



City of Carson

Report to Mayor and City Council

September 2, 2014
New Business Consent

SUBJECT: CONSIDER STATUS REPORT ON THE CITY OF CARSON'S BULLYING PREVENTION PROGRAM

Nelson Hernandez

Submitted by Nelson Hernandez
City Manager

Nelson Hernandez

Approved by Nelson Hernandez
City Manager

I. SUMMARY

On August 5, 2014 the City Council requested staff proceed with the creation of a Standing Committee. The Standing Committee is responsible for interviewing the bidders that are interested in facilitating an educational and outreach bullying prevention campaign in Carson (Exhibit Nos. 1 and 2).

II. RECOMMENDATION

RECEIVE and FILE.

III. ALTERNATIVES

TAKE another action the City Council deems appropriate.

IV. BACKGROUND

On May 20, 2014 the City Council requested staff proceed with a bullying prevention campaign for the City of Carson that would consist of both (1) a public meeting "summit" including all stakeholders to develop a shared understanding of the causes and effects of bullying, and also (2) create a public service announcement (PSA) that would educate and create heightened awareness of the effects of bullying.

On August 5, 2014, the City Council approved the creation of a Standing Committee comprised of two members of the Human Relations Commission, two members of the Youth Commission, two members of the Citizens' Advisory Committee, Mayor Pro Tem Santarina and Mayor Dear serving as an ex-officio. These members are to work together and vet the organizations that have submitted bids to facilitate the public meeting "summit" and the PSA for a bullying prevention program in Carson.

Representing the Citizens' Advisory Commission, Shirley Clark and Connie Manio agreed to serve on the Standing Committee and Pamela Higginbotham agreed to serve as an alternate in the event that either Commissioner Clark or Commissioner Manio could not serve.

Representing the Human Relations Commission Tina Keely and Mandisa Burr agreed to serve on the Standing Committee and Harriet Russ agreed to serve as an

7

alternate in the event that either Chair Keely or Secretary Clark could not serve.

Staff attended the most recent meeting of the Youth Commission however, there was not a quorum. Staff spoke informally to the three members that were present and explained the purpose Bullying Prevention Program and the Standing Committee. Unfortunately the three members that were present were not able to commit to serve because of their anticipated heavy school workload. Currently the Youth Commission has a number of vacancies. Staff is optimistic that with the appointment of new commissioners during this evening's Council meeting, the final members of the Standing Committee could be finalized during the Commission's next meeting, September 10, 2014.

On August 5, 2014, the City Council also requested that staff to contact local social service agencies providing those organizations an opportunity to submit a bid. Kim Richards from the Boys and Girls Club declined to submit a bid however, wants to be involved in the summit and PSA campaign. Staff also reached out to the Audrie Echnoz from the Carson Gardena YMCA. She did submit a bid and it is attached as Exhibit No. 3

V. FISCAL IMPACT

During the budget study sessions the City Council agreed to set aside \$55,000.00, from the Family Support Fund for a bullying prevention campaign.

VI. EXHIBITS

1. August 5, 2014, Item No. 26 City Council minutes. (pgs. 3-4)
2. August 5, 2014, Item No. 26 City Council Staff Report. (pgs. 5-48)
3. Bid received from Carson Gardena YMCA. (pgs. 49-55)

Prepared by: Lisa Berglund, Principal Administrative Analyst

Document23

TO: Rev07-02-2014

Reviewed by:

City Clerk	City Treasurer
Administrative Services	Public Works
Community Development	Community Services

Action taken by City Council

Date _____ Action _____

**ITEM NO. (26) CONSIDER AN UPDATE ON A BULLYING PREVENTION PROGRAM IN
CARSON (CITY MANAGER)**

RECOMMENDATION for the City Council:

1. CONSIDER the creation of an ad-hoc committee of the Human Relations Commission and the Youth Commission to work together; and
2. REQUEST staff schedule a date and time for each bidder to present their campaign concept to both ad-hoc committees; and
3. Upon the final presentation REQUEST the ad-hoc committees deliberate and rate each bidder and REQUEST the ad-hoc committee make a single recommendation to the City Council as to which bidder to select.

ACTION: It was moved to 1) Create a Standing Committee of two members of the Human Relations Commission, two members of the Youth Commission, two members of the Citywide Advisory Commission, each commission to choose two members, and one Council Member to work together; 2) Request staff schedule a date and time for each bidder to present their campaign concept to the Standing Committee; 3) Upon the final presentation Request the Standing Committee deliberate and rate each bidder and Request the Standing Committee make a single recommendation to the City Council as to which bidder to select on motion of Dear and seconded by Santarina.

During discussion of the motion and upon inquiry, City Manager/Agency Executive Director/Authority Executive Director Hernandez discussed the bid process.

The motion was unanimously carried by the following vote:

Ayes: Mayor/Agency Chairman/Authority Chairman Dear, Mayor Pro Tem/Agency Vice Chairman/Authority Vice Chairman Santarina, Council Member/Agency Member/Authority Commissioner Davis-Holmes, Council Member/Agency Member/Authority Commissioner Gipson, and Council Member/Agency Member/Authority Commissioner Robles

Noes: None

Abstain: None

Absent: None

Mayor/Agency Chairman/Authority Chairman Dear appointed Mayor Pro Tem/Agency Vice Chairman/Authority Vice Chairman Santarina to the Standing Committee joining the Citywide Advisory Commission, Youth Commission, Human Relations Commission respectively, two members from each commission, with total of seven members.

It was moved to ratify the Mayor's appointment on motion of Dear, seconded by Robles and unanimously carried by the following vote:

Ayes: Mayor/Agency Chairman/Authority Chairman Dear, Mayor Pro Tem/Agency Vice Chairman/Authority Vice Chairman Santarina, Council Member/Agency Member/Authority Commissioner Davis-Holmes, Council Member/Agency

EXHIBIT NO. 01

3

Member/Authority Commissioner Gipson, and Council Member/Agency
Member/Authority Commissioner Robles

Noes: None

Abstain: None

Absent: None






City of Carson Report to Mayor and City Council

August 5, 2014
Unfinished Business

**SUBJECT: CONSIDER AN UPDATE ON A BULLYING PREVENTION PROGRAM IN
CARSON**


Submitted by Nelson Hernandez
City Manager


Approved by Nelson Hernandez
City Manager

I. SUMMARY

On May 6, 2014 the City Council requested staff proceed with a bullying prevention campaign for the City of Carson that would consist of both (1) a public meeting "summit" including all stakeholders to develop a shared understanding of the causes and effects of bullying, and also (2) create a public service announcement (PSA) that would educate and create heightened awareness of the effects of bullying. Tonight, staff proposes the Council approve the creation of an ad-hoc committee of the Human Relations Commission and the Youth Commission to work together and vet the organizations that have submitted bids to facilitate the public meeting "summit" and the PSA.

II. RECOMMENDATION

1. CONSIDER the creation of an ad-hoc committee of the Human Relations Commission and the Youth Commission to work together; and
2. REQUEST staff schedule a date and time for each bidder to present their campaign concept to both ad-hoc committees; and
3. Upon the final presentation REQUEST the ad-hoc committees deliberate and rate each bidder and REQUEST the ad-hoc committee make a single recommendation to the City Council as to which bidder to select.

III. ALTERNATIVES

1. AWARD a professional services agreement to Not the Target for Bullying Prevention services to include the facilitation of a public meeting summit and PSA, in the amount of \$59,375.00 for a period of 90 days.
2. AWARD a professional services agreement to PACER'S National Bullying Prevention Center, Inc. for Bullying Prevention services to include the facilitation of a public meeting summit and PSA, in the amount of \$75,000.00 for a period of 90 days.
3. AWARD a professional services agreement to Anti-Defamation League for Bullying Prevention services to include the facilitation of a public meeting summit and PSA, in the amount of \$14,000.00 for a period of 90 days.

EXHIBIT NO. 02

ab



4. SUGGEST an alternative PSA concept not outlined by any of the bidders.
5. TAKE another action the City Council deems appropriate.

IV. BACKGROUND

In order to proceed with the public meeting “summit” and the PSA, staff started by drafting an informal request for proposals (RFP). This RFP is attached as Exhibit No. 2. The RFP was created in an effort to partner with a professional organization that specializes in social services. This was not the city’s traditional, formal, advertised RFP. It was simply a way for staff to organize on paper the services we are looking for and be able to share that request in writing with organizations that have the ability to assist us.

Staff then contacted a number of organizations to gage their interest and seek a partnership. Attached as Exhibit No. 3, is a list of the organizations that staff contacted and requested bids from. There was interest by all of the organizations that were contacted and ultimately, three bids were received. All three bidders agreed to facilitate the public meeting “summit” but of course, each bidder’s strategy on how to facilitate the PSA varies. The three bidders are:

BIDDERS:

Bid Price

Anti-Defamation League
Dave Reynolds, MPH, CPH
10495 Santa Monica Blvd
Los Angeles, CA 90025

\$14,000.00 Exhibit No. 4

Not the Target
Jon Pease, LMFT
12304 Santa Monica Blvd, Suite 327
Los Angeles, CA 90025

\$59,375.00 Exhibit No. 5

PACER’s National Bullying Prevention Ctr, Inc.
Paula Goldberg, Executive Director
8161 Normandale Blvd.
Bloomington, MN 55437

\$75,000.00 Exhibit No. 6



SUMMARIES OF EACH BIDDER:**(1) Anti-Defamation League (ADL) –**

ADL's proposal includes organizing, planning and facilitating up to 3 community meetings to discuss bullying in Carson.

PSA approach: Lead Carson students in a bullying prevention campaign competition where students from elementary, middle and high schools will compete for the most effective and eye-catching campaign. Award \$150.00 at each level for the best anti-bullying PSA submissions. While all schools will not win, each school will develop their own campaign for the competition and can be adopted as part of the schools bullying prevention message and made available online to address cyberbullying that occurs off school grounds and outside of instructional time.

Also, ADL will provide 2 half day "Becoming an Ally" trainings to community leaders. Trainings will include access to licensed materials from ADL's educational division. ADL will bring in expertise of its Western States Counsel to provide up-to-date info on federal, state and local bullying and harassment laws and cyberbullying case law.

**** Note from staff **** Although this PSA idea proposes a student driven campaign through the schools, staff understands that the Council is focused on the young people affected off school property, DFL could implement this competition idea at the city parks involving the young people enrolled in the after school program at each park.

(2) Not the Target (NTT) –

PSA approach: Based on the information derived from the "summit", NTT will tailor their programs to the needs of Carson.

NTT suggests interventions such as ambassador programs, The Ladder Program (proprietary to Not the Target – work with aggressors to create empathy), peer mediation, after school anti-bullying campaigns, student led rally's, tracking reported instances of aggression, sticker campaigns, sports campaigns, after school discussions, online and in-person resources for targets of aggressors, offering on-sight counseling, the creation of training videos, the creation of a Best Practices handbook for students and parents and the creation of a smart phone app for students to report bullying, learn steps to stop bullying and "send" empathy.



(3) PACER National Bullying Prevention Center, Inc. (PACER) -

PSA approach: PACER will use various educational components for parents, students and community leaders. PACER suggests developing education and outreach campaigns to build capacity of parents and professionals, support peer-to-peer solutions to prevent and address bullying. They will present PACER's "WE WILL Generation" peer training curriculum to student and community leaders (proprietary to PACER). "WE WILL Generation" is designed for older students to teach younger students about bullying prevention, inclusion and advocacy skills. Training materials will be created especially for Carson for ongoing use. Implement PACER'S "You're Not Alone" Campaign that allows students to share photos, poems, stories, videos and other media to inspire hope and show solidarity. PACER also suggests cultivating community engagement in bullying prevention by the general public through various methods of education and outreach (including posters, bullying prevention videos, use of PACER's "Run Walk Roll Against Bullying toolkit to organize community awareness in Carson.

In summary, staff proposes the City Council approve the creation of an ad-hoc committee of the Human Relations Commission and the Youth Commission to work together and examine the bids from the organizations that submitted. Also staff would schedule a date and time for each bidder to present their campaign concept during a single meeting of the two ad-hoc committees. After each presentation the ad-hoc committees would deliberate and rate each bidder according to their response to the City's requested scope of work. Upon the third and final presentation the ad-hoc committee would make a single recommendation to the City Council as to which bidder to select. The Council can then deliberate and select a bidder with the confidence that the organization and their ideas for carrying out the city's cause have been well vetted.

V. FISCAL IMPACT

During the budget study sessions the City Council agreed to set aside \$55,000.00, from the Family Support Fund for a bullying prevention campaign.

VI. EXHIBITS

1. May 6, 2014, Minutes, City Council meeting. (pgs. 6-9)
2. Informal Request for Proposals. (pgs. 10-14)
3. 2014 Bullying Prevention Outreach for Bids. (pg. 15)
4. Bid received from Anti-Defamation League. (pgs. 16-24)
5. Bid received from Not the Target. (pgs. 25-35)
6. Bid received from PACER Center. (pgs. 36-44)



August 5, 2014

Prepared by: Lisa Berglund, Principal Administrative Analyst

Document 23

TC: Rev07-02-2014

Reviewed by:

City Clerk	City Treasurer
Administrative Services	Public Works
Community Development	Community Services

Action taken by City Council

Date _____ Action _____



**ITEM NO. (26) CONSIDER ORDINANCE NO. 14-1535 ADDING CHAPTER 16 TO TITLE 4
OF THE CARSON MUNICIPAL CODE ADOPTING AN ANTI-BULLYING
ORDINANCE (CITY MANAGER)**

Item No. 26 was heard after Item No. 19 at 12:37 A.M., on Wednesday, May 7, 2014.

Mayor/Agency Chairman/Authority Chairman Dear waived the presentation of the staff report.

RECOMMENDATION for the City Council:

1. CONSIDER and PROVIDE direction.

ACTION: WITH FURTHER READING WAIVED, it was moved to Introduce Ordinance No. 14-1535, as read by title only, on motion of Gipson and seconded by Robles.

During discussion of the motion, City/Agency/Authority Attorney Wynder reported that there were two revisions to the draft ordinance and referred to Page 11 of the staff report, Section 41602, Subsection C.1. and C.2. after the words "a" and before the words "person" in both sentences to insert the word "reasonable".

Council Member/Agency Member/Authority Commissioner Davis-Holmes expressed her concern on the criminal penalties that could be associated to five year olds who could be charged for a misdemeanor.

City/Agency/Authority Attorney Wynder referred to and discussed Section 41606 Enforcement on Page 12 of the staff report.

Council Member/Agency Member/Authority Commissioner Davis-Holmes requested that the maker of the motion reconsider the language "misdemeanor".

A discussion ensued regarding misdemeanor charged on a minor.

City/Agency/Authority Attorney Wynder referred to Page 12 of the staff report, Section 41605 Parental Responsibility, and offered the following alternatives: 1) Amend Section 41605 to make clear with respect to Parental responsibility could charge as an infraction or a misdemeanor and would leave that as a wobbler essentially holding the parent responsible and 2) With respect to a child under a specified age could make all violations of the ordinance a misdemeanor and a child under a specified age could be only an infraction or child above a specified age be an infraction or misdemeanor.

Mayor/Agency Chairman/Authority Chairman Dear suggested to consider the first two offenses could be infractions and the third offense could be a misdemeanor.

Council Member/Agency Member/Authority Commissioner Gipson suggested that the third offense be a misdemeanor.

Council Member/Agency Member/Authority Commissioner Robles shared concerns of bullying and commended Council Member/Agency Member/Authority Commissioner Gipson for bringing the ordinance to the Council's attention and that he shared Council Member/Agency Member/Authority

EXHIBIT NO. 01



Commissioner Davis-Holmes' concerns that she expressed related to laws at the discretion of the enforcing officer to minors.

He further suggested the tiered structure of first, second, and third offenses as appropriate and before presenting a misdemeanor to a child be directed to proper counseling prior to a misdemeanor and if counseling does not help then would increase the punishment accordingly. He also suggested increasing the punishment to apply to senior citizens.

(Mayor/Agency Chairman/Authority Chairman Dear exited the meeting at 12:58 A.M., on Wednesday, May 7, 2014.)

Council Member/Agency Member/Authority Commissioner Robles referred to the last paragraph of Section 41605, "It shall be unlawful for any person age 18-25 to engage..." for clarification. He did not understand why the age was limited to age 25.

City/Agency/Authority Attorney Wynder clarified that the first paragraph of Section 41605 Parental Responsibility was intended to deal with parents and guardians and the second paragraph was intended to deal with close friends and siblings who are accessory before the fact and that the age range was a recommendation from the Human Relations Commission and if Council wishes could increase the age.

Council Member/Agency Member/Authority Commissioner Robles expressed his concern if an adult 26 or 27 years of age encourages a child to bully someone else that it would not apply to them and suggested to change the age for any person 18 years or older. He inquired about extending to seniors as well.

Upon inquiry, City/Agency/Authority Attorney Wynder stated that there may be other laws protecting seniors and that the current ordinance was crafted to deal with primarily children but could introduce the ordinance for first reading and look at adding bullying to seniors and the elderly and bring back as an ordinance amendment.

(Mayor/Agency Chairman/Authority Chairman Dear reentered the meeting at 1:00 A.M., on Wednesday, May 7, 2014.)

Council Member/Agency Member/Authority Commissioner Robles supported the suggestions made earlier by Council Member/Agency Member/Authority Commissioner Gipson and Mayor/Agency Chairman/Authority Chairman Dear for a tiered structure form of punishment: first offense, a fine and direct them to counseling, second offense, a higher fine and direct them to counseling, etc.

City/Agency/Authority Attorney Wynder stated that what can be done in terms of an infraction element, the fines are set by State law. We can do less than State law but we cannot do more so it's \$200, \$300, \$500 and cannot mandate counseling but could require that in any infraction we are required to provide to the parent or guardian of the bully information about counseling that is available to them. The only way the City could conceivably mandate counseling as a remedy would be as a part of a plea and you don't get a plea in an infraction. It is a monetary fine so in order to get that element of a remedy that a judge could impose so we are back to the quandary do we charge these infractions or misdemeanors. As a misdemeanor it could be a remedy in return for a plea of



guilty. Counseling and anger management are very typical and cannot do that in the context of a misdemeanor option and would be a sentencing option.

Council Member/Agency Member/Authority Commissioner Gipson discussed the importance to address bully issues through counseling by psychologists, counselors or those with credential and authority and to make available for parents.

Council Member/Agency Member/Authority Commissioner Robles agreed with Council Member/Agency Member/Authority Commissioner Gipson but counseling should be in order before penalty of a misdemeanor, imposed as an option but the City Attorney expressed that we could not do under an infraction, therefore, asked that we take a moment to try see how we could come up with the provision that would impose counseling directly or indirectly before the imposition of a misdemeanor charge is considered.

City/Agency/Authority Wynder stated that one option that would help to impose counseling is to make Section 41605 provision a wobbler with respect to any child charged with bullying who is emancipated under the age of 18 you make that an infraction so you have the combination of potentially prosecuting the parent or guardian under a misdemeanor in return for which you could impose counseling on the parent and potentially involving the child and then you avoid the stigma of a young child under the age of 18 who is not emancipated you avoid that stigma of that child being charged with a misdemeanor at least for the first two times.

Council Member/Agency Member/Authority Commissioner Robles stated his understanding of the provision.

City/Agency/Authority Attorney Wynder stated that we could leave Section 41605 as a wobbler meaning it could be charged as an infraction or a misdemeanor on the part of the adult or guardian or parent. With respect to the child and unemancipated child under the age of 18, you could make the first offense an infraction, the second offense an infraction and the third offense a wobbler either an infraction or a misdemeanor and still give you more discretion.

Motion

It was moved to 1) Waive Further Reading and Introduce Ordinance No. 14-1535; 2) To amend Section 41602 C.1 and C.2 to insert the word "reasonable" as mentioned earlier; 3) To amend Section 41605 to make custodial parent guardians violations on their part either an infraction or a misdemeanor at the discretion of the enforcing officer; 4) To make it unlawful for any person over the age of 18 to engage in or encourage a person to engage in bullying; and 5) To make violations of the ordinance with respect to unemancipated minors under the age of 18 a first time infraction subject to a \$100 penalty, a second time infraction subject to a \$200 penalty and a third time either an infraction subject to a \$500 penalty or a misdemeanor in the discretion of the enforcing officer on motion of Gipson, seconded by Robles and unanimously carried by the following vote:

Ayes: Mayor/Agency Chairman/Authority Chairman Dear, Mayor Pro Tem/Agency Vice Chairman/Authority Vice Chairman Santarina, Council Member/Agency Member/Authority Commissioner Davis-Holmes, Council Member/Agency



Member/Authority Commissioner Gipson, and Council Member/Agency
Member/Authority Commissioner Robles

Noes: None
Abstain: None
Absent: None

City/Agency/Authority Attorney Wynder added Council's direction to the City Attorney to expand the ordinance to apply to seniors which was accepted by the maker and second of the motion.

Council Member/Agency Member/Authority Commissioner Gipson requested to send a copy of the ordinance after second reading to all the neighboring cities.

Mayor/Agency Chairman/Authority Chairman Dear requested to send copies of the adopted ordinance to the Council of Government members as well as the Eastern cities such as the Gateway Council of Government, cities of Lakewood, Long Beach, Signal Hill, and Los Angeles.

City/Agency/Authority Attorney Wynder thanked Special Counsel Kathy Phelan from his office who did the research on this item.

Mayor Pro Tem/Agency Vice Chairman/Authority Vice Chairman Santarina requested to include school districts with the neighboring cities.



SOLICITATION OF INFORMAL PROPOSALS TO FACILITATE, DEVELOP, AND IMPLEMENT AN EDUCATIONAL AND COMMUNITY OUTREACH CAMPAIGN TO ADDRESS INCIDENTS OF "BULLYING" WITHIN THE CITY OF CARSON

The Carson City Council ("City") wishes to contract for professional consulting services for the purpose of facilitating, developing, and then implementing an educational and outreach campaign to reduce the incidents of bullying, including cyber bullying (collectively "bullying") within the community of Carson. The proposed professional consulting services would involve a two-step process.

Step one; the successful consultant would be tasked with organizing and then conducting a "summit" of stakeholders and other experts in the field to assess the extent of the bullying problem in the City of Carson. The successful consultant would also be expected to identify and then to gather input from experts in the field regarding how to best address the problem of bullying and how to best conduct an educational and outreach campaign to reduce the incidents of such conduct in the community of Carson.

From this "summit" an educational and outreach campaign will be formulated and the successful consultant will be expected to assist the City in implementing the same. The successful consultant would be expected take the input gathered from the "summit" and to develop the outreach program, including producing the educational materials and "train the trainers" necessary to conduct a city-wide anti-bullying campaign.

Limitation

Issuance of this proposal does not commit the City to award a contract and the City shall not reimburse any costs incurred in the preparation of a response to this request. City retains the right to reject any or all submittals. All respondents should note that the execution of any contract pursuant to this proposal is dependent upon approval of the Carson City Manager or Carson City Council at his (of their) sole and unfettered discretion.

Conditions

The scope of services to be performed may require meeting with and oral briefings of staff and/or the City Council. Accordingly, proposing consultants should include in their proposals a recommended number of such meeting and/or briefings. City reserves the right to negotiate the details of such meetings and/or briefings, but reserves the right to make a decision based solely on the submitted proposals.

Signature

One person shall be listed as the key contact: name, title, address & phone. This individual shall have authority on behalf of the proposing consultant to negotiate the final terms and conditions

of a consulting services agreement and power to bind the proposing consultant to such terms and conditions.

Contract

This is anticipated to be a fixed fee/month contract, inclusive of all fees and costs of operations, including but not limited to: telephone, postage, photocopying, travel and any other expenses incurred in the course of representing the City.

Term

This is anticipated to be a 90 day contract and may require additional time to complete the project.

Scope of Services

Proposals should address and provide cost proposals with respect to the following tasks which will constitute the scope of services to be performed:

Task No. 1 Project Initiation

Consultant staff will meet with City staff to review the scope of work for further refinement. Consultant staff will initiate the project by defining methods for managing the project with City staff. Consultant staff will also meet with City staff to discuss the specific tasks. The purpose of the meeting is to confirm:

- a. the key contact persons to include in the planning of a public meeting(s) "summit";
- b. concepts related to kicking off an anti-bullying campaign; and
- c. all requirements for completing the City Council's expectation set forth on May 20, 2014.

Task No. 2. Community Participation

With the assistance of City staff the consultant will organize and conduct one or more public meeting "summits". For this task, City staff will assume a leading role in identifying the community meeting(s) location and notification. Community meeting(s) will be conducted with interested stakeholders, experts in the field, and interested parties (residents, LAUSD staff, teachers and leaders, neighborhood watch leaders, social workers, spiritual leaders, youth enforcement officers, and legal or academic scholars). Consultant staff will take the lead in conducting these meeting(s) by providing skilled facilitation and meeting materials and explain the purpose and mission of the City Council.

Task No. 3 Creation of an Anti-Bullying Campaign in the City of Carson

The consultant will assist the City in creating an anti-bullying campaign in Carson. The campaign would focus on eradicating bullying, including cyber bullying, that take place off school grounds. The campaign should consist of:

1. Various methods to put a stop to bullying such as various educational components and public service announcements.
2. Various methods to treat victims of bullying and educate accusers of bullying such as mediation services and/or educational components.
3. Various methods to create awareness and educate the general public about the overall impacts bullying can have on an individual.

Reporting Requirements

In performing such services, the Contractor shall work under the policy direction of City Council and be administratively responsive to the City Manager and staff coordinating the anti-bullying project.

Personnel Support

Key personnel identified in response shall personally provide and perform the services required to support City's anti-bullying project. The key personnel identified shall be committed to the project.

Proposal Format

Content and completeness are most important. Respondent's submission shall be a maximum of 5 to 10 pages. Clarity and conciseness are essential and will be considered in assessing the respondent's proposal.

Copies

The respondent shall submit original non-laminated copy of the proposal.

The City of Carson will accept a proposal submitted by electronic mail.

Contact

Proposals should be sent to the attention of: Lisa Berglund, City of Carson, 701 E. Carson Street, Carson, CA 90745, or lberglund@carson.ca.us. City Hall office hours are Monday through Thursday, 7:00 a.m. to 6:00 p.m.



Questions regarding the proposal should be directed to Lisa Berglund, Principal Administrative Analyst, Office of the City Manager at (310) 952-1731.

Deadline

Proposals shall be received by the Ms. Berglund before 6:00 p.m. (PST), Tuesday June 17, 2014.

Content

Proposal shall contain the following major sections:

- A. Introduction to your organization including a summary of expertise
- B. Summary of services offered.
- C. Management approach to the project, responsibilities for coordination of work with the City, and lines of communication needed to maintain required contacts.
- D. Resumes of key personnel *who will provide direct service to City.*
- E. Cost estimate for services.

Cost Proposal

The contract to be awarded is inclusive of all fees and costs of operations, including but not limited to: telephone, postage, photocopying, travel and any other expenses incurred in the course of representing City. Work performed by a sub-consultant shall also be compensated from this amount. In response to this proposal, the respondent should state the price at which it can provide the required service.

The respondent should consider the estimated level of effort and the performance schedule set forth in the proposal. The respondent must set forth an all-inclusive, not-to-be exceeded cost for services set forth in this proposal. Respondent will not exceed the stated fee unless approved by City Council prior to the additional work being performed. Invoices will be presented on a monthly basis.

Subcontractor

The Respondent ***shall not*** subcontract any portion of the scope of services on behalf of the City without the prior and express written approval of City. Subcontractors, if approved, shall be held to the same requirements and limitations as those binding the Contractor.

Final Decision

After reaching an agreement on the proposed consulting services agreement, staff will recommend to the City Manager that the City enter into the proposed contract. The City has, and will exercise, its final authority to accept or reject the proposed contract. The contract shall be in the form of City's standard "Contract Service Agreement," and subject to approval of the City Attorney (a template of which is attached to this request). It is anticipated that a firm will be selected through this process by June 26, 2014.

Equal Employment

The respondent will not discriminate against any employee or applicant for employment because of age, race, color, religion, sex, ancestry, national origin, physical challenges, medical conditions, marital status, or other non-merit factors as provided by law.

Termination

City will reserve the right to terminate any agreement for services at any time by giving 3 days written notice without cause, and immediate termination with cause. In the event of such termination, the respondent would be paid the reasonable value of all services rendered up to the date of such termination, subject to contract limits.

Special Conditions

All responses submitted in connection with this proposal become the Property of City and public records, and as such may be subject to public review. Respondent shall indicate whether Respondent believes its submittal contains information which falls into one of the exemptions to the California Public Records Act (Government Code §§ 6250 et. seq.). Regardless of assertions of confidentiality, submittal contents may still be disclosed if City, or a court with jurisdiction, determines that such submittal is a public record requiring disclosure.

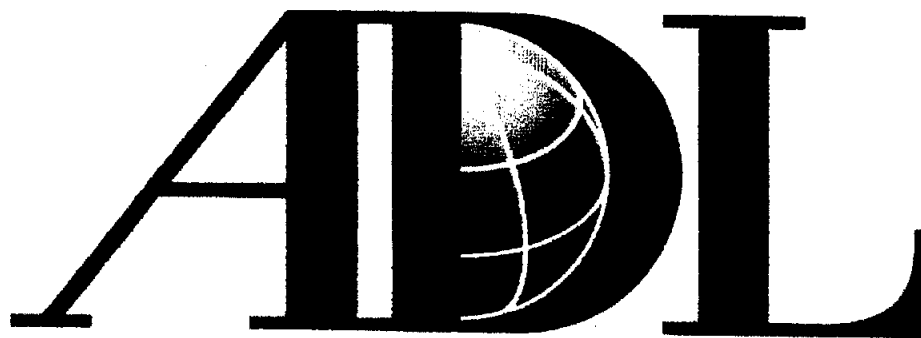
City reserves the right to request additional information and/or clarification from any respondents to this proposal.

2014 Bullying Prevention Outreach Activity for Bids

1.	Los Angeles Unified School District Superintendent John Deasy Office of Communications, Judy Chaisson 333 S Beaudry Avenue Los Angeles, CA 90017	LAUSD's legal department would not allow LAUSD to bid out our services.
2.	The Children's Institute, Inc. (CII) Dr. Jacqueline Atkins 2790 Atlantic Avenue Long Beach, CA 90806	CII wants to be involved in the summit and PSA campaign however, did not submit a bid.
3.	Cal State University Dominguez Hills David Gamboa 1000 E. Victoria Street Carson, CA 90747	CSUDH wants to be involved in the summit and PSA campaign however, did not submit a bid.
4.	LA County Child and Family Services South Bay Center for Community Development 360 N. Sepulveda Blvd, Suite 207 El Segundo, CA 90245	Contacted 3 times. No response.
5.	Alpert Jewish Community Center Jeffrey Rips, Executive Director 3801 E. Willow Street Long Beach, CA 90815	Contacted 3 times. No response.
6.	Not the Target Jon Pease, (LMFT) Licensed Marriage Family Therapist 12304 Santa Monica Blvd, Suite 327 Los Angeles, CA 90025	Submitted bid. See Triangle No. 25
7.	STOMP Out Bullying 1-877-N0BULLY (1-877-602-8559)	Wants to be involved in the summit and PSA campaign however, did not submit a bid.
8.	PACER's National Bullying Prevention Ctr, Inc. Paula Goldberg, Executive Director 8161 Normandale Blvd. Bloomington, MN 55437	Submitted bid. See Triangle No. 36
9.	Anti-Defamation League 10495 Santa Monica Blvd Los Angeles, CA 90025 <i>*This was the one and only bid received from an organization that was not solicited.</i>	Submitted bid. See Triangle No. 16

Proposal for Anti-Bullying Campaign, Education and Technical Assistance for the City of Carson, CA

**Submitted by the Anti-Defamation League
Pacific Southwest Regional Office**



Anti-Defamation League®

10495 Santa Monica Boulevard
Los Angeles, CA 90025
(310) 446 - 4233 - Office
(310) 470 - 8712 - Fax
dreynolds@adl.org

EXHIBIT NO. 04



**A. Introduction to the Anti-Defamation League's A WORLD OF DIFFERENCE®
Institute and Summary of Expertise**

The Anti-Defamation League (ADL) was founded in 1913 "to stop the defamation of the Jewish people and to secure justice and fair treatment to all." As the nation's premier civil rights and human relations agency, ADL develops materials, programs and services to fight anti-Semitism and all forms of bigotry, defends democratic ideals and builds bridges of understanding and respect among diverse groups throughout the U.S. and around the world. ADL's global mission is carried out through a network of 29 regional and satellite offices in the U.S. and abroad.

ADL's A WORLD OF DIFFERENCE® Institute is a market leader in the development and delivery of diversity education resources, anti-bias and anti-bullying trainings. Human relations and education professionals design training modules and produce curricula that provide skills, knowledge and awareness to promote and sustain inclusive and respectful school, work and home environments. Customized to meet the changing needs of a wide range of audiences, programs are available to schools, universities, corporations, community organizations and law enforcement agencies throughout the United States and abroad.

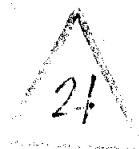
The origins of the A WORLD OF DIFFERENCE® Institute date back to 1985, when ADL and WCVB-TV in Boston initiated the A WORLD OF DIFFERENCE® campaign, a year-long series of education and media-driven programs designed to combat prejudice and create effective tools to address these issues in the classroom and community. The campaign's immense success led to ongoing programs in Boston and other U.S. cities and national recognition including the Peabody, Gabriel and Scripps-Howard awards. In 1992, in an effort to meet the increasing demand for its services and to formalize and coordinate its anti-bias research, programming and training efforts, the League created and officially launched the A WORLD OF DIFFERENCE® Institute, comprised of four distinct departments — CLASSROOM, CAMPUS, COMMUNITY, and WORKPLACE.

At the heart of the A WORLD OF DIFFERENCE® Institute is A CLASSROOM OF DIFFERENCE™, developed to provide prekindergarten through 12th grade educators with the skills, knowledge and resources to create learning environments in which diversity is valued. A CLASSROOM OF DIFFERENCE™ anti-bias and anti-bullying training and curriculum use a highly interactive, hands-on approach to help educators work effectively with diverse student populations and to promote intergroup understanding in their classrooms.

A WORLD OF DIFFERENCE® Institute training programs and curricular materials are developed and evaluated by a training and curriculum department that interacts on an ongoing basis with other professionals in the field. Institute staff collaborates with colleges, universities, and national funding sources to study and enhance the efficacy of its programs. Collaborative studies have occurred with institutions such as Columbia University, Claremont Graduate School, the University of Pennsylvania, and Yale University.

B. Summary of Proposed Services to be Offered

Task No. 1: Project Initiation



Dave Reynolds, Project Director of ADL's A WORLD OF DIFFERENCE® Institute for ADL's Pacific Southwest Regional Office shall serve as the lead consultant for this project. He shall meet with the City of Carson's staff for an in-depth needs assessment to determine the full nature of the bullying problem, constituent expectations for the anti-bullying campaign, and all of the next steps through the community participation and campaign creation phases. Mr. Reynolds brings a wealth of experience and connections at the local, state and federal levels and will be able to readily identify key persons to participate in the public meetings and summits in the next phase. Mr. Reynolds will also provide background and examples of student-led anti-bullying campaigns and initiatives for City staff to review. Finally, all logistical requirements and expectations from the City and ADL will be discussed. Mr. Reynolds will create a more detailed project plan and timeline addressing deliverables and outcomes following the initial meeting.

Task No. 2: Community Participation

Mr. Reynolds will enlist the assistance of Mr. GusTavo Guerra-Vásquez, contracted Facilitator with ADL and Senior Intergroup Relations Specialist with the Los Angeles County Human Relations Commission, to facilitate up to three community meetings or summits with identified experts and a wide range of stakeholders from the City of Carson. These stakeholders include, but are not limited to: current and former students of Carson-area schools, educators, school administrators, school law enforcement officials, City staff, elected officials, experts in bullying and violence prevention, legal professionals, mental health professionals, community members and other interested parties. Stipends will be provided to experts and professionals brought in by ADL to provide expertise at the community meetings. ADL's Pacific Southwest Regional Office has a strong and longstanding relationship with the Los Angeles Unified School District—including serving on its Commission on Human Relations, Diversity and Equity and working alongside the district on the City Human Relations Commission's Anti-Bullying Coalition. Mr. Reynolds and Mr. Guerra-Vásquez are both trained, professional facilitators adept in cross-cultural communication and facilitating large discussions with diverse and varying viewpoints.

The community meetings and summits will focus on three areas: (1) providing a summation from the initial meeting as well as expert resources from ADL and its well-respected partners to assist with the discussion; (2) systematically gathering information from all the stakeholders involved to best inform the campaign and messaging; and (3) identifying next steps from interested parties who would like to be involved with the campaign in phase three. Similar to the initial phase, Mr. Reynolds will create a summation report from the community meetings and summits to keep the City informed of progress and data solicited from its constituents.

Task No. 3: Creation of an Anti-Bullying Campaign in the City of Carson

With the information gathered in the initial phases, ADL and the City shall launch a public service announcement (PSA) campaign competition where students from elementary, middle and high schools will compete for the most effective and eye-catching campaign. Student-led programs, campaigns and initiatives have been proven to be far more effective than those developed by adults and delivered to students, since student-led programs harness the power of social and peer norms. To qualify for the competition, a school must have students from the City of Carson in attendance—regardless of the district in which it falls. There will be a \$150 award

at each level for the best anti-bullying PSA submissions: elementary, middle and high school. While every school will not win, each school will develop their own campaign for the competition. Research has also shown that localized, building-level campaigns are effective since they speak to the unique needs of students and the communities from which they come to school each day. Further, the campaigns can be made available online to address cyberbullying that occurs off school grounds and outside of instructional time.

While students creatively work to create PSAs and shift social norms related to bullying, Mr. Reynolds and Mr. Guerra-Vásquez will also provide two half-day *Becoming an Ally* trainings to educators and administrators from schools serving students from Carson as well as City staff—at locations and times most convenient to those attending. These trainings will include access to licensed materials and resources available exclusively from ADL's Education Division. ADL's *Becoming an Ally* workshop is interactive, participatory and provides practical opportunities for school staff to develop and practice skills to respond to incidents of name-calling and bullying among students. Further, ADL will bring in the expertise of its Western States Counsel to provide the most up-to-date information on federal, state and local bullying and harassment laws, cyberbullying case law, and constitutional issues to ensure staff in attendance understand the evolving legal landscape related to bullying and cyberbullying.

Finally, ADL will provide technical assistance on public policy and guidance to the City in evidence-based, rigorously evaluated frameworks to assist those targeted by bullying and those engaging in the bullying behavior. There are many anti-bullying programs and suggested policy fixes that are not rooted in science or the longstanding experience of an organization like ADL. As lead consultant, Mr. Reynolds will take needs assessment information from the summits and work alongside ADL's legal staff to cut through the noise and provide concrete policy suggestions that will effect positive changes against bullying in the City. Laying a strong foundation in public policy augmented by the best practices available will allow the City to effectively and sustainably address issues of bullying and interpersonal aggression among students.

C. Management Approach to Project, Coordination Responsibilities with City, and Lines of Communication

Dave Reynolds, MPH, CPH: Project Director, ADL's A WORLD OF DIFFERENCE® Institute

As the Project Director for ADL's A WORLD OF DIFFERENCE® Institute in the Pacific Southwest Regional offices (located in Los Angeles, CA), Dave Reynolds shall serve as the lead consultant and primary contact on behalf of ADL. Mr. Reynolds shall serve as the primary point of contact to the City and will regularly brief the City Council and staff on the progress and outcomes of the project. He shall be responsible for all deliverables expected through the contract and he shall supervise Mr. Guerra-Vásquez's supporting role as a contractor to the project. Mr. Reynolds oversees all of ADL's anti-bullying programs for ADL's Pacific Southwest Regional Office and currently serves as a Commissioner to the LAUSD Commission on Human Relations, Diversity and Equity as well as the City of Los Angeles' Human Relations Commission's Anti-Bullying Coalition.

As your primary and local point of contact, Mr. Reynolds can be reached at:

Anti-Defamation League, Pacific Southwest Regional Office
10495 Santa Monica Boulevard
Los Angeles, CA 90025
(310) 446 – 4233 – Office
(310) 470 – 8712 – Fax
dreynolds@adl.org

GusTavo Guerra-Vásquez, MA: Facilitator with ADL's A WORLD OF DIFFERENCE® Institute and Senior Intergroup Relations Specialist with the Los Angeles County Human Relations Commission

Mr. Guerra-Vásquez will provide 10 hours of consultation/facilitation and up to eight hours of training under the supervision of Mr. Reynolds. He is a contracted Facilitator with ADL for A WORLD OF DIFFERENCE® Institute programs and also provides assistance to LAUSD schools through his work with the Los Angeles County Human Relations Commission. See attached résumé.

Steve Sheinberg, Esq., General Counsel, ADL

Mr. Sheinberg serves as ADL's General Counsel and has the authority on behalf of ADL to negotiate the final terms and conditions of a consulting services agreement and power to bind ADL to such terms and conditions. He will not be providing direct services to the City, but he will supervise the contracts in consultation with David Waren, the Education Division Director for all of ADL's educational programs in 28 United States regional offices as well as internationally.

Mr. Sheinberg can be reached at:

Anti-Defamation League, National Offices
605 Third Avenue
New York, NY 10158
(212) 885 – 7884 – Office
(212) 692 – 5430 - Fax
ssheinberg@asdl.org

D. Résumés of Key Personnel Delivering Direct Services to the City

Please see attached résumés for Mr. Reynolds and Mr. Guerra-Vásquez.

E. Cost Estimate for Services

Item	Item Cost	Quantity	Total Cost	Notes
Personnel				
Project Director Staff Time	\$1,775	3 months	\$5,325	33% of monthly time
Administrative Assistant Staff Time	\$335.00	3 months	\$1,005	10% of monthly time
Staff Benefits	\$696	3 months	\$2,088	33% of wages

Contract Facilitator Time for Staff Training	\$350	2 trainings	\$700	
Contract Facilitator Time for Consulting with ADL Staff and City	\$50	10 hours	\$500	
Stipends for Experts and Advisors	\$200	5	\$1000	In phase 2
Printing and Supplies				
Telephone	\$102.33	3 months	\$307	
Photocopying and Printing Campaign Materials	\$267	3 months	\$800	
Reproduction of Licensed ADL Anti-Bullying Materials	\$20	50	\$1,000	
Postage	\$50	3 months	\$150	
Award for 1 st Place Schools	\$150	3 schools	\$450	
Travel				
Mileage/Local Transportation	\$0.55/mile	500 miles	\$275	For all trips by staff/contractor

TOTAL: \$14,000

It is expected that this project can be completed within three consecutive months (90 days). ADL shall invoice the City of Carson at the end of each of three months for one third the total agreed upon costs of services.

Dave V. D. Reynolds, MPH, CPH

1343 19th Street, No. 5, Santa Monica, CA 90404 • Phone: (323) 481 - 2677 • E-Mail: DaveVDReynolds@gmail.com

Experience

Project Director - A WORLD OF DIFFERENCE® Institute, Anti-Defamation League November 2013 - Present

- Oversee day-to-day operations of A WORLD OF DIFFERENCE® Institute anti-bias and anti-bullying programming for ADL's Pacific Southwest Region
- Manage cadre of paid Facilitators—including recruitment, contracts, professional development and logistics
- Create and lead professional development training with educators and administrators, and anti-bias and anti-bullying workshops with 0-5 and K-12 students
- Raise funds for the program through individual and institutional giving as well as fee-for-service revenue
- Strategically grow and sustain the program through marketing, client relations, consulting and thought leadership
- Serve on Los Angeles Unified School District's Commission on Human Relations, Diversity and Equity, and Los Angeles County Human Relations Commission's Anti-Bullying Coalition

Assistant Director - Drop-In Center, The Village Family Services

April 2013 - November 2013

- Supervised Drop-In Center staff and provided ongoing support and professional coaching
- Designed, implemented and evaluated education and health programs within the Drop-In Center
- Wrote public and private grants with Development Department and solicit donations to sustainably fund program
- Oversaw all day-to-day operations of the Drop-In Center and ensured it was run efficiently and safely
- Represented the organization at state, local and national speaking and professional events—including National Child Traumatic Stress Network's Culture Consortium
- Trained other agencies and provided guidance on the development of the LA County-funded Project Q anti-bias and cultural competency initiative for lesbian, gay, bisexual and transgender (LGBT) youth

Contract Compliance Officer, The Village Family Services

July 2012 - April 2013

- Reviewed public contracts for agency compliance and updated policies and procedures to meet requirements
- Analyzed and made recommendations regarding risk management and abatement to agency leadership
- Coordinated agency departments in accreditation from the Commission on Accreditation of Rehabilitation Facilities
- Organized revision and updating of entire Outpatient Mental Health Operating Policies and Procedures
- Worked alongside Operations Department to ensure efficient and effective delivery of services

Project Director, Safe & Healthy LGBT Youth Project, Gay-Straight Alliance Network July 2011 - July 2012

- Oversaw project staff, external consultants and contractors for five-year cooperative agreement grant from the Division of Adolescent and School Health at the Centers for Disease Control and Prevention
- Developed annual budget, monitored expenditures and produced reports for government and agency stakeholders
- Oversaw the implementation of thorough process and outcome program evaluation and data storage and analysis
- Provided capacity building assistance and professional development to state and local education agencies, non-profit partners, volunteers and young people on creating safe spaces in schools for LGBT youth and linking them to appropriate support resources
- Oversaw seven month, data driven and community participatory strategic planning process in fiscal year one of grant

Sr. Public Policy and Research Manager, The Trevor Project

August 2010 - July 2011

- Oversaw research contracts and served as primary investigator for funded studies



Dave V. D. Reynolds, MPH, CPH

1343 19th Street, No. 5, Santa Monica, CA 90404 • Phone: (323) 481 - 2677 • E-Mail: DaveVDReynolds@gmail.com

- Oversaw youth and suicide prevention legislative priorities at the federal, state and local levels
- Advocated with the federal Departments of Health and Human Services, Education, Justice and Labor on suicide prevention, LGBT youth and creating funding opportunities for non-profit organizations
- Facilitated linkages between non-profits and public funding sources, including coaching for the application process
- Represented organization on national, state and local coalitions and workgroups and spoke nationally as a public face for the organization at educational, political, volunteer and fundraising events

Advocacy and Education Manager, The Trevor Project

May 2009 - July 2010

- Trained educators, mental health and social support staff across nation on bias towards LGBT youth, suicide prevention, and affirmatively serving LGBT youth
- Launched organization's advocacy and public policy work through joining coalitions, building stakeholder relationships, and partnering with top-tier academic research institutions to ensure thought leadership in the field
- Applied for and oversaw public and foundational grants to fund exponentially growing education and research projects
- Designed, implemented, rigorously evaluated (summative and process), and edited the in-school evidence based Lifeguard Workshop suicide prevention program
- Created the training for, personally trained, coordinated logistics for, and supervised more than 100 volunteer Facilitators for the Lifeguard Workshop program in schools across the nation

East Coast Call Center Manager, The Trevor Project

August 2007 - April 2009

- Opened and managed the East Coast Call Center for The Trevor Lifeline—the only nationwide, around-the-clock suicide prevention and crisis intervention lifeline for LGBT youth
- Trained, coordinated logistics, and provided coping and stress support to more than 75 Lifeline Counselors and managed volunteers for all programs in the New York City/Tri-state area
- Facilitated the first accreditation process for The Trevor Lifeline with the American Association of Suicidology
- Awarded Crisis Call Center Excellence Award for Innovative Programs by The American Association of Suicidology

Special Communications Project Intern, Gay and Lesbian Alliance Against Defamation January 2006 - May 2006

- Created the HIV/AIDS @ 25 Media Resource Guide—an information toolkit for the media and public on speaking about the 25th year of the pandemic in a responsible, accurate and respectful manner
- Served as primary researcher for information presented on site—worked directly under Entertainment Media Director

Education

Columbia University - Masters of Public Health

August 2007 - May 2009

Department of Sociomedical Sciences, Health Promotion track. Masters thesis received honorable mention and is bound in Columbia University Library

Occidental College - Bachelor of Arts

August 2003 - June 2007

Graduated cum laude majoring in American Studies with a minor in Critical Theory and Social Justice. Comprehensive thesis received distinction from department and review committee

National Board of Public Health Examiners - Certified in Public Health

August 2009

Sat for and passed 2009 Certification in Public Health—crosscutting proficiency in core areas of public health: epidemiology, biostatistics, environmental health sciences, community and behavioral health sciences, and health policy and management

GUSTAVO ADOLFO GUERRA VÁSQUEZ

OBJECTIVE

Lead a project in which I can use my leadership & collaborative skills to develop safer, more inclusive schools & communities by continuing to advance Human Relations & social justice through stakeholder training and education.

SUMMARY OF QUALIFICATIONS

Over fifteen years experience in conflict resolution and Human Relations work; bicultural and fully bilingual; Several years experience conducting primary and secondary research; excellent communication skills; proven collaboration and leadership among Human Relations and conflict resolution professionals. ADL Per-diem A.W.O.D. facilitator.

EDUCATION

University of California, Santa Cruz September 1991- June 1995
Bachelor of Arts / Spanish, Latin American & Latina/o Literature

California State University, Los Angeles January 1999-June 2000
Certificate Translation & Interpretation English-Spanish

University of California, Berkeley August 2000- May 2003
Master of Arts- Doctoral Candidate / Ethnic Studies

SKILLS

Research Lead

- Provide technical assistance to stakeholders by producing research for written documents & presentations.

Leadership Development

- Train stakeholders in conflict resolution & culturally-sensitive violence-prevention/intervention curricula.
- Advocate for, collaborate on and organize Human Relations programs within Southern California.

Community Experience

- Served on Watsonville Enterprise/Empowerment Zone Committee & Immigration Study Group staff.
- Develop & implement programs promoting positive Human Relations, conflict resolution & collaboration.
- Coordinated events, conferences and panel presentations on Human Relations and violence prevention.

RELEVANT WORK EXPERIENCE

A World of Difference® Institute Facilitator (2011-present), *Anti-Defamation League, Pacific Southwest Region*
• Facilitate trainings such as A Classroom of Difference, Becoming an Ally, Step Up! Assembly and Names programs. Co-Facilitated at National Youth Leadership Mission (November, 2012)

Senior Human Relations Consultant (2005-present), *Los Angeles County Commission on Human Relations*
• Lead the Commission's W.I.N. Team and continue work on other Human Relations youth programs and trainings. Anti-Defamation League "Peer Training" Coordinator for Pomona and Washington Preparatory High School. Foster positive relationships with political offices, lay-leaders and school districts that contract with us in order to implement Human Relations Programming that will reduce bullying, bias and discrimination.

Researcher (2004- 2005), *SEIU L.A. Public Services Organizing Project*
• Led SEIU's Public Organizing Project's educational research staff which informed the union's position.

Conflict Manager Trainer (2000-2003), *Peaceful Schools Project, Richmond & Berkeley, California*

Male Therapist (1998-2000), *Pico-Union Mothers & Sons Program; Para Los Niños/Didi Hirsch, L.A., California*

Elementary School Teacher (1998-2000), *Lankershim Elementary School, Los Angeles Unified School District*

Youth Counselor (1997-1998), *H.O.Y. (Help Our Youth) School Program Fenix Services, Watsonville, CA*

Intervention Specialist (1995-1998), *Pájaro Valley Prevention and Student Assistance, Watsonville, CA*

- Youth Development and Conflict Resolution Specialist for gang-violence prevention and intervention program.



Dear Sir or Madam:

Thank you for taking the time to review our proposal. We are excited to help create and pilot a new and vibrant program for the City of Carson. Our intention is to work collaboratively with the citizens and staff to create an effective and comprehensive anti-bullying program. We believe this proposal is a strong first step to create a community of empathy and involvement; key factors in helping to stop bullying.

Primary Contact

Jon B. Pease, MA, LMFT, Executive Director
12304 Santa Monica Blvd, Suite 327
Los Angeles, CA 90025
(310)692-4114
jon@notthetarget.org

Term

The term set forth is 90 days, unless optional services are contracted.

Scope of Services

Services Offered Narrative (Tasks and dates outlined in Cost/Timeline Grid below)

Not-the-Target is a leading non-profit in creating and implementing effective anti-bullying programs. We have helped tens of thousands of people recognize and respond to bullying in assertive (vs. aggressive) ways. We love teaching bystanders to feel safe enough to intervene for their peers who are unable to do so for themselves. The Executive Director of Not-the-Target, Jon Pease, created the "Steps to Stop" curriculum, which is used in more than 30 schools. In January 2015, Riverside County schools will use a similar curriculum. A longitudinal study, conducted by California Baptist University, will test the curriculums ability to increase attendance.

Still, Not-the-Target has only begun to scratch the surface of the terror students face every day when adult supervision is not present. With the advent of social media and texting, kids are no longer safe at home, compounding the problem. Teaching students when to unplug and report is absolutely necessary. In a recent study, up to eighty-three percent (83%) of male students and seventy-eight percent (78%) of female students claim they are the targets of bullying. Even concerned adults knowing 'what to do' isn't enough. We are tasked to activate neighborhoods and communities in new ways to help stop bullying. It takes a more than village to truly keep our children safe; it takes a cultural shift towards empathy and compassion.

As a psychotherapist, I believe that empathy can be taught. Through adult modeling and carefully attuned and oft repeated guidance, children learn to take care of themselves, as well as their peers. Through a carefully crafted anti-bullying curriculum that harnesses both community and scholarly research, a safety network begins to form that is based on empathy. When a child hears that 'everybody in this city knows what's going on' - what do you think they'll feel? If they are targets, they may feel safer. If they're an aggressor, it may be enough to

stop the aggression. Mr. Pease will spearhead the Cities efforts in creating an effective anti-bullying program and report progress to the City. He is the main liaison for all aspects of program development, based on the following ideas:

Task 1 - Create Space for Community to discuss Bullying

Jon will oversee all aspects of community input, including:

- Social Media Outreach/Feedback
- Standard Media Outreach
- School Campaigns (Create school-wide plans to capture students ideas)
- Find and form panel for Community Discussion (up to 4 members)
- Places to find participants
 - Schools (public/private)
 - YMCA's
 - Hospitals
 - Pre-Schools
 - After-School Programs
 - Neighboring Cities
 - Additional duties, as assigned

Task No. 2. Community Feedback

Jon has facilitated meetings of up to 800 people as the Executive Director of Not-the-Target. This experience will prove invaluable to help foster open and effective dialogue with the community. It may be necessary to use break-out groups to foster a wider range of feedback. Not-the-Target provides the means to capture group feedback, including thought-provoking questionnaires. We can also post and track these questions on our website for those citizens who cannot attend an in-person event.

The event can be held at the Carson Community Center. We suggest that it is held on a Saturday morning or Thursday evening that will increase participation. "Movie-time" for kids in attendance and food/beverage are great ways to increase attendance. Not-the-Target will record and process community feedback. We envision a panel that consists of concerned community members such as teachers, principals and bullied students as well as Jon Pease and other anti-bullying experts. Nearby communities should also be invited, through personal contact, email campaigns, social media and web/print articles about bullying. These aspects will be handled by our Press Relations agency.

Task No. 3 Creation of an Anti-Bullying Campaign in the City of Carson

Jon will assist the City in creating an anti-bullying campaign in Carson. The campaign will focus on teaching students, parents and educators ways to eradicate bullying by creating a culture of empathy and acceptance.

1. Not-the-Target currently utilizes various methods to help stop to bullying, but we are always open to new ideas. We have found that the following types of interventions work. They must be combined for maximum effectiveness.
 - Ambassador Programs (activating bystanders)



- The Ladder (proprietary to Not-the-Target) - works with aggressors to create empathy
 - Peer Mediation - This works in some cases, but often causes more psychological damage to the target of peer aggression
 - School-Wide or After-School Anti-Bullying Campaigns
 - Student led rally's
 - Weekly classroom discussions
 - Bully Box
 - Tracking reported instances of aggression
 - Clear and Escalating Consequences (based on program agreement)
 - City-Wide Efforts
 - PSA
 - Data available on city website
 - Billboards (if city has access to print/create these)
 - Sticker Campaign
 - Sports Campaign
2. Not-the-Target believes that family therapy is the most effective way to treat individual targets and aggressors involved in peer aggression. However, it is rare that families have access to therapists trained in peer aggression. Other avenues are available:
- List of resources for targets and aggressors
 - On-Line
 - In-Person
 - Clear and Escalating Consequences for frequent aggressors
 - Adults sending a cohesive message about appropriate behavior
 - On-site counseling (through not-the-target - see "options" below)
3. Not-the-Target employs various ways to increase empathy awareness and educate the general public about the overall impacts bullying can have on an individual.
- PSA
 - Library Events
 - School Events
 - Hospital Events
 - Web/Print articles (by targets and aggressors, etc)

Reporting Requirements

In performing such services, the Contractor shall work under the policy direction of City Council and be administratively responsive to the City Manager and staff coordinating the anti-bullying project.

Agreed, jbp

Personnel Support

Key personnel identified in response shall personally provide and perform the services required to support City's anti-bullying project. The key personnel identified shall be committed to the project.

Agreed, jbp

A. Introduction to your organization including a summary of expertise

Founded in 2008, we are a non-profit 501c(3) organization dedicated to teaching empathy, through education and empowerment. We activate the adult community to support our children, which helps them feel safer at home and on-line. We believe that bullying is a cultural phenomenon, and adults are responsible for changing this culture. By joining staff, administration, parents and community together, children sense that if they are bullied, a concerned adult is nearby. Adults become aware of how to help those children unable to help themselves.

We teach self-empowerment by modeling it as adults. Not-the-Target specializes in helping parents and educators recognize and respond to peer and social aggression with empathy (modeling). Frequent targets of bullying exhibit red flags which should activate a set of responses by concerned and caring adults. Through individual therapy sessions, we provide individualized interventions for both parents and children to help them cope with social aggression.

The Executive Director, Jon B. Pease, holds a Masters Degree in Clinical Psychology and has spoken to more than 30,000 people about ways to stop the bullying epidemic. The programs he has taught in the past include interventions based on psychological principles. In addition to founding Not-the-Target, Jon maintains a private practice in Los Angeles where he helps couples, kids and families learn to communicate more effectively. He believes deeply in creating a culture of empathy and compassion.

B. Summary of services offered. (Please see answers above for more detailed answers.)

Our turn-key programs provide interventions to help reinforce community gains, as well as policy considerations to make sure your organization is doing all it can to stop bullying. Parents are taught the fundamentals of empathy. It is a teachable skill, but difficult to learn, but with training, children can learn to be compassionate, yet assertive. Our anti-bullying programs continue into the classroom.

Not-the-Target provides trainings for teachers, parents, students, therapists and other concerned adults. During trainings, we review ways to help reduce all types of bullying, including, but not limited to: cyber, physical, verbal, and rumor types of bullying. We provide therapeutic interventions by psychotherapists and psychologists to assist targets and aggressors overcome the cycle of bullying.

C. Management approach to the project, responsibilities for coordination of work with the City, and lines of communication needed to maintain required contacts.

Jon's approach to all things is collaborative. He believes in direct and open dialogue to help move through the inevitable difficulties we all face. Community feedback can be compared to current anti-bullying research (Evidence Based Practices (EBP)) and combined with Jon's long term exposure to the many forms of bullying that will help create a unique program specifically tailored to the needs of your community.

It is important to not simply create a program in 90 days, but to continue on-going analysis of what the program does well, and where we may need to reevaluate its effectiveness. Bullying will not be stopped this quickly. It will take time and the dedication of all parties involved to help minimize the impact of social and peer aggression.

The Executive Director coordinates with the City, responding to inquiries and providing feedback about program. Email and telephone are best ways to correspond. In-person meetings are also welcomed.

D. Resumes of key personnel who will provide direct service to City.

Please see Jon's Resume below

E. Cost estimate for services: \$59,375.00

Please see attached Grid/Timeline for details.

*(*assumes no additional costs for a large event or Optional Services)*

Cost Proposal

The contract to be awarded is inclusive of all fees and costs of operations, including but not limited to: telephone, postage, photocopying, travel and any other expenses incurred in the course of representing City. Work performed by a sub-consultant shall also be compensated from this amount. In response to this proposal, the respondent should state the price at which it can provide the required service.

The respondent should consider the estimated level of effort and the performance schedule set forth in the proposal. The respondent must set forth an all-inclusive, not-to-be exceeded cost for services set forth in this proposal. Respondent will not exceed the stated fee unless approved by City Council prior to the additional work being performed. Invoices will be presented on a monthly basis.

Up-Front Deposit required of \$15,000 to begin work upon signing of contract. Then monthly invoices, with credit for deposit.

Subcontractors

The Respondent shall not subcontract any portion of the scope of services on behalf of the City without the prior and express written approval of City. Subcontractors, if approved, shall be held to the same requirements and limitations as those binding the Contractor.



The following sub-contractors will be required:

Public Relations Strategist

Social Media Coordinator

Camera/Video to record trainings to be used for future trainings

Design Services for marketing collateral

Final Decision

After reaching an agreement on the proposed consulting services agreement, staff will recommend to the City Manager that the City enter into the proposed contract. The City has, and will exercise, its final authority to accept or reject the proposed contract. The contract shall be in the form of City's standard "Contract Service Agreement," and subject to approval of the City Attorney (a template of which is attached to this request). It is anticipated that a firm will be selected through this process by June 26, 2014.

Agreed, jbp

Equal Employment

The respondent will not discriminate against any employee or applicant for employment because of age, race, color, religion, sex, ancestry, national origin, physical challenges, medical conditions, marital status, or other non-merit factors as provided by law.

Agreed, jbp

Termination

City will reserve the right to terminate any agreement for services at any time by giving 3 days written notice without cause, and immediate termination with cause. In the event of such termination, the respondent would be paid the reasonable value of all services rendered up to the date of such termination, subject to contract limits.

Agreed, jbp

Special Conditions

All responses submitted in connection with this proposal become the Property of City and public records, and as such may be subject to public review. Respondent shall indicate whether Respondent believes its submittal contains information which falls into one of the exemptions to the California Public Records Act (Government Code §§ 6250 et. seq.). Regardless of assertions of confidentiality, submittal contents may still be disclosed if City, or a court with jurisdiction, determines that such submittal is a public record requiring disclosure.

Agreed, jbp

City reserves the right to request additional information and/or clarification from any respondents to this proposal.

Agreed, jbp

Cost/Timeline Grid

TASK	WEEK OF	WHO	ACTION	TIME / HOURS	HOUR RATE	EXTENDED COST
Project Initiation	8/12/2014	Exec. Director	Meeting Preparation	2	150.00	300.00
		Exec. Director	EBSCO Subscription for Research			350.00
	8/19/2014	Exec. Director	In-Person Meeting with City Officials	2	150.00	300.00
		Exec. Director	Travel Time to City	1.5	75.00	112.50
		Asst. Director	In-Person Meeting with City Officials	2	50.00	100.00
		Asst. Director	Travel Time to City	1.5	25.00	37.50
	8/26/2014	Exec. Director	Research Action Items and Form Plan	5	150.00	750.00
		Asst. Director	Research on Action Items and Form Plan	5	50.00	250.00
		Exec. Director	Call(s) to City to Clarify Outstanding Questions	1	150.00	150.00
		Exec. Director	Research and Development of Community Outreach Plan	5	150.00	750.00
		Exec. Director	Promote Event (Social Media Co-Ordinator)	3	150.00	450.00
		Exec. Director	Promote Event (Social Media Co-Ordinator)	12	150.00	1,800.00
Community Participation	9/2/2014	Asst. Director	Manage Guest-List/RSVP (by AD)	5	50.00	250.00
		Exec. Director	Contact and Set Speakers for Community Anti-Bullying Event (ABE)	5	75.00	375.00
		Exec. Director	Reserve Room/Projector, etc. (AD)	1	50.00	50.00
		Exec. Director	Set-Up food for event			600.00

Creation of Anti-Bullying Campaign	9/9/2014	TBD	Promote Event (Social Media Co-Ordinator)	10	75.00	750.00
		TBD	Press Release/Media Outreach	10	150.00	1,500.00
		TBD	AD outreach to local schools/hospitals, etc.	10	50.00	500.00
	9/16/2014	Exec. Director	Contact City and Advise of Progress	1	150.00	150.00
		TBD	Promote Event (Social Media Co-Ordinator)	10	75.00	750.00
		TBD	Press Release/Media Outreach	10	150.00	1,500.00
		TBD	AD outreach to local schools/hospitals, etc.	10	50.00	500.00
		Exec. Director	Contact City and Advise of Progress/Work out Final Details	2	150.00	300.00
		Exec. Director	Moderate ABE	2	300.00	600.00
		Exec. Director	Travel Time to City	1.5	75.00	112.50
		Asst. Director	Moderate ABE	2	50.00	100.00
		Asst. Director	Travel Time to City	1.5	25.00	37.50
	9/22 to 10/15	TBD	Set-Up of ABE	2	50.00	100.00
		TBD	Travel Time to City	1.5	25.00	37.50
		Exec. Director	Curriculum Development based on Community Feedback and Research Baed Best-Practices	150	150.00	22,500.00
			- student handbook			
			- parent handbook			
			- staff handbook			
		Asst. Director	Curriculum Development	50	50.00	2,500.00
		TBD	Curriculum - Cultural Sensitivity Review	10	300.00	3,000.00
		TBD	Curriculum Review by Third Party	10	300.00	3,000.00

10/22/2014	Exec. Develop Collateral with City Staff for Concerned Parties	30	150.00	4,500.00
	Exec. Present Curriculum Final Draft to City	2	150.00	300.00
	Exec. Director Travel Time to City	1.5	75.00	112.50
	Exec. Adjust Curriculum based on Feedback from Concerned Parties	10	150.00	1,500.00
10/29/2014	Exec. Curriculum Printing & Design Services			3,500.00
	Exec. Director Training of Staff	8	300.00	2,400.00
	Exec. Director Travel Time to City	1.5	75.00	112.50
	Asst. Director Training of Staff	8	50.00	400.00
1/15/2015	Asst. Director Travel Time to City	1.5	50.00	75.00
	TBD Filming/Creation of Training Video			1,500.00
	Exec. Follow-Up with City to see overall progress	2	150.00	300.00
	Exec. Director Travel Time to City	1.5	75.00	112.50

OPTIONAL SERVICES

11/15 to End of School Year	TBD	On-Site Mental Health Counselor (hired & managed by Not-the-Target)	150	55.00	8,250.00
Duration: Unknown	TBD	Create Smart-Phone App for students to report bullying, learn steps to stop bullying & "send" empathy			25,000.00

Resume for Jon B. Pease, MA, LMFT MFC 48823

12304 Santa Monica Boulevard, Suite 327
Los Angeles, CA 90025
310-692-4114

notthetarget.org
jon@notthetarget.org

EDUCATION

Pepperdine University, Graduate School of Education and Psychology, Malibu, CA - Graduate in April 2008 (63 units)

Master of Arts in Clinical Psychology - Emphasis in Marriage and Family Therapy (GPA 3.98)

California State University-Long Beach, Long Beach, CA, December 1992

Bachelor of Arts degree in Political Science, emphasis in International Law

- Study abroad program: Austria
- Dean's Honor List (two semesters)

CURRICULA VITAE

- Teaching Assistant for David Levy, PhD for Marriage and Family Therapy, Fall 2006/Spring 2007
- Teaching Assistant for **Error! Contact not defined.**, MFT, Mindfulness & Psychotherapy, Behavior/Learning Theories, Fall 2006
- Weekly mindfulness meditation classes, on-going personal trainings and personal therapy
- CAMFT-SFV Silver Scholarship, 2007
- CAMFT-SFV Annual Conference Scholarship, 2007
- CAMFT Website and Monthly Newsletter Committee member
- Psi-Chi Member

RELEVANT WORK HISTORY

Outreach Concern, Inc.-Panorama City, CA

Counselor (September 2006 to June 2007)

September 2006 to June 2011

- Counsel high-school students in school setting
 - Depression, anxiety, peer issues, bi-racial concerns, poor grades, parental/sibling conflict
- Work with 0 students per week
- Crises Management and response

Regional Field Supervisor (May 2007 to June 2011)

- Recruit, hire, train and manage 150 interns over
- Provide on-going crisis management, interventions and help to staff
- Manage relationships with seventeen schools

Friends of the Family - Van Nuys, CA

April 2007 to May 2008

Staff Counselor

- Work with variety of clients, mostly DCFS referrals
 - Bi-polar, borderline, abuse, teens/gangs, addiction, depression, suicidal ideation, marriage counseling, existential issues
- On-going in services, weekly group and individual supervision

Aegis Medical Systems, Inc - Canoga Park, CA

January 2007 to May 2007

- Work as assistant to Director of Clinical Services (part-time)
- Interview possible candidates for internships, training of new hires
- Write policies and procedures for 25 clinics, statewide
- Assign duties and follow up on outcome of projects with other office staff

PROFESSIONAL EXPERIENCE

GMAC TIPS (Total Insurance Products & Service), Los Angeles, CA

July 2004 to Feb 2006

Sales Consultant

- Responsible for generating new sales/maintaining existing relationships with GM dealers in Los Angeles
- Generated the most income for TIPS in 2005, and for the 2nd half of 2004
- Acted with regional manager and team to promote regional and national goals

AIG/American General-Global Benefits, Los Angeles, CA

April 2003 to July 2004

Account Relationship Manager

- Managed all aspects of mid to large sized accounts for Life, Disability, Dental, AD&D, Vision, and Worksite products
- Develop marketing campaigns to increase plan participation. Create collateral, web-based options, and mailings
- Oversee enrollment and presentations for 120 clients

References available upon request.

**PACER Center
Carson, CA Bullying Prevention Campaign
PROPOSAL**

A. Introduction and Summary of Expertise

PACER Center is a national nonprofit parent center in Minneapolis, MN that has been serving families and professionals since 1977. **PACER's National Bullying Prevention Center** (www.pacer.org/bullying) unites, engages, and educates communities to address bullying through innovative and relevant resources and programs. Founded in 2006, the National Bullying Prevention Center has become a nationally-recognized leader in the development and dissemination of web- and print-based materials that teach students, parents, professionals, and communities how to address and prevent bullying in all forms. PACER has developed interactive websites specifically for elementary and middle and high school students (pacerkidsagainstbullying.org and pacerteensagainstbullying.org), as well as a website for parents and professionals (pacer.org/bullying).

PACER has shared its bullying prevention expertise in numerous forums throughout the country. PACER staff have testified before the U.S. Commission on Civil Rights; participated in a White House bullying prevention summit; and served as content experts on CNN, NBC, and numerous other local and national media platforms. PACER also received an award from the FBI in Washington, DC for its bullying prevention work.

PACER has presented training-of-trainer sessions to many groups and organizations on how to implement educational and outreach bullying prevention campaigns. Educational curricula developed by PACER's National Bullying Prevention Center include *Bullying Prevention: Everyone's Responsibility*, *Peer Advocacy: Students Protecting Students*, and *WE WILL Generation*. PACER developed National Bullying Prevention Month and Unity Day in October. PACER's expertise has been sought by school districts and others who want assistance in changing the culture around bullying so it is no longer viewed as an acceptable rite of passage.

PACER Center's overall mission is to enhance the quality of life and expand opportunities for children, youth, and young adults with all disabilities and their families so each person can reach his or her highest potential. PACER operates on the principles of parents helping parents, supporting families, **promoting a safe environment for all children**, and working in collaboration with others. The National Bullying Prevention Center activities assist **all children**, with and without disabilities.

PACER has the expertise and capacity to facilitate, develop, and implement a comprehensive educational and outreach campaign for the city of Carson.

B. Summary of Services Offered

PACER proposes the following workplan to accomplish the three required tasks. PACER's National Bullying Prevention Center uses a positive, proactive approach in its educational and

outreach campaigns. For example, the phrase "bullying prevention" is intentionally used rather than "anti-bullying." PACER created "Unity Day" to emphasize that communities can work together to prevent bullying anywhere, in and out of school. This unique, community-building message will be an important part of the campaign developed for Carson.

The educational and outreach campaign will address the needs of bullying targets, students who bully, and bystanders - recognizing that children and teens may experience bullying situations from multiple perspectives. While peer support and advocacy is critical, adults in the community also need to learn what action they can take when bullying is reported to them that will ensure student safety and help reduce future bullying incidents. Therefore the educational and outreach campaign will be geared toward both students and adults.

Task 1: Project Initiation

PACER staff will meet with the city staff to learn more about the Carson community, discuss the specific tasks, and review the project management plan.

- 1.1. Hold an in-person meeting in Carson, CA to be introduced to city council and meet city staff to:
 - a. begin planning a public summit and confirm stakeholders.
 - b. discuss general concepts related to bullying prevention campaign.

- 1.2. Refine scope of work and confirm requirements for meeting City Council's expectations.

Estimated Timeline: Month 1

Task 2: Community Participation

In order to change the culture around bullying, it is necessary to engage the entire community and develop a consistent message about the harmful impact of bullying and what can be done to stop it. A public summit of a wide variety of stakeholders (parents, students, school staff, residents, enforcement officers, neighborhood watch leaders, social workers, spiritual leaders, youth enforcement officers, and other experts in the field) will ensure the community has the opportunity to express their concerns and promote buy-in to the educational and awareness campaign that will follow.

- 2.1. Prepare for 1-2 Public Summits on Bullying Prevention.
 - a. Assist city staff with planning the public summit by (1) helping identify stakeholders and other experts to include and (2) assisting in development of meeting announcements and publicity.
 - b. Develop agenda for public summit that will result in identification of community leaders and needs, development of shared definition of bullying, and prioritization of goals for community education program.
- 2.2. Hold 1-2 Public Summits on Bullying Prevention.
 - a. Prepare materials that will help guide discussions.

- b. Facilitate public meeting(s).
- c. Draft summaries of meeting outcomes.
- d. Identify community and school leaders that can serve on a community bullying prevention committee to assist with the educational and outreach campaign and ongoing bullying prevention activities in Carson following the completion of this contract.

Estimated Timeline: Month 2

Task 3: Creation of Bullying Prevention Campaign in the City of Carson

PACER will use a three-pronged approach when developing the bullying prevention campaign for Carson. There will be various educational components for parents and school professionals, for students, and for the broader community. Local leaders will be involved with each component in a training-of-trainers model so that the campaign can continue in Carson on a long-term basis.

The planned content and approach for the bullying prevention campaign are described below but specific details will be dependent on information gathered at public summit(s). The focus of the campaign will be ending bullying, including cyberbullying, no matter where it takes place in the community.

- 3.1. Meet with Carson City staff and community leaders before and after campaign to review the educational materials and outreach campaign content, discuss the training outcomes, and plan next steps.
- 3.2. Develop educational and outreach campaign to **build capacity of parents and professionals** to better understand and respond to bullying incidences that occur in and out of school. The training will include content such as the dynamics of bullying, action steps for adults, cyberbullying, and how to encourage advocacy in students.
 - a. Modify "Bullying Prevention: Everyone's Responsibility" curriculum to meet city of Carson's needs.
 - b. Present training to Carson community with planning assistance from city staff.
 - c. Provide training materials to City of Carson for ongoing use.
- 3.3. Support **peer-to-peer solutions** to prevent and address bullying in and out of school.
 - a. Present "WE WILL Generation" peer training curriculum overview to school and student leaders and train them on how to utilize program in their community. WE WILL Generation is a student-to-student curriculum in which high school students teach younger high school or middle school students about bullying prevention, inclusion, and advocacy skills.
 - b. Provide resources for schools and community programs to use to teach kindness, respect, and bullying prevention to younger children.
 - c. Provide training materials to City of Carson for ongoing use.
 - d. Share information on PACER's "You're Not Alone" campaign that allows students to share photos, poems, stories, videos, and other media to inspire hope and show solidarity with students who are being bullied.

3.4. **Cultivate community engagement** in bullying prevention by the general public through various methods of education and outreach.

- a. Based on community input at public summit, develop theme for City of Carson's bullying prevention campaign.
- b. Share sample posters, public service announcements, and other outreach tools with city staff to be used in campaign.
- c. Share PACER's bullying prevention videos that can be incorporated into Carson's campaign.
- d. Provide assistance on using PACER's Run Walk Roll Against Bullying toolkit to organize community event in Carson.

Timeline: Months 3

C. Project Management

Paula Goldberg, PACER Center Executive Director, will be the key contact for negotiating the final terms and conditions of the consulting agreement and will oversee the execution of the contract activities. She will also be involved in the initial meeting with Carson city staff.

Julie Hertzog, director of PACER's National Bullying Prevention Center, will be the primary project manager. She will lead the development of the educational and outreach campaign and be the main contact for the City Manager and staff coordinating the bullying prevention project.

Jody Manning, parent training director, will facilitate the public meeting summits and present the trainings to the community. She will also help with developing content for the project.

PACER staff will meet in person with City of Carson staff a minimum of three times (when in Carson, CA for initial meeting, public summit, and training on educational campaign). Frequency of phone meetings will be determined at the initial in-person meeting on a mutually agreed upon schedule.

D. Resumes for Key Personnel

See attached for full resumes. Biographical paragraphs are below:

Paula Goldberg, Executive Director cofounded PACER in 1977 and has directed its growth from one to more than 30 projects. She has extensive background and content knowledge in parent involvement, nonprofit management, bullying prevention, and community engagement. Paula has been involved in numerous community and policy activities at the local, state, and national levels.

Paula has been integrally involved with all aspects of PACER's National Bullying Prevention Center. She attended the first ever White House Summit on bullying prevention and testified before the U.S. Commission on Civil Rights. Paula has initiated many exciting corporate partnerships on bullying prevention, including with Disney, ABC Family, Facebook, General Mills, Frito-Lay, and other national corporations.

Julie Hertzog, Director of PACER's National Bullying Prevention Center, has led its tremendous growth since 2006. She coordinated the development of its innovative websites, training materials, and national campaigns. She is the main creator of the NBPC's web and print content. Julie is frequently called upon as a bullying prevention expert by national media outlets. She co-chaired the Minnesota Governor's Task Force on Bullying Prevention which led to the passing of one of the strongest bullying prevention laws in the country.

Jody Manning, parent training director, has worked at PACER for ten years. Jody is an excellent and sought-after national trainer on bullying prevention and other topics. She is a skilled facilitator and experienced in presenting to parents, educators, and the general public.

E. Cost Estimate

PACER is a fiscally sound organization that meets national standards for nonprofit management and spends only 16% of its budget on administration and fundraising (United Way and Charities Review Standards state anything less than 30% is acceptable).

The 3 month budget for this proposal is \$75,000:

Personnel & Fringe - \$50,000

Travel - \$12,500

Other - \$12,500

Key Contact:

Paula Goldberg, Executive Director
952.838.9000 (ph)
pgoldberg@pacer.org
952.838.0199 (fax)

PACER Center
8161 Normandale Blvd.
Minneapolis, MN 55437

PACER Center does not discriminate against any employee or applicant for employment because of age, race, color, religion, sex, ancestry, national origin, physical challenges, medical conditions, marital status, or other non-merit factors as provided by law.

Paula F. Goldberg

I. PACER Center, Executive Director

1978 - Present Co-founder and Executive Director, PACER Center, Minneapolis, MN
In August 1978, she started PACER Center. Has organized and supervised the budget and led strategic planning including development of PACER's National Bullying Prevention Center. Works collaboratively with many state and local agencies, school districts, and corporations. She supervises staff, oversees program evaluation, and reviews materials. Has presented at over 150 workshops for parents, professionals, and the general public. Has served as expert on bullying prevention at meetings held by White House and U.S. Commission on Civil Rights.

II. Prior Experience Related to Children and Youth

Research projects at the University of Minnesota and University of Chicago
Certified teacher in Minnesota and Illinois
Preschool teacher, Chicago, inner city
Tutor for children with learning disabilities
Regular education teacher, Oak Lawn, Illinois, many children with learning disabilities and emotional disabilities specifically placed in class
Regular education teacher in Minneapolis public schools

III. Experience with Agencies/Organizations Representing Families and Education

1997 - 2014 National Parent Technical Assistance Center, Principal Investigator
2007 - 2014 Washington, DC Schools, Expert Parent Center Consultant, Blackman and Jones Consent Decree
2011 Testified before U.S. Commission on Civil Rights on bullying prevention panel
2011 Participated in first White House Summit on Bullying
2006 - 2008 Organized the first Indo-US Technology Conference for Children and Young Adults with Disabilities in Bangalore India and the first technology center in India
2006 - 2010 National Early Childhood Technical Assistance (NECTAC) Advisory Board
2003 - 2007 National Center for Special Education Accountability Monitoring (NCSEAM) Advisory Board
1998 - 2004 National Partnership Project - Families & Advocates Partnership for Education - Principal Investigator
1996 - 2008 National Advisory Board, The Merrow Report, National Public Television
1986 - 2004 Member of National Advisory Committee for Center for Research and Training on Family Support and Children's Mental Health, Portland, OR
1984 - 1997 Technical Assistance for Parent Programs (TAPP) Midwest Regional Center Director
1986 - 1988 TAPP Select Committee on Underrepresented Parents
1991 - 1994 Americans with Disability Act (ADA) Peer & Family Training Network
1987 - 1991 National Early Childhood Technical Assistance System (NEC*TAS)
1991 - 1994 Member of Mental Health Law Project Task Force on Procedural Safeguards, Early Childhood
1991 - 1992 Member, Panel of Experts, National Institute on Disability & Rehabilitation Research (NIDRR), Long-Range Planning Process
1988 Member of Task Force on Guidelines for Family Centered Research, ACCH
1983 - 1984 Member National Parent/Professional Task Force, OSERS, RRC

Recognition/Awards:

2013 Woman of the Year Award, National Gamma Sigma Sigma Service Sorority
2008 Outstanding Parent Leadership Award by Sinergia, a Parent Center in New York City at their 30th anniversary celebration
2007 Received 2007 Child Advocacy Award by the Minnesota Chapter of the Academy of Pediatrics

45

- 2007 Distinguished Leadership Larry Wilson Alumni Award for Excellence, University of Minnesota School of Education
- 2006 Recognized and interviewed by Minnesota Public Radio for a hour interview as a leader in the nonprofit world
- 1998 National Down Syndrome Association - National Education Award
- 1997 TASH National Collaboration Award
- 1996 American Academy for Cerebral Palsy & Developmental Medicine - Catherine Lyle Murray National Award
- 1987 Received recognition from COUNTERPOINT Newsletter, Exceptional Parent

Other:

University of Minnesota Department of Public Health, research associate
 Member State Council for People with Disabilities, appointed chair by Governor; Chair of Preschool Task Force;
 University of Minnesota Consultant--research assistant and helped teach four classes on special education administration at graduate level, directed a study on preschool children with disabilities in Minnesota, developed adolescent health course for graduate program
 Minnesota State Department of Education Consultant - prepared material on special education. Wrote a resource book for regular education teachers in MN about children with disabilities. More than 20,000 copies were printed for every school in Minnesota.

IV. Education

B.S. in Education, University of Minnesota, with honors
 Graduate work, Psychology/Education, University of Chicago
 Graduate work, Educational/Administration/Special Education, University of Minnesota

V. Related Publications

- Goldberg, P. et al, "*Parent Centers Helping Families Outcome Data Book*", 2010, 2011, 2012, 2013"
- Goldberg, P. et al, "PACER Center Evaluation Report, 2005, 2006, 2007, 2009, 2010, 2011, 2012, 2013"
- Bill, P., Goldberg, P. et al, "*Why Parent Centers*", 2004, 2005, 2006, 2007, 2008, 2009"
- Jordan, D., Goldberg, P. "Including a Child with Emotional Disabilities," in *Early Childhood Today*, 1996
- Goldberg, P., Jones, D. *Risky Situations: Vulnerable Children*, PACER Center, 1995
- Goldberg P., Shapland, C. *Speak Up for Health: A Handbook for Parents*, PACER Center, 1993
- Goldberg, P., "School Reform and Parent Centers" in *Coalition Quarterly* 1994
- Goldberg, P., "Obtaining Private Sector Funds" in *How to Organize an Effective Parent/Advocacy* 1993
- Anderson, M., Goldberg, P., *Demographics & Cultural Competence in Screening & Assessment: Implementation for Services to Young Children With Special Needs Ages Birth to 5*, NEC*TAS, 1991
- Edmunds, P., Martinson, S., Goldberg, P., *Demographics & Cultural Diversity in the 1990's: Implications for Services to Young Children with Special Needs*, NEC*TAS, July 1990
- Goldberg, P., "Children with Disabilities in Sri Lanka and China" in *Pacesetter*, PACER Center, 1988
- Goldberg, P., Berks, D., "Computer Centers and Funding Options" in *Apple Manual for New Centers*, 1988
- Goldberg, P., "Parent Coalitions and Private Sector Funding" in *Coalition Quarterly*, Winter 1983
- Goldberg, M., Goldberg, P., Smith, J., *A Project for Replication: Parents Train Parents*, 1981
- Goldberg, M., Goldberg, P., "Parents Training Parents: Personnel Preparation", *Counterpoint*, May 1980

WORK EXPERIENCE

Director, PACER's National Bullying Prevention Center

PACER Center, Inc. (2000 - present) • Minneapolis, Minnesota

- Manage the day to day implementation of PACER's bullying prevention efforts.
- Directed the development of PACER's on line bullying prevention resources and outreach; including PACER.org/Bullying, PACERTeensAgainstBullying.org, and PACERKidsAgainstBullying.org.
- Build relationships with business community, donors, and supporters across the nation
- Participated in national ad campaign for AdCouncil
- Appeared as content expert in local and national media; including CNN, CNN.com, Today Show, Star Tribune, Pioneer Press and local news stations
- Present locally and nationally at prevention bullying workshops, inservices and interviews
- Develop creative content and concepts to engage communities, educators, parents and students to take action against bullying, including:
 - "Unity Day", an event with participation from thousands of educators, parents and students across the nation to raise awareness of bullying prevention
 - Online toolkit for Unity Dance Day, an event using song and dance to raise awareness
- Designed and implemented a highly, successful innovative pilot project training peers to advocate for students with disabilities, called "Peer Advocacy—Students Protecting Students"
- Respond to individual requests from community members, media, educators, parents and students.
- Wrote a comprehensive curricula to educate parents about bullying, their responsibilities and rights
- Coordinated and organized live, large scale events including a Run, Walk, Roll Against Bullying
- Lead the Youth Advisory Board for Bullying Prevention
- Appointed as a member and co-chair of Minnesota's Governor's Task Force on the Prevention of School Bullying.

Court Division Supervisor

Hennepin County District Court (1990 – 1999) • Minneapolis, Minnesota

Received internal promotions from Court Clerk to Senior Court Clerk (1992) to Court Specialist (1994) to Court Division Supervisor (1996)

- Supervised up to 20 staff trained to provide support for case litigation in a metropolitan court system – responsible for scheduling, mentoring, training, and performance reviews
- Resolved complex customer service issues
- Developed training manuals and written literature
- Chaired web site development committee, business consultant in database development

EDUCATION

M.A.—Counseling Psychology (1991 - 1994)

University of St. Thomas – Saint Paul, Minnesota

B.A.—Psychology (1985 - 1991)

University of Minnesota – Minneapolis, Minnesota (Member of Student Senate - 1990)

Certified Mediation Training (1998), Minneapolis Mediation Program – Minneapolis, Minnesota

VOLUNTEER EXPERIENCE

- Domestic abuse counselor (1988-1994) and Down Syndrome Society—Board of Directors (2002)



VITAE

Jody Manning, PACER Center, Parent Training and Information Center Director

I. PACER Center

2004 to present PACER Center Minneapolis, MN

Parent Training and Information Center Director

- Present workshops to students, parents, professionals, and students on a variety of topics, including bullying prevention
- Provide train-the-trainer programs to educate advocates around the country on bullying prevention curricula
- Develop handouts and training curricula on bullying prevention and other topics
- Provide individual assistance to parents of children with special needs related to the child's education.
- Implement and manage the goals and activities of grants.
- Provide work supervision and direction to Parent Advocates to accomplish goals.

II. Experience with Agencies Representing Persons with Disabilities

1991-1994 Senior Friendship Centers, Inc. Naples, FL

Clinic Director

- Management of non-profit health clinic for low income senior citizens.
- Administration of 2 paid staff members and over 100 volunteers.
- Oversaw the clinic site budget.

1988-1991 CHARG- Denver Center for Mental Health Denver, CO

Case Manager/ Licensed Practical Nurse

- Managed a caseload of 25 chronic mentally ill adults.
- Responsible for resource referral.
- Lead individual and group counseling sessions.
- Assisted MD with medical clinic visits to this day treatment facility.

III. Education

2000-2004 Metropolitan State University St. Paul, MN

B.A., Psychology

Granted membership in Psi Chi, the National Honor Society in Psychology.

1994-1995 Normandale Community College Bloomington, MN

Associate in Arts

1980-1981 Andrews University Hinsdale, IL

Diploma in Practical Nursing

IV. Relevant Experience

2012- present University of St Thomas Special Education Advisory Committee
2011-present MN State Autism Task Force
2007-present MN Common Principals of Effective Practice Leadership Team
2010-2012 MN State Literacy Advisory Council
2005-2008 Dropout Prevention Initiative Leadership Team, State of MN
2005-2007 Specific Learning Disabilities MN Rules taskforce member

GARDENA-CARSON FAMILY YMCA
Proposal for Anti-bullying Campaign in Carson

A. Introduction to your organization including a summary of expertise

For more than 130 years, the Y's mission in Los Angeles has been to strengthen our communities through programs focused on Youth Development, Healthy Living, and Social Responsibility. It is a mission realized by ensuring access to Y programs and opportunities that nurture the potential of every youth, family, and individual. The YMCA of Metropolitan Los Angeles is one of the oldest, largest, and highest-impact Y Associations in the world. From its beginning in 1882, when Los Angeles had fewer than 20,000 inhabitants, to today, the Y has continued to evolve in how it meets community needs while remaining dedicated to its mission of bringing communities together. With a spectrum of programming addressing the needs of spirit, mind, and body for youth and families across Los Angeles – including those living in some of the most diverse and densely populated urban communities in our country – LA's 25 Ys reach more than 250,000 members and benefit more than 500,000 participants through work both inside and beyond their facilities.

For our city's youth, the Y is a crucial resource. While only 45% of high school students graduate in the urban core schools of LAUSD, fully 100% of the YMCA Teen LEAD youth finish high school, and many go on to college. The P.L.A.Y. program, which the Y leads on school campuses during the school day, has increased physical fitness among children as measured by state standards by nearly 30%. Among Y Youth & Government participants, 97% have voted in each of the past three election cycles, compared with 66% in the general population and only 48% in their age group.

The Gardena-Carson Family Y, founded in 1981, is a leading provider of health and wellness. The Y's promise to its neighbors is that we will work side-by-side, ensuring that everyone has the same opportunity and no one is denied membership due to inability to pay. By offering affordable children's programming to low- and middle-income families, by designing and implementing health and wellness programs that break cycles of unhealthy choices, and through many other programs promoting a healthy spirit, mind, and body, the Y makes accessible the support and opportunities that empower people and communities to learn, grow, and thrive.

The Gardena-Carson Family Y service area is over 27 square miles and includes the City of Gardena with approximately 60,000 residents, the City of Carson with a population approaching 100,000, and regions of the Harbor Gateway community. The area is one of the most racially balanced and ethnically diverse in all of Southern California, with a 34% Latino, 28% African-American, 18% Asian, and 16% Caucasian population. There are over 25,000 children under the age of 18 who live in the area served by the Gardena-Carson Family Y, and the YMCA has been a leader in providing healthy, educational, and character-building activities for those youth as they seek to improve their lives. The Gardena-Carson Y subsidizes programs for 35% (and growing rapidly) of its participants, providing in total over \$250,000 in subsidies annually.

B. Summary of services offered

The YMCA has extensive experience designing and running community education, engagement, and improvement programs. By offering affordable children's programming to low- and middle-income families, by designing and implementing health and wellness programs that break cycles of unhealthy choices, and through many other programs promoting a healthy spirit, mind, and body, the Y makes accessible the support and opportunities that empower people and communities to learn, grow, and thrive.

Youth Development programs at the Y nurture the potential of every child and teen:

- *Camp*: Day and resident camping experiences provide exciting, safe community for young people to explore the outdoors, build self-esteem, develop interpersonal skills, and make lasting friendships and memories.
- *Education & Leadership*: From Youth & Government to Model UN, civic and educational programs bring mentorships, character development, guidance, and encouragement to help youth develop and realize their potential;
- *Before- and Afterschool Youth Enrichment*: Including Youth Development and Teen Center to provide safe, nurturing environments and supportive, proven curricula for children to learn, grow, and develop social and life skills;

Healthy Living programs improve the health and well-being of youth, adults, and seniors:

- *Family Time*: Family Fun Nights, family exercise, and more bring families together to have fun and grow together;
- *Health, Well-being, & Fitness*: Structured and supported health and fitness programs provide every Y member with the resources and guidance to improve their physical activity, health, and wellness, including through research-driven programs that have proven their behavior change methodologies, including the 12-Week Personalized Fitness program;
- *Sports & Recreation*: A wide variety of individual and group; youth, adult, family, and senior healthy lifestyle activities bring together people with shared athletic and recreational interests; and
- *Group Interests*: Social networks and activities bring together people that share common passions and personal interests, be they teenagers who support each other as they navigate coming of age, seniors who give each other the important nourishment of social activity, or many, many others.

Social Responsibility programs emphasize giving back and providing support to our neighbors, and they involve both the Y serving the community through direct programming and encouraging and enabling its volunteers to give back through their own work in the Y:

- *Social Services*: The Y gives direct training, resources, and support to empower our neighbors to make change, bridge gaps, and overcome obstacles in their own lives;
- *Volunteerism & Giving*: The Y works to bring every person it touches into deeper involvement, leading eventually to leadership within the community of the Y and, through that, leadership in the community at large, with involvement including contribution of time, money, and ideas;
- *Advocacy*: Collaborations with policy makers, community leaders, and private and public organizations help the Y develop youth, prevent chronic disease, build healthier communities, and encourage social responsibility.

C. Management approach to the project, responsibilities for coordination of work with the City, and lines of communication needed to maintain required contacts.

I am a highly collaborative community leader who works to ensure all members of committees, boards, companies, civic organizations and employees are included in program development and creation processes.

I am an organized professional who balances meetings and collaborative initiatives with framed agendas ensuring a time for sharing and presenting as well as listening and learning. I believe everyone at the table or meeting has important information to share and members of such committees or groups have a responsibility to listen, work, present and implement.

Throughout my 15 years with the YMCA, I have skillfully navigated initiatives and proposals through my Board and Staff Teams while gaining support and momentum. While I believe coaching and listening is critical to creating a successful collaborative, I also believe there comes a time for decisiveness, direction and implementation.

As the Executive Director of the YMCA, I consistently work with both large and small groups to complete overall big picture mission work in the areas of Youth Development, Healthy Living and Social Responsibility and am very experienced in this role. I communicate ongoing and often via email and phone as well as in person meetings in partners offices and community as well as the YMCA. I am comfortable meeting at schools in Carson, the Y, or other requested locations and I come prepared with agendas in place. I do my best to send out draft agendas ahead of time when possible so that all participants arrive ready and prepared to dialogue about the tasks at hand.

D. Resumes of key personnel who will provide direct service to City.

The resumes for the following key personnel who will provide direct service to the City follow this page in the order indicated.

- See attached resume

E. Cost estimate for services. (see attached budget for 3 tasks below)

\$55,600

Task No. 1 Project Initiation

Task No. 2 Community Participation

Task No. 3 Creation of Anti-Bullying Campaign in the City of Carson

Key Contact:

Audrie Echnoz

Executive Director

Gardena-Carson Family YMCA

1000 Artesia Blvd.

Gardena, CA 90248

310-523-3470



GARDENA-CARSON FAMILY YMCA

PROPOSED BUDGET OUTLINE

Anti-bullying Campaign in Partnership with The City of Carson

Item	Description	Amount	Total Schools in Carson	Listed below
Camfel Support	\$800 per 2 presentations: http://www.camfel.com/pages/aboutcamfel.html			
This is a non-profit organization that specializes in producing character-building resources for schools across the nation. Their three-screen assemblies are seen by roughly two million students each year.				
	1 at Charter/1 at Continuation and 4 at Carson and Magnet	\$ 4,800.00	High-schools	4 (3 public/1 Charter)
	(1/2 school at a time)	\$ 5,600.00	Middle Schools	7 (6 public/1 Charter)
	(1/2 school at a time)	\$ 12,800.00	Elementary Schools	16
Staff Time	YMCA Project Leadership/Consultation Fee	\$ 9,000.00	Total Schools	26
Subtractor/Partner Agency	Counseling reimbursement for certified SWs.	\$ 10,000.00	125 visits proposed for identified victims	
School Collaborator	To be selected to meet with student leadership and school partners (27 8 hour days)	\$ 5,400.00	One person to meet with all listed schools to implement larger anti-bullying campaign	
Printing	Campaign materials Est at 1200 schools for materials in all classes	\$ 8,000.00		
TOTAL		\$ 55,600.00		

Audrie Echnoz

(562) 577-0110 (C)

Professional Experience

Executive Director

May 2008-Present

Gardena-Carson Family YMCA
YMCA of Metropolitan Los Angeles

Responsible for \$2 million, 38,000 sq. ft., urban facility including branch operations, staff development, board development, financial development, youth programs, healthy lifestyles, preschool, day camp, resident camp, special events and community collaborations. Branch staffing includes 7 FT staff and 70 Part-time.

Key Successes:

- Branch ended FY12 in balanced position for the first time since the facility was built in 1994 having previously lost up to \$150k+ annually.
- Led a board of 25 community leaders through strategic planning process and implementation resulting in new Youth and Family Programs.
- In FY 12 raised \$215k in community support campaign including foundation grants.
- Grew membership from 1200 units to 1800+ units.
- Increased special event revenue from \$49k in 2012 to \$75k in 2013.
- Improved member retention from 60% to 65%.
- Grew branch board from 11 active members in 2008 to 25 active members in 2013.
- Launched YMCA Fitness program in 2012 at Gardena High School and at Carson High School in 2013, serving over 60 students per school.
- Launched branch summer day camp program in 2011 increasing enrollment from 45 participants per week to 160 per week; results include \$100k in revenue over 11 week program period and major community impact. Achieved ACA certification in summer 2013.
- Through 2012-2013 secured \$130k grant from LA County for Youth and Fitness programs implemented both on site as well as at the local High School. Impact included new healthy lifestyle programs for 200 additional families.
- Created nightly fitness programs for local youth resulting in over 50 participants per evening.
- Managed facility assets including the renovation of branch full gymnasium, child activity center and preschool playground. Led installation process of revamped H-VAC system.
- Coached 4 EPI participants through career development and personal growth process from 2011-2013 through YMCA of the USA.

Associate Executive Director
Weingart-Lakewood Family YMCA
YMCA of Greater Long Beach

February 2006-March 2008

Responsible for daily branch operations and overall program implementation. Supervision and management responsibility included 7 FT staff, 4 PT staff and over 150 in-direct staff members. Programs included: Membership, Academic Enrichment, ASES and 21st Century After school Programs, Aquatics, Sports, Gymnastics, Healthy Lifestyles, Senior/Active Older Adult, Resident Camp, Day Camps, Special Events, Adventure Guides, Kids Club and Volunteer Development. Additional supervision includes over 90 volunteers.

Key Successes:

- Directly developed and managed \$3 million budget.
- Successfully hired and developed 6 Program Directors.
- Responsible for the day to day supervision of programs and over 2500 participants at any given time as well as 1700 membership units.
- Collaborated with local school districts and was successful in acquiring 6 additional after school sites through Government funding; this included over 600 children and a total additional budget responsibility of \$385,000.
- Provided leadership for annual fundraising event recruiting 116 volunteers and successfully raising \$100,000 in pledges.
- Secured over 50 new gifts in pledges for 2008 fundraiser.
- Recruited, developed, and motivated Membership and Program Committee comprised of board members.
- Recruited 4 volunteers to the Board of Managers
- Served as Association Cluster Chair for Membership Department.
- Implemented Volunteer Ambassador program.

Senior Program Director
Weingart-Lakewood Family YMCA
YMCA of Greater Long Beach

June 2004-February 2006

Member of the management team of a \$2.5 million branch operation. Responsible for all aspects of Child Care, Day and Resident Camping programs with an annual budget of \$1.5 million. Responsible for Membership department including marketing and growth strategies, customer service, and fiscal management with an annual budget of \$900K. Supervision responsibility included 4 salaried professional staff, 40 program staff and 80 volunteers.

Education

University of Washington

Seattle, Washington

Bachelor of Arts Degree in Psychology (graduated Cum Laude) 1994

Training, Certifications and Recognition

Multi-Team or Branch Leader Certification-*YMCA of the USA*

EDI Program graduate-*YMCA of the USA* 2009

Leading and Coaching Others-*YMCA of Metropolitan Los Angeles*-2012

Women of the Year-Gardena Chamber 2012

Leadership Carson graduate-2011

Child Abuse Prevention-*YMCA of the USA*

Skills of an Effective Leader- *Cerritos College (2008)*

Dealing with Difficult People -*Cerritos College (2008)*

Member Involvement Award - *YMCA of Greater Long Beach (2004)*

Character Award-*YMCA of Greater Long Beach (2006)*

Community and Professional Involvement

Rotary International-2008-Present

- Program Chair- 2years
- President Elect-currently

Memorial Hospital of Gardena-2011-Present

- Governing Board Member
- Quality Committee Member

City of Carson

- Advisory Board Member of the City HEAL Program-Present
- City partner for 5000 Pound Challenge-Present
- City Partner for Annual Tri-Carson event-2011-2013
- Leadership Carson Program Chair-2013