

August 16, 2019

Mr. Michael H. Tate
Acting Purchasing and Contract Services Manager
Inglewood City Hall, Eighth Floor
One Manchester Blvd.
Inglewood, California 90301

Re: City of Inglewood RFP No. 0110
Marketing, Advertising & Graphic Design Services

Dear Mr. Tate:

Thank you for considering Daley Technology Systems (DTS) in your request for proposal (RFP - 0110). DTS is a full-service marketing and public relations firm known for its strategic approach to helping clients meet their varying organizational goals. Since 2005, we have established a reputation for developing and implementing leading-edge marketing and state-of-the-art branding using superior graphic design and advertising mechanisms that address the transformative landscape in the public and private sectors. We offer our clients a wide range of services, all of which meet and exceed those outlined within the above-referenced RFP.

Inglewood is experiencing a true renaissance with historic community celebrations marking an extraordinary "Time of Transformation." City leadership has created tremendous opportunity that has moved Inglewood into the regional, national, and international spotlight for sports, recreation, and economic development. Our DTS team would be proud to join Inglewood and work together to create a brighter future for its citizens for generations to come.

DTS brings a proven and passionate team capable of delivering best-in-class marketing, advertising, and branding products and services that will help move Inglewood further than anyone ever thought possible. In the field of public relations, we are experts that constantly seek to inspire, motivate, and encourage growth throughout an organization. For Inglewood, this means helping to facilitate the unprecedented period of renewal the City as a whole is about to undergo. We look forward to putting the City of Inglewood at the top our valued list of clients.

As a strong and experienced strategic player, we seek to build robust and lasting relationships with all of Inglewood's internal and external partners with the ultimate goal of creating mutually beneficial and consistent communications, marketing, and branding that tells Inglewood story exactly as the City's leadership wishes it to be told. We trust you will find our expertise, capabilities, and passion to be exactly what the City of Inglewood is searching for.

Sincerely,

Thomas E. Daley, MPA
President and CEO
Daley Technology Systems, LLC.
Tom.Daley@DTSconnect.com
(213) 300-DTS1 (3871)



CITY OF INGLEWOOD

Request for Proposal No. 0110
Marketing, Advertising & Graphic Design Services

RESPONSE TO RFP BY:



August 16, 2019

910 E. Puente St.
Covina, CA 91724
(626) 732-3800

515 South Figueroa St., Ste. 1515
Los Angeles, CA 90071
(213) 300-DTS1 (3871)



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Company/Firm Background Information

Overview of the Firm

Daley Technology Systems (DTS) is a full-service marketing and public relations firm renowned for its strategic approach to helping clients achieve their unique and remarkable objectives. For more than 10 years, DTS has established a reputation for staying on the leading edge of change in marketing and the public relations industry, often pushing the industry itself forward by offering clients a wide range of state-of-the art branding services and design tools.

From the creation of our talented and experienced team called “The Network,” to the completion of many diverse and unique projects, designing multiple client websites, and coordinating public events, DTS continues to be the solution provider the public and private sector calls upon to be that perfect strategic partner.

Winning awards is not our primary goal. Rather, client success is true beacon of achievement accomplishment, and the media, industry professionals, and trade associations have taken note. We have been acknowledged for our client work in media relations, online marketing, editorials, research and evaluation, direct response, special events, public service, public affairs, and integrated communications.

The Philosophy Behind Our Magic

Daley Technology Systems (DTS) has been at the forefront linking the sciences of behavior modification to the field of communications since 2005. Our signature is the unique ability to link behavioral strategy with the design and delivery of creative communication tactics. We consistently drive the diverse messages of our clientele to the top of today’s information heap and fuel a new sense of urgency to act. Soft results are not the standard because being good enough is no longer sufficient.

Our goal is to simplify complicated behavioral models into useable principles for creative public design campaigns and effective public messaging. We utilize many complex principles as well as business and marketing tools to produce dynamic results for our clients.

Above all, our Core Values guide us as a company:

- We listen to our clients.
- We are open, honest, and candid.
- We deliver on our commitments.
- We respect other points of view.
- We help clients discover things they would not otherwise see on their own.

Our team balances high energy, hard work, and in-depth experience, and together with these Core Values, we create amazing results and make a real difference.

Creativity and Business Acumen

Being “creative” isn’t always about generating flashy graphics or bright shiny objects (although, we admit, those are fun too). We apply creativity to everything we do. Whether it’s creating a brand positioning strategy, advertising content, a graphic identity, or even writing a news release or pitch letter, creativity flows through every ounce of our being at DTS — we ensure

our creative approach is always linked to the fundamentals of good business and most importantly “Inglewood’s” overall strategy.

Capabilities and Services Relevant to the City of Inglewood

Graphic Design

- Citywide campaign, logo, and theme creations & City identity material
- Newsletters, flyers, and brochures
- Ads and direct marketing materials

Marketing Communications

- Advertising (including ad designs, purchasing, and managing)
- Special events (Employment Expo) management and coordination
- Community relations

Branding

- Competitive analyses
- Strategic positioning
- Development of strategic communications/public relations plans

Interactive and Social Media Communications

- Campaign website design and development (supporting “new” City website design with CivicPlus®)
- E-newsletters and database marketing
- Mobile marketing
- Social networks
- Online marketing
- Multimedia presentations
- Search engine optimization

Strategic Planning

- Long- and short-term planning
- Organizational assessment
- Goals, methods, strategies

Public Relations

- Media relations and publicity
- Investor relations
- Internal communication
- Media/spokesperson

Issues Management

- Trends anticipation and analysis
- Crisis management
- Coalition building and partnership enhancement



Public Sector / Non Profit Clients

We value each and every one of our clients at DTS and are proud of the relationships we have built during our 10 years. Some Governmental/ Non-Profit Organizations include:

- City of Rialto
- City of El Monte
- City of Apple Valley
- San Bernardino Department of Airports
- San Bernardino Housing Authority
- Los Angeles County Office of Education
- Los Angeles County Department of Public Social Services
- Boy Scouts of America
- Foothill Gold Line
- National CORE
- USC Annenberg School for Communication and Journalism

Positive Client Relationships

“Our clients stay with us” is a motto that has formed from working with a number of clients on a long-term basis. In fact, the average tenure for a DTS client is eight years.

Strong client relationships are at the core of this philosophy. We work with each client contact to determine his or her preferred method of communication and to develop a working relationship that makes sense for each account. We view our clients as partners. We believe in working together with and not just for our clients. We see time and again that clients who embrace this philosophy are the clients with whom we have the most successful relationships.

Approach to Scope of Work

Ongoing Communication/Strategy Sessions

Our approach is unlike others in the industry. As a partner, we strongly believe that the most successful relationships begin with a highly effective communication strategy. We make sure our team together with Inglewood’s leadership, management, and staff remain in sync with regard to the overall strategy, specific deliverables, timelines, and performance expectations.

During the initial stages of this program (e.g., 3 to 6 months), we recommend biweekly, in-person meetings with the Inglewood management team, and monthly meetings thereafter. Included in these meetings would be the project manager (Tom Daley) and our creative lead (Chris Bowman). These meetings would focus on the four elements identified above (e.g., overall strategy, specific deliverables, timelines, and performance expectations) as well as specific expectations for the next 30 days.

As project manager, Mr. Daley will oversee all aspects of this plan and serves as the primary point of contact. He and our entire team are on call 24/7 and will make ourselves available – in person or by phone – as often as is necessary or desired.

DTS will file a monthly report that includes a breakdown of hours by team members, updated performance metrics, and expectations for the next 30, 45, 60, 90 days, etc. Additional updates will be provided via e-mail as necessary or desired.

Strategic Approach “How We Are Different”

It’s our strategic approach, backed by behavioral methodology, that sets us apart from the rest. Everything we do, from strategy development to drafting press releases to picking up the phone and calling contacts, follows the behavioral framework model. Helping our clients strategically think through their own situation is at the core of our firm’s being.

Our ideas aren’t formed in a vacuum. We look at your organization and the world around you. We look at how you’re currently perceived and how you want to be perceived. Only then do we develop a big-picture strategy.

We recommend looking at the *Inglewood Brand* holistically— where it currently is and where it is going. We employ the latest marketing and business techniques to determine where we are now, where we want to go, and the brand positioning strategy that will get us there.

From this strategic vantage point, we create effective strategies to determine the best tactics that get inside the heads of your audience with clear and concise messages that are relevant. We then begin the creative execution process that generates the results Inglewood desires.

Communication drives the way Inglewood is perceived whether it is by your local businesses, your citizenry, your many visitors, the public at large, or the media (local, regional, and national).

Running a City or business without a communication strategy is like cooking a meal without a recipe or running a marathon without a training schedule—the results will likely not be good.

We’ll help you find the recipe, develop a schedule, and strategize your game plan. By focusing on the relationships Inglewood has with its audiences and how your brand can best deliver on these relationships, we can help you create a solid and strategic platform around which to base a communications program.

Most importantly, we’re experienced in creating successful positioning strategies for local, national, and international clients, including nonprofit organizations. DTS understands that Inglewood faces a different, complex marketplace, which we’ve successfully cut through to reach target audiences and change behavior. As a new host city to the Los Angeles Rams, the NFL, and the 2021 Super Bowl, Inglewood has an amazing opportunity to leverage its success and deliver viable results. DTS understands this and will work directly with the City to capitalize on this extremely unique and rare opportunity.

Target Audiences

- Inglewood Citizens (all ages and economic levels)
- Small, Mid-Sized, and Large Businesses (Revenue Generators)
- Local, County, and Regional Governments / Organizations & Media
- Sports, Concerts, and Special Event Fans
- Job Seekers and Employers



Goals & Objectives

1) Improve Inglewood's image and promote how the leaders are "Doing Business Differently"

- The City Council and Administration will benefit greatly if we capitalize on this opportunity
- The City needs to “control” its message and image
- This message can spread to neighboring cities and beyond
- Inglewood is "your" destination
- Inglewood.... This is your legacy. Be part of history.

2) Attract businesses (local, regional, and national) to the City of Inglewood

- Send various communications (via e-mail announcements) to business "decision-makers"
- Coordinate a business development plan (outside the prime 298 acres)
- Determine secondary areas, locations, buildings, and zones— "incremental" City revenue
- Create and manage a list of regional and national businesses

3) Create a smart and comprehensive game plan with the Los Angeles Rams and the NFL

- Inglewood is serious about business and is a valuable partner
- All DTS Internet domains will be controlled by the City of Inglewood

4) Stadium Jobs for Inglewood residents

- Let's go over the mandated 30%—Determine a goal of 40%
- Message: If they are willing and qualified, we have a job for them
- If they need training, let's get them trained with the help of SWIB, DPSS, EDD, and LACOE

Why DTS is Interested in this Account

The remarkable leadership of Inglewood’s Mayor and Council Members has created an environment of positive and lasting change that is truly transformational. The dreams and aspirations your citizens are part of the construction of a new world class football stadium, as well as the other expansive programs and projects that are currently underway. Inglewood’s fiscal budget is on the mend with no tax increases and will see surpluses in the coming years. This is an exciting time for Inglewood and DTS.

DTS searches for and welcomes new organizations and associations with common focus and like-minded ideas and ambitions. This approach has led to our success and created lasting and worthwhile client relationships since 2005. **DTS has vast experience in building, branding, marketing, and promoting cities, events, programs, and even stadiums.** We worked for four years on the “Grand Crossing” Stadium in the City of Industry.

We believed there was something great going on in Inglewood, and we realized the opportunity in your City in 2015, which was long before the NFL announced the new stadium site. We knew it was special and positive change was taking place since 2011. On May 6, 2015, DTS first reached out to the City of Inglewood, well before the NFL’s amazing news (see Appendix F).

Inglewood has built upon its historic roots working with major developers, businesses, and governmental leaders (local and regional) to transform Inglewood into a destination for sports, tourism, gaming, digital, medical, and more. DTS wants to be a part of this exciting opportunity

to launch a major branding campaign to transform the way the Southern California and the world sees Inglewood. The City has tremendous value, and DTS wants to help unlock it, leverage it, and amplify it.

Being part of a winning team and working with Inglewood in order to constantly improve the image of City and the way businesses are embraced is what makes this account so worthwhile. We want to be a “real partner for real change.”

Our dedicated team members will assist the City and proudly give life to the core values we truly believe in, including fairness, integrity and character, excellence and innovation, professionalism and accountability, and a strong work ethic. Together, we want to make Inglewood the best place in the world to live, learn, work, and do business. Let’s keep the momentum going in the City of Inglewood!

Public Sector References (Projects & Contacts)

1. Employment Expos & Jobs Fairs: LA, San Bernardino, & Orange Counties

Since 2009, DTS has been tasked with marketing, branding, and advertising many employment and resource expos/fairs. We have partnered with the Los Angeles County Office of Education (LACOE), the Department of Public Social Services (DPSS), South Bay Workforce Investment Board (SBWIB), and Goodwill International, as well many municipalities to organize and promote employment events.

With great success, these events have brought governmental organizations and private sector companies together to benefit the job seeker, employers, and governments. DTS is proud of its strong and deep relationship with its governmental partners and longtime clients. We have consistently delivered superior service, ideas, and most importantly results!

Donald Lindgren

Career Development Programs (SPC)
Los Angeles County Office of Education
Address:

3216 Rosemead Blvd.
El Monte, 91731

E-mail: Lindgren_Don@LACOE.edu

Phone: (626) 290-1431

Contract Value: \$112,000



2. Waterman Gardens (Public Housing Project): San Bernardino County

The odds were stacked against a proposal to redevelop the notorious Waterman Gardens public-housing project even before the more than 100 community meetings and focus group sessions were held. Located near the heart of San Bernardino – a city in bankruptcy and facing serious crime and gang violence – the 70-year-old project had become a convenient target for critics, politicians, and neighborhood groups who feel public housing is a significant contributor to the city’s decline.

Working with the Housing Authority of the County of San Bernardino and National Community Renaissance, the master developer, we gleaned from our research that basing our case on the need for affordable housing was not going to suffice. Our opportunity, instead, was to position this an economic development project that would have a transformative effect on the neighborhood and entire community.

We shifted the discussion toward the economic benefits of the project. We went back to many of those same groups with our re-messaging campaign, enlisted media, business, and political support and went from a non-decision at the Planning Commission to unanimous support from the City Council. Impressively, the neighborhood association most vocally opposed to the redevelopment less than a year earlier spoke in our favor at the Council meeting.

In addition to Waterman Gardens, DTS has managed communications, marketing, and outreach for a variety of projects for National CORE and the Housing Authority, including the inaugural San Bernardino Homeowner Expo and the Build San Bernardino anti-blight program. We also serve as the lead marketing and communications agency for National CORE and its Hope through Housing Foundation subsidiary.

Dr. Ciriaco “Cid” Pinedo

Senior Vice President for Public Affairs
President, Hope through Housing Foundation
National Community Renaissance C.O.R.E.

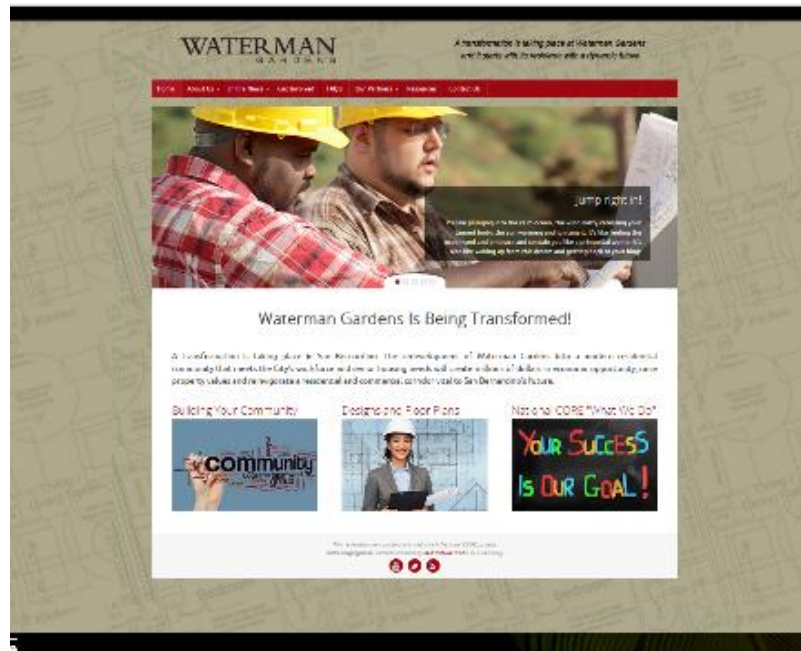
Address:

9421 Haven Ave.
Rancho Cucamonga, 91730

E-mail: CPinedo@HTHF.org

Phone: (909) 483-2444

Contract Value: \$ 85,000



3. Boy Scouts of America: Greater Los Angeles Area Council

The Boy Scouts of America is one of the nation's largest and most prominent values-based youth development organizations. DTS has created multiple websites, media/ social apps, and database platforms that have served the BSA organization for almost ten years. We are proud to work with the Los Angeles Area Council, which provides a program for young people that builds character, trains them in the responsibilities of participating in citizenship, and develops personal fitness.

DTS has also created multiple fundraising programs and designed many marketing and advertising campaigns to help our youth build a more conscientious, responsible, and productive society. We have also received the highest honors awarded to corporate sponsors and donors.

Mathew Bear

Director of Support Services

Boy Scouts of America

Address:

2333 Scout Way

Los Angeles, 90026

E-mail: Mathew.Bear@Scouting.org

Phone: (213) 413-4400, x342

Contract Value: \$ 145,000



Project Samples

Governmental Summit & Employment Expos



City of Industry Football Stadium Campaign



THE FACTS ABOUT LA NFL FOOTBALL

COST TO TAXPAYERS	
\$0	\$275,000,000
PARKING SPACES	
25,000	4,000
LOCATION SIZE	
600 ACRES	15 ACRES
TAILGATING	
100'S OF ACRES	NO SPACE
EIR APPROVAL	
YES	NO
START OF CONSTRUCTION	
TODAY	2013

SIZE MATTERS IN FOOTBALL

Where would you rather tailgate with your family and friends?

FARMERS FIELD
 15 ACRES

LOS ANGELES FOOTBALL STADIUM
 600 ACRES

600 Acres

YOU MAKE THE CALL!
www.LANFLNOW.com

THE FACTS ABOUT LA NFL FOOTBALL

GUESS THE NAME OF YOUR NEW LA STADIUM @ INDUSTRY?

— — — — —

DID YOU KNOW THAT THE MAJESTIC TEAM IS WORKING ON THE NAMING RIGHTS FOR THE GRAND CROSSING STADIUM WITH ONE OF THE LARGEST TECH COMPANIES ON THE PLANET?

STAY TUNED...

LANFLNOW.COM

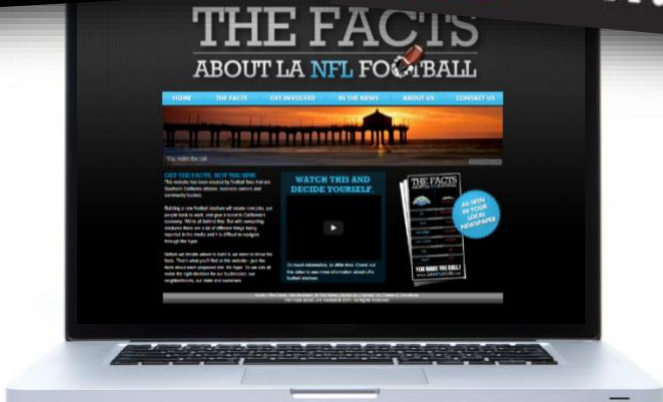
THE FACTS ABOUT LA NFL FOOTBALL

HOME THE FACTS GET INVOLVED IN THE NEWS ABOUT US CONTACT US

Los Angeles Football Stadium
 Located in the City of Industry, Los Angeles, California, the stadium will be a 600-acre site on the border of the 10 and 105 freeways. It will be a 600-acre site on the border of the 10 and 105 freeways. It will be a 600-acre site on the border of the 10 and 105 freeways.

Farmers Field
 Located in the City of Industry, Los Angeles, California, the stadium will be a 15-acre site on the border of the 10 and 105 freeways. It will be a 15-acre site on the border of the 10 and 105 freeways.

More Images



Boy Scouts of America & Municipal Promotions

Attn: Boy Scouts of America Families and Friends

Get your Sunday newspaper for 26 weeks for only \$10

We've partnered with:
 Pasadena Star-News
 Whittier Daily News
 IV Daily Bulletin
 San Gabriel Valley Tribune
 San Bernardino Sun
 Redlands Daily Facts
 to provide you a great deal and we receive \$5.

LESS THAN 40¢ PER WEEK.

...and our troop receives a \$5 commission.

NEWSPAPER SUBSCRIPTION FUNDRAISING PROGRAM

Attn: Scout Families and Friends

Help raise money for a good cause.

SELLERS AND PARTNER:
 In this program you are encouraged by a completed order form to sell newspapers to your family and friends. Your newspaper purchase provides the bulk of the funding for the program. The program is a great way to raise money for a good cause. The program is a great way to raise money for a good cause. The program is a great way to raise money for a good cause.

NEW SUBSCRIBERS:
 The program is a great way to raise money for a good cause. The program is a great way to raise money for a good cause. The program is a great way to raise money for a good cause.

Yes! Please deliver my Sunday paper below:
 Pasadena Star-News Whittier Daily News IV Daily Bulletin San Gabriel Valley Tribune San Bernardino Sun Redlands Daily Facts

House Pricing West Covina, CA

THE FACIAL MAKEUP OF THE CITY IS:
 80% White
 10% African American
 20% Asian
 10% Hispanic
 10% Other races
 40% Married or Later

15 million +
 900 k - 4.5 mil
 750 k - 900 k
 500 k - 750 k
 400 k - 500 k
 350 k - 400 k
 300 k - 350 k

COVINA Dining and entertainment destination for the east San Gabriel Valley

Center for the Performing Arts
 THE CAT IN THE HAT
 NEVUE

SAN GABRIEL VALLEY COUNCIL, BSA

100 YEARS OF SCOUTING
 Celebrating the Adventure • Continuing the Legacy

Dear Valued San Gabriel Valley Council Scout Family:

In our 100th year of operation, we are excited to have partnered with the Los Angeles Newspaper Group and Joe Bantz, LLC - two organizations that wholeheartedly support the BSA. To offer you and your family some amazing BSA ONLY holiday REWARDS!

As our thanks to you for coming enough about our community to be involved in Scouting, we want to REWARD YOU by giving you more than \$200 worth of discounts at some popular local retailers and an annual Sunday only subscription to your local newspaper.

Discounts on participating retailers. These valuable discounts will be honored at popular eatery and fun locations including:

Dave & Buster's | Chili's | El Torito | Hollywood Sports Park | Speed Zone
 and more.

For your convenience, we have packaged all these discounts in the form of one "E-ticket". Pay only a \$1.00 convenience fee to download your BSA REWARDS E-Ticket. By accepting this BSA Rewards you will also be helping your Council continue its outreach efforts throughout our 32 cities.

Watch for an email from your BSA Council, or log on to www.HelpBSA.org

Have fun and enjoy!

ADMIT ONE PRODUCTS SAN GABRIEL VALLEY COUNCIL, BSA

Ticket # 115530-68863-008

San Gabriel Valley Council, BSA

Redeem at participating locations:
 TRIBUTE
 Pasadena Star-News
 Whittier Daily News
 Daily Bulletin
 THE SUN

fundraising for a cause.

Get your local newspaper for 10 weeks for only \$10

We've partnered with:
 Pasadena Star-News
 Whittier Daily News
 IV Daily Bulletin
 San Gabriel Valley Tribune
 San Bernardino Sun
 Redlands Daily Facts
 to provide you a great deal and we receive \$5.

SUNDAY DELIVERY FOR 10 WEEKS AT ONLY \$1.00 PER WEEK.

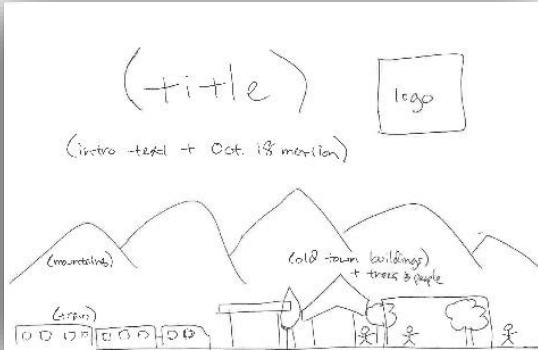
...and our organization receives a \$5 commission.

VisualLightBox.com



Foothill Gold Line - Public Infographic

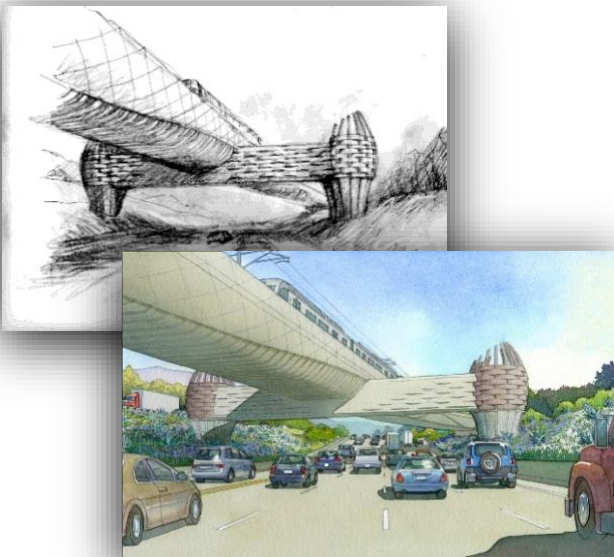
Step 1- Client Concept Drawings



Step 2- DTS Concept / Plan Drawings



Step 3- Artist Renderings



WHO KNEW THAT BUILDING A LIGHT RAIL TRACK COULD BE SO INTERESTING?

ON OCTOBER 18, 2014, THE **FOOTHILL GOLD LINE** FROM PASADENA TO AZUSA WILL CELEBRATE A MAJOR MILESTONE WHEN THE PROJECT'S 28 MILES OF LIGHT RAIL TRACK WILL BE FULLY INSTALLED.

← BALLAST

5,000,000 CU. FT.

The ballast, which is large crushed rock, is placed in 12" thick layers to provide a uniform foundation for the track.

FUN FACT: The ballast now in place under the tracks would fill more than **1,700** average-sized swimming pools.

← STEEL RAIL

56 MILES

The track system includes 56 miles of steel rail, welded together from 800 foot segments.

FUN FACT: If you laid out the steel rail line in the "S" between Los Angeles and the Hawaiian Islands, you would make it from L.A. to Hawaii in 15 minutes, and still have 15 miles of rail remaining.

← OCS POLES

620 OCS POLES

The OCS (overhead catenary system) joins deliver electricity across the overhead wires, which then deliver power to the light rail train upon contact.

FUN FACT: With an average height of **25** feet, if you stood each OCS pole on top of each other, they would nearly equal the height of the **14** tallest buildings in the U.S. combined.

← CONCRETE TRACK TIES

75,000 CONCRETE TRACK TIES

Each concrete track tie is spaced exactly 30 inches apart and weighs 595 pounds.

FUN FACT: The total weight of all the concrete track ties is more than **44.6** million pounds. It would take **833** of NASA's Space Shuttles to carry all of the ties.

← E-CLIPS

300,000 E-CLIPS

The e-clips are used to hold the rail securely to the concrete ties. It takes four e-clips to hold the two rails onto each concrete track tie.

FUN FACT: At 1.2 pounds each, the total weight of all the e-clips used is **360,000** pounds, weighing more than **47** African Bush Elephants.

www.foothillgoldline.org (626) 324-7098
Join us on [Facebook](#) [Twitter](#) [LinkedIn](#)

Step 4- Client Approval & Print



Key Project Personnel

Our Team

Our DTS team consists of experienced professionals in several key disciplines including, marketing, media/public relations, project management, graphic & website design, and interactive & social media development capabilities. Our talented team allows us to provide our clients fully integrated marketing, design, advertising, media planning, and communications. DTS has developed branding and marketing campaigns for many governmental partners and clients.

Tom Daley, President and CEO—Project Manager

Mr. Daley has more than 20 years of experience in Marketing, Advertising, and Governmental Relations. His experience working at the Los Angeles Times and managing talented teams and multi-million dollar projects led to creating his own company, Daley Technology Systems, LLC (DTS) in 2005. He also worked on the LA Football Stadium of Industry from 2009 through 2014.

Prior to joining The Times, Mr. Daley worked in Media Relations at the Los Angeles District Attorney’s Office during several high profile cases, including: O.J. Simpson, Heidi Fleiss, the Menendez Brothers, Tupac Shakur, and Snoop Dog. He also served on politically appointed commissions for the City of Covina including Housing and Community Development and Parks and Recreation.

Mr. Daley has a Bachelor’s Degree in Communications (Journalism) from the University of La Verne and a Master’s Degree in Public Administration (Urban Planning) from California State University, Fullerton.

Mr. Daley will oversee all aspects of the work plan, coordinate team assignments and measure outcomes, work closely with and report regularly to City staff, manage subcontractors, and serve as the project manager.

Terry Anderson, Vice President of Technology

Terry Anderson specializes in the virtual world of technology and database design, configuration, tracking, and management. He has worked on every website and media project for DTS since its inception. Mr. Anderson graduated from California State University, Fullerton and has more than 35 years of professional IT experience in private, public, and nonprofits sectors. He has worked on some of the most interesting websites as well as complex data security projects in the private and public sectors.

Mr. Anderson will oversee all IT design, integration, and technical projects as well as website tracking components. He will report directly to DTS project manager.

Chris Bowman, Senior Designer

Mr. Bowman has a Bachelor of Science in Graphic Design from the Mount Sierra College of Design. He brings high energy, smart design, and responsive project management skills to our close DTS team. Mr. Bowman will oversee all creative and design aspects of the work plan, coordinate design team assignments and measure outcomes, work closely with and report regularly to project manager as well as City staff.



Carlos Sanchez, Concepts and Production Designer

Mr. Sanchez has a Bachelor of Science in Graphic Design from the Mount Sierra College of Design. He has received numerous awards and recognition for his creative designs. Since 2008, his high-level concepts and amazing designs have allowed DTS to consistently outperform other creative marketing firms and advertising agencies.

He will work directly with the senior designer relating to all creative and design aspects of the work plan. Mr. Sanchez will also assist with coordinating various design team assignments. He will also work closely with project manager on special projects and assignments.

Robert J. Morales, Photographer/Editor—Owner of Robert J. Morales Photography

Mr. Morales is a freelance photographer and commercial film producer based in Southern California with a 20-year background in the commercial film industry. He has had the opportunity to work alongside skilled masters in the craft of film production. Mr. Morales specializes in budgets large and small and works locally here in Los Angeles. His vast experience in both disciplines (photography and video) has spanned over many years and encompasses film editing and commercial production.

Mr. Morales will work directly with the project manager and City staff relating to all use of photography and video aspects of the work plan. He will also be assigned to document and archive special events and attend various City venues in support of the creative branding plan.

The “NETWORK”

The DTS team has consistently produced results for its clients by gauging, researching, and analyzing public opinion of and response to public policy decisions. Around us is a highly qualified network of in-house staff and affiliated partners, each bringing depth, substance, and specialized skill sets to strategic communications planning and outreach. The DTS team is especially proud to have partnered in 2012 with the 20/20 Network team on complex governmental projects.

Steve Lambert, Partner/Co-Owner *The 20/20 Network*, Strategic Planning & Media Relations

Steve Lambert is an affiliated partner of DTS and a subcontractor on this work plan. Mr. Lambert joined 20/20 in 2011 after 34 years as a national award-winning reporter, editor, and publisher at newspapers across the country, including nearly a decade in Southern California. He served as vice president of news for the Los Angeles News Group, overseeing editorial operations at all nine LANG newspapers.

At 20/20, Mr. Lambert serves as media and outreach project lead for the Southern California Association of Governments, most recently coordinating messaging and community engagement for SCAG’s highly successful War on Poverty initiative. He has similarly led outreach efforts on behalf of the cities of Rialto, Industry, West Covina, and Upland; the Metro Gold Line Foothill Extension; the Rose Bowl Stadium; the Pasadena Convention & Visitors Bureau; and the Chaffey Joint Union High School District.

Mr. Lambert will oversee future project aspects of the community relations, media, and public relations. He will also assist in strategic planning and public relation projects.



Tim Gallagher, Partner/Co-Owner *The 20/20 Network*, Project Management & Copy Editor

Tim Gallagher founded 20/20 in 2007 after a distinguished 29-year career in the newspaper business that included editing Pulitzer Prize-winning coverage for *The Albuquerque Tribune* and seven years as editor, and later, president and publisher of *The Ventura County Star*. His public policy clients include the Southern California Association of Governments, the Ventura County Transportation Commission, United Water Conservation District, and the Center for Economic Research and Forecasting. Mr. Gallagher will assist in the management and execution of all elements relating to strategic planning and copy editing.

Deana Olivares-Lambert, *The 20/20 Network*, Multimedia & Multi-Lingual Specialist

Dean Olivares-Lambert specializes in multimedia and Spanish-language outreach, strategic management, and communications strategy for The 20/20 Network. She has a graduate degree in Management from the University of Redlands, 10 years of professional experience in private, public, and nonprofits sectors, and is fluent in Spanish. She is a former magazine advertising and multimedia specialist for the *San Bernardino County Sun* and was instrumental in starting *Inland Living Magazine*. Mrs. Olivares-Lambert will manage all Spanish translations for digital and social media aspects of this work plan.

Ben Gallagher, *The 20/20 Network*, Social Media & Networking Manager

Ben Gallagher manages digital and new media for The 20/20 Network. 20/20 client works includes the Southern California Association of Governments, the Foothill Gold Line, and the United Water Conservation District. Mr. Gallagher will manage all digital and social media aspects of this work plan.

Cost Proposal (Budget and Billing Rates)

Proposed Budget

Based on RFP-0110’s Scope of Work, DTS proposes a simplified professional services retainer of **\$16,750** per month (flat rate) for 12 months, pending the final plan and priority initiatives excluding print and copy costs, which would be billed separately if not produced in-house by the City.

This budget includes full access to the following personnel:

- Project Manager (1)
- Graphic Designers (2)
- Copy Writer/ Spanish Translator (2)
- IT Services Manager (1)
- Social Networking Specialist (1)
- Public Relations Manager (1)
- Photographer (1)
- Intern (OJT or TSE Program)

The proposed budget also includes additional fees for contractors, consultants, project photographer, assistants, crew, and all content and creative licensing fees.



DTS Hourly Billing Rates

We are flexible and ready to meet the needs of our clients. DTS contracts generally bill on a monthly basis, however, it is important to note that DTS can work with clients to determine a method of billing that works for both parties. Professional hourly rates are not subject to mark-up. Our hourly fees, which the City of Inglewood qualifies for the **nonprofit rate**, are outlined as follows:

Position	Standard Hourly Rate	Non-Profit Hourly Rate
President/CEO	\$ 325 / hr.	\$245 per hour
Project/ P.R. Manager	\$ 195	\$ 145
Copy Writer	\$175	\$145
Sr. Graphic Designer	\$175	\$145
Jr. Graphic Designer	\$95	\$65
Photographer	\$100	\$90
Office Assistant	\$45	\$35
Clerical	\$25	\$20
Intern – TSE/ OJT	\$ 15	\$10
IT Services Manager	\$150	\$135
Social Networking Spc.	\$100	\$75

Clear Goals... Smart Vision... Good Partners... Great Leadership...

Let's Get to Work!



Appendix A—Insurance Documentation

Note: The current DTS proof of insurance is based on work for the City of Inglewood performed as of April 2019. DTS is committed to revising and/or adjusting any insurance requirements once RFP-0110 contract is awarded.





Appendix B—Declaration of Proposer





Appendix C—Extension of Contract to Other Public Agencies





Appendix D—Non-Collusion Declaration





Appendix E—References







Appendix F—E-mail Message

Actual E-mail sent by Tom Daley to Artie Fields, City Manager on Wednesday, 5/6/15

From: tom.daley@joebarter.com [mailto:tom.daley@joebarter.com]
Sent: Wednesday, May 06, 2015 5:39 PM
To: Artie Fields
Cc: Michael Falkow; David L. Esparza
Subject: LA NFL Stadium-Domains and Assistance

Hi Artie,

I have been following the news about the stadium development for many months and I feel it is time to reach out to you. Since 2009 my company has worked with Majestic Realty's City of Industry Football Stadium Project. I have created collateral material, marketing websites, stadium job events as well as secured many domains (refer to attached list). All the marketing material (websites, collateral and domains) are owned and maintained by my company, Daley Technology Systems, LLC.

I would like to meet with you to determine if there is any need for the materials and websites I have already created and if I can help in any way. My goal is to "get a football team back to LA". I would like to provide the City of Inglewood with as much info and material to help ensure a stadium and team are a reality. I have designs and several websites we created for different uses (i.e. LAstadiumJobs.com for a stadium job expo) and here are two domains we used most frequently:

<http://www.LANFLstadium.com>
<http://www.LANFLnow.com>

I have an educational background in Public Administration and worked at the Los Angeles County District Attorneys Office in Media Relations and the Los Angeles Times for many years. My company works with many municipalities and organizations in So. Cal in Public & Media Relations as well as Marketing/Advertising.

Looking forward to talking with you soon.

Regards,

Tom Daley
626-319-5114 cell



“I Am Inglewood” Campaign Attachments

Examples of Public & Media Outreach

Examples of Marketing Collateral

Examples of City Hall “New Look”

Examples of Website & Mobile Platforms