

# What did we do in 2020 at Cómo Vamos La Paz?





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Cómo Vamos La Paz is a Citizen Observatory whose main goal is to evaluate, inform, propose and influence the fair, democratic and sustainable development of the cities in the State of Baja California Sur. We operate under the principles of transparency and accountability.

### How we work:

Two strategic programs of citizen advocacy were implemented at CVLP. The first is **Transparency and Accountability**, and it is the axis for all the activities we do. The second, called **Construction of More Humane and Sustainable Cities**, is a program that has been growing. In this latter program we carry out diverse activities, collaboratively or on our own, with the goal to influence the betterment of our cities and their environment. This project addresses air quality, urban mobility, water, solid waste management, urban planning and public security.

Lastly, the results and analysis of both action programs and their associated projects are synthesized and made accessible to citizens through our **Education and Communication Platform for Citizen Influence**. This platform uses different communication tools to create an informed citizenry with more technical, organizational, political and bonding capabilities; promoting and strengthening citizen empowerment to demand better governments.

## Our Programs and Projects in 2020

### I. TRANSPARENCY AND ACCOUNTABILITY

Objective: Transform government institutions into spaces open for citizen participation, promoting communication and negotiation opportunities for the collective search for solutions, as well as promote land management processes that favor the full development of the rights of those who inhabit it.

#### I.1. PRO Municipality Alliance- Nacional Regidor MX Alliance

##### Objective

Transform the municipal government into a space open to citizen participation that is accountable and that generates the best alternatives to raise the quality of life of those who inhabit the municipality.

We worked with 9 citizen groups (community and social organizations as well as educational institutions) with presence in 10 municipalities located across 6 Mexican States

##### 2020 Achievements

In January 2020 we achieved the modification of the Internal Regulation of the City of La Paz. The changes imply that there is now an obligation to:



- *Publish a schedule for the sessions*
- *Hold the sessions at accessible timings for the citizens.*
- *Publish session agendas in advance*
- *LIVE BROADCAST sessions on the Municipality's website.*
- *Allow citizen participation at city council meetings (where the proposals that will later be voted by council members and the mayor are created)*

### **Community impact**

The knowledge of council meeting agendas has allowed citizens to organize, and together with the media and civil society organizations, prevent decisions that openly violate regulations. An example is thwarting development of real estate complexes in forbidden zones.

## **I.2. Water management transparency**

### **Objective**

Participate at the Advisory Council of the Drinking Water Operating Organizations (Consejo Consultivo del Organismos Operador de Agua Potable) monitoring the decisions made regarding water in the municipality as well as the exercise and use of its resources (financial, material and human).

### **2020 Achievements**

- *We represented home users from La Paz in 8 OOMSAPAS government meetings: We broadcasted those sessions live from our social networks. In 2020, four broadcasts received 6,100 views. We demanded transparency of the public accounting. We prevented the hiring of an external company for debt recovery. We promoted the need to make an updated diagnosis before authorizing a desalination plant for the city of La Paz.*
- *We organized THE THIRD TRANSPARENCY FAIR: No funny business under the table!*
- *We accomplished transparency in OOMSAPAS payroll over time expenses, debt recovery, fuel and electrical power expenses.*
- *A press conference, where the La Paz Water Operator Agency participated, was organized and broadcasted live via Facebook with a 3,000 view reach.*
- *12 infographics were created and published on social media, reaching more than 2,000 people.*

### **Community impact**

The approval for the construction of the desalination plant will be according to the diagnosis that is currently taking place. The pressure for disclosure and transparency increased the institution meeting its transparency obligations from 0% to 73% in 2020.

## **I.3. Education for Access to Information**

### **Objective**

Offer training workshops in order for citizens to know and learn how to enforce their right to access public information. This right includes knowledge of how government decisions are made, what they authorize, how it is authorized, and the cost of those decisions.



## 2020 Achievements

- We offered 12 workshops on how to enforce the right to access information, training 214 people and 10 civil society organizations.

## Community impact

The people and organizations that attended the workshops are now making requests for information through the transparency platform. These requests are about important matters in their community and apply pressure for their government to be transparent and accountable about the impacts and costs of their decisions, and how their decisions affect resources that belong to all.

## I.4. Citizen audits for government transparency

### Objective

Train young university students not only to know about transparency obligations, but also to verify transparency compliance of different government institutions. This falls under the “Citizen Audits of Transparency” project, which looks to promote citizen capacity to watch and demand, as well as to motivate a proactive use of information.

## 2020 Achievements

- We consolidated a group of eleven citizen auditors.
- We organized the Second Citizen Audit, evaluating 14 municipal and state government institutions.
- We developed a report of the audits, which allowed us to compare results with the first audit and note trends in the evolution of government transparency.
- We organized a forum: Citizen Evaluation of Transparency in BCS 2019-2020. With the participation of the president commissioner of the Institute of Transparency, Access to Public Information and Protection of Personal Data of the State; the president of the Transparency and Anti-Corruption Commission of the State Congress; a citizen audit, and media. This event had 545 views and a reach of more than 2,000 people

## Community impact

Having a citizen evaluation has encouraged government offices to comply with their obligations. Consequently, this has generated closer communication between government offices and Cómo Vamos La Paz resulting in opportunities to train and create awareness in government workers about compliance with transparency obligations. The information provided on government websites has increased, and citizens can access it without having to file a request and wait 15 days to receive information.

## I.5. Citizen perception survey on transparency and access to information

### Objective

Measure high school and university students perceptions of government transparency and their right to have access to government information.

## 2020 Achievements

- 463 young people were surveyed in 8 institutions:  
241 surveys at high school institutions and 222 at universities.



- We drafted and disseminated a report with the results of the survey.
- We presented report results at the forum: Citizen Evaluation of Transparency in BCS 2019-2020
- We disseminated 12 infographics through social media in order to spread information in a more dynamic way.

### **Community impact**

The work made by CVLP promoting this right already shows positive consequences in the citizenry in general:

- On average, 70% of the students know their right to access public information.
- 78% know that there is a digital platform through which information requests can be made.
- 10% of the surveyed students have exercised this right by making information requests. Nationwide this percentage is 6%

**Having more transparent government institutions reduces the spaces where corruption can exist.**

## **II. MORE HUMANE AND SUSTAINABLE CITIES**

*Objective: Collaborate with different organizations (civil associations, collective groups, citizens, etc.) that contribute to the legality, municipal development plan, and the improvement of our city, state and its environment through alliances with and strategies of CVLP.*

### **II.1. Air quality**

#### **Objective**

Contribute to the improvement of air quality in La Paz, as well as to the protection of the human right to health and the environment.

#### **2020 Achievements**

- Ernesto Méndez from the newspaper Excelsior, published a nationwide piece about an interview with Lucía Fraustro, which also positions CVLP as an active player and leader on the issue of air quality.
- Through an Air Quality Alliance, CVLP synergized efforts with CEMDA and CERCA to create more powerful and united voices and strategies on air quality.
- A communication campaign was designed with the goal of informing the people of La Paz in a clear, simple and creative way about: how energy is generated, what technology is used in order to accomplish this task in BCS, and why this should matter to us. This was disseminated through social networks and state radio.

#### **Community impact**

In an atypical year with COVID-19, this topic received consistent media coverage, which has kept the importance of energy generation and air quality at the forefront. A broader collaboration was created with the people of Los Cabos on this issue through the Community Alliance BCS (ACBCS), adding important allies in support of clean energy transitions in BCS. This issue is now positioned in the public agendas of some political actors.

### **II.2. Solid Waste Management in the Municipality of La Paz**



## Objective

Promote integrated solid waste management solutions in the Municipality of La Paz, minimizing the ecological impact on the environment, and ensuring the transparency of the resources used for this task.

## 2020 Achievements

### Solid Waste Management

- The Urban Solid Waste Sorting Pilot Program was implemented in La Paz in order to know the quantity and kinds of waste generated per family in three different neighborhoods, as well as to create waste sorting programs.
- This pilot program was implemented in collaboration with La Paz City Council as well as with Ponguinguiola and IMJUVE.
- The results of the Pilot Program influenced decisions and policies to reduce and improve solid waste management in La Paz. The planning of the new management will begin with the new authorities.
- Through a process of transparency, we prevented La Paz City Council from hiring an external company with a dubious reputation to manage solid waste.

### Deplastification Movement

- In October, the campaign “We have to talk” (“Tenemos que hablar”) was organized together with Ponguinguiola. The goal was to create awareness about the increase in plastic use during the Covid-19 and misinformation about plastic as an insulator that would prevent people from being infected. CVLP participated at the guest panel. Ponguinguiola and CEMDA were also there. The campaign reached 256 people and had 1,400 views.
- A Christmas campaign was organized with a video featuring Santa Claus inviting people to reuse and eliminate plastic consumption. The campaign was shared in the UN Environment social networks. Interviews were granted to the media in order to inform about the amount of tons of waste generated during the Christmas season. The video reached 19,413 people.

## Community impact

The participation of every family was essential during the Urban Solid Waste Sorting pilot program. Families were aware that they would be a part of a future change by participating. By spreading information about solid waste management through the media, we remained relevant with updated information and proposals to improve the current scenarios. Media coverage and information about the pilot program encouraged the formation of a similar movement in Todos Santos. We are supporting the movement in Todos Santos by offering counsel about the implementation of a landfill as well as providing different scenarios to improve solid waste management and moving away from burning waste.

## II.3. Urban Planning and Ecological Zoning

### Objective

Influence the urban planning and ecological zoning of the territory through planning instruments and an updated regulatory framework that promotes sustainability and resilience, prioritizing the inclusion and security of those of us who inhabit the land.

### 2020 Achievements



- We actively participated in the Consultative Council of the Municipal Planning Institute of La Paz (IMPLAN). This resulted in the signing of a collaboration agreement between the IMPLAN and CVLP, to create an "instrument for land management for development per block." The instrument is being applied in the first polygon of the city of La Paz.
- We followed-up on citizen concerns regarding the cost, ecological and community impact of seven hotel projects. This was accomplished through requests made to the city mayor and to the Commission of Urban Development, Ecology and Environment of the XVI City Council.
- We implemented surveillance and demand strategies coupled with a communication campaign that brought to light that the City Council cannot authorize any changes on how land is used, especially changes that allow the development of projects that do not comply with the regulations.
- Through a video campaign, we invited citizens to remain vigilant about the decisions municipal authorities make regarding land use and the authorization of new real estate developments. We also invited developers to comply with the regulations and respect our natural resources. The video reached 612 people with 1,900 views.

### **Community impact**

The instrument for the development per block will enable a re-balancing of the loads and benefits of urban development, decreasing the established heights in the current regulations. Our focus on government transparency in land use and development decisions successfully prevented the construction of 5,000 homes that would have affected the availability of drinking water in the city.

## **II.4. Security**

### **Objective**

Generate information, based on official data and precise statistics, that allows the possibility to characterize crimes and locate zones with higher crime rates. This way, we want to promote a culture of legality and open decision making processes in matters of security in order to reduce crime rates and build safer cities for those who inhabit them.

### **2020 Achievements**

CVLP is incorporated in the National Citizen Observatory network, which coordinates nationwide efforts and actions regarding crime incidence, accountability, victimization and the perception of security.

- We carried out the first "Victimization and legality culture survey". 1,080 people were surveyed during a 15-day period in the city of La Paz, BCS. The results were presented at a press conference and a report was sent to the State Security Board.
- Crime incidence trimester and annual reports were made. 14 kinds of crimes at state and municipal levels were analyzed in reports since 1997 to the present. Categories of crimes were: intentional and wrongful homicide, femicide, kidnapping, extortion, human trafficking, violent theft, vehicle theft, burglary (homes and businesses), street robberies, rape, drug dealing and family violence. Reporting on family violence was included in the analyzed crime categories at the request of CVLP. Broadcasted crime reports received 18,045 views and a reach of 49,311.

Mitigation of violence against women.

- 6 CVLP staff members were trained in gender perspective (2 workshops).





- *Active vocal participation at the Advisory Councils of the State System to Prevent, Attend, Punish and Eradicate Violence against Women (SEPASEV) and at the Advisory Council of the Institute of Women of Baja California Sur.*

### **Community impact**

The crime incidence trimester and annual reports have become a source of information for investigations in matters of security now used by the media, academia and the authorities. These reports now allow citizens the possibility to make decisions that improve their security based on real, organized data with scientific rigor.

## **III. EDUCATION AND COMMUNICATION PLATFORM FOR CITIZEN INFLUENCE**

*Objective: Promote and strengthen citizen empowerment for transparency and accountability through various communication products that contribute to the creation of a citizenry with greater technical, organizational, political and bonding capabilities, demanding better governments.*

### **III.1. Communication tools**

#### **Objective**

Inform citizens of all ages, through clear language and creative ways, about the main environmental problems of the territory, decisions made by the authorities, and the solutions we can implement as organized citizens.

The following communication tools have been developed:

- **Te Veo En El Café** with a reach of **190,258** and **60,607** views  
This is a 15-minute interview show streamed via Facebook Live (later in youtube) produced twice a month. Two presenters interview local and national government workers, civil society organizations, opinion leaders, influencers, and citizens involved or interested in the day's topic. In 2020, the episodes with the highest reach and views were:
  - *The School Year in BCS* with 27,000 views.
  - *How and When Will We Get Back to School* with more than 20,000 views.
  - *Common Strength ACBCS* with more than 10,000 views
  - *Two Years of the Ruben Muñoz Administration* with more than 10,000 people reached.
- **Lo Que Dice La Palomilla** with a reach of **21,659** and **6,560** views  
This is a 3-minute segment show with interviews of citizens on the streets or at their work. This segment allows us to measure knowledge and to obtain feedback about urban sustainability matters, relevant laws, and regulations as well as the government decisions regarding the water issues in La Paz. This segment provides the introduction for the show "Te Veo En El Café".
- **Checa El Dato** with a reach of **21,659** and **6,560** views  
This is a segment of up to 3 minutes that presents facts that support or broaden the topic to be discussed by the guests of the show "Te Veo En El Café".
- **De Volada** with a reach of **2,440** and **334** views





Pre-recorded stand-up that summarizes the 3 most important points made in “Te Veo En El Café.” This is done objectively with a touch of humor by a presenter who talks directly to the viewers. The show lasts no more than 3 minutes and includes animations, graphics and sounds to deliver its content in a fun way.

- **Las Letras Chiquitas** with a reach of **10,586** and **4,016** views  
This is an 8-minute segment that summarizes the most important items addressed during the La Paz Council meetings. The information is presented in simple language that aims to explain in an approachable way the decisions made by the council.
- **Y cómo vamos con...** with a reach of **6,918** and **5,650** views  
This is a space given to CVLP in Radio Fórmula on Tuesdays at 8:30 a.m. in order to disseminate and position the public agenda issues and important projects that concern the citizenry.

### Productions at the end of 2020

| Show                        | Episodes             | Views               | Reach          |
|-----------------------------|----------------------|---------------------|----------------|
| <i>Te Veo En El Café</i>    | 28 shows             | <b>60,607</b> views | <b>190,258</b> |
| <i>Checa El Dato</i>        | 6 segments           | <b>6,560</b> views  | <b>21,659</b>  |
| <i>De Volada</i>            | 3 segments           | <b>334</b> views    | <b>2,440</b>   |
| <i>Las Letras Chiquitas</i> | 4 live broadcastings | <b>4,016</b> views  | <b>10,586</b>  |
| <i>Y cómo vamos con...</i>  | 37 radio segments    | <b>5, 650</b> views | <b>6,918</b>   |

In 2020, these productions addressed: solid waste management, COVID-19 in Baja California Sur, economic recovery in BCS, state education, water, an organized civil society, community alliances, city council, energy, air quality, transparency and security.

### Community impact

CVLP communication tools have become a recognized information platform. Our productions are considered honest and impartial sources of information that promote citizen participation and information based on official data, relied upon by both local authorities and the citizenry.

## III.2. Education tools, itinerant exhibition: La Paz in Numbers

### Objective:

Educate children and young adults through a data exhibition about the impact that our habits have on the cities we live and how we can be a part of the solution to those problems. The exhibition is organized in 10 modules using fun, attractive and interactive materials. Exhibition topics are: air quality, energy, water, nutrition, population, education, solid waste, mobility, Regidor MX, transparency and accountability.

### La Paz in Numbers in numbers



- 8,290 people attended, ranging from pre school kids up to college students as well as teachers and the general public.
- 5,233 messages were written to the mayor of the city and to the city council. In these messages the kids and young people explained the problems they have at their communities.
- 23 public and private schools ranging from preschool to universities participated.
- 34 exhibitions at government institutions, schools, summer courses, forums and congresses.
- 24 live broadcasts were made on our different platforms, having a total of 25,460 views with a reach of 44,460 people.
- Production and dissemination of 4 videos in our social networks, the videos were about:
  - Solid waste.
  - Air quality.
  - What the City council is.
  - La Paz in Numbers.

### **Community impact**

La Paz in Numbers has inspired children and young people to search for solutions to the problems their city has. It has also served as a communication link between the citizens and the municipal authorities. Schools have opened their doors to other organizations for their students to keep learning more about the city's problems.

## **IV. I. Administration**

Administration is one of the great pillars of corporations as well as of Civil Society Organizations. CVLP is not exempt to comply with its legal obligations. With that in mind, this organization registers every financial transaction, and each month this information is passed to the accounting firm “**AL Contadores**” to be reviewed.

We also comply with our legal, labor, mercantile and tax obligations at the federal and state levels. Every month the tax income (ISR) is paid to the Ministry of Finance and Public Credit (Secretaría de Hacienda y Crédito Público); the payroll tax (ISN) is paid to the State Government Finances Department (la Secretaría de Finanzas del Gobierno del Estado); and the the **employer's worker quota, contributions and amortizations** are paid to the Instituto Mexicano Institute of Social Security (Mexicano del Seguro Social). This latter payment is necessary because all of our workers receive the full benefits indicated by labor laws.

### **2020 Achievements:**

- **Every January** we create a report for the replacement of the CLUNI. The CLUNI is an essential registration code in order for civil society organizations to be able to carry out their activities. Having this code gives the organizations the right to participate in the design of public policies as well as to have access to the stimulus programs granted by the Federal Administration.
- **Every February**, the declarations for the annual income tax and for the prime risk (IMSS) are made.
- **In May**, a transparency report was presented. This is in compliance with article 3.10.13 of the Miscellaneous Fiscal Resolution for the renovation and identification of operations as it is indicated in article 18 of the Federal Law for the Prevention and Identification of Operations



with Resources of Illicit Origin. The report brings to light information about everything related to the tax deductible donations we are authorized to receive.

- We underwent a financial audit for the years 2018 and 2019 by the audit firm Kreston BSG, obtaining a positive result. A 2020 audit is being carried out for the Community Alliance Project in Baja California Sur. No results are available to date as it is currently in progress.
- Additionally, a technical and financial report is made about the progress and goals accomplished with the resources we obtained from donations.
- This year we will be updating the organization's policies and procedures manual, considering the new technical regulations applicable such as the Official Mexican Standard NOM-035-STPS-2018 "Psycho social factors of risk at work: identification, analysis and prevention" which strives to establish the elements to identify, analyze and prevent psychosocial risks, as well as to promote a favorable organizational environment at work centers. All of our staff will take this workshop in order to know and implement this standard. Another important item to be implemented is the DECREE by which article 311 is reformed and added to chapter XII of the Federal Labor Law regarding telecommuting .

### **Adapting our processes due to the COVID-19 pandemic**

In response to the crisis caused by the effects of the pandemic, the need for equipment and resources for health care institutions, as well as the food crisis that thousands of families in BCS are going through, the Community Alliance BCS (ACBCS) was created. CVLP is part of the founding council of the alliance.

ACBCS engaged 91 organizations and 200 business men and women to work in coordination with the state and municipal authorities as well as with the armed forces that are members of the security board in BCS.

CVLP was responsible for coordinating the efforts to distribute food throughout the state, from Los Cabos to Mulegé, reaching 97,000 homes and delivering more than 222,000 grocery kits.

CVLP communication team produced 30 informative videos about the work done by the alliance, reaching 43,630 views in its social networks.

**For a 6-month period the team of CVLP, led by its General Director, dedicated their working days to support the operations of the BCS Community Alliance (BCSCA).**

#### **ACTIVITIES**

**Lucia Frausto**  
*General Director*

#### **GENERAL COORDINATOR FOR FOOD DISTRIBUTION IN BAJA CALIFORNIA SUR**

- Provided a link between the state and municipal governments, promoting the signing of 3 collaboration agreements that allowed the exchange of strategic information and the collaborative planning to be able to broaden the reach of the food aid.



CÓMO VAMOS LA PAZ  
OBSERVATORIO CIUDADANO

- Represented ACBCS before the armed forces and the security institutions of the state.
- ACBCS speaker before the business sector in La Paz
- General coordinator for the procurement and distribution of food from Los Cabos to Mulegé

**Ruth Ramírez  
Sánchez**  
*Operative Director*

#### **STATE COORDINATOR OF COMMUNICATION**

- In charge of the communication with donors, general public, the press and civil society organizations, informing how and who (vulnerable families) was receiving the food aid in every municipality in the state; including rural areas and islands.
- Communicated internal needs for volunteers, donations (both of food items and money).
- Coordinated the state level campaign “Adopt a Family”, plus 3 press conferences.
- Field work, obtaining videos, pictures and interviews from the volunteers, families who received the benefits, and armed forces. All this in urban and rural areas.
- Call center manager and coordinator
- Public relations with the press, Organizations, donors, businesses and staff.
- Short film production “Los que no se ven”.

**Perla Hinojos**  
*Communication Advocacy  
Director*

#### **MEDIA PRODUCTION AND CONTENT DISTRIBUTION**

- Planned the communication, production and editing of videos, photographs and spots for the media and social networks in the state.
- Recorded and edited audiovisual contents.
- Social networks coordination: Facebook, Twitter, Instagram and YouTube.
- Direct link with the media in the 5 municipalities.
- Edited 30 videos and published 904 pictures.
- Collaborated for 2 press conferences with a reach of more than 40,000 views.

**Martha López  
Ángeles**  
*Knowledge Networks  
Director*

#### **GRAPHIC DESIGN PRODUCTION AND PURCHASE ASSISTANT**

- Delivery of medical supplies (Red Cross, Transit Department, Civil Protection, Public Services, Santa Rosalía Hospital, among others).
- Quotations, purchase and delivery of the first 2,000 grocery kits
- Supplier support and quotations for the Alliance’s purchase department.
- Design for the campaign “Ya me sé el ABC del COVID 19”.
- Design for press conferences, invitations and different graphic materials; including more than 200 designs for the social networks.



**Valeria Rochín  
González**  
*Operative Assistant*

#### **STAFF ASSISTANT**

- Organized and coordinated volunteers at the call center.
- Collected information within the volunteer team and companies with the goal of making the necessary acknowledgements at the end of the activities.
- Communicated with suppliers to properly deliver the grocery kits.
- Updated the data for staff, donors and civil society organizations.

**Alma Lidia Cota**  
*Research for Action  
Director*

#### **STATE COORDINATOR OF INFORMATION**

- Generation and systematization of data to detect people with food supply needs in the state of BCS
- Creation of detection maps and polygons of new areas with priority needs.
- Design of an instrument to validate the household's needs.
- Creation and management of a database of more than 97,000 homes that identifies where people with disabilities, chronic diseases and the elderly live.
- Provided a link between government institutions that manage information about marginalization in the state: INEGI and CONEVAL.
- Systematization of the information generated to make it available to the general public through "Mapa Digital de México", a tool that will make information accessible to find the most vulnerable homes in any future crisis, which will contribute to help the most in-need homes in a faster way.

**Yuma Pérez Cuevas**  
*Coordinator of  
Transparency,  
Accountability and the  
Fight against Corruption*

#### **VOLUNTEER COORDINATOR AND RESPONSIBLE FOR THE MARINA WAREHOUSE IN LA PAZ**

- Coordinated the participation of 120 volunteers in the municipality of La Paz.
- Managed the alliance's support areas and the daily participation agenda.
- Responsible for the warehouse where 21,608 grocery kits were received and delivered to the different distribution groups across the rural and urban areas of La Paz.
- Coordinated the distribution of the grocery kits to different locations of La Paz using the DHL format, in which an itinerary, distribution routes and a resource management were made.

**Estrella Heredia**  
*Administration Director*

#### **STATE COORDINATOR OF FINANCIAL RESOURCES**

- Administration and management of financial and material resources through planning, recording and analyzing every transaction in order to accomplish an optimal decision making process regarding the use of the resources to reach the highest number of vulnerable families during this contingency.
- Collaboration in the process of choosing the best products to ensure the best value for money with every supplier as well as the highest efficiency of the financial resources.
- Representing the organization before the accounting firm Kreston BSG for the financial audit of all the resources raised by the ACBCS to achieve the highest possible levels of transparency.



**Sofía Rodríguez**  
Administrative Assistant

#### **ADMINISTRATIVE ASSISTANT**

- Management of financial resources through a process of classification, registration and analysis of costs and the budget to ensure an efficient and transparent management. Looking to comply with the requirements requested by Kreston BSG, a private accounting firm in charge of the financial audits for the resources raised by ACBCS. All of that trying to accomplish the goals set and to optimize the reach across the vulnerable population in Baja California Sur during this contingency.

**Ingrid García**  
Communication Advocacy  
Assistant

#### **CALL CENTER ATTENTION**

- Responsible for the registry of the requests of people with food and hygiene vulnerable situations in the state. Worked as a link for social assistance in order to achieve citizen communication for dealing with this situation.

**Jorge Cobos**  
Graphic designer

#### **GRAPHIC DESIGN**

- Graphic designs of posters for the COVID 19 prevention campaign through all the state with a distribution of more than 5,000 posters to schools, government offices and civil organizations.
- Photographic work for publication on the ACBCS social networks.