



# Attachment "6" - Individual Key Personnel Data

STATE OF ARIZONA

Solicitation No. ADSP011-00000704

Agency: Arizona Department of Administration

Description: State Redistricting Mapping Services

Customer: Arizona Independent Redistricting Commission

**Offeror's Name:** Research Advisory Services, Inc.

**Instructions:** Complete one of these forms, and attach a digital photograph for each individual identified as a key person in your "Key Personnel form". Complete all information required on this Attachment "5" and maintain this format. In addition, submit a résumé for every person identified in Attachment "4" – List of Key Personnel.

## 1 INDIVIDUAL.

- 1.1 Name: Marci Z. Rosenberg
- 1.2 E-mail address: [Marci@ResearchAdvisoryServices.com](mailto:Marci@ResearchAdvisoryServices.com)
- 1.3 Phone number(s): work: (602) 230-9580 cel: (602) 828-7102
- 1.4 Photo (insert here):



## 2 INDIVIDUAL'S ROLE(S) AND RESPONSIBILITIES. Describe the role(s) and responsibilities in any contract that may be awarded as a result of this Solicitation and which shall be related to the fulfillment of Work set forth under this Solicitation.

Rosenberg's primary responsibility for this Solicitation will be project coordination, which includes: assuring that RAS's participation in the project stays on-schedule and within budget; coordinating sub-consultants; communication with AIRC staff; drafting status reports; and serving as point-person for the flow of process documents for inclusion in public inspection files. Other responsibilities will include: preparing for and assisting in work/study sessions with AIRC; facilitating preparation of materials and presentations for public open-house meetings; administering quality control protocols; and data analysis.

## 3 INDIVIDUAL'S RELATIONSHIP TO OTHER KEY PERSONNEL. Describe relationship of this individual to other Key Personnel's Roles and Responsibilities.

Rosenberg will report directly to Project Manager, Tony Sissons, Research Advisory Services, Inc. and will work collaboratively with all team members, including sub-consultants.

## 4 INDIVIDUAL'S TRAINING AND EDUCATION. List training and education related to the fulfillment of Work set forth under this Solicitation.

Rosenberg's professional career began immediately after earning a Bachelor of Science Degree in Urban and Regional Planning from the University of Illinois in 1977. Her skills in project management have been honed through various professional positions in Arizona, including employment at the Arizona State Land Department, at



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a number of high-profile Arizona law firms, and as an independent consultant. Through her twenty-two year affiliation with Research Advisory Services, Rosenberg has received rigorous 'on-the-job' training in various methods of data collection and analysis, as well as in GIS mapping.

**5 INDIVIDUAL'S EXPERIENCE.** Describe experience related to the fulfillment of Work set forth under this Solicitation.

Rosenberg has gained extensive experience over the past 30+ years in managing complex projects which involve governmental administrative processes, data collection and analysis, documentation, and public participation. Rosenberg's management expertise has been utilized in redistricting contracts, in public policy and program analyses, and in land entitlement projects.

**6 INDIVIDUAL'S POLITICAL AFFILIATIONS, ACTIVITY, CONTRIBUTIONS AND FUNDING.**

6.1 Provide the following information for the ten-year period preceding the offer:

6.1.1 List this individual's political affiliation(s):

Rosenberg is registered as a Democrat.

6.1.2 Describe the individual's political activity and/or services performed, whether voluntary or for a fee, for a political candidate, as an officer of a political committee, or as a campaign worker or fundraiser:

None.

6.1.3 Describe services performed by this individual, whether voluntary or for a fee, as a lobbyist or consultant for any political party, interest group or other entity that has supported, donated money to, or raised money for, or provided in-kind support for a candidate for public office or taken a position on a ballot initiative or sought to influence the redistricting process:

Rosenberg was hired as a consultant under a contract with the Colorado River Indian Tribes to perform a media relations campaign supporting Proposition 200 (Indian Gaming) on the Arizona ballot in 2002.

Rosenberg is currently providing volunteer services, including gathering petition signatures, for the election campaign of her friend Brenda Sperduti, a candidate for District 5 in the Phoenix City Council non-partisan election.

6.1.4 Provide the date, nature and amount of political contributions by this individual:

Rosenberg made a \$100 contribution in 2009 to the Phoenix City Council re-election campaign of Michael Johnson, a non-partisan election.

**7 INDIVIDUAL'S RELATIONSHIPS.**

7.1 Describe and explain any personal, family, or financial relationships or commitments this individual has that a reasonable person would consider likely to improperly influence someone making a redistricting decision.

None.

*Résumé*

**MARCI Z. ROSENBERG**

[Marci@ResearchAdvisoryServices.com](mailto:Marci@ResearchAdvisoryServices.com)

8122 North 18<sup>th</sup> Way · Phoenix, Arizona 85020 · (602) 828-7102

**PROFESSIONAL PROFILE**

Expertise in public policy and urban planning, with extensive experience in data analysis, community outreach and strategic messaging campaigns. Superior research, writing and communication skills with affinity for translating complex information into simple, understandable concepts for targeted audiences. Effective project manager, problem-solver and collaborator. Comprehensive understanding of governmental administrative procedures and policy development.

**PROFESSIONAL HISTORY**

**Research and Public Policy Consultant**

*Phoenix, Arizona 2009 to present*

Consultant contracts have included: projects coordinator for the redistricting mapping processes of seven Arizona counties; performing geo-demographic analysis for social services agencies; and community outreach regarding neighborhood support for a special permit for a business in Central Phoenix. Engaged under contract by a non-profit, statewide arts advocacy organization to serve as associate director. Responsibilities included drafting strategic plan and budget proposals, grant writing, fundraising event planning, and editing membership campaign materials, website content and press releases.

**Project Manager**

*Lazarus & Associates, PC - Phoenix, Arizona*

*2004-2009*

Secured entitlements for developers and individual landowners. Prepared complex rezoning applications and detailed presentations for rezoning and variance cases. Researched and analyzed municipal and county zoning ordinances, codes and development standards. Facilitated neighborhood and stakeholder consensus-building through organized message campaigns, community meetings, and door-to-door grassroots activities.

**Development Entitlement & Public Policy Consultant**

*Consulting Services - Phoenix, Arizona*

*1998-2004*

Managed approval process for zoning, variances and use permits. Solicited bids, selected and managed consultants. Performed due diligence research, including water and mineral rights, legal access, and service of public utilities. Developed and implemented community relations and advocacy campaigns. Performed analysis and policy recommendations for public service agencies and non-profit organizations.

**Land Use Planner**

*Various Law Firms, Phoenix*

*1984-1998*

Assisted legal counsel at several major law firms including Newmark Irvine Associates, PC, O'Connor Cavanaugh, PC, and Streich Lang, PC in managing complex real estate transactions and navigating the approval process for development entitlements. Performed title analysis, ALTA survey review, and due diligence research.

**Urban Lands Project Manager**

*Arizona State Land Department - Phoenix, Arizona 1980-*

*1984*

Ghost-writer for Governor responding to constituent concerns regarding State Trust land issues. Designed multi-faceted public information program for the newly approved Urban Lands Management Act and presented to business and civic organizations throughout Arizona. Managed special permits for planning urban state trust lands; coordinated public hearing processes; and facilitated approval of development entitlements with local jurisdictions and adjacent Native American communities.

**EDUCATION**

- Bachelor of Science, Urban and Regional Planning, University of Illinois, Champaign-Urbana
- Certified Sustainable Building Advisor, Sustainable Building Advisor Institute

**MARCI Z. ROSENBERG** (Resume, page 2)

**REPRESENTATIVE PROJECTS**

***Projects Coordinator for County Redistricting Processes***

In association with Research Advisory Services, Inc., serve as projects coordinator for all aspects of redistricting processes for several Arizona counties, including Board of Supervisor, community college, and Justice of the Peace districts mapping.

***Redistricting Analysis***

In association with Research Advisory Services, Inc., performed analysis of competitiveness and voting rights issues for a legislative map proposal submitted by City of Flagstaff for consideration by the first Arizona Independent Redistricting Commission.

***Community Assessment of Head Start Programs in Pinal and Gila Counties***

In compliance with federal reporting requirements, performed annual assessment of Head Start and Early Head Start programs administered in 15 communities within Gila and Pinal Counties. Report included detailed research and analysis of statistical demographic data and program services reports, as well as surveys of Head Start parents, service providers and key community partners.

***Statistical Study of Arizona School Performance and Neighborhood Wealth***

Contracted by the Arizona Center for Law in the Public Interest and in association with Research Advisory Services, Inc., gathered AIMS (Arizona Instrument to Measure Standards) pass rate data for all public schools in the state and census data on neighborhood income. Data was assembled into a GIS-enabled analysis database from which regression studies were conducted to examine the statistical relationship between academic performance and neighborhood wealth.

***Arizona State Statutes Reform***

Represented Arizona School Boards Association on a panel of professional planners from various interests charged with the task of identifying specific criteria and a methodology for assessing and identifying State Trust Lands suitable for conservation. Reported to a committee which integrated the proposed criteria and process into draft legislation for reform of state statutes.

***Maricopa County Community Action Program (CAP) Funding Allocation Study***

In association with Research Advisory Services, Inc., under contract to Maricopa County, conducted an analysis of current methodologies of funding distributions to County CAP agencies to make recommendations on alternative allocation formulae in order to accommodate changes in source funding.

***Neighborhood Preservation and Investment Initiative***

In association with Research Advisory Services, Inc., contracted by Governor's Office and League of Arizona Cities and Towns to prepare a GIS data base and analysis component for a preliminary study of key social and economic indicators to be used in crafting a statewide initiative for neighborhood preservation programs.

***Indian Gaming Ballot Initiative***

Performed statewide media relations campaign seeking endorsement by newspaper editors and civic groups throughout Arizona for one of three Indian gaming propositions on the state ballot in 2002.

**PROFESSIONAL AFFILIATIONS AND COMMUNITY INVOLVEMENT**

- Member of American Planning Association, Arizona Chapter
- Member of Local First Arizona
- Former Board Member of the Arizona Planning Association/Editor of bi-monthly newsletter
- Invited Participant in 91<sup>st</sup> Arizona Town Hall "Land Use: Challenges & Choices for the 21<sup>st</sup> Century"