156
Fax: 714-754-5330
Attn: Purchasing

6.5. Drug-free Workplace Policy. Consultant shall provide a drug-free workplace by complying with all provisions set forth in City's Council Policy 100-5, attached hereto as Exhibit "B" and incorporated herein by reference. Consultant's failure to conform to the requirements set forth in Council Policy 100-5 shall constitute a material breach of this Agreement and shall be cause for immediate termination of this Agreement by City.

6.6. Attorneys' Fees: In the event that litigation is brought by any party in connection with this Agreement, the prevailing party shall be entitled to recover from the opposing party all costs and expenses, including reasonable attorneys' fees, incurred by the prevailing party in the exercise of any of its rights or remedies hereunder or the enforcement of any of the terms, conditions, or provisions hereof.

6.7. Governing Law: This Agreement shall be governed by and construed under the laws of the State of California without giving effect to that body of laws pertaining to conflict of laws. In the event of any legal action to enforce or interpret this Agreement, the parties hereto agree that the sole and exclusive venue shall be a court of competent jurisdiction located in Orange County, California.

6.8. Assignment: Consultant shall not voluntarily or by operation of law assign, transfer, sublet or encumber all or any part of Consultant's interest in this Agreement without City's prior written consent. Any attempted assignment, transfer, subletting or encumbrance shall be void and shall constitute a breach of this Agreement and cause for termination of this Agreement. Regardless of City's consent, no subletting or assignment shall release Consultant of Consultant's obligation to perform all other obligations to be performed by Consultant hereunder for the term of this Agreement.

6.9. Indemnification and Hold Harmless:

To the fullest extent permitted by law, the Consultant assumes liability for and shall save and protect, hold harmless, indemnify, and defend the City and its elected and appointed officials, officers, and employees (all the foregoing, hereinafter collectively, "Indemnitees") from and against all claims, suits, demands, damages, losses, expenses, and liabilities of any kind whatsoever (all the foregoing, hereinafter collectively "Claims") including, without limitation, attorneys' fees, arising out of, resulting from, relating to, or claimed to have arisen out of, resulted from or related to the engagement of Consultant or the performance of this Agreement by the Consultant (including its subcontractors and suppliers)

It is expressly intended by the parties that Consultant's indemnity and defense obligations shall apply, and Indemnitees shall be fully indemnified without offset, deduction or contribution, regardless of any negligence or other fault of Indemnitees, or any of them, and whether or not such Indemnitee negligence or other fault caused or contributed to the arising of the Claims.

"Claims" as used in this section shall include, without limitation, those for personal injuries, wrongful death, mental or emotional distress, loss of consortium, damage to or loss of use of real, personal or intangible property of any kind, loss of income, loss of earning capacity, and business, financial, commercial or pecuniary losses of any kind whatsoever, and attorneys fees, and costs and expenses of any kind whatsoever.

Consultant's indemnity and defense obligations shall cover the acts or omissions of any of Consultant's subcontractors, and suppliers, and the employees of any of the foregoing.

The Consultant's indemnity and defense obligation under this Section includes, without limitation, any claims, suits, demands, damages, losses, expenses, and liabilities arising from allegations of violations of any federal, State, or local law or regulation, and from allegations of violations of Consultant's or its subcontractor's personnel practices or from any allegation of an injury to an employee of the Consultant or subcontractor performing work or labor necessary to carry out the provisions of this Contract.

The indemnification obligations in this Section shall not be construed to negate, abridge or otherwise reduce any other obligation of indemnity the Consultant may have with respect to the City which may otherwise exist. If any judgment is rendered against the City or any of the other individuals enumerated above in any such action, the Consultant shall, at its expense, satisfy and discharge the same. This indemnification shall survive termination or expiration of this Agreement.

6.10. Independent Contractor: Consultant is and shall be acting at all times as an independent contractor and not as an employee of City. Consultant shall secure, at his expense, and be responsible for any and all payment of Income Tax, Social Security, State Disability Insurance Compensation, Unemployment Compensation, and other payroll deductions for Consultant and its officers, agents, and employees, and all business licenses, if any are required, in connection with the services to be performed hereunder.

6.11 PERS Eligibility Indemnification. In the event that Consultant or any employee, agent, or subcontractor of Consultant providing services under this Agreement claims or is determined by a court of competent jurisdiction or the California Public Employees Retirement System (PERS) to be eligible for enrollment in PERS as an employee of the City, Consultant shall indemnify, defend, and hold harmless City for the payment of any employee and/or employer contributions for PERS benefits on behalf of Consultant or its employees, agents, or subcontractors, as well as for the payment of any penalties and interest on such contributions, which would otherwise be the responsibility of City.

Notwithstanding any other agency, state or federal policy, rule, regulation, law or ordinance to the contrary, Consultant and any of its employees, agents, and subcontractors providing service under this Agreement shall not qualify for or become entitled to, and hereby agree to waive any claims to, any compensation, benefit, or any incident of employment by City, including but not limited to eligibility to enroll in PERS as an employee of City and entitlement to any contribution to be paid by City for employer contribution and/or employee contributions for PERS benefits.

6.12. Ownership of Documents: All findings, reports, documents, information and data including, but not limited to, computer tapes or discs, files and tapes furnished or prepared by Consultant or any of its subcontractors in the course of performance of this Agreement, shall be and remain the sole property of City. Consultant agrees that any such documents or information shall not be made available to any individual or organization without the prior consent of City. Any use of such documents for other projects not contemplated by this Agreement, and any use of incomplete documents, shall be at the sole risk of City and without liability or legal exposure to Consultant. City shall indemnify and hold harmless Consultant from all claims, damages, losses, and expenses, including attorneys' fees, arising out of or resulting from City's use of such documents for other projects not contemplated by this Agreement or use of incomplete documents furnished by Consultant. Consultant shall deliver to City any findings, reports, documents, information, data, in any form, including but not limited to, computer tapes, discs, files audio tapes or any other Project related items as requested by City or its authorized representative, at no additional cost to the City.

6.13. Confidentiality: Any City materials to which the Consultant has access, information that reasonably might be construed as private or containing personal identifiable information, or materials prepared by the Consultant during the course of this Agreement (collectively referred to as "confidential information") shall be held in confidence by the Consultant, who shall exercise all reasonable precautions to prevent the disclosure of confidential information to anyone except the officers, employees and agents of the Consultant as necessary to accomplish the rendition of services set forth in this Agreement. Consultant shall not release any reports, information, private or promotional information or materials, whether deemed confidential or not, to any third party without the approval of the City.

6.14. Responsibility for Errors. Consultant shall be responsible for its work and results under this Agreement. Consultant, when requested, shall furnish clarification and/or explanation as may be required by the City's representative, regarding any services rendered under this Agreement at no additional cost to City. In the event that an error or omission attributable to Consultant occurs, then Consultant shall, at no cost to City, provide all necessary design

drawings, estimates and other Consultant professional services necessary to rectify and correct the matter to the sole satisfaction of City and to participate in any meeting required with regard to the correction.

6.15. Prohibited Employment: Consultant will not employ any regular employee of City while this Agreement is in effect.

6.16. Order of Precedence: In the event of an inconsistency in this Agreement and any of the attached Exhibits, the terms set forth in this Agreement shall prevail. If, and to the extent this Agreement incorporates by reference any provision of the Proposal, such provision shall be deemed a part of this Agreement. Nevertheless, if there is any conflict among the terms and conditions of this Agreement and those of any such provision or provisions so incorporated by reference, this Agreement shall govern over the Proposal.

6.17. Costs: Each party shall bear its own costs and fees incurred in the preparation and negotiation of this Agreement and in the performance of its obligations hereunder except as expressly provided herein.

6.18. No Third Party Beneficiary Rights: This Agreement is entered into for the sole benefit of City and Consultant and no other parties are intended to be direct or incidental beneficiaries of this Agreement and no third party shall have any right in, under or to this Agreement.

6.19. Headings: Paragraphs and subparagraph headings contained in this Agreement are included solely for convenience and are not intended to modify, explain or to be a full or accurate description of the content thereof and shall not in any way affect the meaning or interpretation of this Agreement.

6.20. Construction: The parties have participated jointly in the negotiation and drafting of this Agreement. In the event an ambiguity or question of intent or interpretation arises with respect to this Agreement, this Agreement shall be construed as if drafted jointly by the parties and in accordance with its fair meaning. There shall be no presumption or burden of proof favoring or disfavoring any party by virtue of the authorship of any of the provisions of this Agreement.

6.21. Amendments: Only a writing executed by the parties hereto or their respective successors and assigns may amend this Agreement.

6.22. Waiver: The delay or failure of either party at any time to require performance or compliance by the other of any of its obligations or agreements shall in no way be deemed a waiver of those rights to require such performance or compliance. No waiver of any provision of this Agreement shall be effective unless in writing and signed by a duly authorized representative of the party against whom enforcement of a waiver is sought. The waiver of any right or remedy in respect to any occurrence or event shall not be deemed a waiver of any right or remedy in respect to any other occurrence or event, nor shall any waiver constitute a continuing waiver.

6.23. Severability: If any provision of this Agreement is determined by a court of competent jurisdiction to be unenforceable in any circumstance, such determination shall not affect the validity or enforceability of the remaining terms and provisions hereof or of the offending provision in any other circumstance. Notwithstanding the foregoing, if the value of this Agreement, based upon the substantial benefit of the bargain for any party is materially impaired, which determination as made by the presiding court or arbitrator of competent jurisdiction shall be binding, then both parties agree to substitute such provision(s) through good faith negotiations.

6.24. Counterparts: This Agreement may be executed in one or more counterparts, each of which shall be deemed an original. All counterparts shall be construed together and shall constitute one agreement.

6.25. Corporate Authority: The persons executing this Agreement on behalf of the parties hereto warrant that they are duly authorized to execute this Agreement on behalf of said parties and that by doing so, the parties hereto are formally bound to the provisions of this Agreement.

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be executed by and through their respective authorized officers, as of the date first above written.

CITY OF COSTA MESA,

A municipal corporation

Date: _____

City Manager of Costa Mesa

CONSULTANT

Date: _____

Signature

[Redacted]

I

[Redacted]

[Redacted]

APPROVED AS TO FORM:

_____ Date: _____

City Attorney

APPROVED AS TO INSURANCE:

_____ Date: _____

Risk Management

APPROVED AS TO CONTENT:

Project Manager

Date: _____

EXHIBIT A

CONSULTANT'S PROPOSAL

EXHIBIT B

CITY COUNCIL POLICY 100-5

SUBJECT	POLICY	EFFECTIVE	PAGE
	NUMBER	DATE	
DRUG-FREE WORKPLACE	100-5	8-8-89	1 of 3

BACKGROUND

Under the Federal Drug-Free Workplace Act of 1988, passed as part of omnibus drug legislation enacted November 18, 1988, contractors and grantees of Federal funds must certify that they will provide drug-free workplaces. At the present time, the City of Costa Mesa, as a sub-grantee of Federal funds under a variety of programs, is required to abide by this Act. The City Council has expressed its support of the national effort to eradicate drug abuse through the creation of a Substance Abuse Committee, institution of a City-wide D.A.R.E. program in all local schools and other activities in support of a drug-free community. This policy is intended to extend that effort to contractors and grantees of the City of Costa Mesa in the elimination of dangerous drugs in the workplace.

PURPOSE

It is the purpose of this Policy to:

1. Clearly state the City of Costa Mesa's commitment to a drug-free society.
2. Set forth guidelines to ensure that public, private, and nonprofit organizations receiving funds from the City of Costa Mesa share the commitment to a drug-free workplace.

POLICY

The City Manager, under direction by the City Council, shall take the necessary steps to see that the following provisions are included in all contracts and agreements entered into by the City of Costa Mesa involving the disbursement of funds.

1. Contractor or Sub-grantee hereby certifies that it will provide a drug-free workplace by:
 - a. Publishing a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in Contractor's and/or sub-grantee's workplace, specifically the job site or location included in this contract, and specifying the actions that will be taken against the employees for violation of such prohibition;
 - b. Establishing a Drug-Free Awareness Program to inform employees about:

1. The dangers of drug abuse in the workplace;

SUBJECT	POLICY	EFFECTIVE	PAGE
	NUMBER	DATE	
DRUG-FREE WORKPLACE	100-5	8-8-89	2 of 3

2. Contractor's and/or sub-grantee's policy of maintaining a drug-free workplace;
 3. Any available drug counseling, rehabilitation and employee assistance programs; and
 4. The penalties that may be imposed upon employees for drug abuse violations occurring in the workplace;
- c. Making it a requirement that each employee to be engaged in the performance of the contract be given a copy of the statement required by subparagraph A;
- d. Notifying the employee in the statement required by subparagraph 1 A that, as a condition of employment under the contract, the employee will:
1. Abide by the terms of the statement; and
 2. Notify the employer of any criminal drug statute conviction for a violation occurring in the workplace no later than five (5) days after such conviction;
- e. Notifying the City of Costa Mesa within ten (10) days after receiving notice under subparagraph 1 D 2 from an employee or otherwise receiving the actual notice of such conviction;
- f. Taking one of the following actions within thirty (30) days of receiving notice under subparagraph 1 D 2 with respect to an employee who is so convicted:
1. Taking appropriate personnel action against such an employee, up to and including termination; or
 2. Requiring such employee to participate satisfactorily in a drug abuse assistance or rehabilitation program approved for such purposes by a Federal, State, or local health agency, law enforcement, or other appropriate agency;

3. Making a good faith effort to maintain a drug-free workplace through implementation of subparagraphs 1 A through 1 F, inclusive.

SUBJECT	POLICY NUMBER	EFFECTIVE DATE	PAGE
DRUG-FREE WORKPLACE	100-5	8-8-89	3 of 3

- g. Making a good faith effort to maintain a drug-free workplace through implementation of subparagraphs 1 A through 1 F, inclusive

2. Contractor and/or sub-grantee shall be deemed to be in violation of this Policy if the City of Costa Mesa determines that:
 - a. Contractor and/or sub-grantee has made a false certification under paragraph 1 above;
 - b. Contractor and/or sub-grantee has violated the certification by failing to carry out the requirements of subparagraphs 1 A through 1 G above;
 - c. Such number of employees of Contractor and/or sub-grantee have been convicted of violations of criminal drug statutes for violations occurring in the workplace as to indicate that the contractor and/or sub-grantee has failed to make a good faith effort to provide a drug-free workplace.
3. Should any contractor and/or sub-grantee be deemed to be in violation of this Policy pursuant to the provisions of 2 A, B, and C, a suspension, termination or debarment proceeding subject to applicable Federal, State, and local laws shall be conducted. Upon issuance of any final decision under this section requiring debarment of a contractor and/or sub-grantee, the contractor and/or sub-grantee shall be ineligible for award of any contract, agreement or grant from the City of Costa Mesa for a period specified in the decision, not to exceed five (5) years. Upon issuance of any final decision recommending against debarment of the contractor and/or sub-grantee, the contractor and/or sub-grantee shall be eligible for compensation as provided by law.

EXHIBIT C

CERTIFICATES OF INSURANCE



SENTRY INSURANCE A MUTUAL COMPANY
 STEVENS POINT, WISCONSIN
 (A PARTICIPATING MUTUAL COMPANY)
 A MEMBER OF THE SENTRY FAMILY OF INSURANCE COMPANIES

CERTIFICATE OF INSURANCE

ACCOUNT NUMBER 25-20844

This certificate is issued as a matter of information only and confers no rights upon the certificate holder. This certificate does not amend, extend or alter the coverage afforded by the policies below.

Name and Address of
 Certificate Holder

 CITY OF COSTA MESA
 77 FAIR DR
 COSTA MESA, CA 92628

Name and Address
 of the Insured

 DIGITAL SERVICES ENTERPRISES
 INC DBA SIR SPEEDY CENTER
 40 TESLA STE B
 IRVINE, CA 92618

This certificate is issued on 02-14-2012 and is effective until 02-14-2013. It certifies that policies of insurance listed below have been issued to the insured named above. Notwithstanding any requirement, term or condition of any contract or other document with respect to which this certificate may be issued or may pertain, the insurance afforded by the policies described herein is subject to all the terms, exclusions, and conditions of such policies. Limits shown may have been reduced by paid claims.

Coverage Provided	Policy Number	Coverage Limits
General Liability	25-20844-01	General Aggregate \$ 6,000,000
		Products Aggregate \$ 2,000,000
Bodily Injury and Property Damage Combined	OCCURRENCE	Pers/Adv Injury Aggregate, Including Defense Costs \$ 2,000,000
		Each Occurrence \$ 2,000,000
		Premises Damage \$ 1,000,000
		Medical Expense \$ 10,000

Should any of the above described policies be cancelled before the expiration date thereof, notice will be delivered in accordance with the policy provisions.

80-C1035 (SFA)

SIR 25-20844 31-040408
 01-19-2012
 PAGE 1
 (0008)

LDI COI 269628-1 02 11

APPENDIX C

EX PARTE COMMUNICATIONS CERTIFICATION

Please indicate by signing below one of the following two statements. **Only sign one statement.**

I certify that Proposer and Proposer's representatives have not had any communication with a City Councilmember concerning the Graphic Design Services RFP at any time after December 22, 2011.



OR

I certify that Proposer or Proposer's representatives have communicated after December 22, 2011 with a City Councilmember concerning the Graphic Design Services RFP. A copy of all such communications is attached to this form for public distribution.

APPENDIX D

PRICING PROPOSAL FORM

GRAPHICS SERVICES

Provide hourly rates, along with estimated annual pricing in accordance with the City’s current requirements, as set forth in section 3 Scope of Work. Also provide your firm’s proposed Staffing Plan on a separate sheet of paper. Proposer should use a separate form to state pricing for any added value.

Pricing shall remain firm for a minimum of two (2) years. Any and all requests for pricing adjustments for follow-on contract renewal periods shall be provided no later than sixty (60) days prior to the end of the contract period. Any such proposed price adjustments shall not exceed The Bureau of Labor Statistics Consumer Price Index (CPI) data for Los Angeles-Riverside-Orange County, CA, All Items, Not Seasonally Adjusted, “annualized change comparing the original proposal month and the same month in the subsequent year. (This information may be found on the U. S. Department of Labor’s website at www.bls.gov.)

If bidding by hourly services provided:

The undersigned bidder hereby offers to perform the required services in strict compliance with the specifications, terms and conditions set forth in this bid invitation.

Bidding job samples: (see attachment 2 for job samples)

Item

No.	Description	Bid Price*	Bid Price*
JOB #1			
	Standard Lead Time: _____ days	\$ [REDACTED] _____	Rush Lead Time: _____ days \$

JOB #2			
	Standard Lead Time: _____ days	\$ [REDACTED] _____	Rush Lead Time: _____ days \$

JOB #3			
	Standard Lead Time: _____ days	\$ [REDACTED] _____	Rush Lead Time: _____ days \$

JOB #4			
	Standard Lead Time: _____ days	\$ [REDACTED] _____	Rush Lead Time: _____ days \$

JOB #5			
	Standard Lead Time: _____ days	\$ [REDACTED] _____	Rush Lead Time: _____ days \$

Pricing Schedule for Deliveries/Pick-up

Name of Company Bidding: _____

Cost to run scheduled delivery to/from Costa Mesa City Hall once per work day Daily charge
(if any)

Cost to run scheduled delivery to/from Costa Mesa City Hall twice per work day Daily charge
(if any)

Pick up or delivery to Costa Mesa City Hall on demand One way trip/job

Pick up and delivery to Costa Mesa City Hall on demand Round trip cost/job

Pick up or delivery to delivery to other city facilities (within CM city limits) One way trip

Expediting charge for 4 hour delivery, if any Per job

Expediting charge for 1 hour (or while you wait delivery), if any Per job

Overtime costs to run jobs after regular hours (to be billed in 15 minute increments) Per
hour

Please attach additional pricelist for other services you may offer, such as wide form at printing and plotting, blueprint reproductions, banners and posters, etc.

APPENDIX E

DISQUALIFICATION QUESTIONNAIRE

The Contractor shall complete the following questionnaire:

Has the Contractor, any officer of the Contractor, or any employee of the Contractor who has proprietary interest in the Contractor, ever been disqualified, removed, or otherwise prevented from bidding on, or completing a federal, state, or local government project because of a violation of law or safety regulation?

Yes _____ No _____

If the answer is yes, explain the circumstances in the following space.

APPENDIX F

DISCLOSURE OF GOVERNMENT POSITIONS

Each Proposer shall disclose below whether any owner or employee of the firm currently hold positions as elected or appointed officials, directors, officers, or employees of a governmental entity or held such positions in the past twelve months. List below or state "None."

Proposal for Graphics Design Services



Company Overview

Design, Print & Mail Services





January 25, 2012

*Letter of Introduction,
History &
Background*

Finance Department
Purchasing Section
77 Fair Drive
1st Floor, Room 100
Costa Mesa, CA 92626

To Whom it May Concern:

We are thrilled to have been given the opportunity to provide this Graphic Design Services proposal. We understand and embrace the scope of the work involved and are prepared to meet the expectations of the City of Costa Mesa. The enclosed bid is valid for a 180 day period.

By way of introduction, PSB Integrated Marketing is truly a unique, one-of-a-kind full service agency. We have combined the best of creative design, traditional offset printing, digital printing, mailing and fulfillment services in one comprehensible process...all managed under one roof.

PSB prides itself on our ability to come through for our clients, even in the most challenging circumstances. PSB clients come to depend on the personalized service of their account manager to oversee their projects from concept through design to final print and mailing, In addition, our clients appreciate the consultative suggestions and ideas we provide for cost savings effect for each project.

We are conveniently located in Lake, Forest, CA and staff a talented team of graphic designers, writers, strategists, illustrators, layout artists and photographers who in turn produce work of high end and quality. Our unique roster of 10 in-house graphic designers are from all over the world providing a rich diversity of creative styles and fresh approaches.

We will dedicate an average of 16 hours per day (2 designers or more based on need) to the specific projects for the City of Costa Mesa. To that end, we would also be happy to interview and consider for hire any former City of Costa Mesa graphic design employee.

Since 1991, PSB has been servicing the financial services industry, non-profits, professional groups, utilities and commercial accounts locally and throughout the United States. We can proudly say our design work has been nationally recognized with nearly 200 design and marketing service awards and counting. Because we offer everything on-site, you are assured of the highest quality solutions with the lowest possible costs.

We invite and welcome you and your staff to visit our facility for a full tour of our capabilities and in turn, we are happy to visit the City of Costa Mesa at any time you would like for an in-person meeting.

Thank you again for your consideration,

Sincerely,


President,
PSB Integrated Marketing
26012 Atlantic Ocean Drive • Lake Forest, CA • 92626

Request For Proposal

GRAPHIC DESIGN SERVICES VENDOR APPLICATION FORM

TYPE OF APPLICANT: New Current Vendor

Legal Contractual Name of Corporation: PSB

Contact Person for Agreement: [REDACTED]

Corporate Mailing Address: 26012 Atlantic Ocean

City, State and Zip Code: Lake Forest, CA 92630

E-Mail Address: [REDACTED]

Phone: [REDACTED]

Fax: [REDACTED]

Contact Person for Proposals: [REDACTED]

Title: Account Manager

E-Mail Address: [REDACTED]

Business Telephone: [REDACTED]

Business Fax: [REDACTED]

Is your business: (check one) Non Profit Corporation For Profit Corporation

Is your business: (check one)

Corporation

Limited Liability Partnership

Individual

Sole Proprietorship

Partnership

Unincorporated Associate



PSB, Inc.

Founded by ██████████ in 1991, PSB is an established and innovative leader in the design printing, marketing and mailing services industry. Building on roots in financial management, marketing management and manufacturing, PSB has grown from a client base of four in 1991 to a nationwide customer base. PSB quickly learned that establishing a vertically integrated operation would not only provide a tremendous competitive advantage, but would also deliver services and support well in excess of traditional printing and marketing agencies.

*History &
Background*

Building company value through integration and process engineering, PSB has combined the best of traditional printing, creative design and mailing services into one comprehensive process...all managed under one roof. PSB manages each project entirely through in-house resources...project concept and design, print production, finishing and mailing services. Because everything operates as one continuous process, projects are completed faster than traditional project options. The value as an integrated company is reflected in lower total project costs, faster project turnaround and comparable quality levels to other solutions. Because of this vertical integration, PSB can control costs throughout the entire process from start to finish, eliminating wasted time and resources while providing faster service and individual attention to each client. Few companies have integrated a free-flowing "creative" business (such as design) with the strict manufacturing requirement (such as printing) and succeeded. PSB has!

PSB is acutely aware of environmental issues. As a certified-green print facility and an award recipient for ecologically-responsible business practices, we understand that the sum of our work should not exceed the total cost of the environment. From aggressive internal recycling of materials, chemicals, and resources to the use of paper stocks from responsibly managed forests, PSB leads the way.

A growing company with satisfied clients, PSB has created a better way of marketing that provides added value to clients. Simply put, the ability to deliver on the "one-stop shop" promise to a busy client base has resulted in satisfied clients, extensive word-of-mouth referrals and industry accolades. PSB customers have an entire company, a staff of designers, a print operation, friendly support personnel and thousands of print/design options at their fingertips. PSB continues to work with a growing roster of top-flight clients.

We are proud of our past, excited about our future and confident of our continued success.

PSB Integrated Marketing
26012 Atlantic Ocean Drive
Lake Forest, CA 92630
877.384.7772
www.psbonline.com



The PSB Operational Infrastructure

*Delivery Service,
Project
Management,
& Design Timelines*

Delivery Service

As PSB Inc. is located in Lake Forest, [REDACTED] would be available to meet with City of Cost Mesa as needed for project assistance and at no additional cost to the contract bid. All pick up and delivery service, if needed, would be provided at a flat rate of [REDACTED] round trip.

****PSB utilizes many technologies in order to decrease the need for hard copy, in-person meeting time and proofing requirements; such as PDF transmission, FTP upload capabilities for large file transmission, Skype for virtual meeting and GoToMeeting. We also offer password protected access to our Client eSource Center to expedite PDF proofs, order records, and more. We strive toward and do feel there will be the need but on a minimum basis for delivery services.**

Project Management

All aspects of communication and service are facilitated through your Primary Account Manager, [REDACTED]. If [REDACTED] is ever unavailable, there will always be a secondary point of contact accessible to you. PSB is a fast-paced, results-driven environment; therefore all phone calls and email correspondence and requests are handled promptly, typically within hours of the request, if not sooner.

Design Timelines

Specific timelines will be established for new design projects, all minor design changes or text changes are completed within 4 hours; more extensive revisions up to 24 hours. PSB utilizes a proprietary software, Job Manager, to ensure all deadlines of each project are on time and progress is easily tracked. PSB strives for a 100% on time delivery record.

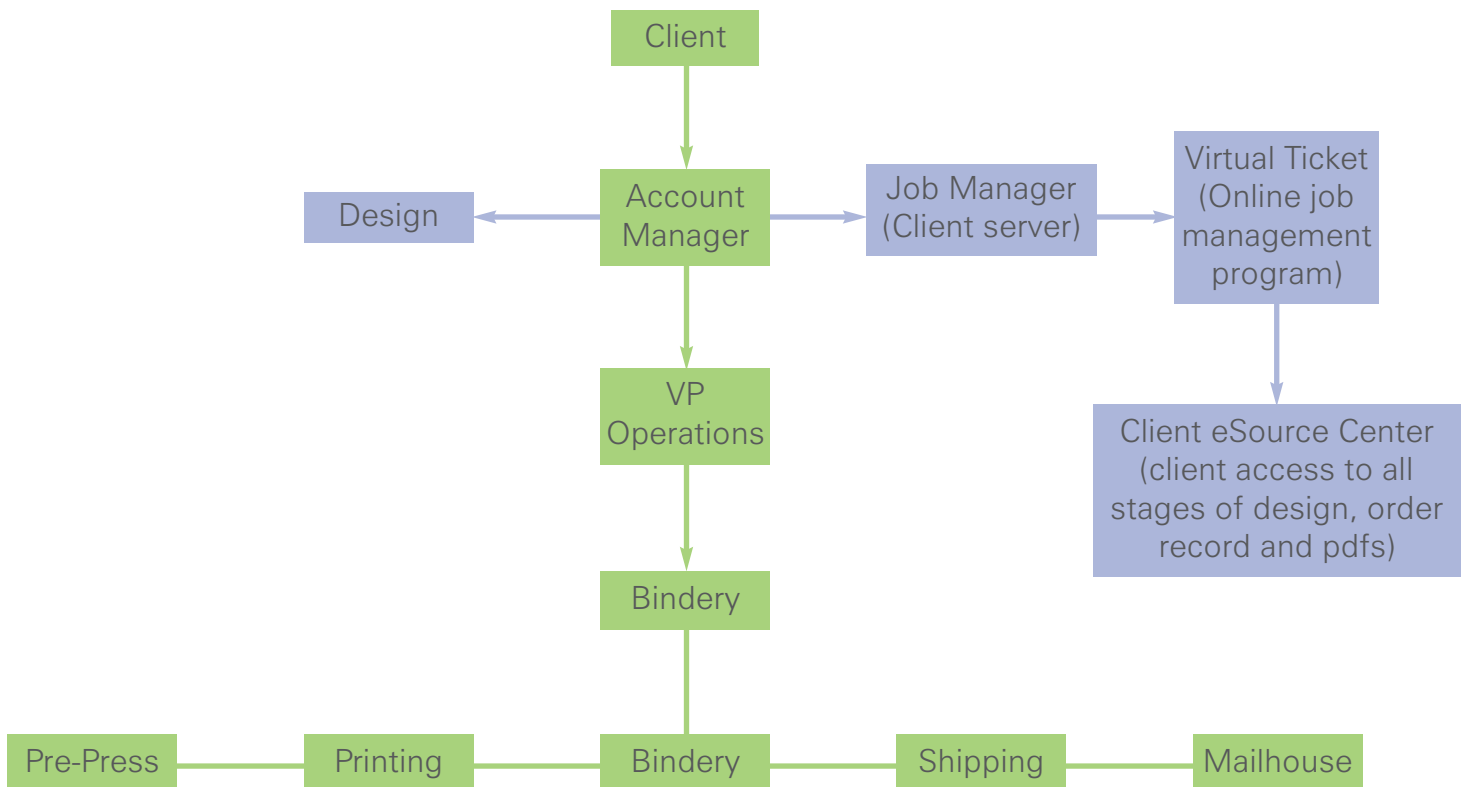


PSB Strengths

PSB Strengths

- 21 years of solid experience under a single owner
- Comprehensive Suite of Services housed in one facility:
Design, Printing, Bindery, Shipping, Mailhouse
- Handled a total of 6,839 Projects in 2011 with 99% on-time record
- 10 Account Managers
- 10 Graphic Designers
- Security beyond industry standard (Mailhouse, software, postal, employee, audit compliance)

System Workflow | Creative Service • Print • Mail





Bios, Qualifications, Background and Experience

*Bios, Qualifications,
Backgrounds
& Experience*

████████████████████

██████████ has spent over half of his life in the Marketing profession and in the promotion and management of consumer brands and services.

He received his Bachelor of Science in Business Administration /Marketing from California State Polytechnic University, and completed his MBA at the University of Southern California.

He honed his marketing experience with major consumer product companies including The Pillsbury Company, Pepsi-Cola, and Sunkist where he held positions in Sales, Sales Management and Marketing.

Later in his career, he joined Imperial Savings, a \$10B institution with an eighty-branch network. As Director of Field Marketing, he built a staff of Regional Marketing Managers with accountability for field promotion and branch sales productivity. Later, as Vice President of Retail Marketing, he worked on broader strategic initiatives before leaving the institution in 1990.

During his career, ██████████ has held teaching posts at the university level lecturing to both undergraduate and graduate classes in Consumer Behavior and Marketing Management. He has also been a guest lecturer and featured speaker at industry conferences and educational venues.

In 1996, ██████████ joined PSB and now serves as President. He has led the national expansion of PSB throughout the US to establish the firm as the premier marketing services firm within the financial arena. He continues to seek new ways to provide value-added services and product marketing strategies for PSB's financial service clients and the growing list of general marketing clients in the Orange County area.

████████████████████

██████████ their two children, ██████████ is passionate about playing the guitar and writing music and hopes one day to write a hit song.

████████████████████

██████████ has over 30 years of printing, pre-press and production experience. He joined PSB in 1993 as the Pre-Press Supervisor. ██████████ extensive knowledge and industry experience in pre-press and graphic arts production has led him to oversee and manage all of the production and operations for PSB, Inc. as Vice President, Operations.

Prior to joining PSB, Inc., ██████████ held executive positions at Crest Marketing & Printing and Pacific Design, Inc. in the Los Angeles area.

██████████ currently resides in Portola Hills. In his spare time he enjoys golf, boating, traveling, wine collecting, and going to the beach with his dog, Duke.



*Bios, Qualifications,
Backgrounds
& Experience*

[REDACTED]
[REDACTED] has spent 29 years in the printing and graphics industry, as well as events management and advertising. [REDACTED] expertise has helped PSB secure, grow and keep financial services clients with assets in the billions. She has also been an integral part of several successful innovative programs that PSB has introduced recently. [REDACTED] holds a Bachelor's Degree in Communications and Marketing and has been with PSB for eight years.

[REDACTED]
[REDACTED]
[REDACTED] has extensive print industry experience in sales and marketing including her 10 years with PSB. Her focus with her clients' projects is to develop creativity, practicality and economic solutions. She approaches work and her life with a positive attitude which in turn results in strong working relationships with her clients.

She is a 25 year resident of Mission Viejo, but her passion is travel. She has had the opportunity to visit every state in America. In addition, she has climbed inside the pyramids of Egypt, sailed the Panama Canal, gambled in Monte Carlo, snorkeled the Great Barrier Reef, walked the beaches of Ipanema and dined in the heart of Milan, Italy. Just a small sampling of memorable experiences.

[REDACTED]
[REDACTED] is an award winning graduate of Art Center College of Design with 35 years of experience and has worked with such top brands as; Shimano, Discovery Channel, Smithsonian, Mattel and Disney.

She is a highly versatile designer and illustrator and has been with PSB for 12 years. Her talents reveal themselves in all areas of the creative process including; logos, branding, print, web, packaging and exhibit design.

In her spare time she enjoys traveling, hiking and most outdoor sports, but spends much of her time donating her talents to benefit local and international nonprofit organizations. She is passionate when it comes to inspiring creativity in children and has even traveled to remote villages in Africa to teach drawing classes. As a member of "The PSBeat", [REDACTED] contributes her musical skills on harmonica and drums.

[REDACTED]
[REDACTED] has been an artist for most of her life. Attending the Orange County High School of the Arts for Visual Arts and also graduating from Chapman University with a BA in Advertising Communications and Graphic Design, [REDACTED] shares a passion for fine art and design education. She is constantly learning new skills to widen her breadth of knowledge.



Today, [REDACTED] utilizes her eye for color and form in her graphic design and art direction responsibilities. As the Senior Graphic Designer/Marketing Coordinator, [REDACTED] organizes and oversees all internal marketing projects and also works on client projects.

*Bios, Qualifications,
Backgrounds
& Experience*

[REDACTED]
Born in Jamaica and raised in the San Francisco Bay Area, Courtney began drawing before he even learned to write. [REDACTED] attended the University of California, Irvine and received an Associates Degree in Graphic Design at Platt College.

[REDACTED] has almost 20 years of experience in production art, computer graphics and illustration working for ad agencies, printing companies, service bureaus, and silkscreen companies. In 2003, he joined PSB as a graphic designer. His clean, simple and straightforward designs have earned the company several design awards.

[REDACTED] resides in [REDACTED]. His varied hobbies and interest include traveling, grilling, graphic novels, wine tasting, history, bicycling and watching movies.

[REDACTED]
[REDACTED] born in L.A, but raised in Southern Italy where he lived there for most of his youth. His education was focused on art, it quickly became his favorite subject. [REDACTED] attended California State University, Fullerton, earning a Bachelor of Fine Arts in Graphic Design.

[REDACTED] has thirteen plus years of experience in computer graphics. He joined PSB in 2003. Since then, he has earned the company several CUNA awards.

[REDACTED] has a modern and clean approach to his designs. He loves to work with typography and constantly exploring the latest trends in graphic design.

He loves to read design and photography magazines. He also enjoys traveling and fishing.

[REDACTED]
[REDACTED] passion for design was shaped long before she started school. She was deeply inspired by her father, who was a TV director and photographer.

Pursuing her dream in digital art, she self-learned image manipulation and digital painting in highschool. She then attended The Art Institute of California and received her Bachelor degree in Media Arts and Design. Immediately after graduation, she was hired by a local TV station as the lead digital artist.

[REDACTED] currently works as the digital specialist at PSB, focusing on design with technical media, including motion graphics, web and interactive media design. She continues to adapt and grow her skills to accommodate the market's demand.

[REDACTED] enjoys watching movies, photography, traveling, and spending time with her two beloved dogs.



References with Contact Information

*References
with Contact
Information*

City of Mission Viejo

[Redacted]

Contra Costa Water District

[Redacted]
7

Beach Cities Health District

[Redacted]

Discovery Science Center

[Redacted]

WESCOM Credit Union

[Redacted]

Northwest Federal Credit Union

[Redacted]

Shimano

[Redacted]

Aitken, Aitken & Cohn

[Redacted]



PSB Testimonials

Testimonials

"We can depend on PSB to present high-quality work on the first draft, making adjustments without drama, and deliver final products that meet our needs without missing a deadline."

— [REDACTED], *Public Information Specialist, Contra Costa Water District*

"The quality and workmanship are top notch. Please extend my great thanks and appreciation to everyone there who had a hand in creating a positively marvelous promotional piece."

— [REDACTED], *Discovery Science Center*

"They're local, creative and incredibly responsive to any needs I've ever had. I know they will do a bang-up job in whatever you end up with."

— [REDACTED], *Shimano American Corporation*

"I realize that we came to PSB with a short time frame and blank sheet of paper to get this project rolling. I want to tell you how much I appreciate everyone there stepping up and helping us to hit our deadline."

— [REDACTED], *Green Street Advisors*

"Whoohoo! They're beauteous! They look – and feel – so much better 'in person.' I'll go spread the magic word 'dropped,' which will cause much rejoicing in the land of VQ!"

— [REDACTED], *VQ OrthoCare*

"We tried them on a couple of small projects and found Lori a great communicator and had the ability to deliver on timelines that were short."

— [REDACTED], *AMVAC*

"Yes, even our remote creative and graphic service providers have been impressed with the quality of service."

— [REDACTED], *AMVAC*

"I have used PSB for a wide range of projects and never once have I been behind schedule or over budget. I have found their service, product quality and creativity to be consistently outstanding."

— [REDACTED], *SVP of Marketing, First South CU*

"I love the quality of the projects that PSB helps me put together. I have worked with other companies before and I must say that PSB surpasses them all. PSB is most certainly a leader in our industry! They have awesome creativity and I love the innovative ideas they present to me – they're definitely at the cutting edge."

— [REDACTED], *Marketing Director*



Equipment List

Equipment List

Creative Services

Art Director
Over 10 Graphic Designers
Macintosh (state of the art workstations)
PC (state of the art workstations)
2 Scan Stations (flatbed scanners)
Ricoh 600 Color Printer
QuarkXPress
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Acrobat
Over 60,000 Stock Images

IT Department

9 Mac Servers
9 HP Servers
30+ Mac Computers
Gigabit Network "Redundant Storage Servers"
5 Terabytes of Storage
30 Month On-Line Digital File Archive
LTO Tape Backup (perpetual)

Pressroom

Heidelberg Speedmaster 74-8 (8 color perfecting press + in-line coater)
Heidelberg Speedmaster 74-8 (8 color perfecting press)
Heidelberg Speedmaster 74-6 (6 color perfecting press + in-line coater)
Heidelberg Quickmaster 52 (4 color press)
Heidelberg Quickmaster 46 (2 color press)
Hamada 660 Duplicator (2 color press)

Pre-Press

Macintosh (state of the art workstations)
PC (state of the art workstations)
Oris Color Tuner Pro (digital contract proofing system)
2 Epson Stylus Pro 9800 Proofing Engines (8 color UltraChrome pigment-based inks)
HP 5000 Digital Imposition Color Proofer (6 color die-based inks)
Fuji Saber Luxel Vx9600 Dual Violet Laser Internal Drum Platesetter (press match)



Heidelberg Delta Rip & Pro Hercules Imagesetter
Olec Ovac OV33HD Plate Frame (analog exposing unit)
Fuji PS-850-NB Plate Processor (analog)
Fuji FG-950E Film Processor (analog)

Equipment List

Bindery

2 MBO B-23 (continuous folders)
MBO B-16 (pile feed folder)
Stahl 26" (continuous feed folder)
Stahl 30" (continuous feed folder)
Polar 36" (cutter)
Polar 45" (cutter)
2 Wohlenberg 36" (cutters)
Heidelberg 6-Pocket Stitchmaster
30" Cylinder (die-cutting press)
High Speed Automatic (shrink wrapping machine)
Drill Press

Digital Laser/Color/Mailhouse

Ricoh Pro C900 Digital Press (4 color + variable data capability)
Xerox Nuvera 100 (single color – black)
Xerox Docup rint 115 (single color – black)
Scitex Inkjet 5200
Kirk Rudy Inkjet
Bell & Howell Mailstar 500
MailCrafter Inserter 9800
Kirk Rudy Tabber 535
PC Data Stations
Postal Soft Business Edition
FileMaker Pro
Office XP
Docuform
Shipping
UPS World Ship Network
US Postal Service Network
Freight Company Network



Graphic Design Rates – Appendix D

Graphic Design Rates

TYPE	DESCRIPTION	EXAMPLE OF CITY PROJECTS CATEGORY	RATE PER HOUR	OVERTIME RATES PER HOUR
A. Original Creative Design (creative director)	Creative brainstorming, original new ideas, multiple composite sketches	Brochures, flyers, ads	■	■
B. General Graphic Design (graphic designer)	Creating original layouts in the spirit of an existing project or look	Announcements, banners, cards, newsletters	■	■
C. General Layout (production artist)	Typesetting, revisions, edits and basic layout, files prep...billed in 15 minute increments	Business forms, stationery forms, time sheets	■	■
D. Full color digital proofs	Prepared for print projects if necessary; folding mock ups		■ 8.5"x11" page	
Digital PDF proofs			No charge	



Delivery Pricing

Delivery Pricing

Pricing Schedule for Deliveries/Pick-up:

All delivery at [REDACTED] per round trip (see below)*

Name of Company Bidding:

PSB Integrated Marketing

Cost to run scheduled delivery to/from Costa Mesa City Hall once per work day
Daily charge (if any)

Cost to run scheduled delivery to/from Costa Mesa City Hall twice per work day
Daily charge (if any)

Pick up or delivery to Costa Mesa City Hall on demand One way trip/job

Pick up and delivery to Costa Mesa City Hall on demand Round trip cost/job

Pick up or delivery to delivery to other city facilities (within CM city limits) One way trip

Expediting charge for 4 hour delivery, if any Per job

Expediting charge for 1 hour (or while you wait delivery), if any Per job

Overtime costs to run jobs after regular hours (to be billed in 15 minute increments) Per hour

Please attach additional pricelist for other services you may offer, such as wide format printing and plotting, blueprint reproductions, banners and posters, etc.

****PSB utilizes many technologies in order to decrease the need for hard copy, in-person meeting time and proofing requirements; such as PDF transmission, FTP upload capabilities for large file transmission, Skype for virtual meeting and GoToMeeting. We also offer password protected access to our Client eSource Center to expedite PDF proofs, order records, and more. We strive toward and do feel there will be the need but on a minimum basis for delivery services.**



Bidding Job Samples: (per attachment 2 of RFP)

Bidding Job Samples

No.	Description	Bid Prices*	Bid Prices*
Job #1	Recreational Guide – Cover+ 28 pages text (8.5"x11")		
	Standard Lead Time: <u>10</u> days	██████_	Rush Lead Time: <u>5</u> days ██████_
Job #2	Weekly CEO Briefings – 9 pages (8.5"x11")		
	Standard Lead Time: <u>3</u> days	█ █████_	Rush Lead Time: <u>2</u> days █ █████_
Job #3	Building Handout – 1 page (8.5"x11")		
	Standard Lead Time: <u>1</u> days	█ █████_	Rush Lead Time: <u>1</u> days █ █████_
Job #4	Recruitment Brochure – 4 pages (8.5"x11")		
	Standard Lead Time: <u>2</u> days	█ █████_	Rush Lead Time: <u>1</u> days █ █████_
Job #5	Fireman’s Presentation Education Brochure – 24 pages (5.5"x8.5")		
	Standard Lead Time: <u>6</u> days	██████_	Rush Lead Time: <u>3</u> days ██████_

Names & Titles of Corporate Board Members

(Also list Names & Titles of persons with written authorization/resolution to sign contracts)

Names	Title	Phone
██████████	President	██████████
██████████	Secretary	██████████

Authorized to Sign Contract _____

Federal Tax Identification Number: ██████████ _____

City of Costa Mesa Business License Number: _____
(If none, you must obtain a Costa Mesa Business License upon award of contract.)

City of Costa Mesa Business License Expiration Date: _____

Appendix C

EX PARTE COMMUNICATIONS CERTIFICATION

Please indicate by signing below one of the following two statements. Only sign one statement.

I certify that Proposer and Proposer's representatives have not had any communication with a City Council member concerning the Graphic Design Services RFP at any time after December 22, 2011.

OR

I certify that Proposer or Proposer's representatives have communicated after December 22, 2011 with a City Councilmember concerning the Graphic Design Services RFP. A copy of all such communications is attached to this form for public distribution.

Appendix E

DISQUALIFICATION QUESTIONNAIRE

The Contractor shall complete the following questionnaire:

Has the Contractor, any officer of the Contractor, or any employee of the Contractor who has proprietary interest in the Contractor, ever been disqualified, removed, or otherwise prevented from bidding on, or completing a federal, state, or local government project because of a violation of law or safety regulation?

Yes _____ No _____

If the answer is yes, explain the circumstances in the following space.

Appendix F

DISCLOSURE OF GOVERNMENT POSITIONS

Each Proposer shall disclose below whether any owner or employee of the firm currently hold positions as elected or appointed officials, directors, officers, or employees of a governmental entity or held such positions in the past twelve months. List below or state "None."

NONE



Live Sample Description

*Live Sample
Description*

1. Saddleback Memorial Foundation

Note Card and Matching Envelope Design

Services: concept and design

2. Shimano American Corporation

5.5"x8.5" – 36 Page Booklet

Services: all photography, concept and design

3. Hoya Federal Credit Union

6"x9" Die Cut Self Mailer with Insert

Services: concept and design, print and mail

4. Wyland Galleries

A. 11"x6" Postcard

Services: concept and design, print and mail

B. 6 Page Direct Mail Brochure

Services: concept and design, print and mail

5. Newport Medical Physician

Letterhead (part of complete stationery package)

Services: new logo, concept and design

6. Northwest Federal Credit Union

24 Page – 8.5"x11" Newsletter

Services: concept and design, print and mail

7. Parker Aerospace – Air & Fuel Division

4 Page – Quarterly Newsletter

Services: new logo, concept and design

8. Soundcoat

4 Page Newsletter with Insert

Services: client directed design, layout

9. CUNA Council

6 Page Conference Brochure

Services: concept and design

10. ITL Laboratories

6 Page Brochure

Services: concept and design, website design



Live Sample Description

*Live Sample
Description*

11. Area 51-ESG, Inc.

6 Page Line Card

Services: concept and design

12. Anaheim Visitors Bureau & Convention Center

16 Page Event Program

Services: client directed design, layout

13. PSB, Litho Division

16 Page Marketing Brochure

14. Take Two Sportswear

Cover + 8 Page Catalog

Services: all photography, concept and design

15. In-Between Sportswear

40 Page Event Program

Services: logo, design, and layout

16. Team Up for Down Syndrome

40 Page Event Program

Services: logo, design, and layout

17. MESA, Soccer Agency

Pocket Folder

Services: logo, concept and design

EVALUATION DOCUMENTS

This section shows evaluation instructions, meeting agenda(s), evaluation forms, reference check letter, negotiation check list, evaluation committee member statement and suggested interview questions.



Evaluation Committee Agenda

Team: Graphic Design

Process/Project: Contracting City Services

Date: February 27, 2012

Time: ?

Place: ?

Meeting Facilitator: [REDACTED]		
Evaluators and Other Attendees:		
[REDACTED]	[REDACTED]	
[REDACTED]		
[REDACTED]		
[REDACTED]		Resource: [REDACTED]

Time	Agenda Topics:	Person Providing Information:
	Review Action Items	[REDACTED]
	Topic 1: RFP Schedule of Events	Committee
	Topic 2: Evaluation Instructions	[REDACTED]
	Topic 3: Member Statements	[REDACTED]
	Topic 4: Evaluation Forms & Scores	[REDACTED]
	Topic 5: Interviews Forms, Scores & Questions	[REDACTED] & Committee
	Topic 6: Reference checks & Questions	[REDACTED] & Committee
	Topic 7: Negotiation checklist	[REDACTED]
	Topic 8: Overall Pre-Award Selection Process	[REDACTED]
	Identify Items for Evaluation Committee	Committee



**CITY OF COSTA MESA
FINANCE DEPARTMENT
INTEROFFICE MEMORANDUM**

**BOBBY YOUNG
FINANCE & IT DIRECTOR**

TO: EVALUATION COMMITTEE
FROM: [REDACTED], RFP FACILITATOR
DATE: February 8, 2012
SUBJECT: *EVALUATION OF GRAPHICS*

You have been chosen for the evaluations of the following proposals:

1. Trailer Park
2. Jovenville, LLC dba We the Creative
3. PSB
4. Sir Speedy
5. RICOH

Attached is an evaluation template you will be using for each proposal that will be distributed to you. For each criterion, enter the number in the score box based on the following scale:

- 0 - (Zero) Criterion was not address at all.
- 1 - Unacceptable
- 2 - Below Average
- 3 - Average
- 4 - Above Average
- 5 - Exceptional

You should evaluate the proposal independently and each proposal is to be evaluated against RFP requirements. If you need further clarification, do not contact the proposer but e-mail your questions to me instead.

After your review, please forward your evaluation sheets to me not later that than February 23, 2012, so I can summarize your scores. The Proposal Evaluation meeting will tentatively be held on Monday, February 27, 2012, to discuss the scores given to each proposal and develop a team score. I'll confirm the date and time via email by the end of the week.

If you have any questions regarding this process, please call me at [REDACTED] or email me at [REDACTED]. Thank you for your participation and cooperation in this project.

Distribution:

[REDACTED]

GRAPHIC DESIGN SERVICES

EVALUATION COMMITTEE MEMBER STATEMENT

Request for Proposal:

GRAPHIC DESIGN SERVICES

You have been asked to participate in the evaluation of proposals that have been received as the result of the competitive solicitation referenced above. A proposal was received from each of the companies listed on the attached Inter-Departmental Communication dated February 8, 2012.

It is essential that the integrity of the evaluation process be maintained to insure that each Proposer is given fair and equal consideration. Your knowledge of and/or past or current association with particular firms and/or individuals must not influence your evaluation. The proposals and any subsequent respective clarifications and/or negotiations must stand alone, and you are required to be particularly objective and guard against any tendency to favor a particular firm or individual. (This does not mean that you are to ignore past or current experiences with a particular firm in which goods or services they supplied to the City were sub par.)

You are required to report to Purchasing, any actual or potential conflict of interest and the nature of the conflict. (You personally, or if your spouse or child has or had any association or interest with the business entity or any principal employee of the business entity.)

An additional consideration is the need to maintain confidentiality during the evaluation regarding the contents of the Proposers' responses, as well as the proceedings of the evaluation committee. Any inquiries regarding the evaluation of this particular solicitation must be directed to [REDACTED].

You are asked to read and sign the following statement:

I have read, understand, and agree to the above, and I will adhere to the policies presented. I know of no conflict of interest on my part, nor have I accepted any gratuities or favors from Proposers, which would compromise my objectivity. I have no personal interest in seeing that a specific Proposer is awarded a contract. I shall keep all evaluation proceedings in strict confidence prior to contract award. I will do my best to base my recommendation for contract award solely upon the evaluation criteria in the solicitation and each Proposer's response.

Committee Member Signature _____ Date _____

Printed Member Name _____

Please sign and return this form to [REDACTED] immediately upon receipt.

Best Regards,

[REDACTED]
[REDACTED]
City of Costa Mesa
[REDACTED]
[REDACTED]

EVALUATION FORM

PROPOSER:

Scores are given from 0 - 5 points indicating:
 0 - the criterion was not addressed at all
 1 - unacceptable
 3 - acceptable
 5 - exceptional

		RATER	
WEIGHT	CRITERIA		SCORE
25	Qualifications of Entity and Key Personnel: Includes ability to provide the requested scope of services, the Proposer's Financial capacity, recent experience conducting work of similar scope, complexity, and magnitude for other public agencies of similar size, references.		
	Comments:		
10	Approach to Providing the Requested Scope of Services: Includes an understanding of the RFP and of the project's scope of services, knowledge's of applicable laws and regulations related to the scope of services.		
	Comments:		
50	Price Proposal: Price Proposal will be evaluated on the bases of the Total Estimated Annual Price submitted in Appendix D.		
	Comments:		
15	Innovative and/or creative approaches to providing the services that provide additional efficiencies or increased performance capabilities.		
	Comments:		

**Proposal Interview for the
Graphic Design Services RFP
For the City of Costa Mesa**

Friday, March 30, 2012
City of Costa Mesa
1st Floor Conference Room 1A
Civic Center
77 Fair Drive
Costa Mesa, CA 92626

PSB

2:15PM - 2:45PM

[Redacted]

Trailer Park

3:00PM - 3:30PM

[Redacted]

We the Creative

3:45PM - 4:15PM

[Redacted]

Panel Members

[Redacted]

NOTE: Please do not contact any Panel Member, Council Member, Employee or Consultant working with the City of Costa Mesa prior to receiving written notification regarding the outcome of this process.

RFP Facilitator

[Redacted]

CITY OF COSTA MESA GRAPHIC DESIGN SERVICES INTERVIEW QUESTIONS

1. Grasp of the Project

- a. Describe your understanding of the City's Graphic Design services.
- b. Describe your understanding of the Costa Mesa and your relationship with them.
- c. To be successful, should the scope of the project be limited to the scope of services requirements? If not, what else should be included and why?

2. Approach and Work Plan

- a. Describe your approach and work plan for creating a transition with the city's including specific deliverables.
- b. What are the issues that you have experience in past implementations?
- c. Describe the City's responsibilities, requirements, supporting efforts needed in meeting your effort and delivery of services.
- d. What is the normal support you provide to clients with similar contracts (i.e., technical support for implementation/integration and trouble shooting of services)? Is this reflected in your schedule of cost?
- e. Describe your support outside of our primarily requirements.
- f. How will you comply with the city during emergency situations?
- g. Are you willing to be flexible with your schedule? If so, how will that affect your cost?

3. Qualifications and Experience

- a. Describe your firm's competence, support staff, turnover and willingness to adjust to specific needs.
- b. Of contracts that you have been awarded in the past, what percent have stayed within the proposal cost? Briefly describe the reason(s) for cost deviation on other similar projects/services.
- c. Describe one or two engagements where your firm may have had difficulty and explain why. How was it resolved?
- d. Is any portion of this service sub-contracted out?
- e. In order to facilitate the financial responsibility, City of Costa Mesa will request and evaluate Dun & Bradstreet (D&B) business analysis report form the prospective firm. If the financial information available through D&B is not sufficient to complete a satisfactory review will your firm offer to bring its latest completed comparative financial statement?

4. Please describe any additional cost as it relates to response time, emergency call outs and any other items we need to be aware of.

ATTENTIVE LISTENING SKILLS

- Be motivated to listen
- If you must speak, ask questions.
- Be alert to nonverbal cues.
- Let them tell the story.
- Do not interrupt when they are speaking.
- Fight off distractions.
- Do not trust your memory. (We will have a recorder at these interviews)
- Listen with a goal in mind. (I.e. how well will I work with these people.)
- Look at them in the eye.
- React to the message, not the person.
- Don't get angry.
- Remember, it is impossible to listen and speak at the same time. Poor listeners tend to concentrate on what they have to say rather than on what their counterpart is saying, and they use their listening time preparing for their next turn to speak.
- Listening is not a passive role for this acquisition.



Evaluation Committee Interview Agenda

Team: Graphic Design

Process/Project: Contracting City Services

Date: March 30, 2012

Time: 2:00 pm

Place: City Hall, Room 1A

Meeting Facilitator: [REDACTED]	
Evaluators and Other Attendees:	
[REDACTED]	
[REDACTED]	
[REDACTED]	
[REDACTED]	Resource: [REDACTED]

Time	Agenda Topics:	Person Providing Information:
	Review Action Items	[REDACTED]
	Topic 1: Interview Agenda	[REDACTED]
	Topic 2: Interview Questions	[REDACTED]
	Topic 3: Evaluation Forms	Committee
	Topic 4: Proposal Scores	[REDACTED] & Committee
	Topic 5: Reference checks	[REDACTED]
	Topic 6: DnB Summaries	[REDACTED]
	Identify Items for Negotiation	Committee

GRAPHIC DESIGN INTERVIEW EVALUATION

Evaluation Criteria	Maximum Score
---------------------	------------------

Grasp of the project	
Requirements including	15 Points
Identification of critical Elements and key issues.	
Approach and Work plan for the project,	
Including innovative Approaches	25 Points
Qualification and experience	
Of the Project manager, other	25 Points
Key individuals	
Communication skills of	
Personnel	20 Points
Quality of the overall	
Presentation	15 Points
Subtotal	

Response to key questions Points

Total

COMMENTS: _____

Rated By: _____



Evaluation Committee Agenda

Team: Graphic Design

Process/Project: Contracting City Services

Date: Tuesday, May 22, 2012

Time: 11:00


Place: 5A

Meeting Facilitator: [REDACTED]		
Evaluators and Other Attendees:		
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]

Time	Agenda Topics:	Person Providing Information:
	Review Action Items	[REDACTED]
	Topic 1: RFP Schedule of Events	Committee
	Topic 2: Scores: Proposal & Interview	[REDACTED]
	Topic 3: Evaluation Team Comments	[REDACTED]
	Topic 4: References	[REDACTED]
	Topic 5: DNB & Financial Summary	[REDACTED]
	Topic 6: Management Staff Report Template	[REDACTED]
	Topic 7: Negotiation checklist	[REDACTED]
	Topic 8: Overall Pre-Award Selection Process	[REDACTED]
	Identify Items for Evaluation Committee	Committee

REFERENCE CHECKS

This section provides a summary showing a list of respondent with their responses to the City's reference check.

CONTRACTOR		TRAILER PARK
Respondent	City of Santa Monica 	<i>No Response Received</i>
What type of work did they do for you?	Created promotional campaign for introduction of new fare media (passes). Latest contract for campaigns to create online ad sales material, introduce new technologies (on hold), as well as promote public transportation to schools (UCLA and SMC)	Advanced Micro Devices (AMD)
Annual Cost	First contract - \$60,000.00, Current - Up to \$225,000.00 if all FY options renewed	Universal Studios Hollywood
How would you rate this consultant on	3	
On Timeliness?	4	
On Problem Responsiveness?	4	
On Quality of Service?	5	
On Attitude of Personnel?	5	
If you had to go out and bid today for a similar project, would you choose this firm again?	After the first contract ran, we did select them for the latest group of projects	
What are the strengths about this firm?	Team approach. Experience with entertainment well translated to public service campaigns.	
What are the weaknesses of this firm?	Occasional delays because of team approach and logistics of availability of team members. Always communicates and works with us to resolve or address timeliness concerns.	
Did they exceed their proposal cost?	No	
If so, by how much?	n/a	
If applicable, do you feel the exceeded costs were justified?	n/a	
Additional Comments		

Graphic Design

CONTRACTOR		PSB				
Respondent	Aitken, Aitken & Cohn Law	City of Mission Viejo	Contra Costa Water District	Northwest Federal Credit Union	WESCOM	No Response Received
What type of work did they do for you?	Firm & Annual "Verdict" Brochures, invites, announcements, letterhead-designed new w/firm name change	They print 38,000 copies of 6 magazines/recreation guides annually.	Graphic design and all sorts of printing	PSB designs, prints, and mails our quarterly magazine, as well as a variety of ongoing projects such as posters, statement inserts, direct mail	We work with PSB on a number of projects. Although we have a full-service marketing dept, we partner with them on any overflow design requests or if we're looking for a fresh approach to something. We also use their mail house for all marketing mailing.	Beach Cities Health District
Annual Cost		\$102,394 annually (2 year contract)	Contract runs about \$130,000 per year			Discovery Science Museum Shimano
How would you rate this consultant on	5	4	4	5	3	
On Timeliness?	5	5	5	5	5	
On Problem Responsiveness?	5	5	5	5	5	
On Quality of Service?	5	5	5	5	5	
On Attitude of Personnel?	5	5	5	5	5	
If you had to go out and bid today for a similar project, would you choose this firm again?	Yes, unless someone came back with extremely low rates & same quality - PSB is hard to beat w/respect to total picture	Yes, assuming their price was competitive with other bidders.	Yes	Definitely	Yes, we have a great relationship, their service is stellar and they've always been able to work without tight deadlines.	
What are the strengths about this firm?	See previous page	Excellent customer service, first class operation-professional, timely (always before deadlines!) Highly recommend!	1.Very reasonable costs, we have had them on contract for 3 years and they are always the lowest bidder 2. Excellent customer service. Natalie is our point of contact and she is on top of it	Top notch customer service reps, high quality design and printing. Affordable rates.	They have a very firm understanding of the credit union industry needs and always provides great service.	
What are the weaknesses of this firm?	If you call it a weakness-I don't really however, they are so on top of new trends & we are traditionalists, they come up w/different modern, cute, trendy things we usually reject	I can't think of any	Wish they were closer geographically. We are in Northern California	I can't think of any. I've worked with them daily for 6+ years and am quite satisfied with their service, price, and quality of work.	If we had to state some sort of opportunity for improvement, we'd say it's often due to the fact they're looking at ou-of-the-box ways of marketing conservative bank products. Would love to see more of that.	
Did they exceed their proposal cost?	They NEVER have, however, we hve with numerous changes-its pays to be perfect	No	Only in cases where we had excessive changes or re-makes. In those cases, we discuss costs ahead of time.	Northwest Federal Credit Union	They always come within our budget.	
If so, by how much?	n/a	n/a	Cannot remember. We've had them for 3 years	n/a	n/a	
If applicable, do you feel the exceeded costs were justified?	Yes, it was our doing	n/a	Yes, we are very happy with PSB	n/a	Yes, if it's more than what we expected, the reasons are clear and always justified. It's never a surprise though, if it's more.	
Additional Comments						

Graphic Design

CONTRACTOR		dba WE THE CREATIVE JOVENVILLE, LLC			
Respondent	John Wayne Airport	CSU Fullerton	OC Waste & Recycling	City of Irvine	No Response Received
What type of work did they do for you?	Design & production of annual reports for last 4 years. Just started this year's report.	Graphic Services, event invitations, printed programs, letterhead, logo development		-Produced Annual Reports for the City of Irvine for 2005 and 2006 -Helped create visual campaign for Irvine Police recruiting campaign	Omnitrans
Annual Cost	\$45,000 annual			can't recall	OCTA
How would you rate this consultant on	5	4	5	5	OC Waste & Recycling
On Timeliness?	5	5	5	5	
On Problem Responsiveness?	5	5	5	5	
On Quality of Service?	5	5	5	5	
On Attitude of Personnel?	5	5	5	5	
If you had to go out and bid today for a similar project, would you choose this firm again?	Definitely, we have a great relationship w/ We the Creative (Jovenville).	Unfortunately, no. All graphic services must now be completed by our in-house communications department.	Yes	Absolutely – their creativity and understanding of our constraints and desires was top-notch. They were extremely responsive – and helped create unique, top quality annual reports and campaign collateral.	
What are the strengths about this firm?	Extremely creative, professional, and willing to listen to any ideas, suggestions or concerns.	Creative style, great customer service, easy to work with	-They're a very creative team. They made us look good! -Didn't see add'l input as a problem, very accomodating & professional, staging ahead of time. -Gave us so many options -Offered to debrief us in order to improve our processes going forward.	Their creativity and responsiveness – they worked with us and expanded upon (and made better) our original ideas.	
What are the weaknesses of this firm?	None come to mind - very responsive		Their Copywriter was not as up-to-speed with our industry, but she still did a great job.,	None, in my experience with the company.	
Did they exceed their proposal cost?	No, always on budget	Do not recal	No. They looked for ways to save us money even afr the contract had been negotiated and as a result they came in under budget.	No	
If so, by how much?	n/a	n/a		n/a	
If applicable, do you feel the exceeded costs were justified?	n/a	n/a		n/a	
Additional Comments			Excellent at keeping our project on track even when we weren't. They helped us meet our deadline. They knocked themselves out to bring forth an incredible project under budget. The annual report they did for us has won a few awards. They made the process		

PROPOSAL EVALUATION SCORES

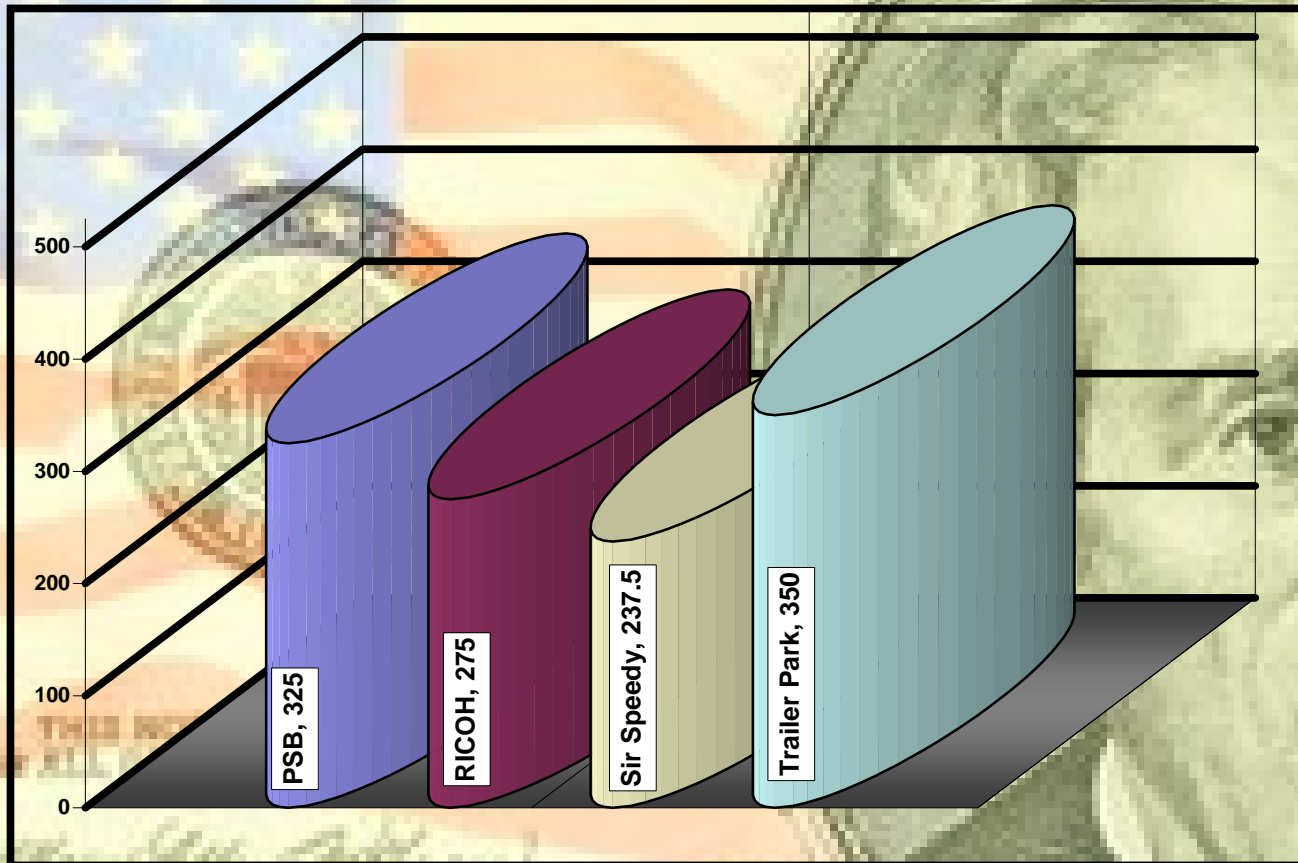
This section provides a matrix of individual's scores and their comments based on the proposal being reviewed. A team evaluation meeting was held to discuss scoring and comments among the panel members.

GRAPHIC DESIGN							
		1	2	3	4		Totals
25		Qualifications of Entity and Key Personnel					
PSB		3	4	3	3	13	325
RICOH		3	3	2	3	11	275
Sir Speedy		3	2.5	2	2	10	237.5
Trailer Park		3	3	4	4	14	350
We The Creative		4	3.5	4	3	15	363
10		Approach to Providing the Requested Services					
PSB		3	4	3	3	13	130
RICOH		2	2	2	2	8	80
Sir Speedy		2	2	1	1	6	60
Trailer Park		3	3	4	4	14	140
We The Creative		3	3.5	3	2	12	115
50		Price Proposal					
PSB		4	5	5	4	18	900
RICOH		3	2	2	2	9	450
Sir Speedy		2	2	2	2	8	400
Trailer Park		4	3	4	4	15	750
We The Creative		3	3	4	3	13	650
15		Innovative and/or Creative Approaches					
PSB		4	3	3	3	13	195
RICOH		0	1	1	0	2	30
Sir Speedy		1	1	1	0	3	45
Trailer Park		2	3	3	3	11	165
We The Creative		3	3	3	3	12	180
Proposers	Proposal	RANK					
PSB	1550.00	1					
RICOH	835.00	4					
Sir Speedy	742.50	5					
Trailer Park	1405.00	2					
We The Creative	1307.50	3					
<p><i>NOTE: These are the revised scores as given during the Proposal Review Meeting on March 6th. The revised scores did not affect the rankings of the top 3 proposer, which the panel recommended for interview. They did impact the rankings of the 4th and 5th proposers in that they switched places. Their proposals fell well below those of the top 3 (more than 400 points below the 3rd ranked proposer), hence they are not being considered to advance to the next phase of the evaluation process at this time.</i></p>							

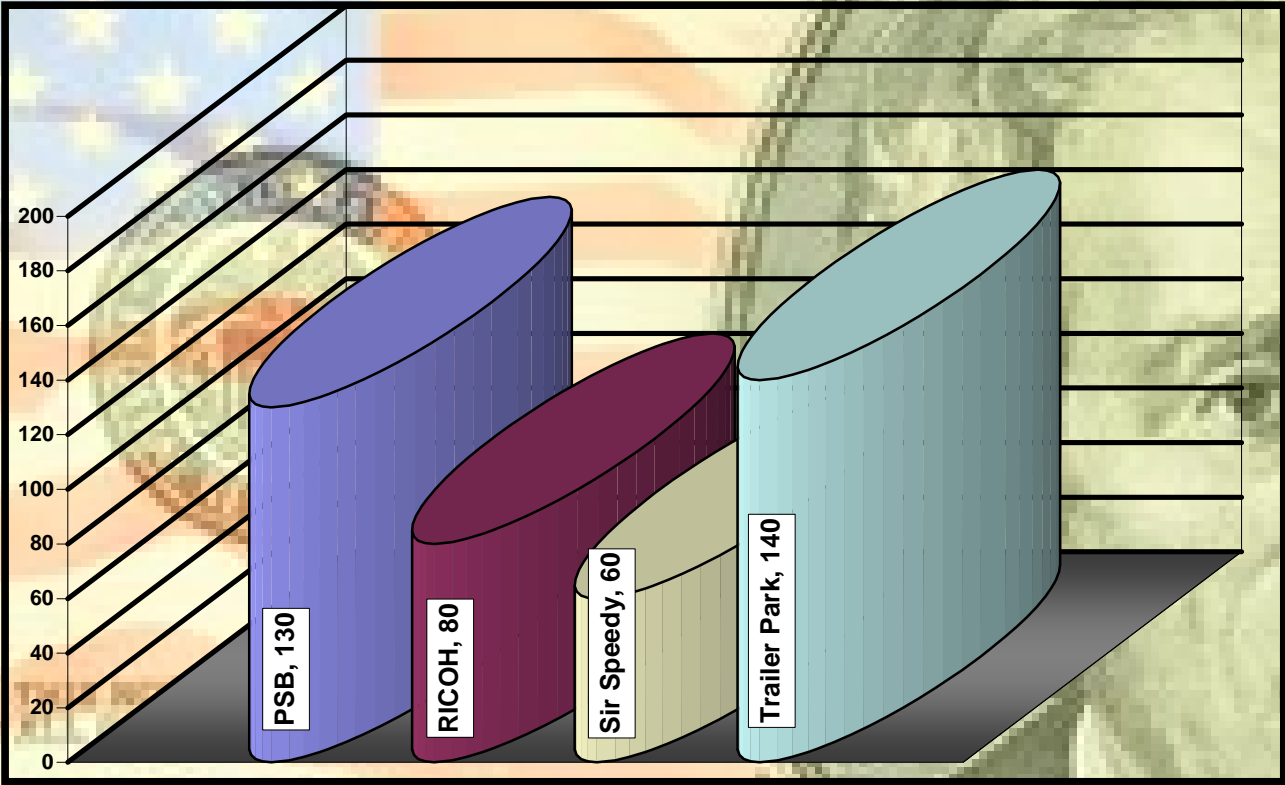
RATER	PBS	RICOH	SIR SPEEDY	TRAILER PARK	WE THE CREATIVE
[REDACTED]	<p>INNOVATION: Good use of technology to avoid meeting costs</p>	<p>APPROACH: '-Response to this RFP was combined with Reprographics RFP -Difficult to Evaluate</p>		<p>APPROACH: -Confused - if they are retaining City Staff on their payroll or is Costa Mesa keeping staff & supplementing with this contractor.</p>	<p>QUALIFICATIONS: -Good public sector references. APPROACH: -Thorough RFP response describing their services. INNOVATION: -Good use of technology</p>
[REDACTED]	<p>QUALIFICATIONS: -Local (Lake Forest) -Has printing & Presentation skill sets. APPROACH: -Understands & wants to retain skill sets developed by Costa Mesa employees. PRICE: -Rates Original - \$100/hr -2General Graphic - \$65/hr -General Layout - \$45 -Proofs - \$2/page 81/2x11" -Delivery - \$35/rt INNOVATION: -Workflow Chart - may retain CM Staff</p>	<p>QUALIFICATIONS: - Assumed rater would also have reprographics services RFP APPROACH: - Assumed Rater would also have reprographics services RFP PRICE: -\$60/hr, Onsite - \$7,131.00 -Assumed Rater would also have reprographics services RFP INNOVATION: -Assumed Rater would also have reprographics services RFP -RICOH wishes to maintain a complete reprographics & graphic design component for the City. Rather than addressing the questions asked in the Graphic Design RFP, they referred back to the Reprographics RFP. -This Rater considers the package incomplete based on every evaluation package needs to stand alone and be complete.</p>	<p>QUALIFICATIONS: - Does not really define key personnel's job skills or rolls in reference projects APPROACH: - Emphasis on printing, not graphics PRICE: -\$60 - Sr. Graphic Designer - seems low INNOVATION: -No creative approach stated -Seems to be geared to join project w/Reprographics RFP. Creative proposal seem way out of line with other proposals. -Staffing expertise not defined to a level that can be evaluated. -Creative approaches not addressed.</p>	<p>QUALIFICATIONS: - Has previously done projects for public agencies and for profit -has financial capacity & good working group for pool of experience. APPROACH: - Understands & provided information concerning similar tuypes of projects PRICE: -Hourly pricing: \$40-\$60/hr INNOVATION: -Working with prior City employees to continue continuity on previous projects. -Well put together package with examples of work and creative approach. -Has worked with Public sector before & understands the needs of a government agency. -A little pricey but these are estimates</p>	<p>QUALIFICATIONS: - Has completed tasks for similar organizations - Public & Private, have plan and strategy APPROACH: - 4D, Board Storing, Retaining staff PRICE: - Range \$55-\$75 INNOVATION: -4D Process - and has tentative schedule for 4 different types of projects. -Has experience in public & private partnership. Examples included unique approach and creative potential.</p>

RATER	PBS	RICOH	SIR SPEEDY	TRAILER PARK	WE THE CREATIVE
<p>APPROACH: -Haven't seen sample work -Designer from all over the world.</p> <p>INNOVATION: -Expressed access to different web-based programs for meetings in exchange of information</p>	<p>APPROACH: -No Samples of work as part of Reprographics RFP</p> <p>PRICE: -Not acceptable on its own. -As part of the Reprographics RFP</p>	<p>QUALIFICATIONS: -National Company</p> <p>APPROACH: -No Samples of work as part of Reprographics RFP</p> <p>PRICE: -Not acceptable on its own. -As part of the Reprographics RFP</p>	<p>QUALIFICATIONS: -A lot of talk about Sir Speedy but not about what Costa Mesa needs.</p> <p>APPROACH: -One individual proposed - what if they're not available?</p> <p>PRICE: -No samples of work -Alternatives to staffing?</p> <p>INNOVATION: -None noted</p>	<p>APPROACH: -5 different "reports" -Web-based tracking</p> <p>INNOVATION: -Nothing Mentioned</p>	<p>APPROACH: -Time lag on sample projects</p> <p>INNOVATION: -None Noted</p>

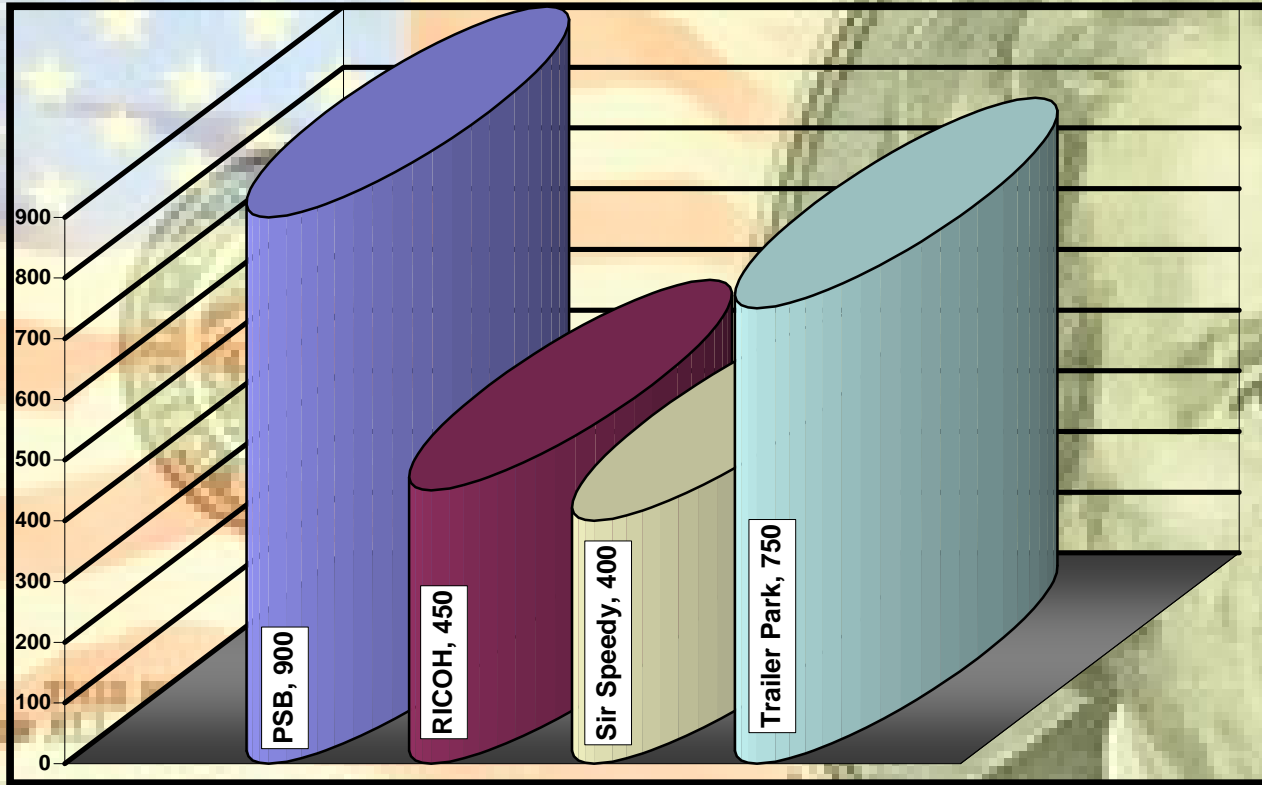
Qualifications of Entity and Key Personnel



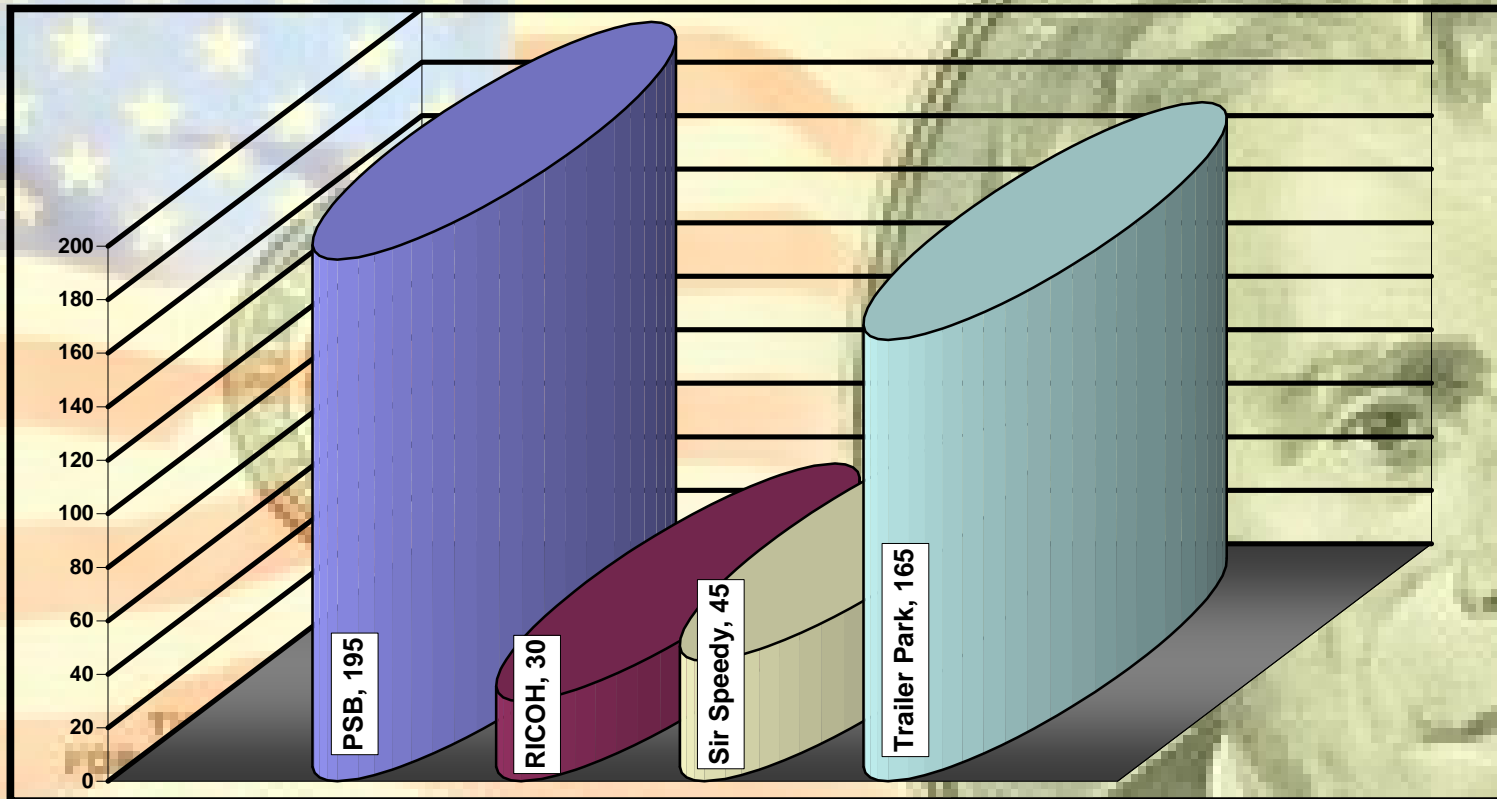
Approach to Providing the Requested Scope of Services



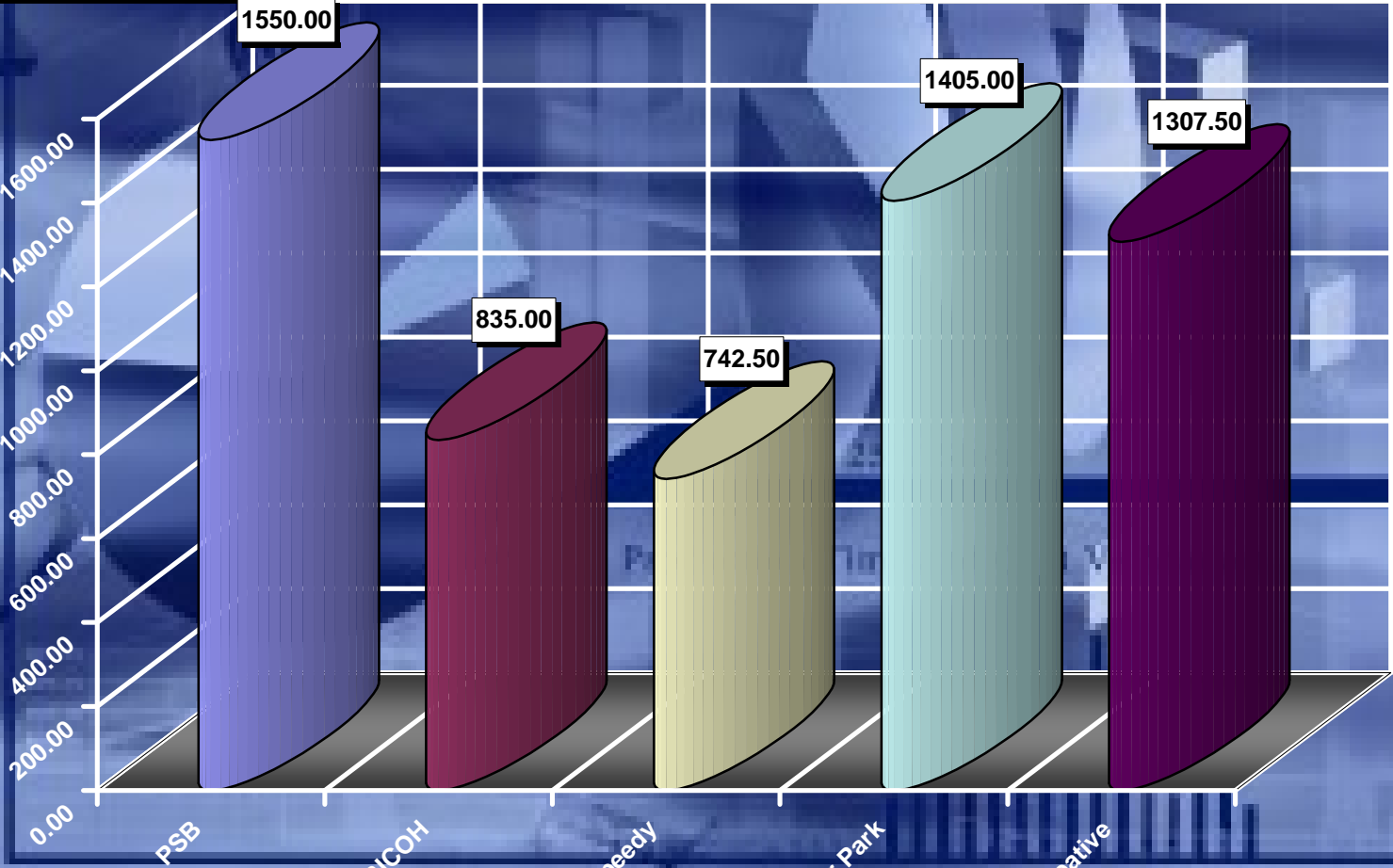
Price Proposal



Innovative and Creative Approaches



Proposal Totals



10,000 100,000 125,000 150,000 200,000

INTERVIEW EVALUATION SCORES

This section provides a matrix of individual panel scores and their comments based on the interview phase. A discussion is held after all interviews to the implementation phase, workforce transition along with monitoring and oversight for a better understanding of success.

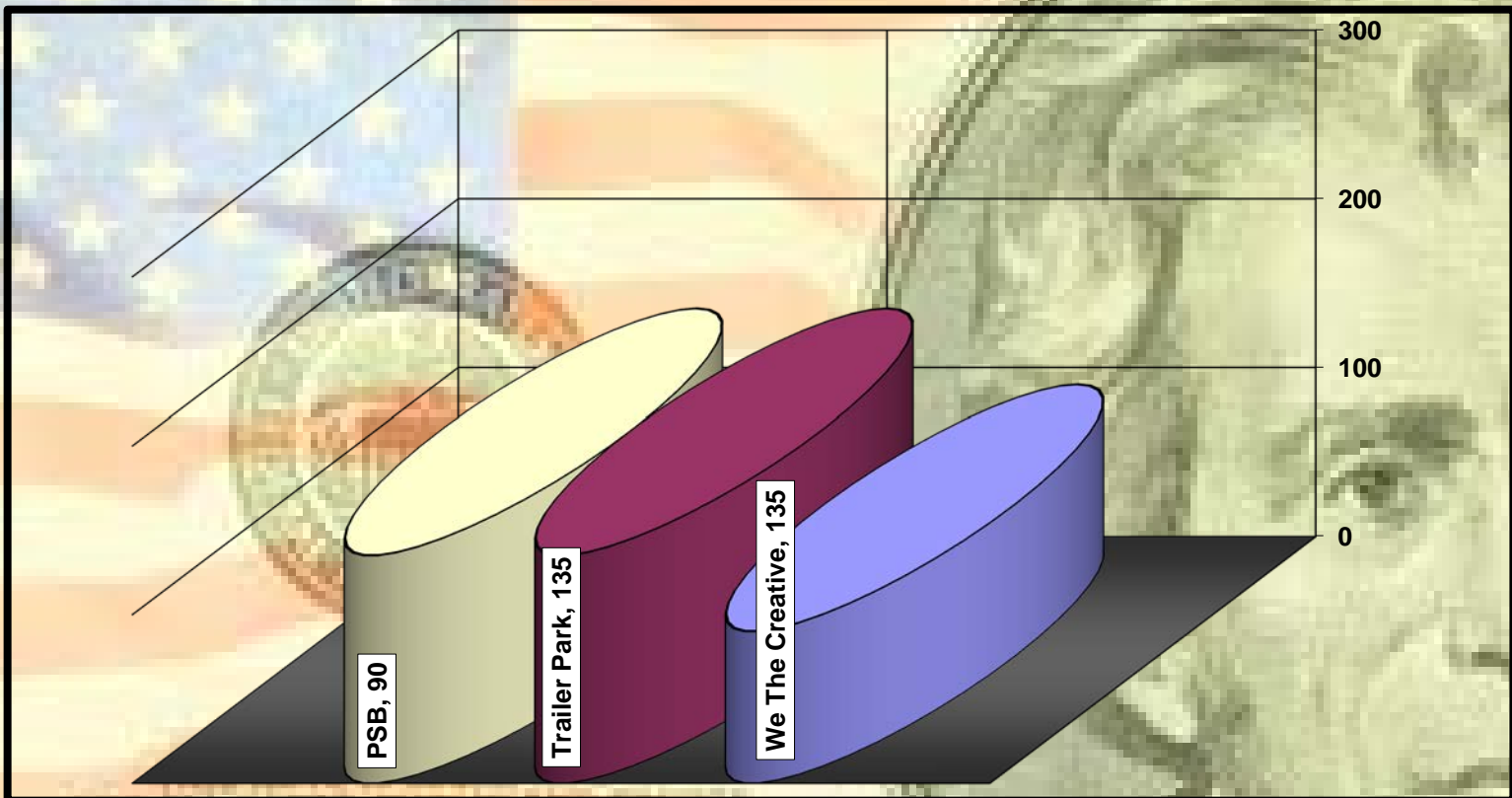
**GRAPHIC DESIGN
Interview Scores**

		1	2	3		Totals	
15		Grasp of Project					
PSB		3	3		6	90	
Trailer Park		5	4		9	135	
We The Creative		5	4		9	135	
25		Approach and Work plan					
PSB		3	3		6	150	
Trailer Park		4	4		8	200	
We The Creative		4	5		9	225	
25		Qualification and experience					
PSB		3	3		6	150	
Trailer Park		5	5		10	250	
We The Creative		5	5		10	250	
20		Communication / Presentation					
PSB		4	4		8	160	
Trailer Park		5	5		10	200	
We The Creative		4	5		9	180	
15		Quality of the overall Presentation					
PSB		3	3		6	90	
Trailer Park		4	4		8	120	
We The Creative		4	5		9	135	
Proposers	Interview	Proposal	Totals	Rank			
PSB	640.00	1550.00	2190.00	3			
Trailer Park	905.00	1405.00	2310.00	1			
We The Creative	925.00	1307.50	2232.50	2			

	PSB	Trailer Park
Rater		
1	<ul style="list-style-type: none"> -Oral presentation lacked spunk -This is a design contract - what do you design? Branding? Government vs. Private 	<ul style="list-style-type: none"> -Hours - flexible, Fees - Retainer/Service Fees -Team & support staff -Brand Stewards -Can absorb staff personnel -Depth of organization - options in presentation
2	<ul style="list-style-type: none"> -Would like to see more samples during presentation. -Communicated about operations well, but not much else. 	<ul style="list-style-type: none"> -Good company, lots of resources, available to do different marketing campaigns. -Idea about retainer, then amount for extra work.
3		

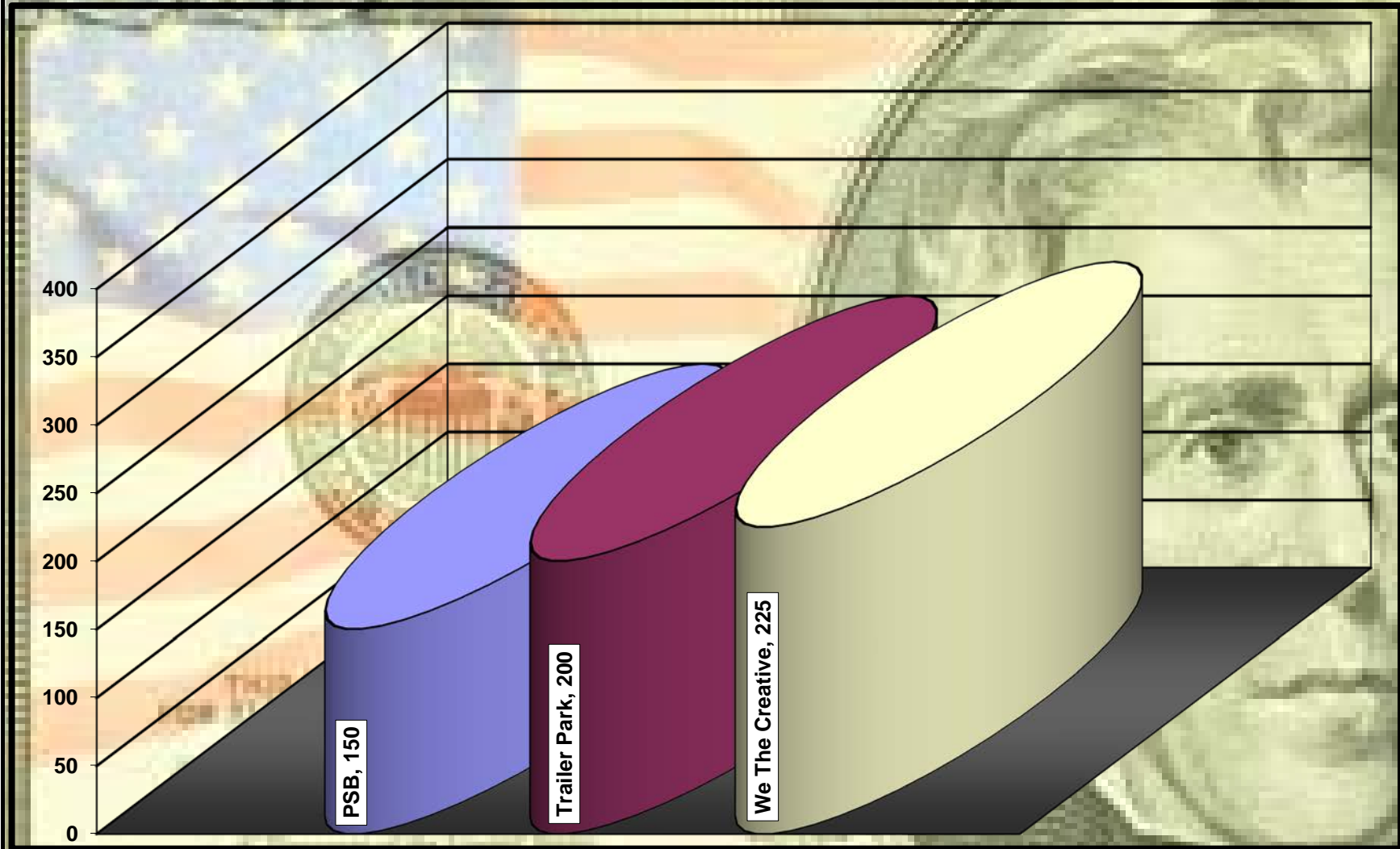
We The Creative
-Understands branding -Local City resident -4D approach, experience w/local jurisdictions and private -excited to work with City
-Local company able to make/create differen concepts. -Lots of subs to choose from for ideas. -Base camp program for tracking and communication.

Grasp of Project

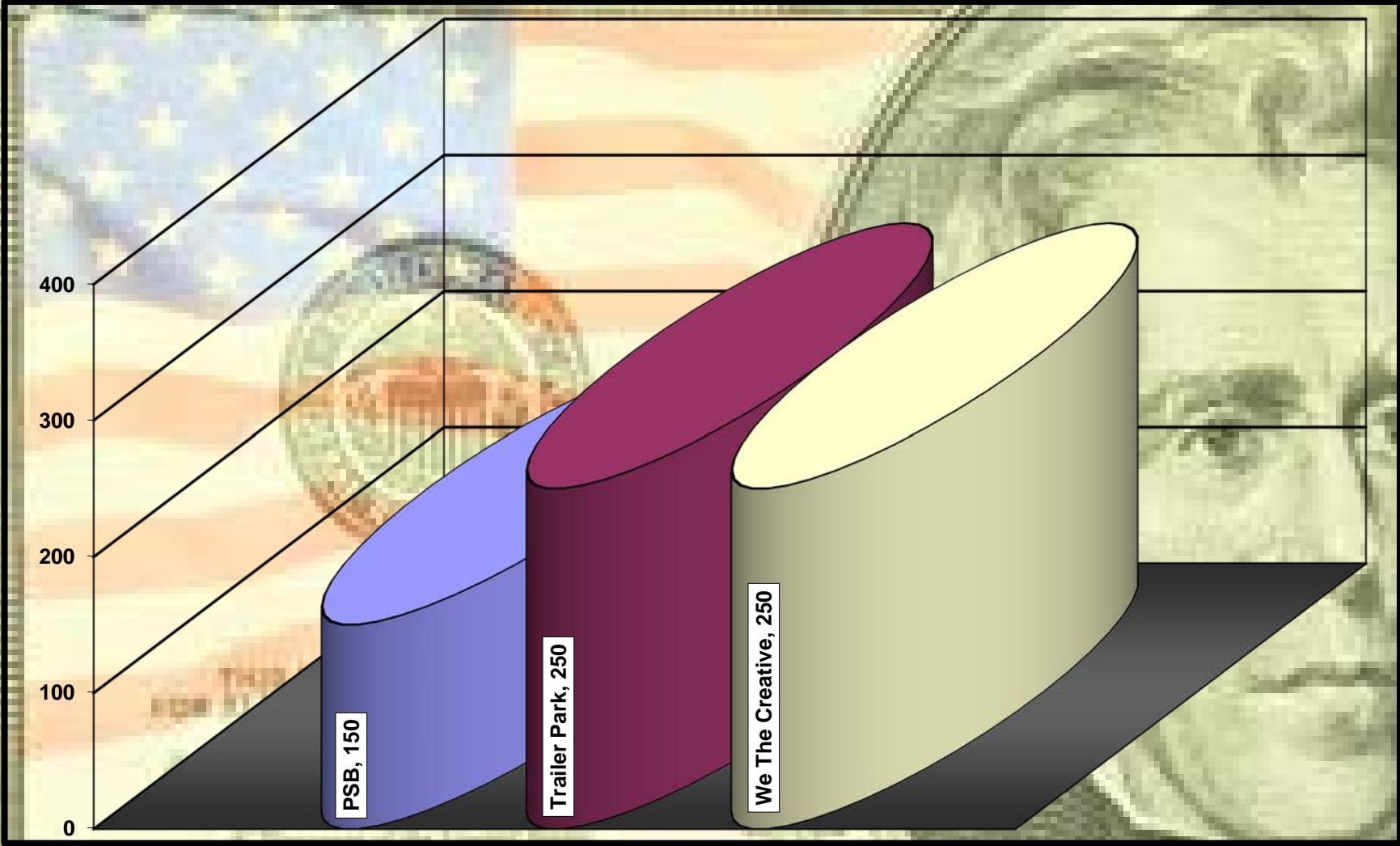


Interviews

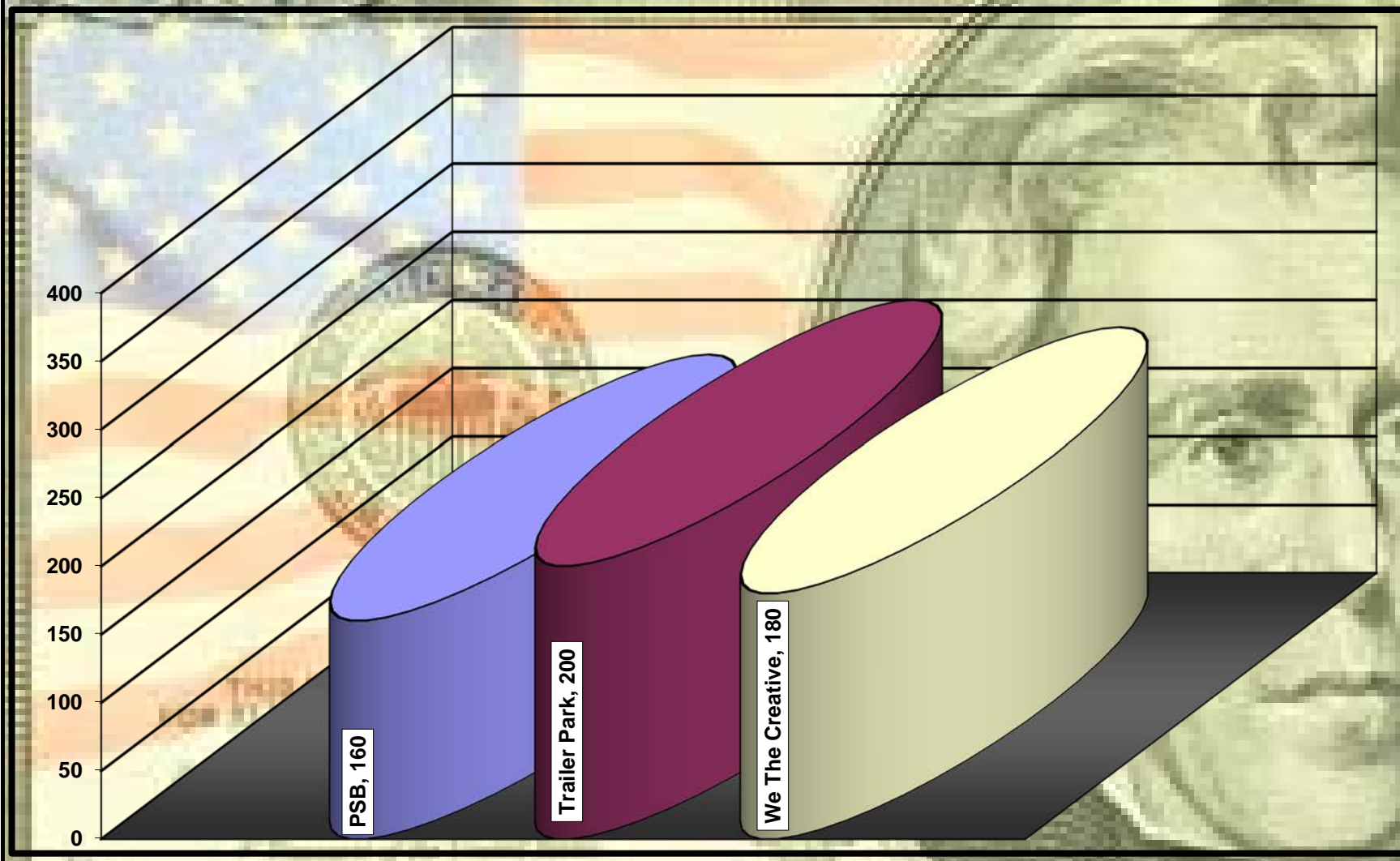
Approach and Work Plan



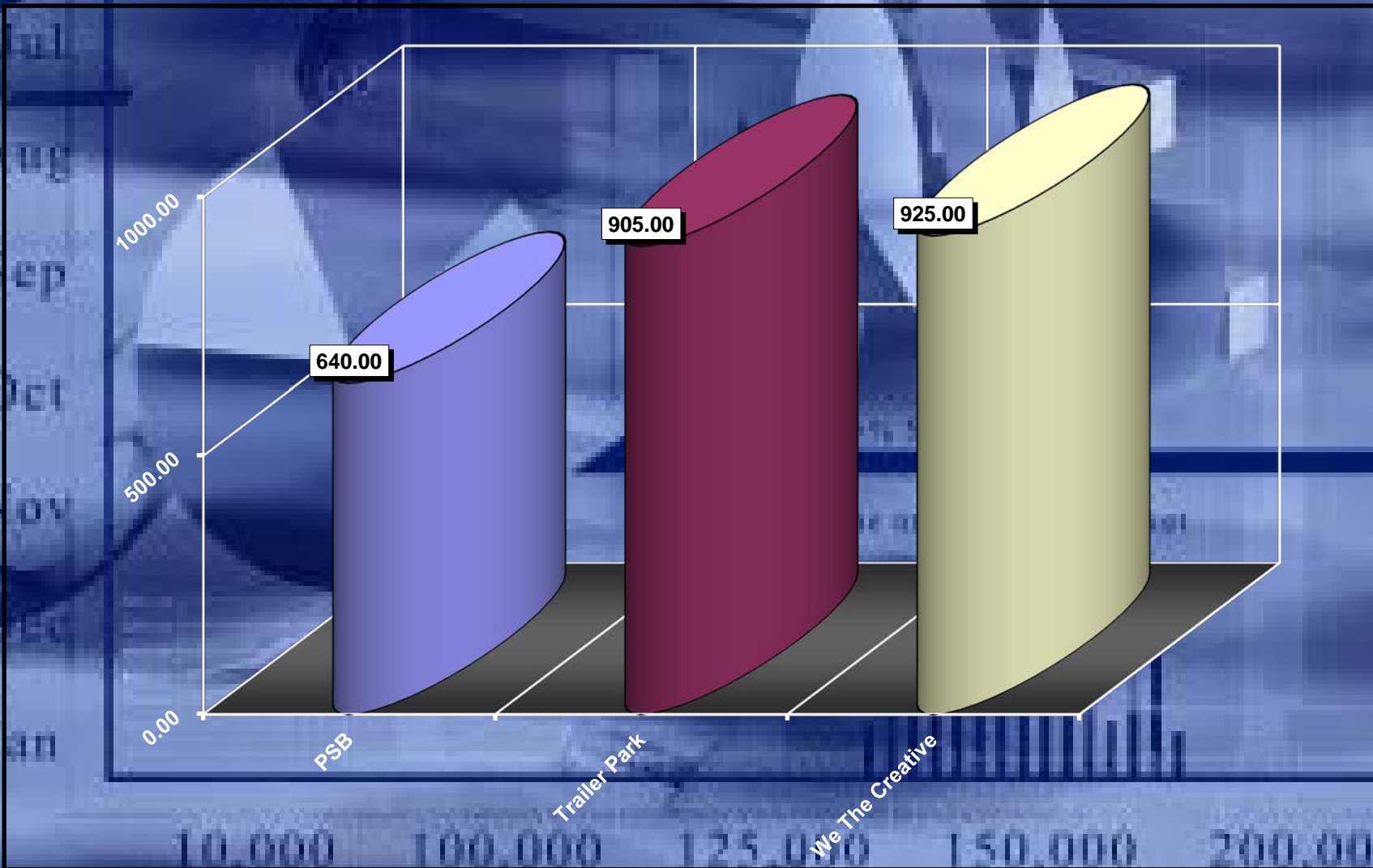
Qualification and Experience



Communication/Presentation



Interview Totals



INTERVIEW MATERIALS

This section provides the material that was used by the proposers in the interview phase to show the interview panel.



Graphic Design Services
Responses to Interview Questions





Introduction

PSB has been serving the communication industry for 21 years. We are a company that grew out of the printing industry. Starting as a commercial printing broker, we evolved to become a single-source resource for a large client base across the United States. At one time we had over 1,000 clients producing over 1,000 projects each month.

We believe that it's important for the City of Costa Mesa to understand that the PSB "DNA" is all about getting things done. We pioneered the quick turnaround project years ago and helped to change how an entire industry views marketing service providers. We adopted technology that allows us to deliver high-quality solutions in the shortest amount of time possible. We streamlined systems and improved communication throughout our organization to make certain that everyone is on the same page.

The result is an organization that thinks holistically. We begin with the end in mind. We see and understand the finish line for each and every product before we start. That perspective comes from years of experience, trial and error, and curiosity in trying to find new and better ways to accomplish things.

We have built our organization around the spirit of "Can Do." In today's day and age, a company like ours has to be creative, fast, and cost-effective. We are.

On behalf of the employees of PSB, thanks in advance for your consideration.



Scan the QR code to meet our staff.
www2.psonline.com/about/personalities



Grasp of the Project

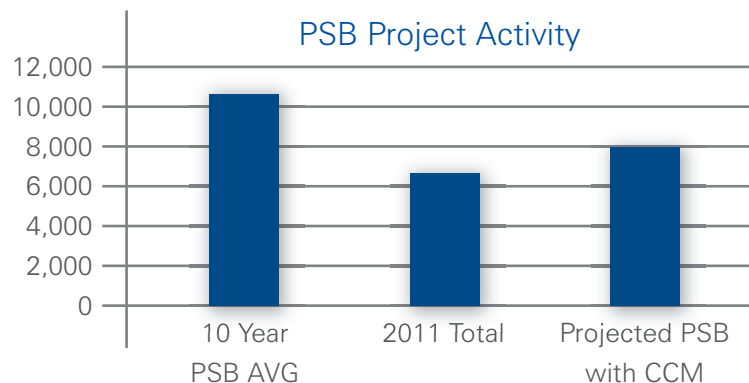
Describe your understanding of the City's Graphic Design services.

Our understanding is that we will be serving a wide range of variables:

- A complex and varied client list
- Multiple departments
- A wide range of individual personalities, styles and expectations
- A wide array of project styles and types – from the simple to complex
- A volume that will average about 100 projects per month

We are also assuming that everything is time sensitive to the person who needs it.

We are uniquely qualified to manage this workload effectively. For the past 10 years, PSB has managed average project loads in excess of 800 projects per month:



For our business to absorb an additional 100 projects per month means an increase of 12.5% to us, well within the scope that we have managed in the recent past. To a smaller firm, this type of growth may lead to a 5x – 10x project increase resulting in infrastructure strains and possible delivery problems.

We have managed programs for trade associations, cities, municipalities and water districts. We have created systems (eSource) to help manage our client communication and have internal software (Virtual Ticket/Job Manager) that keeps our organization humming.

We have created systems within our operation to ensure that oversights are minimized and customer service is maximized using:

- Extensive project management and reporting systems – Virtual Ticket/Job Manager
- Proven Job Folder and trafficking system
- Proprietary client eSource portal for project management, research, data uploads, and more



Describe your understanding of the City of Costa Mesa and your relationship with them.

We see City of Costa Mesa as a progressive city with a brave and creative administration. One that is willing to explore new ways to manage city finances and deliver the highest value to the citizens/taxpayers.

We are in sync with this philosophy and strive to deliver this as a vendor as well.

We don't have any personal or professional relationships with the city now. If selected, you'll learn that we are a great business partner and strive to make our clients look good while making their jobs easier and more efficient.

To be successful, should the scope of the project be limited to the scope of services requirements? If not, what else should be included and why?

We believe our company can add value by providing a single source solution – design, print and mail. This offers the fastest means to the market and reduces cost by eliminating multiple vendor mark-ups. By understanding the complete project flow and deliverability requirements, we can better adjust workflows to meet requirements.

Total project timelines can be reduced an estimated 2-3 days on a typical project.

Additionally, your staff resources are optimized because instead of managing a project over multiple vendors, you now have just one point of contact.

If an option, PSB would like to be considered as a provider of services in the commercial printing and mailing fulfillment areas. If needed in a pinch, we can perform with everything at our disposal.



Approach and Work Plan

Describe your approach and work plan for creating a transition with the city's departments including specific deliverables.

Our goals will be to understand the city's current process, the key players (internal clients) and the scope/volume of each project.

- Phase I** – Initial meetings with key stakeholders at CCM
Evaluate project history
Identify contacts
Understand processes
Understand project approval levels and limitations
- Phase II** – Introduce proposed project system/process to management team
Troubleshoot issues in advance
Agree on steps for sign-offs and problem resolution
- Phase III** – Prepare communiqué/meeting with user groups
Conduct either one on one or group meetings
Implementation/support documentation (contacts, timeline, etc.)
- Phase IV** – Launch Services
- Ongoing** – Regular meetings (weekly, monthly, quarterly)

What are the issues that you have experienced in past implementations?

Most of the issues develop around communication in the following areas:

- Who to talk to about each issue
- What to do if problems arise

We know that despite the best of plans things happen. We recognize that sometimes problems (we like to think of them as opportunities) develop. The key is in knowing which parties can resolve the problems providing clarity to the situation, stopping that problem from occurring again and delivering a positive outcome for this and future projects.



Describe the City's responsibilities, requirements, supporting efforts needed in meeting your effort and delivery of services.

To help us operate at the highest level, PSB needs:

- An understanding of any limitations of responsibility or purchase levels
- The city calendar/plans for communication/project initiatives
- Logistics of sending/receiving files of city projects
- Comprehensive directory of employees, departments, hours, etc. for our city clients
- Invoicing and billing process/procedures (PO per job or open PO system?)

What is the normal support you provide to clients with similar contracts (i.e., technical support for implementation/integration and trouble shooting of services)? Is this reflected in your schedule of cost?

We normally will provide initial coordination/integration at no expense. The only caveat is if there are requirements that you might have that we didn't anticipate resulting in hardware and/or other investment costs.

Describe your support outside of our primary requirements.

Non-product support

As a provider of communication services, we are consistently delivering our clients with intangible resources to enhance their efforts. We attend many conferences and trade shows. Occasionally we speak on the topics of communication and marketing. We can provide training and insight on key areas to the staff at no additional expense.

Other product support

As a single source marketing service provider, we are able to deliver the following products and services outside the scope of this agreement:

- Radio Advertisements
- Multimedia programs
- Direct Marketing (postcards, letters, self mailers)
- Check letters with MICR Imprinting
- Personalized URLs and email campaigns
- Web-site and promotional splash page development



How will you comply with the city during emergency situations?

Project Emergencies

We have a ready and willing workforce and we are not afraid to spend extra hours and days in the service of our clients. Weekends and overtime work are necessary from time to time. We also have a robust freelance network of former employees that we can call upon at any time.

Physical Emergencies

As a company, we have emergency power generation that can provide us with the wherewithal to continue operations when those around us are offline. This has been used several times in the past 12 years during short term electrical outages.

Are you willing to be flexible with your schedule? If so, how will that affect your cost?

Our goal is to meet your expectations. To that extent we can enhance our deliverability to you without incurring any additional cost we will do so. In our business there is no such thing as a typical schedule. We strive to meet all needs at all times. However, on occasion there may be physical limitations to what can be completed. At those times hard decisions need to be made about the cost/benefit of completion.

We hope that we can develop a strong communication base that will allow us to confer with your leadership team on what the best course of action is vis a vis cost implications.



Qualifications and Experience

Describe your firm's competence, support staff, turnover and willingness to adjust to specific needs.

We have a high degree of staff competence. Our designers exceed an average of 8 years of experience with PSB with a combined total of over 160 years professional experience as a team.

As a creative department we have regular meetings to address new and challenging projects. We also subscribe to online training services to help our team continue to grow professionally.

Our creative team is responsible for winning over 200 creative marketing awards in the past 13 years!

We are fortunate to reflect a low turnover rate for our employees. The average tenure of our account staff is 7.5 years and our creative department is approximately 9 years.

Flexibility is our hallmark. We don't succeed unless our clients succeed. We trust that our references supported our work ethic. We do exist to make our clients' jobs easier.

Of contracts that you have been awarded in the past, what percent have stayed within the proposal cost? Briefly describe the reason(s) for cost deviation on other similar projects/services.

We maintain 100% compliance to our contract agreements. When a change takes place, it is generally a result of client priorities and subsequent activities that have changed.

When changes occur, it has generally been a result of:

- 1) Adding more product than the original contract called for;
- 2) Specifications of the product changed at the time it was executed



Describe one or two engagements where your firm may have had difficulty and explain why. How was it resolved?

Over the 21 years being in business, we have experienced minimal difficulties. Our goal is to ensure that we have a happy client that we can work with forever.

We use spell check on all projects. We also visually check all spelling as well.

One case where our process failed, we incorrectly changed a last name from Chriss to Christ. The mistake went through the entire process and into our production department where we printed the annual report with the incorrect name.

Fortunately, it was discovered prior to the annual meeting and we reprinted the project at our expense.

Now we ask our designers to double check all proper names for correct spelling.

When problems arise we step back to analyze what happened and why. Then we create steps to ensure that it doesn't happen in the future.

As I mentioned earlier, the importance of good communication at all stages of a project will dictate the end result. When problems arise they can generally be traced to a failure to clarify, an assumption or an absence of information that is lacking from the mix. We strive to communicate extensively at all phases of the process to ensure problems are minimized.

Is any portion of this service sub-contracted out?

Our intention is to complete 100% of your project needs in-house. However, in times that would swamp any vendor chosen, we will utilize our freelance network for project completion on time and within budget.

In order to facilitate the financial responsibility, City of Costa Mesa will request and evaluate Dun & Bradstreet (D&B) business analysis report form the prospective firm. If the financial information available through D&B is not sufficient to complete a satisfactory review will your firm offer to bring its latest completed comparative financial statement?

Yes



Please describe any additional cost as it relates to response time, emergency call outs and any other items we need to be aware of.

In the event of any activities that we didn't anticipate, we would first consult with you on cost and the implications.

For rush projects requiring weekend/overtime work, we have provided a schedule of rates that would apply. We will do our best to avoid these types of fees and will get your approval before we continue.

Other possibilities might include some unlikely incidents. For instance, if the City asks us to attend a trade show out of town on their behalf, we would view that as reimbursable cost. Implementing marketing research initiatives, or other atypical projects would be reimbursable. We will ensure that we have appropriate approvals before proceeding.



Trailer Park

**City of Costa Mesa
Graphic Design Services
Interview Questions**

GRASP OF THE PROJECT



GRASP OF THE PROJECT

Q1A) Describe your understanding of the City's graphic design services.




- 
- **Outsourcing graphic design services (agency facility + in-house services).**
 - **Voluminous, diverse and time sensitive.**
 - **Reinforce the City's message in a positive and professional manner for those living in, working with or doing business in Costa Mesa.**



GRASP OF THE PROJECT


Q1B) Describe your understanding of the City of Costa Mesa and your relationship with them.



- 
- **Full-service city providing a wide range of services in the southern coastal area of Orange County.**
 - **General law city operating under the council/manager form of government.**
 - **Agency of Record to be the brand stewards of the City.**

GRASP OF THE PROJECT

Q1C) To be successful, should the scope of the project be limited to the scope of service requirements? If not, what else should be included and why?

- 
- **Flexibility is imperative.**
 - **Hours of Operation (work in shifts).**
 - **Fee structure (retainer jobs vs. services fees).**




APPROACH AND WORK PLAN






APPROACH AND WORK PLAN

Q2A) Describe your approach and work plan for creating a transition with the City's specific deliverables.



- 
- **Meet the team (onboarding).**
 - **Implement process for proper flow of information & deliverables.**
 - **Maintain an organized file archiving system of master files.**
 - **Staff appropriately. Retain specific City staff members to help maintain consistency & City intelligence.**



APPROACH AND WORK PLAN

Q2B) What are the issues that you have experienced in past implementations?



- 
- **Organized chaos.**
 - **Limited access to master files.**
 - **Limited digital asset management capabilities for file sharing.**


APPROACH AND WORK PLAN

Q2C) Describe the City's responsibilities, requirements and supporting efforts needed in meeting your effort and delivery of services.

- 
- **A good partnership.**
 - **Input briefs & daily hot sheets.**
 - **Open communication.**

APPROACH AND WORK PLAN

Q2D) What is the normal support you provide to clients with similar contracts and is this reflected in your schedule of cost?

- 
- **We pride ourselves in being a full-service agency. We have a breadth of knowledge in every aspect of design.**
 - **Flexible in our process based on client needs.**
 - **There's no cost in that!**



APPROACH AND WORK PLAN

Q2E) Describe your support outside of our primary requirements.






- **We are your brand stewards.**
- **24/7 availability.**



APPROACH AND WORK PLAN

**Q2F) Are you flexible with your schedule?
If so, how will that affect your cost?**



- 
- **As mentioned, flexibility is imperative.**
 - **High volume and quick-turn doesn't make us sweat.**
 - **We're staffed for it.**
 - **Cost increase is dependent on fee structure, change in scope of work, holiday/weekend hours, etc.**


QUALIFICATIONS AND EXPERIENCE



QUALIFICATIONS AND EXPERIENCE

Q3A) Describe your firm's competence, support staff, turnover and willingness to adjust to specific needs.



- 
- **We are an award-winning, full-service agency built on repeat business.**
 - **In addition to the core team, at any given time there are 40-50 designers available for increased workload support.**
 - **The majority of our staff have been with the agency for 5+ years.**
 - **We are good partners. Adjusting to client needs is within our culture.**


QUALIFICATIONS AND EXPERIENCE

Q3B) Of the contracts that you have been awarded in the past, what percent have stayed within the proposal cost? Briefly describe the reasons for cost deviation.

- 
- **All accounts evolve and grow as marketing needs increase.**
 - **Factors for cost deviation have included increases in client budgets and increases/changes in scope of work.**

QUALIFICATIONS AND EXPERIENCE

Q3C) Describe one or two instances where your firm may have had difficulty and explain why. How was it resolved?


- 
- **We deal with problem-solving & troubleshooting on a daily basis.(tight deadlines/limited assets, etc.)**
 - **Our primary objective is to complete business in the most efficient and economical way possible.**
 - **Peepshow: A Case Study.**




QUALIFICATIONS AND EXPERIENCE

Q3D) Is any portion of this service sub-contracted out?



- 
- **There will be no sub-contractor.**
 - **All design services are performed under one roof.**

Q4) Please describe any additional cost as it relates to response time, emergency call outs and any other items we need to be aware of.

- 
- **Holiday/weekend hours.**
 - **Production/Printing supplies.**
 - **Equipment repairs/replacements.**

RESEARCH

This section has any research that was done after accomplishing the Contracting Committee Council Policy 100-6 Reports.