



## About MIG

MIG, Inc., is a multidisciplinary firm comprised of designers, planners, engineers, scientists, communicators and storytellers committed to advancing the public good.

For more than 30 years, the MIG Communications Team has specialized in producing **compelling and effective branding, social marketing, and strategic communications campaigns** for public agencies across multiple sectors, including energy efficiency, transportation, water supply and conservation, health and safety and resource conservation.

MIG Communications is an in-house, full-service creative agency that provides **marketing and communications strategies, graphic design, website design, multimedia services and media relations** to increase awareness and build support for public-sector programs and initiatives.

We deliver sophisticated and compelling design with a passion for clarity and a commitment to innovation.

MIG has proven expertise in implementing **public education, outreach, and participation programs** associated with resource conservation and deep experience with community-based social marketing, behavior change, and environmental psychology. Our full-service strategic communications and creative teams combine their expertise in **brand strategy, communications planning, and community engagement** with in-depth knowledge of critical issues related to reuse, recycling, waste reduction, and resource conservation that many public agencies are facing.





## Deanna Chow Trotter

PRINCIPAL-IN-CHARGE

Deanna Chow Trotter has over 25 years of experience in marketing and communications strategy, project management, and content development for non-profit and for-profit organizations. She brings a unique combination of expertise in marketing strategy, brand management, communications design, and management to MIG's communications team.

Prior to joining MIG, Deanna worked in corporate brand consulting. She developed and directed retail and corporate branding programs; led market research studies to identify target audiences and resonant brand and product messages; authored brand positioning strategies to leverage client strengths and market opportunities; and proposed initiatives to translate brand platforms into compelling promotional campaigns and dynamic customer experiences—through advertising, naming, visual identity, merchandising and store design programs.

As Director of Marketing Strategy, Deanna contributes strategic thinking to client social marketing and branding challenges to foster community engagement and behavior change. Deanna has influenced numerous public sector organizations (and their programs), including the San Francisco Municipal Transportation Agency, the Metropolitan Transportation Commission, and the California Energy Commission.

### Education

MBA, Santa Clara University

BA, Architecture, University of California, Berkeley

### Relevant Experience

- **West Valley Recycles Branding and Marketing**, Santa Clara County, California
- **City of Pasadena Organics Recycling Campaign**, Pasadena, California
- **RecycleSmart Recycling Education**, Central Contra Costa County, California
- **StopWaste Household Hazardous Waste Drop-off Campaign**, Alameda County, California
- **StopWaste Re:Source Marketing**, Alameda County, California
- **East Bay Municipal Utility District (EBMUD) 100th Anniversary Campaign**, Alameda County, California
- **Mountain View Vision Zero “Drive Wisely” Campaign**, Mountain View, California
- **3C-REN Energy-Efficiency Programs Marketing**, Santa Barbara, San Luis Obispo, and Ventura counties, California



## Rebecca Graham

PROJECT MANAGER

Rebecca has more than 20 years of experience in strategic communications and content development for public agencies and organizations across California and throughout the West Coast. She brings a unique combination of expertise in audience targeting, content development, and community engagement to all of her projects.

Rebecca provides comprehensive communications support for public agencies and change-making organizations across all channels, including web, social media, and in-person outreach. She leads MIG's writers, graphic designers, web developers, and outreach specialists to develop communications that are inviting, meaningful, and influential.

Rebecca's high-level strategic thinking, combined with her positive demeanor and thoughtful nature, ensures that clients receive unsurpassed support for their projects at all levels. Rebecca stays attuned with her clients to ensure that they stay aligned across all phases of a campaign. She has successfully managed projects for a wide range of public sector programs and initiatives including construction and infrastructure projects, energy and resource conservation initiatives, and social marketing campaigns.

### Education

MA, Creative Inquiry, New College of California

BA, Environmental Studies, University of Oregon

### Relevant Experience

- **West Valley Recycles Branding and Marketing**, Santa Clara County, California
- **RecycleSmart Recycling Education**, Central Contra Costa County, California
- **StopWaste Household Hazardous Waste Drop-off Campaign**, Alameda County, California
- **StopWaste Re:Source Marketing**, Alameda County, California
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## Ed Canalin

ART DIRECTOR

Ed Canalin is a gifted illustrator and award-winning graphic designer who has contributed to the creative direction of nearly every communications and marketing piece produced by MIG since he became Art Director in 2000.

Ed's conceptual, illustrative, and design skills were developed B.C. (before computers), and his mastery of print design was also developed early on. He learned the offset printing process out of necessity—he was the only graphic designer at one of his first jobs, where he worked closely with a master printer. His skills have since expanded to encompass video, animation, web, and social media design and experiential design.

He is inspired by the innovation and creativity he sees in the range of work crafted and produced in collaboration with each client. From branding and identity to social marketing and behavior change to wayfinding and websites, Ed leverages his experience and his finely-honed instincts to generate ideas with a fresh perspective and a dash of humor. His efficient execution and flexibility in response to feedback result in designs that communicate and engage in beautiful ways. Ed is involved in every phase of the design process from concept to delivery of finished art, ensuring that timelines and budgets are met without sacrificing quality.

### Education

BA, Illustration, California College of Arts and Crafts, Oakland

### Relevant Experience

- **West Valley Recycles Branding and Marketing**, Santa Clara County, California
- **City of Pasadena Organics Recycling Campaign**, Pasadena, California
- **RecycleSmart Recycling Education**, Central Contra Costa County, California
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MIG hourly rates for key project staff are as follows.

NAME	TITLE	HOURLY RATE
Deanna Chow Trotter	Director of Marketing Strategy	\$325
Rebecca Graham	Campaign Strategist	\$190
Ed Canalin	Art Director	\$210
	Writer	\$205
	Graphic Designer	\$125
	Project Associate	\$120