Who Is Marstel-Day?

• **A Woman-Owned Historically Underutilized Business (HUB)Zone enterprise** with offices Oakland, CA since January 2004

• Founded November 2002
  – headquartered in Fredericksburg, Virginia

• We are composed of 65 full-time staff members, a cadre of dedicated SME consultants, and our Advisory Council

• Focused on providing outstanding **studies and analyses**
Marstel-Day Key Capabilities

- **Strategic Communication, Outreach, Engagement and Stakeholder Facilitation**

- **Strategic Planning, Policy Formulation and Organizational/Program Reform**

- **Geographic Information Systems (GIS) analyses and mapping**

- **Environmental Advisory Services**
**Illustrative Clients**

<table>
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<th>Government Clients</th>
<th>Commercial Clients</th>
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| • Office of Secretary of Defense (Policy)  
• Office of Secretary of Defense (Installations & Environment)  
• Military Services (Army, Navy, Marine Corps, Air Force, Army and Air National Guard)  
• US Army Corps of Engineers  
• Army Environmental Policy Institute  
• USACE Institute for Water Resources  
• Department of Homeland Security  
• National Oceanic and Atmospheric Administration  
• US Environmental Protection Agency  
• *Port of Oakland/City of Oakland*  
• Virginia Tri-Service Initiative  
• Military Growth Task Force of the North Carolina Eastern Region  
• *East Bay Regional Park District*  | • *Bay Dredging Action Coalition*  
• Science Applications International Corp.  
• Michael Baker Junior Engineering  
• Ecology and Environment  
• HDR | e2M  
• CDM  
• HGL  
• Parsons Engineering  
• **URS**  
• **Signature Properties**  
• The Lester Group  
• Tricord Homes  
• *Building & Construction Trades Council of Alameda County (AFL-CIO)*  
• Kimley-Horne and Associates, Inc.  
• **Beacon Economics**  
• **Claussen Engineering** |
Recent Awards and Recognition

• **April, 2010:** *American Planning Association, Federal Planning Divisions Outstanding Collaborative Planning Project*

• **December, 2009:** *Environmental Business Journal* Project Merit Award for our global environmental monitoring and intelligence capability in collaboration with IHS Jane’s

• **August, 2008:** *The Association of Defense Communities (ADC)* awards Marstel-Day President Rebecca Rubin the 2008 Private Sector Leader of the Year Award

• **February 2010:** *Virginia Business* magazine selects Marstel-Day as one of four finalists for its 2009 small business of the year award

• **December, 2009:** *Environmental Business Journal* Silver Medal among small businesses

• **August, 2009:** *National Zweig Letter “Hotfirm” List* – among the 200 fastest-growing architecture, engineering, and environmental consulting firms in the United States

• **March, 2009:** *Virginia Chamber of Commerce’s “The Fantastic 50,”* recognizing the 50 fastest-growing companies in Virginia.

• **December 2008:** *Environmental Business Journal* Gold Medal among small businesses

• **Consistent top small business rank by Dun & Bradstreet and Better Business Bureau**
Project Team

• **H. Lee Halterman** – Principal in Charge
• **Charles Bradshaw**, Certified Project Manager – Project Manager
• **Chauncey Robbs**, Masters in Urban Planning – GIS Administrator
• **Isaac Ramirez**, Masters in Urban Planning – Planning, GIS and community engagement support
• **Jessica Tse**, Bachelor of Science – Community engagement support
Redistricting Criteria

Each District must be:

- Equal in population
- Respect communities of interest
- Contiguous
- Compact
- Translate into a description and geography acceptable to the Registrar of Voters
Methodology

- Meet with Trustees and headquarters staff to assess issues associated with redistricting, *identify stakeholders and communities of interest*; meet with College administrations to identify stakeholders and communities of interest
- Further research District stakeholders – key individuals and organizations – and develop consolidated list for review
- Analyze census population and demographic data to support development of initial range of alternatives
- *Map and describe alternatives*; share with District for approval
- *Develop public outreach and engagement* strategy and schedule for public meetings; prepare materials for posting to website
Methodology (cont.)

- Hold public meetings; consolidate notes; provide notes to District
- **Assess stakeholder inputs; develop or modify alternatives** for Trustee consideration
- Prepare final report with weights associated with alternatives’ fidelity to the required redistricting criteria (excellent-significant-acceptable)
- Work with management to post materials to website in preparation for Trustee action
- Deliver report to Trustees
- Finalize information for Registrar for redistricting plan adopted by Trustees; answer any questions from Registrar
Meeting the Trustees’ Sustainability Goals

- **Phase 1 (2002-2004)**
  - Marstel-Day Founded on Premise of Green Consulting Projects
  - Launched as Virtual Organization

- **Phase 2 (2004-2008)**
  - Centralization of personnel; Emphasis on Reducing Personnel Travel Mileage
  - Significant “firsts” in Telecommuting Program Grants (Alexandria and Fredericksburg)
  - Earth Day Commitments
  - Virginia Green Membership

- **Phase 3 (2008-forward)**
  - Green Communications: alignment of internal values and external (consulting) projects
  - Green Office: stockrooms, kitchen items, cartridge-free printers
  - Rain Barrels, Native Gardens, Recycling, Working Towards Solar
  - Green Hiring Practices
  - Earth Day Commitment Made Mandatory via Offer Letters
  - Carbon Offsets: for all personnel air and car travel through CarbonFund.Org
  - Skype capabilities join with existing VTC
  - Launch of Vital Voices of the Environment (Interviews with “Thought Leaders”)
  - Launch of Verdant World News (Blog)
Marstel-Day is well positioned with experienced personnel to conduct Peralta Community College District’s decennial redistricting and stands ready to assist in this important effort.