



18 E. State St., Suite 209  
Redlands, CA 92373  
[hounder.co](http://hounder.co)

# RFP #46-23 Technical Proposal: On-Call Communications, Marketing, & Social Media Services

**Prepared for:** Sheikia Wilson, City of Palm Springs

**Created by:** Joshua Northcott, Hounder  
November 6, 2023

# Table of Contents

## **Cover Letter**

## **Executive Summary**

Hounder Overview

## **Meet the Team Leads**

## **Meet the Project Team**

Proposed Staff Plan

Everstream Analytics: Organic Search Traffic

UL Digital Marketing Transformation

Open Source Integrators: Email Marketing

## **Discovery Approach**

## **Digital Marketing & Operations**

End-to-End Marketing Strategy

Search Engine Marketing (SEM)

Search Engine Optimization (SEO)

## **Content Marketing Components**

Web Content Copywriting

SEO keyword research

Content strategy

Content creation

Creative writing

Content writing guide

Video Strategy

Social Media Management

Content Marketing

Email Marketing

## **Proposed Approach for Implementing the Scope of Work**

Implementation Strategy: Utilizing Customer Journeys for Holistic Marketing

Why our End-to-End Marketing Approach?

Marketing Channels and Conversion Strategies:

Hounder will also support of Palm Springs by:

### **Local Preference**

### **Forms**

Completed Signature authorization and Addenda Acknowledgment (see Attachment A)

Completed Affidavit of Non-Collusion (see Attachment B)

Completed No Conflict of Interest and Non-Discrimination Form (Attachment C)

Completed Public Integrity Business Disclosure Form (Attachment D)

Complete the Reference form (Attachment E)

Completed Executive Order N-6-22 Certification (Attachment F)

**Thank you!**

# Cover Letter

Dear City of Palm Springs,

Thank you for the opportunity to be considered for the City of Palm Springs marketing and social media services. I am Joshua Northcott, CTO and Co-founder of Hounder - a limited-liability corporation in good standing with the California Secretary of State for 7 years and specializing in marketing and design strategies here in California. If selected, I am authorized to represent Hounder in the contract awarding process and will be bound by standard terms and conditions satisfactory to the City of Palm Springs.

As part of the core team for this project, we look forward to working with you and the team at City of Palm Springs. Please enjoy the following pages about our company, team, and our responses to your request for proposal per our detailed review of this marketing RFP. If you have any questions, feel free to reach out through the contact information provided below.

- Thank you for your consideration,



**Joshua Northcott**  
*CTO & Co-Founder*  
Email: [josh@hounder.co](mailto:josh@hounder.co)  
Phone: (951) 295-6815

A handwritten signature in black ink, appearing to read "Joshua Northcott".

# Executive Summary

As Southern California locals, we love partnering with municipalities like the City of Palm Springs and recognize them as the backbone of our communities. If selected, we plan to help build a web presence that reflects the iconic City of Palm Springs and its progressive community initiatives. Palm Springs has the potential for a highly engaged marketing strategy and improved public affairs content through its multiple online channels.

The proposed marketing services project is to transform *PalmSpringsca.gov* and its respective social media accounts into community-connecting and informative digital presence that will stand out to potential residents and serve the public. With the growing reliance on the City's modes of communication and online platforms, we plan to provide on-call marketing, graphic design, and video production that will create a consistent brand awareness for stakeholders and residents.

Within 7 years of business, Hounder has taken on web projects of all kinds. From non-profit organizations to government agencies to fortune 100 companies, we've designed and developed multiple high-profile web presences. We have included a comprehensive list of our expertise below and projects of similar scope for marketing services within this response.

## We are a partnership LLC business structure offering expertise in:

### Digital Marketing + Operations

- *End to End Marketing Strategies*
- Campaign Planning & Execution
- Account Based Marketing (ABM)
- *SEO (on-page and technical SEO)*
- *SEM/PPC*
- *Content Marketing*
- Social Media Management
- PR Placement
- Email Marketing & Management
- Analytics & Reporting
- Site Migrations

### Innovation + Product Development

- *Web Applications*
- *ArcGIS Solutions*

### Managed Services + Global Delivery

- *Full Service Hosting*
  - Pantheon partner

### Customer Experience + Human-Centered Design

- UX/ UI Design
- *Enterprise Design Systems*
- Usability Studies
- *Custom Website Design*
- *Website Personalization (+ Personalization Pilot Program)*
- *ADA Website Compliance*

### Platforms + Technology Implementations

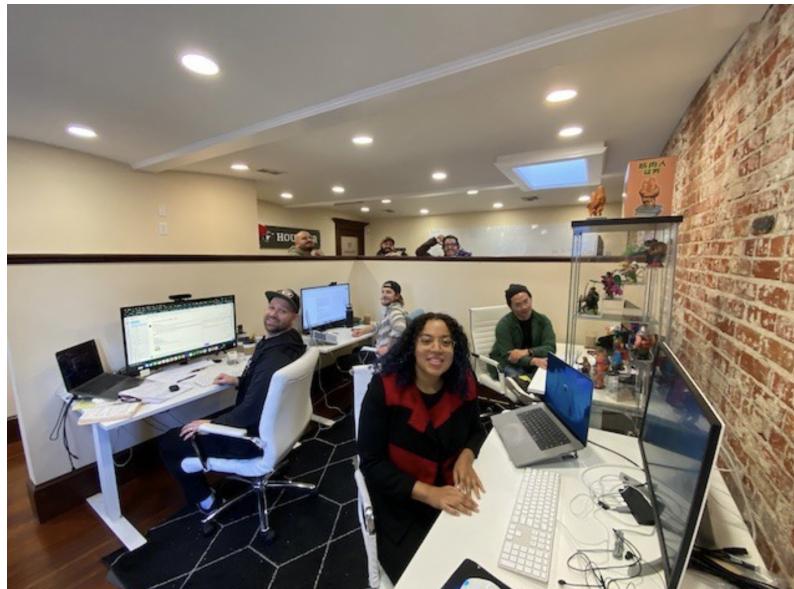
- Marketing Automation Implementation / Integrations (Hubspot, Marketo, Pardot)
- *WordPress Custom*
- *CMS Implementations (Drupal/Acquia, WordPress, AEM)*
- Web Development
- Web Support / Monthly Retainer
- *Drupal Custom*
- Drupal certified developers on staff
- AEM Sites

**Our plan is to apply the utmost care for the Palm Springs website and social media platforms during this contract, leaving it better than we found it, all while collaborating with City staff.**

# Hounder Overview

## *Why we exist*

We noticed a large gap in the market; all too often, organizations are forced to pay over-promising agencies for a subpar delivery from the vendor. Poor system implementations lead to terrible web experiences, plaguing companies to constantly stumble. We believe in building unique, meaningful, and game-changing digital spaces. At Hounder, we love to partner with local government entities, creating web presences that reflect the passionate individuals that are the backbone of our communities. Our team of talented designers, developers, and marketing specialists have years of experience to take each project to the next level.



## *Who we are*

At Hounder, we practice a concentrated and intimate approach to how we work with clients. Since opening in 2016, we accept only 2-3 projects at a time—done to ensure that our time together is made of the quality you deserve—with a tight-knit staff of 8.

## *Our location*

We are 100% US-based, headquartered at 18 E. State St. Suite 209 Redlands, CA  
Hours: 8am - 6pm PST

### **Our industries:**

- Medical
- Government
- e-Commerce
- Education
- B2B
- Non-profit

### **Along the way, we have:**

- Touched over 1.2 billion unique visitor experiences
- Lead web design, development, and marketing for several of the Forbes Top 100 companies.
- Designed and implemented over 150 enterprise websites and marketing systems across 22 countries and in 36 languages
- Enabled B2B companies to create Personalized site experiences for their customers with an average of 32% increase in conversions.
- Helped increase e-commerce site revenues by an average of 40%
- Along the way we've had the honor to be nominated for multiple awards.

# Meet the Team Leads

**Joshua Northcott**

*CTO & Co-Founder (Account Lead)*



**Justin Hough**

*CDO & Co-Founder (Development Lead)*



Previous related experience includes:

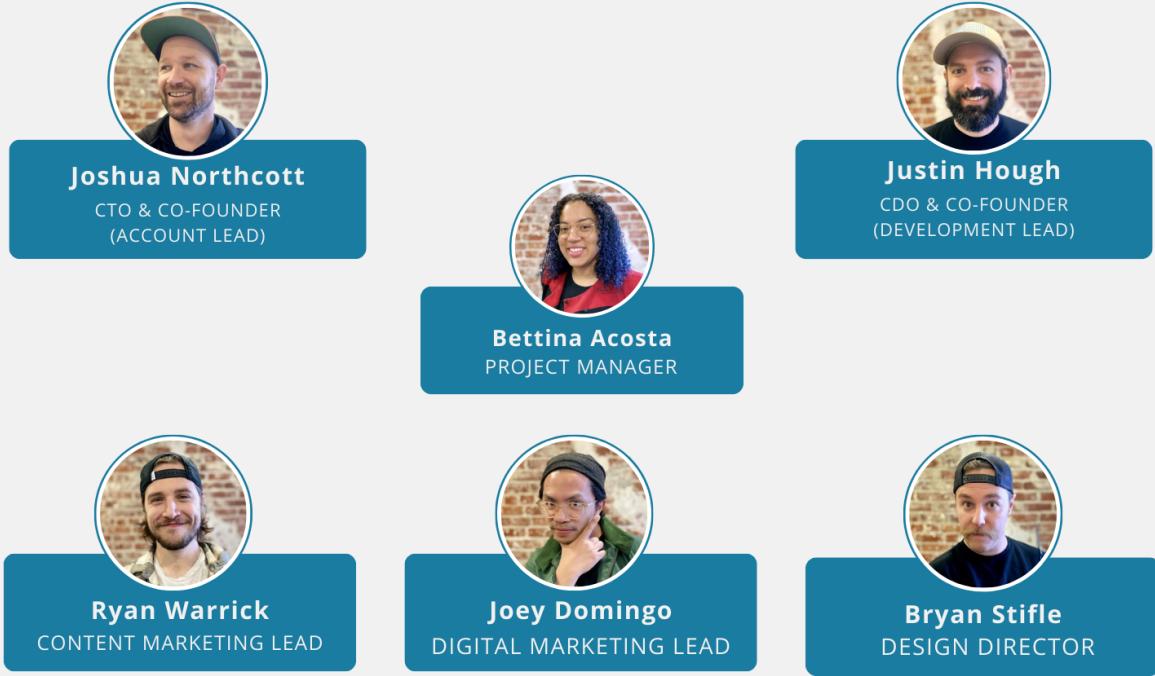
- CTO/Co-Founder, Hounder (present, 7+ years)
- Web Department Director, Esri (2012-2016)
- Front End Development Manager, Esri (2009-2012)
- Web Developer/Designer, Esri (2007-2009)
- Web Development Team Lead & Sports Staff Writer, The Press-Enterprise (2005-2007)
- Graduated from Cal State San Bernardino in 2006 with a BA in Business Marketing
- Working in Drupal as a contributor since 2011.

Previous related experience includes:

- CDO/Co-Founder, Hounder (present, 7+ years)
- Front End Development Team Lead, Esri (2015-2016)
- Front End Web Specialist, Esri (2010-2015)
- Web Developer and Designer, self-employed (2004-2011)
- Graduated from University of California Riverside in 2009 with a BA in Creative Writing
- Drupal Certified Developer since 2010

# Meet the Project Team

## HOUNDER ORGANIZATIONAL CHART



**Bettina Acosta** - Project Manager, 5 years of professional experience. Licensed certified Scrum Master. Hounder Project Manager 2022-present. Graduated University of North Carolina in 2018.

**Bryan Stifle** - Design Director, Hounder Design Director 2021-present. 10 years of professional web design experience. Graduated from the Art Institute in 2014. Web Design Lead at Esri from 2013 - 2021.

**Ryan Warrick** - Writer and Content Marketing Lead, Hounder Web Specialist 2021-present. 11 years experience. Content Lead and Web Manager at Nordstrand 2011-2021. Graduated with a BA in English Language Arts in 2017.

**Joey Domingo** - Digital Marketing Lead and SEO Specialist, Hounder Digital Marketing Lead 2022-present. 10 years of professional experience. Advertising Coordinator at Esri May 2015 - November 2015. Project Manager and Marketing Intern at Green Acres Advertising Design 2014 - 2015. Self-employed Digital Marketing Consultant for 7 years.

## Proposed Staff Plan

All following Hounder members are in scope for this project and are full-time employees with 40-hour work weeks. A portion of their time will be dedicated to the City of Palm Springs' project.

**All** of the following Hounder team members will:

- Participate in routine and ad hoc/on-call meetings with City staff
- Work in collaboration with City staff
- Report and recommend marketing solutions as they see fit

**Joshua Northcott** - (Redlands, CA) Oversee the entire project and its meetings and maintain correspondence with leading members.

**Bettina Acosta** - (Concord, NC), our project manager, will coordinate and plan meeting times with City staff and ensure weekly deliverables are met on time. She will also take note of our meeting discussions, relay via email all points and tasks made and delegate on-call marketing/communications needs to our project team and the City.

**Ryan Warrick** - (Redlands, CA), our content marketing lead, will:

- strategize and plan social media content calendar
- write all copywriting material.

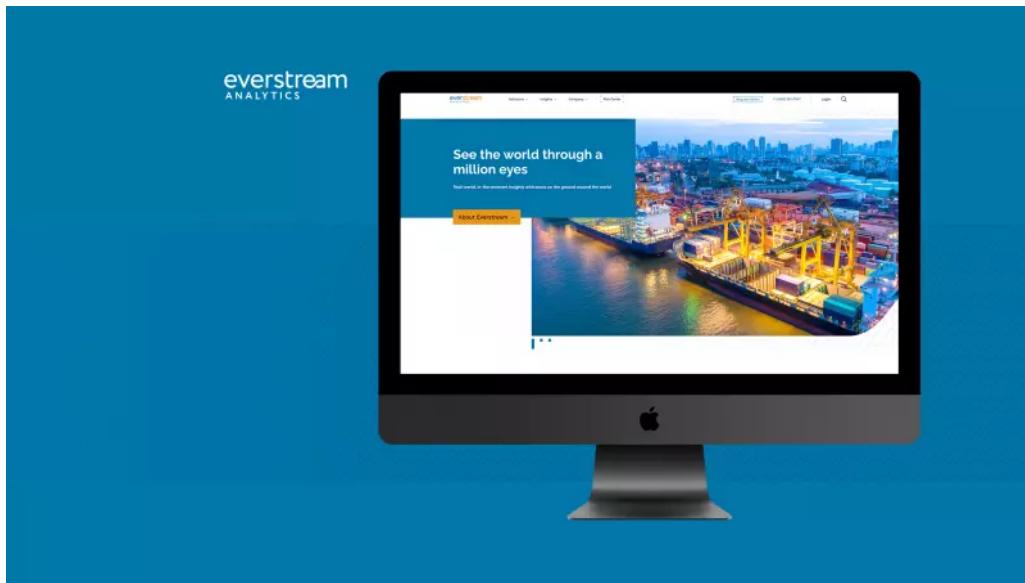
**Joey Domingo** - (Redlands, CA), our digital marketing lead, will:

- research best practices, keywords, and more for search engine optimization
- analyze & present website and social media analytics

**Bryan Stifle** - (Springfield, MO) our design director, will:

- create all graphic design elements for the City's website and social media accounts
- be available on-call to create/edit graphics and imagery for the City's website and social media accounts

## Everstream Analytics: Organic Search Traffic



We've worked with Everstream Analytics since their website redesign in 2021. This time, our friends at Everstream Analytics came to us with a digital marketing challenge that had us hooked: drive an increase in organic web traffic by 2x.

Hounder's approach was anchored in data-driven decision-making and research. They conducted comprehensive keyword research to identify business-relevant keywords that were not only high in search volume but also closely aligned with Everstream Analytics' core services and expertise. We helped developed a content marketing strategy centered around these keywords.

We created pillar content – comprehensive, authoritative pieces of content that covered various aspects of supply chain risk management in depth. We continuously monitored the performance of the published content, using an ever-evolving spreadsheet that detailed the keywords, their search volumes, the ranking positions, and the performance of each piece of content. This living document allowed Hounder to adapt their strategies in real-time, ensuring that the content remained relevant and effective.

### Project Scope & Results included:

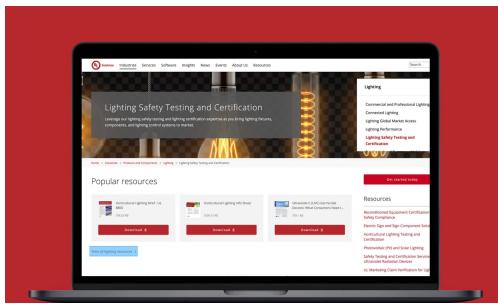
- Extensive analysis of online presence, traffic sources, & user engagement metrics
- Crafted content pillars/clusters
- Increased Visibility score on Semrush
- Established in more market segments
- Ranked well above competitors in niche keywords

**2x**  
organic search  
traffic

**4**  
months ahead  
of goal estimate

**4-6%**  
Visibility score on  
Semrush

# UL Digital Marketing Transformation



## Personalization

We personalized UL Lighting by splitting the page's content into two specific, customer-driven stories that most effectively resonate with these audiences, showing customer segments what they were looking for. The project also included:

- Drupal web support
- A configured Drupal CMS with personalization modules
- A/B testing
- Training on effective use of CMS for UL's marketing teams

## SEO

Using data from our thorough SEO research, our digital marketing team arranged easy-to-read spreadsheets organized by each specific industry vertical, with each UL page's adjacent keywords, recommended keyword-optimized heading rewrites, and internal linking recommendations included in each. Our SEO transformation of UL greatly impacted the website's organic traffic. UL SEO scope:

- 1522 keywords addressed
- 1113 web pages analyzed and/or optimized
- 13 industry verticals given full SEO treatment
- Organic traffic increased by 35%

## EHS Sustainability

We worked closely with the incredible team at UL EHS&S to create a cohesive and engaging content strategy, design and build a new delightful website experience that supported their new brand strategy and increased lead generation. Our team built the new site using WordPress CMS, created a component-driven design system that enabled the team to easily maintain themselves and configured the site to be delivered in 7 different languages with workflow automation. The project also included:

- Configured CMS
- SEO / Metrics
- Lead Generation
- Training

Our partnership with UL has been going strong over the course of the last few years, and we couldn't be happier with the relationships we've built and the expertise we've gained by working with folks of such razor-sharp competence and professionalism.

**1k+**  
pages  
personalized

**498**  
pages ranking  
top 3 in search  
results

**35%**  
increase in  
organic traffic

**500**  
pages of web  
design

# Open Source Integrators: Email Marketing

[DOWNLOAD THIS FREE GUIDE](#)  
**Getting ERP Implementation Right  
the First Time: A Guide to What You  
Can Avoid**

From a 3x Odoo Partner of the Year in North America

Email\*  
ryan@hounder.co

First name Last name  
ryan@hounder.co at hounder

Have you worked on an ERP implementation before?  
 Yes  
 No

protected by reCAPTCHA



## What's inside?

We've conducted countless rescue missions saving companies from Odoo implementation nightmares, and have learned a thing or two about how an ERP project can fail. Reflecting on these failures, we identified the 4 root causes of how your ERP implementation can end up stranded and desperate. Here's what we know for sure: Every second one of these causes continue to influence your company, the more severe the situation becomes.

[Download the PDF to find out how to pull yourself out of the wreckage.](#)

**52%**  
open rate

**53%**  
click-through rate

Open Source Integrators (OSI) is an enterprise resource planning (ERP) software integrator and implementer, specializing specifically in Odoo ERP software. ERP software is an extremely popular method of resource management in almost every industry you can imagine, each with their own particular needs and methods of using ERP. The OSI and Hounder teams came together to create email nurturing campaigns targeting qualified companies based on specific industries, locations, and known pain points with a theme to visually carry the messaging.

Using Hubspot CRM, qualified clients were curated into segmented lists and the copy was written to match the type of value OSI can offer that specific segment. One mission was to create a campaign based around a PDF and accompanying case studies that show the opener the value of what OSI's tips and tricks offer. Known contacts received an email chain with calls to action leading to the gated PDF. Whereas the unknown contacts received a more empathetic approach, with separate strategies (or workflows) that are enacted depending on whether the new contact engages with the initial email.

To measure the success of the various marketing campaigns, the OSI and Hounder teams utilized a range of analytics tools. They monitored key performance indicators (KPIs) such as email open rates, click-through rates, engagement metrics, and website traffic.

*The project scope also included:*

- Theme/branding creation
- Media asset creation tailored to industry segments
- Event marketing (webinars, workshops, and participation in industry conferences)
- Email campaign flowchart and execution
- A/B message testing

*To learn more this case study or others, click [here](#).*

# Discovery Approach

Hounder will lead a virtual or onsite discovery and project kickoff session with the necessary identified City of Palm Springs team members to share, coordinate and collect additional information. This includes:

- Collect and confirm all brand guidelines
- Establish website and social media marketing
- Conduct interviews with key City staff and stakeholders to understand goal scope
- User journey mapping
- Tone Exploration
- Communication Plan (how often do we communicate? what tools?)
- Hand-off Process

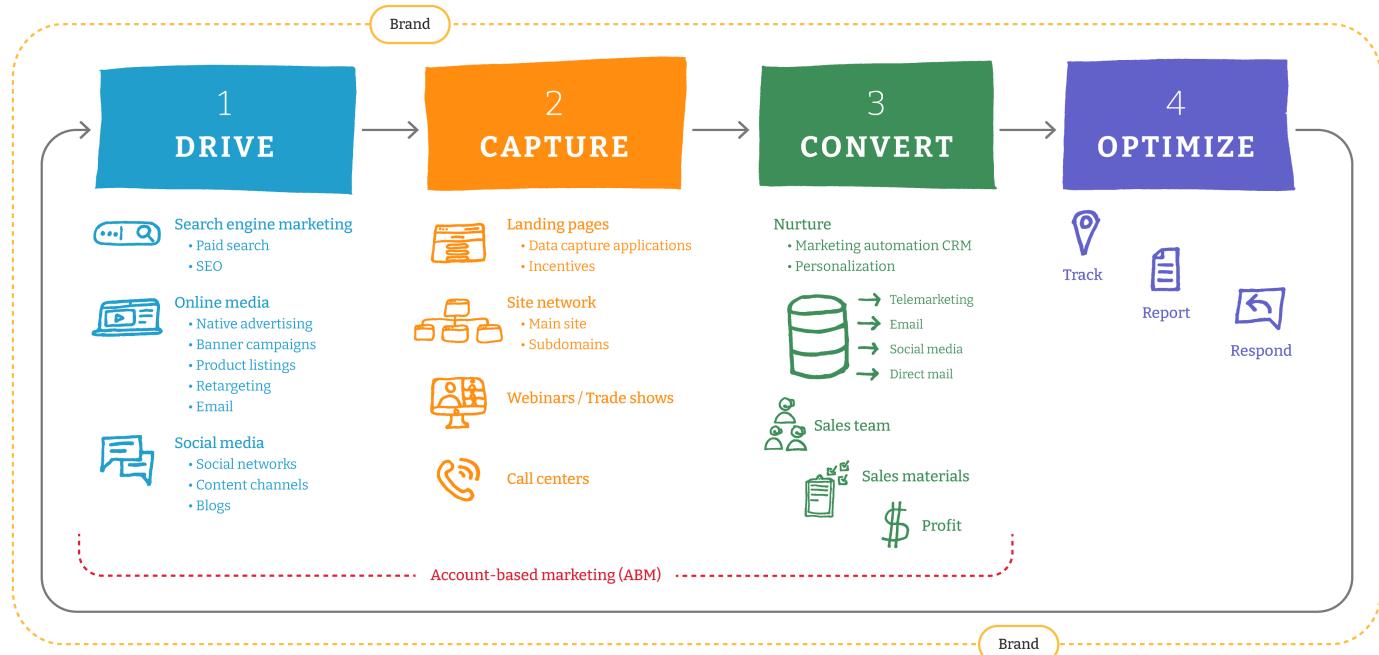
After the discovery/kickoff Hounder will provide a detailed sprint plan of all identified tasks and timelines that all team members (Hounder and City of Palm Springs) will have access to at all times.



# Digital Marketing & Operations

## End-to-End Marketing Strategy

At Hounder, we've come up with our own step-by-step E2E marketing structure that we use in the planning stages. We plan to use these initiatives to support the growing need for Palm Springs residents and stakeholders to connect with the City online.



## Search Engine Marketing (SEM)

### Pay-per-click advertising

Our monthly paid search service offers full support for marketing campaigns, with everything you need to reel in leads:

- Keyword research
- Ad writing guidance
- Conversion tracking
- Performance dashboard & reporting
- Budgeting & optimization

## Search Engine Optimization (SEO)

### On-page optimization

- Ongoing title and meta data testing for increased CTR
- Rewriting titles and meta data according to research and client approval
- Continuous on-page optimization as identified

### Off-page optimization

- Identifying and removing harmful links
- Weekly site health scans
- Weekly performance analysis check-ins
- Reporting on broken links/404s
- Ensuring proper 301s are in place
- Scripts are in place

# Content Marketing Components



## Web Content Copywriting

- Sticking to City of Palm Springs' brand voice, our copywriting staff will create a consistent writing style of engaging and persuasive copy across the City of Palm Springs' website
- Prioritize keyword ranking without compromising the Institute's professionalism
- Develop clear messaging to effectively convey City of Palm Springs' research projects, impact on stem cell research, and all initiatives.

## SEO keyword research

Hounder will perform the following prior to any design to establish an SEO and funneling strategy:

- Content/Site audit and overall traffic per page
- Develop a strategically targeted keyword list
  - Striking distance analysis
- Competitor gap analysis
- Analysis of all ranking keywords
- Visibility prioritization
- Keyword estimated traffic increase analysis

## Content strategy

During the discovery phase, Hounder will lead a content strategy workshop through a series of exercises, discussions, and a preliminary site audit to collect and establish an effective content strategy and implementation plan. We will work with City staff to create a content calendar and schedule according to different campaigns, events, etc.

## Content creation

Should City of Palm Springs require the need for creative writing services, Hounder will assign them as needed during the content and design sprints. During the design phase, we will identify any other content gaps that may arise and assign tasks as needed during the weekly sprints.

## Creative writing

With well-told and optimized storytelling, you can position yourself early in customers' decision-making process.

Our creative writing service is geared towards:

- Authoritative content based on users' intent
- Stories built on data & analytics
- Supporting conversions and leads
- Researching optimal content topics

## Content writing guide

After template designs have been approved, Hounder will provide writing a guide via Word document for new page creation for writers to use as a guide. The template solution built into the CMS will also provide direction to its users and help guide users in best practices.

- ▶ Keyword cannibalization mapping

## Video Strategy

- Help create video content like animations, meetings, interviews, event footage, etc.
- Ensure optimization for videos across all of Palm Springs' social media platforms and website

## Social Media Management

- Craft niche, relevant post types and topics for easy content creation
- Curate material ( i.e. graphics) for Palm Spring' Instagram, Facebook, Twitter, and Youtube
- Assist in scheduling social media posts with intuitive insights on the audience and best posting times

| Country            | Acquisition  |  |
|--------------------|--|--|
|                    | Users  |  |
|                    | <b>876,240</b><br>% of Total: 100.00%<br>(876,240) |  |
| 1.  United States  | <b>406,340</b> (46.35%)                            |  |
| 2.  China          | <b>61,530</b> (7.02%)                              |  |
| 3.  India          | <b>40,907</b> (4.67%)                              |  |
| 4.  Canada         | <b>33,507</b> (3.82%)                              |  |
| 5.  United Kingdom | <b>32,640</b> (3.72%)                              |  |
| 6.  Germany        | <b>24,965</b> (2.85%)                              |  |
| 7.  Japan          | <b>19,306</b> (2.20%)                              |  |
| 8.  Italy          | <b>18,690</b> (2.13%)                              |  |
| 9.  Taiwan         | <b>16,465</b> (1.88%)                              |  |
| 10.  France        | <b>14,362</b> (1.64%)                              |  |



## Content Marketing

- Day-to-day SEO review of vital keywords for your target market.
- Optimization of content/messaging. Keyword research and evaluation of current keywords & competitors.
- Continuous identification of new target keywords and content creation needs.
- Identify high-conflict content and recommend solutions.

## Email Marketing

- Implement eye-catching automated email campaigns tailored for each user persona
- Regularly test/update based on results

# Proposed Approach for Implementing the Scope of Work

At Hounder, we align marketing efforts with the customer journey for the best outcome. The center of our approach is the End-to-End Marketing (E2E) strategy; one that integrates with the City of Palm Springs' objectives.

## Communications and Public Affairs Planning:

For the best public affair planning, we will want to align the content calendar, marketing campaigns, and users to the events taking place in Palm Springs. We plan to craft diverse communication tools, including mailers, surveys, videos, and other marketing materials to connect with the Palm Springs community.

| Channel   | Sep 18  | Sep 19   | Sep 20   | Sep 21  | Sep 22                                 |
|-----------|---|--|--|---|--|
| Blog/News | Named top cities to live  |  | New programs coming to our city                        |   |  |
| Email     | Bi-weekly Parks & Rec Events<br>Audience: Segment 1                 |  | New programs coming to our city<br>Audience: Segment 3 | September Monthly Newsletter<br>Audience: Segment 2 |  |
| Facebook  | This week city's events<br>Audience: Segment 2                      | List of this week's city events                              | Learn about the programs available to you              | Check out this month's newsletter                   | Things that are happening this weekend |
| Instagram | Named top cities to live  | Check out what is happening this week<br>Format: Reel & Post | New programs are coming to our city                    | Check out this month's newsletter                   | Things that are happening this weekend |
|           | Learn why we were named the top city to live<br>Format: Post & Reel |  |  |   |  |

## Social Media and Video Content Support:

Our team will start by reviewing the state of the City's Facebook, Twitter, Instagram, Youtube, and public access TV station to identify pain points to improve. As audiences vary per platform, we will identify the wants, needs, and viewing times, of each to create and upload content accordingly. Implementing robust dashboard metrics analysis will be necessary for tracking ongoing engagement.

## Paid and Organic Digital Marketing Services:

For search engine marketing (SEM), we combine the use of SEO (search engine optimization) and PPC (pay-per-click). Ultimately, this approach will help the City of Palm Springs' content rank higher among search engine traffic. Our SEO services offer a full optimization treatment, from keyword analysis to identifying content creation opportunities. We incorporate every SEO best practice for a healthier online presence. See our digital marketing pages above for full detail on our approach.

Our paid search service (paid monthly) offers full support for marketing campaigns, including keyword research, ad writing, conversion tracking, and budgeting/optimization.

#### ***SEM deliverables:***

- Formulate and present a strategic recommendation on how to identify and manage content with high conflict potential between competitors
- Present recommendations on which search engines to consider
- Keyword research
- Bi-weekly meeting with Marketing Analyst (30 minutes)
- Quarterly meeting with the Marketing Ops team to review report
- Performance dashboard & reporting
- Budgeting & optimization
- Ad writing guidance
- Conversion tracking

#### **As-Needed External Affairs Support Services:**

- Conducting market research, public opinion polling, and surveys to gauge community sentiment
- Offering photographic, video production, and graphic design services to enhance external affairs initiatives

### **Implementation Strategy: Utilizing Customer Journeys for Holistic Marketing**

Our implementation strategy involves tracking and leveraging customer journeys for better marketing campaigns:

**Awareness Stage:** Through social media platforms, the City's website, mailers, and events, trace the origin of brand awareness and follow through targeted marketing campaigns specific to the user journey.

**Consideration Stage:** Focusing on content creation and distribution for Palm Springs, we'll create clear pathways for users to digitally engage with the City. We will ensure through a diligent content schedule that these communication channels are active with all of the City's residents/online audiences.

**Decision/Engagement Stage:** Our approach goes beyond initial interactions, fostering relationships with users via personalized communication is crucial. Our team will track the visitor's journey through these platforms, enabling us to reinforce community connection, strengthen advocacy for Palm Springs, and enhance future interactions.

## ***Why our End-to-End Marketing Approach?***

Our E2E strategy offers many advantages:

1. **Data-Driven Insights:** Gather actionable data for optimized campaigns.
2. **Targeted Lead Generation:** Identify and foster relationships with users.
3. **Holistic Interaction:** Understand user journeys and tailor personalized campaigns.
4. **Performance Measurement:** Track success metrics and conversions to refine strategies.

## ***Marketing Channels and Conversion Strategies:***

Our comprehensive approach includes strategies for driving traffic, capturing leads, converting prospects, and optimizing campaigns. We leverage a mix of digital channels such as search engine marketing, online media, email marketing, social networks, and webinars/trade shows to engage potential customers and drive conversions.

## ***Hounder will also support of Palm Springs by:***

### **Tactical support**

- Bi-weekly SEO Check-ins
- On-page optimization (with approval)
- Keyword research and management
- Identify possible cannibalization

### **Strategy support**

- Monthly reporting and meetings
- Identify and share new content opportunities
- Bi-weekly sprints for any marketing campaign support with new/existing content

# Local Preference

Hounder Headquarters reside in Redlands, California. Although we aren't located in Coachella Valley, we are just an hour drive away.

# Forms

All forms listed below has been completed and signed by Joshua Northcott, Hounder's CTO & Co-Founder.

Completed Signature authorization and Addenda Acknowledgment (see Attachment A)

Completed Affidavit of Non-Collusion (see Attachment B)

Completed No Conflict of Interest and Non-Discrimination Form (Attachment C)

Completed Public Integrity Business Disclosure Form (Attachment D)

Complete the Reference form (Attachment E)

Completed Executive Order N-6-22 Certification (Attachment F)

**ATTACHMENT "A"**  
**SIGNATURE AUTHORIZATION**  
**REQUESTS FOR PROPOSALS (RFP 46-23)**

**COMMUNICATIONS, MARKETING AND SOCIAL MEDIA SERVICES (ON CALL)**

**\*THIS FORM MUST BE COMPLETED AND SUBMITTED WITH YOUR TECHNICAL/WORK PROPOSAL (Electronic File #1)\***

NAME OF COMPANY(PROPOSER):

Hounder

BUSINESS ADDRESS: 18 E State St #209, Redlands, CA 92373

TELEPHONE: (909) 698-8148 CELL PHONE \_\_\_\_\_ FAX \_\_\_\_\_

CONTACT PERSON Joshua Northcott EMAIL ADDRESS josh@hounder.co

- A. I hereby certify that I have the authority to submit this Proposal to the City of Palm Springs for the above listed individual or company. I certify that I have the authority to bind myself/this company in a contract should I be successful in my proposal.

CTO & Co Founder

PRINTED NAME AND TITLE

Joshua Northcott 11/20/2023

**SIGNATURE AND DATE**

- B. The following information relates to the legal contractor listed above, whether an individual or a company. Place check marks as appropriate:

1. If successful, the contract language should refer to me/my company as:

An individual;  
 A partnership, Partners' names: Joshua Northcott  
Justin Hough

A company;  
 A corporation If a corporation, organized in the state of: \_\_\_\_\_

2. My tax identification number is: 45-2390948

**Please check below IF your firm qualifies as a Local Business as defined in the RFP:**

A Local Business (licensed within the jurisdiction of the Coachella Valley).

Copy of current business license is required to be attached to this document.

**ADDENDA ACKNOWLEDGMENT:**

Acknowledgment of Receipt of any Addenda issued by the City for this RFP is required by including the acknowledgment with your proposal. Failure to acknowledge the Addenda issued may result in your proposal being deemed non-responsive.

In the space provided below, please acknowledge receipt of each Addenda:

Addendum(s) # NA is/are hereby acknowledged.

**ATTACHMENT "B"**  
**NON-COLLUSION AFFIDAVIT**  
**REQUESTS FOR PROPOSALS (RFP 46-23)**  
**COMMUNICATIONS, MARKETING AND SOCIAL MEDIA SERVICES (ON CALL)**

**\*THIS FORM MUST BE COMPLETED EXECUTED BY PROPOSER AND SUBMITTED WITH YOUR TECHNICAL/WORK PROPOSAL (Electronic File #1)\***

The undersigned, deposes and says that he or she is

Joshua Northcott \_\_\_\_\_ of Hounder \_\_\_\_\_

, the party making the foregoing Proposal. That the Proposal is not made in the interests of, or on the behalf of, any undisclosed person, partnership, company, association, organization, or corporation; that the Proposal is genuine and not collusive or sham; that the Proposer has not directly or indirectly induced or solicited any other Proposer to put in a false or sham Proposal, and has not directly or indirectly colluded, conspired, connived, or agreed with any Proposer or anyone else to put in a sham Proposal, or that anyone shall refrain from Proposing; that the Proposer has not in any manner, directly or indirectly, sought by agreement, communication, or conference with anyone to fix the Proposal price of the Proposer or any other Proposer, or to fix any overhead, profit, or cost element of the Proposal price, or of that of any other Proposer, or to secure any advantage against the public body awarding the contract of anyone interested in the proposed contract; that all statements contained in the Proposal are true; and, further, that the Proposer has not, directly or indirectly, submitted his or her Proposal price or any breakdown thereof, or the contents thereof, or divulged information or data relative thereof, or paid, and will not pay, any fee to any corporation, partnership, company, association, organization, Proposal depository, or any other member or agent thereof to effectuate a collusive or sham Proposal.

Signature: Joshua Northcott

Title: CTO& Co- Founder

**ATTACHMENT "C"****CITY OF PALM SPRINGS, CA****CONFLICT OF INTEREST AND NON-DISCRIMINATION CERTIFICATION****REQUEST FOR PROPOSAL (RFP 46-23)****COMMUNICATIONS, MARKETING AND SOCIAL MEDIA SERVICES (ON CALL)****THIS FORM MUST BE COMPLETED AND SUBMITTED WITH YOUR TECHNICAL/WORK PROPOSAL (Electronic File #1)**

**Conflict of Interest.** Consultant acknowledges that no officer or employee of the City has or shall have any direct or indirect financial interest in this Agreement, nor shall Consultant enter into any agreement of any kind with any such officer or employee during the term of this Agreement and for one year thereafter. Consultant warrants that Consultant has not paid or given, and will not pay or give, any third party any money or other consideration in exchange for obtaining this Agreement.

**Covenant Against Discrimination.** In connection with its performance under this Agreement, Consultant shall not discriminate against any employee or applicant for employment because of actual or perceived race, religion, color, sex, age, marital status, ancestry, national origin (i.e., place of origin, immigration status, cultural or linguistic characteristics, or ethnicity), sexual orientation, gender identity, gender expression, physical or mental disability, or medical condition (each a "prohibited basis"). Consultant shall ensure that applicants are employed, and that employees are treated during their employment, without regard to any prohibited basis. As a condition precedent to City's lawful capacity to enter this Agreement, and in executing this Agreement, Consultant certifies that its actions and omissions hereunder shall not incorporate any discrimination arising from or related to any prohibited basis in any Consultant activity, including but not limited to the following: employment, upgrading, demotion or transfer; recruitment or recruitment advertising; layoff or termination; rates of pay or other forms of compensation; and selection for training, including apprenticeship; and further, that Consultant is in full compliance with the provisions of Palm Springs Municipal Code Section 7.09.040, including without limitation the provision of benefits, relating to non-discrimination in city contracting.

NAME OF CONSULTANT/VENDOR: Hounder \_\_\_\_\_

NAME and TITLE of Authorized Representative:

(Print) Joshua Northcott \_\_\_\_\_

Signature and Date of Authorized Representative:

(Sign) Joshua Northcott \_\_\_\_\_ (Date) 11/20/23 \_\_\_\_\_

**ATTACHMENT "D"**  
**CITY OF PALM SPRINGS**  
**PUBLIC INTEGRITY DISCLOSURE**  
**(INSTRUCTIONS FOR APPLICANTS)**  
**REQUEST FOR PROPOSAL (RFP 46-23)**  
**COMMUNICATIONS, MARKETING AND SOCIAL MEDIA SERVICES (ON CALL)**

**THIS FORM MUST BE COMPLETED AND SUBMITTED WITH YOUR TECHNICAL/WORK PROPOSAL (Electronic File #1)**

**Who Must File?**

Applicants that are NOT a natural person or group of natural people that will be identified on the application and seek a City approval determined by a vote of City officials. Examples include corporations, limited liability companies, trusts, *etc.* that seek a City Council approval, or an approval by one of the City's board or commissions.

**Why Must I File?**

The City of Palm Springs Public Integrity Ordinance advances transparency in municipal government and assists public officials in avoiding conflicts of interest. The City's Public Integrity Ordinance, codified in Chapter 2.60 of the municipal code, reflects the City's interest in ensuring that companies (and other legal entities that are not natural people) doing business in the community are transparent and make disclosure as to their ownership and management, *and* further that those companies disclose the identity of any person, with an ownership interest worth two thousand dollars (\$2,000) or more, who has a material financial relationship with any elected or appointed voting City official, or with the City Manager or City Attorney.

Note: A material financial relationship is a relationship between someone who is an owner/investor in the applicant entity and a voting official (or the City Manager or City Attorney), which relationship includes any of the following:

- (1) the owner/investor and the official have done business together during the year prior to the application;
- (2) the official has earned income from the owner/investor during the year prior to the filing of the application;
- (3) the owner/investor has given the official gifts worth fifty dollars (\$50) or more during the year prior to the filing of the application; or
- (4) the official might reasonably be anticipated to gain or lose money or a thing of value, based upon the owner/investor's interest in the applicant entity, in relation to the application's outcome.

**When Must I File?**

You must file this form with the Office of the City Clerk at the same time when you file your application for a City approval determined by a vote of City officials, whether elected or appointed.

**What Must I Disclose?**

- A. The names of all natural persons who are officers, directors, members, managers, trustees, and other fiduciaries serving trusts or other types of organizations (attorneys, accountants, etc.).  
**Note:** (1) only trusts or other organizations that are not the fiduciaries, (2) if a second entity that is not a natural person serves the applicant entity (e.g., as a member of an applicant LLC), then all officers, directors, members, managers, trustees, etc., of the second entity must be disclosed).
- B. The names of persons owning an interest with a value of two thousand dollars (\$2,000) or more who have a material financial relationship with an elected or appointed City official who will vote on the applicant's application, or with the City Manager or City Attorney.

**What if I Have Questions?****PENALTIES**

Falsification of information or failure to report information required to be reported may subject you to administrative action by the City.

*\*There are some additional supplementary instructions with an example following the form should you need further clarification.*



**PUBLIC INTEGRITY DISCLOSURE  
APPLICANT DISCLOSURE FORM**

1. Name of Entity

Hounder

2. Address of Entity (Principal Place of Business)

18 E State St #209, Redlands, CA 92373

3. Local or California Address (if different than #2)

4. State where Entity is Registered with Secretary of State

California

If other than California, is the Entity also registered in California?  Yes  No

5. Type of Entity

Corporation  Limited Liability Company  Partnership  Trust  Other (please specify)

6. **Officers, Directors, Members, Managers, Trustees, Other Fiduciaries (please specify) Note: If any response is not a natural person, please identify all officers, directors, members, managers and other fiduciaries for the member, manager, trust, or other entity**

Manager

[name]

Officer  Director  Member

General Partner  Limited Partner

Other

[name]

Officer  Director  Member  Manager

General Partner  Limited Partner

Other

Officer  Director  Member  Manager

|  |  |
|--|--|
| [name]   | <input type="checkbox"/> General Partner <input type="checkbox"/> Limited Partner<br><input type="checkbox"/><br>Other |
| <b>7. Owners/Investors with a 5% beneficial interest in the Applicant Entity or a related entity</b> |  |
| <b>EXAMPLE</b>   |  |
| <b>JANE DOE</b>  | <b>50%, ABC COMPANY, Inc.</b>  |
| [name of owner/investor]   | [percentage of beneficial interest in entity and name of entity]   |
| A.<br>Joshua Northcott   | 50%  |
| [name of owner/investor]   | [percentage of beneficial interest in entity and name of entity]   |
| B.<br>Justin Hough   | 50%  |
| [name of owner/investor]   | [percentage of beneficial interest in entity and name of entity]   |
| C.   |  |
| [name of owner/investor]   | [percentage of beneficial interest in entity and name of entity]   |
| D.   |  |
| [name of owner/investor]   | [percentage of beneficial interest in entity and name of entity]   |
| E.   |  |
| [name of owner/investor]   | [percentage of beneficial interest in entity and name of entity]   |

I DECLARE UNDER PENALTY OF PERJURY UNDER THE LAWS OF THE STATE OF CALIFORNIA THAT THE FOREGOING IS TRUE AND CORRECT.

|   |                  |
|---|------------------|
| Signature of Disclosing Party, Printed Name, Title<br><i>Joshua Northcott</i> | Date<br>11/20/23 |
|---|------------------|

**City of Palm Springs, CA.****Business Disclosure Supplementary Instructions**

In an effort to ensure we capture the required business entity information in accordance with the attached instructions, we provide you these supplementary instructions to clearly identify the required information, and the format the information should be provided.

If you, as the applicant, are a business entity (i.e. a corporation or limited liability company), and it is also comprised of other business entities as its members or having a financial interest, all other such business entities must also be disclosed, including those entities other business entities, if any.

Ultimately, the City's disclosure document (attached) requires a listing identifying all natural persons having any financial interest over 5% of the business entities (and any other business entities comprising your business entity).

**As an example, Applicant is:** Acme Brothers, Inc., a California corporation, whose officers are: John Doe, Jill Doe, and Jay Doe, which is owned 50% by Acme Brothers, LLC, a California limited liability company, and John Doe (25% interest) and Jill Doe (25% interest). Acme Brothers, LLC, is managed by Acme Brothers 2, Inc., a California corporation, whose officers are: George Doe, Bill Doe, and Jane Doe, which is owned 100% by Acme Brothers 2, LLC, a California limited liability company, which is managed by George Doe, with George Doe and Jane Doe having 50% interest each.

**The full business entity disclosure in this example would resemble the following:**

1. Acme Brothers, Inc., a California corporation
  - a. Officers: John Doe, Jill Doe, and Jay Doe
  - b. Ownership:
    - i. 50% Acme Brothers, LLC, a California limited liability company
    - ii. 25% John Doe
    - iii. 25% Jill Doe
2. Acme Brothers, LLC, a California limited liability company
  - a. Managers: Acme Brothers 2, Inc., a California corporation
  - b. Ownership: 100% Acme Brothers 2, Inc., a California corporation
3. Acme Brothers 2, Inc., a California corporation
  - a. Officers: George Doe, Bill Doe, and Jane Doe
  - b. Ownership: 100% Acme Brothers 2, LLC, a California limited liability company
4. Acme Brothers 2, LLC, a California limited liability company
  - a. Managers: George Doe
  - b. Ownership:
    - i. 50%

**ATTACHMENT "E"****REFERENCES****REQUESTS FOR PROPOSALS (RFP 46-23)****COMMUNICATIONS, MARKETING AND SOCIAL MEDIA SERVICES (ON CALL)**

| <b>Reference 1</b>   |   |
|--|---|
| Organization name:<br>2NDNATURE  | Contact and title:<br>Chris Cappelli                                  |
| Address: 500 Seabright Ave<br>Santa Cruz, CA 95062   | Phone number:<br><br>Email Address: chris.cappelli@2ndnaturewater.com |
| Effective date of contract:<br><br>09/22 -Current (On-going web support)   | Value of Contract:<br><br>\$55,000                                    |
| <b>Description of products/services provided:</b>  |   |
| We initiated a transformative site redesign for 2nd Nature, crafting an aesthetically pleasing and user-centric interface that aligns seamlessly with their brand. Additionally, our services encompassed comprehensive HubSpot integration, including campaign administration, form integration, and robust tracking mechanisms. Strategic consultations, PPC campaign optimization, and mentoring were also provided to ensure a holistic and impactful digital transformation for 2nd Nature. |   |

| <b>Reference 2</b>  |   |
|---|---|
| Organization name:<br>Everstream  | Contact and title:<br><br>Heather Gondek, Senior Strategic Communications Manager |
| Address:  | Phone number:<br><br>Email Address:   |
| Effective date of contract:<br><br>03/2022 - Current (On-going marketing services)  | Value of Contract:<br><br>\$105,000   |
| <b>Description of products/services provided:</b>   |   |
| Hounder partnered with Everstream Analytics post their 2021 website redesign to tackle the challenge of doubling organic web traffic. Our data-driven strategy involved extensive keyword research, leading to a content marketing plan centered around authoritative pillar content addressing supply chain risk management. Real-time adaptation was ensured through continuous monitoring using a dynamic spreadsheet, resulting in a successful 2x increase in Everstream Analytics' organic web traffic. |   |

| <b>Reference 3</b>   |  |
|--|--|
| Organization name:<br>UL Solutions   | Contact and title:<br><br>Jennifer Meister, VP of Marketing        |
| Address:   | Phone number:<br><br>Email Address: jennifer.meister@everstream.ai |
| Effective date of contract:<br><br>01/22 - Current (On-going marketing services)   | Value of Contract:<br><br>\$256,000                                |
| <b>Description of products/services provided:</b>  |  |
| Across our enriching 6-year collaboration with UL, we have seamlessly delivered a sophisticated array of marketing services. Notably, our strategic SEO initiatives resulted in a 35% surge in organic traffic, driven by meticulous keyword research, on-page optimizations, and the crafting of a compelling content strategy. Presently, our dynamic support extends to UL's LinkedIn campaigns, encompassing expert management and insightful reporting to ensure impactful and results-driven outcomes. |  |

**ATTACHMENT "F"**  
**EXECUTIVE ORDER N-6-22 CERTIFICATION**  
**REQUESTS FOR PROPOSALS (RFP 46-23)**  
**COMMUNICATIONS, MARKETING AND SOCIAL MEDIA SERVICES (ON CALL)**

Executive Order N-6-22 issued by Governor Gavin Newsom on March 4, 2022, directs all agencies and departments that are subject to the Governor's authority to (a) terminate any contracts with any individuals or entities that are determined to be a target of economic sanctions against Russia and Russian entities and individuals; and (b) refrain from entering into any new contracts with such individuals or entities while the aforementioned sanctions are in effect.

Executive Order N-6-22 also requires that any contractor that: (1) currently has a contract with the City of Palm Springs funded through grant funds provided by the State of California; and/or (2) submits a bid or proposal or otherwise proposes to or enter into or renew a contract with the City of Palm Springs with State of California grant funds, certify that the person is not the target of any economic sanctions against Russia and Russian entities and individuals.

The contractor hereby certifies, SUBJECT TO PENALTY FOR PERJURY, that a) the contractor is not a target of any economic sanctions against Russian and Russian entities and individuals as discussed in Executive Order N-6-22 and b) the person signing below is duly authorized to legally bind the Contractor. This certification is made under the laws of the State of California.

Signature: *Joshua Northcott*  
Printed Name: Joshua Northcott

Title: CTO & Co-Founder

Firm Name: Hounder

Date: 11/20/23

# Thank you!



Questions, comments, concerns... over virtual coffee?

**Joshua Northcott**

Hounder

951-295-6815

We measure ourselves by one single metric: our partners' success!

