

# Company Profile

## Oakland Circlepoint

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200 Webster Street  
Suite 200  
Oakland, CA 94607

### San Jose

46 S. First Street  
San Jose, CA 95113

### Orange

2100 W. Orangewood Avenue  
Suite 165  
Orange, CA 92868

Established in 1987, Circlepoint (previously Public Affairs Management [PAM], name changed to Circlepoint effective March 1, 2005) is a privately held California C corporation with offices in Oakland, San Jose, and Orange. The team for this project will work out of our principal place of business, our Oakland office, located at 200 Webster Street, Suite 200, Oakland, CA 94607. The phone number for our Oakland office is 510-285-6700 and the fax number is 510-285-6799. Circlepoint does not anticipate any changes in ownership or control of the company in the foreseeable future, and Circlepoint does not have any pending or current litigation nor do we have any terminated contracts within the past five years.

The firm's communications practice specializes in public engagement, marketing, creative, and interactive services. For 31 years, Circlepoint has developed and delivered communication strategies that address complex issues by informing, educating, and engaging diverse interests to solve community challenges. We help our clients navigate the dynamic landscape of communications and media to engage stakeholders and motivate positive behavior change. Our team provides creative solutions that address complex issues and help communities thrive.

Circlepoint has developed unique and engaging campaigns for numerous public agencies, projects, and programs throughout California. We have had great success creating and implementing innovative marketing campaigns because we understand that marketing is not a "one-size-fits-all" service. We employ a tailored approach to activate key audiences by appealing to their interests, preferences, and motivations. We reach people where they are by strategically mixing traditional media and outreach with new technology and creative promotions. We maximize a campaign's reach by utilizing partners on location and online to deliver messages directly. The result is a campaign that is uniquely crafted to raise awareness and effectively engage audiences.

## SUBCONSULTANT

### San Francisco Civic Edge Consulting

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25 Taylor Street  
5th Floor  
San Francisco, CA 94102

Civic Edge Consulting is a women-owned, employee-led consulting firm based in San Francisco. Civic Edge is comprised of individuals with strong academic and practical credentials who have worked in government, run large scale campaigns, served as aides to elected officials, managed large events, worked in respected nonprofit organizations, written for local media outlets, and have considerable experience in the communications and public relations fields.

They cultivate thoughtful engagement, craft creative messaging, provide savvy strategy, grab media attention, and deliver top-notch events—all to strengthen and improve local communities. They deliver sharp strategies and pointed solutions for clients and the community that go beyond the norm and remain at the cutting edge.