



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: David Schwartz
- 1.2 E-mail address: david@goodmanschwartz.com
- 1.3 Phone number(s): work: 602-277-0911
- 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.

On behalf of Goodman Schwartz Public Affairs, David Schwartz will provide community outreach and liaison functions to the prime consultant, Research Advisory Services, Inc., and to AIRC staff. He will help to facilitate public input and synthesize for the consultant team and AIRC staff key areas of concern that are raised by community groups and individuals.

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

As a specialty sub-consultant, Schwartz will report directly to Project Manager, Tony Sissons, Research Advisory Services, Inc., and will work collaboratively with all team members, including other sub-consultants.

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

Following his graduation in 1988 from the University of Arizona with a Bachelor of Science in Business Administration, Schwartz spent a year as a government affairs intern with Salt River Project. He earned a Master of Mass Communications in 1999 from the Walter Cronkite School of Journalism and Telecommunications at Arizona State University.



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

Schwartz currently heads up the Community Relations practice for the firm Goodman Schwartz Public Affairs. Since the firm's inception more than 10 years ago, Schwartz has led numerous community outreach, coalition building and grass-roots mobilization efforts throughout the Greater Phoenix Metropolitan Region. He has also overseen or directly facilitated numerous community input processes necessary in a comprehensive and multi-disciplined approach to public affairs. Prior to establishing Goodman Schwartz Public Affairs, Schwartz earned his "public affairs stripes" over the seven years he worked for then-Councilman Skip Rimsza as Council Assistant, and later as Deputy Chief of Staff when Rimsza became Mayor of Phoenix. In that capacity, Schwartz represented the Mayor's interests with local, regional and state government organizations. He designed and implemented all aspects of the Mayor's community outreach efforts.

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):

David Schwartz is personally registered as a Republican; however, the firm approaches public policy and public affairs in a non-partisan manner. The firm has built a reputation of working well with both Republican and Democratic officials.

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:

As a principal for a public affairs firm for the past 10+ years, Schwartz has been actively engaged on numerous political fronts, including candidate campaigns. The majority of his efforts have been for non-partisan candidates at the municipal level throughout the region (Phoenix, Peoria, Gilbert, Mesa, Tempe and others) and those efforts were as a volunteer.

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:

Schwartz, on behalf of the firm, has been engaged in municipal/regional issue campaigns including Phoenix Bond Election, Proposition 400 (Regional Transportation funding), and Gilbert Street Bond Election. He has provided grass-roots consulting to various other issue campaigns. These efforts were for a fee.

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

Since 2003, Schwartz has made numerous campaign contributions. The majority of those contributions were for non-partisan municipal races, along with several legislative and statewide campaigns. A few contributions were made for federal candidates. At the State and Federal level, contributions were made to both Republican and Democratic candidates. Below is a listing of all his campaign contributions since 2003:

2003:

- 5/03 Friends of Dave Siebert (Phoenix City Council) \$ 250
- 7/03 Robson 2004 (Legislative) \$ 270
- 7/03 Friends of Claude Mattox (Phoenix City Council) \$ 50
- 9/03 Friends of Peggy Bilsten (Phoenix City Council) \$ 100
- 10/03 Jake Flake Re-election (Legislative) \$ 280
- 10/03 Carolyn Allen Re-Election (Legislative) \$ 100



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10/03 Jay Tibshraeny Campaign (Legislative) \$ 200
10/03 Hershberger 04 (Legislative) \$ 75
10/03 Neighbors for Tom Simplot (Phoenix) \$ 100
10/03 Phil Hanson 04 (Legislative) \$ 100
11/03 Waring 04 \$ 100

2004:

4/04 Friends of Istook (Congress) \$ 100
4/04 Re-Elect Phil Lieberman (Glendale City Council) \$ 100
5/04 Comm. to Elect Sharon Bronson (Congress) \$ 200
6/04 Foster for Senate (Legislative) \$ 100
7/04 Vote Littlefield (Scottsdale City Council) \$ 100
7/04 Clancy Jayne Committee (Legislative) \$ 150
7/04 Konoponicki (Legislative) \$ 150
8/04 Gutier 2004 (Legislative) \$ 110
8/04 Supporters of Jerry Landau (County Attorney) \$ 100
10/04 Wendy Feldman Kerr for Mayor (Queen Creek) \$ 200
11/04 Stanton for Council (Phoenix City Council) \$ 100
11/04 Hayworth for Congress (Congress) \$ 100
11/04 Friends of John Nelson (Legislative) \$ 100
11/04 Gallardo 2004 (Legislative) \$ 50

2005:

6/05 Gallardo 2006 (Legislative) \$ 100
7/05 Robson 2006 (Legislative) \$ 296
10/05 Ginny Dickey Council (Fountain Hills) \$ 100
12/05 Re-Elect Leff (Legislative) \$ 150

2006:

1/06 Elect Weiers (Legislative) \$ 296
1/06 Somers for Mesa (Mesa Council) \$ 50
1/06 Friends of Bob Caccamo (Chandler Council) \$ 100
3/06 Rimsza for Secretary of State \$ 500
4/06 Weninger for Council (Chandler) \$ 200
4/06 Len Copple for Council (Tempe) \$ 100
5/06 Trinity Donovan Council (Chandler) \$ 100
5/06 Friends of Claude (Phoenix Council) \$ 200
5/06 Phil for Phoenix (Phoenix Council) \$ 370
6/06 Huppenthal (Legislative) \$ 120
7/06 Gorman 06(Legislative) \$ 100

2007:

1/07 Comm. to Re-elect Les Presmyk (Gilbert Council) \$ 150
7/07 Friends of Thayer Verschoor (Legislative) \$ 65
7/07 Laura Pastor for Council (Phoenix City Council) \$ 250
7/07 Friends of Claude (Phoenix City Council) \$ 140
8/07 Toni Valenzuela for Council (Queen Creek) \$ 200
9/07 Maria Baier for Council (Phoenix City Council) \$ 390
9/07 Tibshraeny 08 (Legislative) \$ 300
10/07 Allen 08 (Legislative) \$ 150
11/07 Re-Elect Cathy Carlat (Peoria City Council) \$ 250
11/07 Comm. to Re-Elect Neely (Phoenix City Council) \$ 390
11/07 Re-Elect Blendu (Legislative) \$ 200



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11/07 Friends of Michael Nowakowski (Phoenix City Council) \$ 390

12/07 Comm. to Elect Ron Gould (Legislative) \$ 150

2008:

5/08 Friends of Joan Evans (Peoria Council) \$ 250

6/08 Re-Elect Joyce Clark (Glendale Council) \$ 200

7/08 Friends of Phil (Phoenix Council) \$ 390

7/08 Harry Mitchell for Congress (Congress) \$ 150

7/08 Thayer Verschoor 2008 (Legislative) \$ 200

7/08 Sposito 2008 (Legislative) \$ 100

7/08 Kirk Adams (Legislative) \$ 190

7/08 Comm. to Elect Jerry Weiers \$ 125

8/08 Clancy Jayne 08 (Legislative) \$ 150

9/08 Suzanne Klapp (Scottsdale) \$ 100

10/08 Gorman (Legislative) \$ 150

10/08 Pastor for Congress (Congress) \$ 500

2009:

4/09 DiCiccio for Council (Phoenix) \$ 200

6/09 Neely Re-Election 09 (Phoenix) \$ 410

7/09 Friends of Bill Gates (Phoenix) \$ 410

8/09 Harry Mitchell for Congress (Congress) \$ 250

9/09 DiCiccio for Council (Phoenix) \$ 200

10/09 Huppenthal Exploratory 2010 (State) \$ 140

10/09 Reagan 2010 Exploratory (Legislative) \$ 140

10/09 Robson 2010 (Legislative) \$ 150

11/09 Kirkpatrick for Az (Congress) \$ 250

11/09 Governor Brewer Campaign (State) \$ 140

2010:

1/10 Linda Gray 2010 (Legislative) \$ 150

1/10 Friends of Justin Johnson (Legislative) \$ 150

4/10 Friends of Ruben Gallego (Legislative) \$ 150

5/10 Leff for Treasurer (State) \$ 5

5/10 Elect Ben Arredondo (Legislative) \$ 100

6/10 Harry Mitchell for Congress \$ 250

6/10 Friends of Leah Landrum Taylor (Legislative) \$ 150

6/10 Barto 2010 (Legislative) \$ 150

6/10 Dial 2010 (Legislative) \$ 100

8/10 Dial 2010 (Legislative) \$ 100

10/10 Vote Littlefield (Scottsdale) \$ 100

12/10 Friends of Eric Sloan (Phoenix City Council) \$ 200

2011:

1/11 Comm. to Elect Vic Williams (Legislative) \$ 150

1/11 Pearce for Az (Legislative) \$ 250

1/11 Neely Exploratory (Phoenix) \$ 410

1/11 Neighbors for Tom Simplot (Phoenix) \$ 50

1/11 Friends of Nowakowski (Phoenix) \$ 150

2/11 Friends of Nowakowski (Phoenix) \$ 150

2/11 Friends of Bill Gates (Phoenix) \$ 410

3/11 Neely Exploratory (Phoenix) \$ 20

3/11 David Jones Exploratory (Phoenix) \$ 100



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- 4/11 Friends of Thelda Williams (Phoenix) \$ 300
- 4/11 Friends of Bill Gates (Phoenix) \$ 20
- 4/11 Friends of Danny Valenzuela (Phoenix) \$ 150
- 5/11 Scott Smith for Mayor (Mesa) \$ 200

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.

Schwartz has no personal, family or financial relationships or commitments to influence someone making a redistricting decision. Because of the firm’s non-partisan approach to public affairs, the outcome of redistricting does not impact the firm.

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Résumé

David Schwartz

300 W. Clarendon, Suite 245
Phoenix, AZ 85013
(602) 277-0911
david@goodmanschwartz.com

**Professional
Experience:**

Principal, Goodman Schwartz Public Affairs

July 2000 to present. Phoenix, Arizona.

Represents various public and private sector clients in the areas of local government relations, community relations and issue campaigns. The firm has an emphasis on transportation related projects, including Friends of Transit, Support Sky Harbor Coalition, ADOT, and MAG Commuter Rail Study. Served as Past Chair of the National Alliance of Public Transportation Advocates (NAPTA), a national organization representing local transit coalitions that support increasing federal investment in public transportation.

Deputy Chief of Staff, Mayor Skip Rimsza, City of Phoenix

September 1997 to July 2000.

Served as the Mayor's top political advisor and represented the Mayor's interests with local, regional, and state government organizations. Advised the Mayor on all policy matters relating to transportation and represented the Mayor's Office on the city management team responsible for designing successful Transit 2000 referendum package approved by the voters. Other responsibilities included designing and implementing all aspects of the Mayor's community outreach efforts.

Council Assistant – City of Phoenix

January 1990 to March 1994.

Served as top advisor to then-Councilman Skip Rimsza and managed the operations of the Council Office. Duties included: managing constituent services, coordinating the councilmember's schedule, public appearances and advising on policy issues in the areas of transportation, public safety, natural resources, and housing and neighborhoods.

**Campaign and
Issue Management:**

Managed or advised several high-profile, grass-roots, political campaigns, including:

- Proposition 400 – grass-roots mobilization, 2004.
- Better Safer Streets for Gilbert (bond election), 2003.
- Building Our Future (Phoenix bond election) – grass-roots mobilization, 2001
- Rimsza for Mayor – Campaign Manager, 1994.
- Rimsza for City Council – Campaign Manager, 1989.

Internship:

Government Affairs Intern, Salt River Project, June 1988 to May 1989.

Education:

Master of Mass Communication, 1999
Walter Cronkite School of Journalism and Telecommunications
Arizona State University, Tempe, Arizona

Bachelor of Science in Business Administration, 1988
Arizona State University, Tempe, Arizona