

Every voice, one picture.

Public involvement, strategic communication and design for public agencies, engineering firms and contractors. We help projects reach every resident, in the languages they speak.

01 CORE COMPETENCIES

Public participation

Plans and outreach that reach every resident, from the first census map to the final comment report.

- Compliance analysis with census and language data
- Public participation plans, maps and graphics
- Meeting planning, interpretation and facilitation
- Equity and accessibility review
- Notices, mailers and multilingual project hotlines
- Focus groups, surveys and comment summaries

Strategic communication

Strategy first, then the messages.

- Campaign and content strategy
- Media relations
- Digital advertising

Design & web

Consistent in print and online.

- Brand identity and project brands
- Print and templates
- Websites and hosting

Content production

Audio and video that explain.

- Video editing
- Podcast production
- Voiceover

02 COMPLIANCE & LANGUAGE ACCESS

We plan to the requirements your funding agency and state set, and document how each one was met.

NEPA

Title VI

Language access (LEP)

Environmental justice

Accessibility review

Document translation in 16 languages, each reviewed by a native speaker. Outreach staff work in English, Spanish and Valencian.

Arabic · Catalan/Valencian · Chinese · English · French · German · Gujarati · Haitian Creole · Hindi · Portuguese · Russian · Spanish · Tagalog · Ukrainian · Urdu · Vietnamese

03 HOW WE WORK

1

Research

Census data, constraints, stakeholders

2

Plan

Participation plan, timeline, project brand

3

Reach

Notices, mailers, hotline, translation

4

Engage

Meetings, focus groups, surveys

5

Report

Comment summaries, compliance records

WHO WE SERVE

Public agencies, engineering firms, contractors and campaigns across the US, from our office in Tempe, Arizona. Local businesses in Spain's Valencian Community, from Valencia.

04 WHY LUNAR MOSAIC

- **16 years of public involvement** on Arizona transportation, water and neighborhood projects.
- **Plain language, accessible formats:** public notices written to an 8th-grade reading level.
- **Bilingual by default:** every piece is written for its reader, never machine-translated.
- **One accountable lead** from the first census map to the final comment report.

05 FOUNDER EXPERIENCE

Before founding Lunar Mosaic in 2025, Gael Luna spent 16 years delivering public involvement and communications in Arizona, at other agencies and firms.

53

public projects

11

public agencies

29

political campaigns

41

engineering firms and contractors worked alongside

Public projects by agency

53

Transportation 27 · water and wastewater 20 · neighborhoods and workforce 6

19 City of Phoenix

Streets 7 · sewer and water 9 · neighborhoods 3, incl. 35th Ave. BUILD Grant

8 Arizona Department of Transportation

I-10 Broadway Curve · Loop 101 · Loop 303 (2) · SR 30 · US 60X · I-10/Baseline TI study · Mews Rd

8 City of Glendale

Street reconstruction 4 · water and wastewater 3 · Ocotillo District landscape 1

7 City of Peoria

Water, spillway and reclaimed water 5 · streets 1 · landscape 1

3 Valley Metro

South Central and Northwest Phase II light rail · Engineers of the Future

2 City of Mesa

Residential mill and overlay · crack seal

6 Six more clients

Cities of Surprise, Casa Grande and Prescott · Maricopa County DOT · Town of Guadalupe · Helios

Campaigns by level

29

Arizona and Texas, 2010–2019

4 Federal

US House: Arizona districts 4, 5 (2 cycles) and 9

4 Arizona statewide

Governor · Corporation Commission · Mine Inspector · gubernatorial exploratory

6 Arizona Legislature

Legislative Districts 5, 12, 13, 16, 25 and 26

2 Texas Senate

Districts 12 and 31

6 Maricopa County

Board of Supervisors (2) · Health District · Justice of the Peace · Superintendent · Constable

7 Cities and boards

Mesa (2), Tempe and Knoxville councils · community college and school boards



“Gael Luna is the most competent political operator I’ve seen in my 40 years in politics.”

Michael Schiller, Firebox Consulting · on work with Method Social Kinetics, now Lunar Mosaic

Also: 19 business and nonprofit clients served as Method Social Kinetics, now Lunar Mosaic. Coordinated with firms including AECOM, HDR, Jacobs, Kimley-Horn, WSP, Kiewit, Sundt and Flatiron (listed for context, not as clients).

Tell us about **your project.**

We reply within two business days, in English or Spanish.

Gael Luna, Founder

hello@lunarmosaic.com · lunarmosaic.com

914 East Broadway Road, 1103, Tempe, Arizona 85282