



# Capabilities Overview

## Presented to the Peralta Community College District Board of Trustees



July 27, 2010

# 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

## Government Clients

- 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**

## Commercial Clients

- **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**

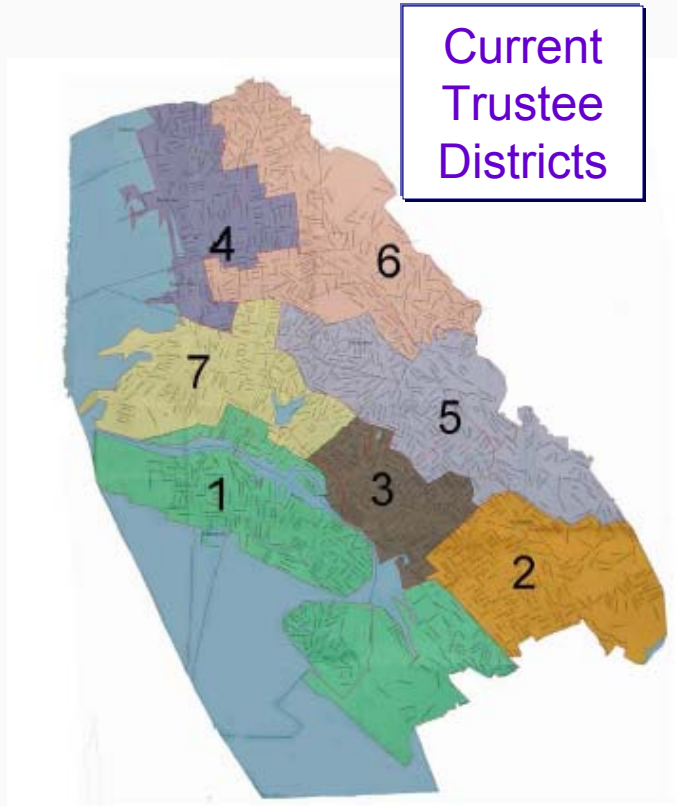
# Recent Awards and Recognition

- **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)

# Conclusion

**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.**

