



NOTICE OF SPECIAL ADMINISTRATION COMMITTEE MEETING AUGUST 16, 2022

Covering Policy, Administration and Community
Relations/Communications

NOTICE IS HEREBY GIVEN that the San Lorenzo Valley Water District has called a special meeting of the Administration Committee to be held on **Tuesday, August 16, 2022, 5:00 p.m.**, via video/teleconference.

There will not be any physical location for this meeting. Pursuant to AB 361 and San Lorenzo Valley Water District Resolution No. 4 (21-22) this meeting will be conducted by video/teleconference. Any person in need of any reasonable modification or accommodation in order to participate in the meeting may contact the District Secretary's Office at (831) 430-4636 a minimum of 72 hours prior to the scheduled meeting. The meeting access information is as follows:

<https://meet.goto.com/513629653>

You can also dial in using your phone.

(For supported devices, tap a one-touch number below to join instantly.)

United States (Toll Free): 1 877 309 2073

- One-touch: [tel:+18773092073,513629653#](tel:+18773092073,513629653)

United States: +1 (646) 749-3129

- One-touch: [tel:+16467493129,513629653#](tel:+16467493129,513629653)

Access Code: 513-629-653

AGENDA

1. Convene Meeting/Roll Call

2. Oral Communications

This portion of the agenda is reserved for Oral Communications by the public for items which are not on the Agenda. Please understand that California law (The Brown Act) limits what the Board can do regarding issues raised during Oral Communication. No action or discussion may occur on issues outside of those already listed on today's agenda. Any person may address the Committee at this time, on any subject that lies within the jurisdiction of the District. Normally, presentations must not exceed five (5) minutes in length, and individuals may only speak once during Oral Communications. Any Director may request that the matter be placed on a future agenda or staff may be directed to provide a brief response.

3. Unfinished Business:

Members of the public will be given the opportunity to address each scheduled item prior to Committee action. The Chairperson of the Committee may establish a time limit for members of the public to address the Committee on agenda items.

A. CONTINUED REVIEW OF PROPOSALS FOR OUTREACH

Discussion by the Committee regarding the proposals received in response to the Outreach RFP.

4. Adjournment

Agenda documents, including materials related to an item on this agenda submitted to the Committee after distribution of the agenda packet, are available for public inspection and may be reviewed at the office of the District Secretary, 13060 Highway 9, Boulder Creek, CA 95006 during normal business hours. Such documents may also be available on the District website at www.slwvd.com subject to staff's ability to post the documents before the meeting.

Certification of Posting

I hereby certify that on August 12, 2022, I posted a copy of the foregoing agenda in the outside display case at the District Office, 13060 Highway 9, Boulder Creek, California, said time being at least 24 hours in advance of the special meeting of the Admin Committee of the San Lorenzo Valley Water District in compliance with California Government Code Section 54956.

Executed at Boulder Creek, California, on August 12, 2022.

Holly B. Hossack, District Secretary

To: Administrative Committee
From: District Manager
Prepared by: Environmental Programs Manager
Subject: Outreach Direction Discussion
Date: August 16, 2022

RECOMMENDATION

It is recommended that the Administrative Committee review the attached proposals for a comprehensive outreach consultant and recommend an outreach consultant to the Board of Directors.

BACKGROUND

At the February 2022 Administrative Committee the Committee discussed the importance of finding a consultant that would be capable of the following: Polishing in-house written communications, technical writing, event planning, social media posting and BMPs, determining best ways to engage customers, support staff in development of content, and represent the District professionally in both written and in-person communications.

Communications and social media support are currently offered by The Buzz PR on a month-to-month basis. Those services typically include newsletter creation, social media content and scheduling, and as-needed design at a cost of \$3560 monthly.

The Committee recommendation included releasing an RFP for a comprehensive outreach consultant and increasing the outreach budget to \$50,000.

At the May 19th BoD meeting the Board voted to move ahead staff preparing a RFP for an outreach consultant but did not approve increasing the budget.

The Administrative Committee approved a Request for Proposals (RFP) to be released in June 2022. The RFP closed on July 28th and three proposals were received. Attached are proposals from Dudek (Exhibit A), the Buzz PR (Exhibit B), and Miller Maxfield, Inc (Exhibit C), along with an optional evaluation sheet (Exhibit D).

At the August 9th, 2022 meeting of the Administrative Committee the three outreach firms attended to introduce themselves and respond to the following questions:

Dudek:

1. How would Dudek plan to address the District's social media needs? Currently the District posts 4-5x a week on Facebook, Twitter, and Instagram. Is Dudek prepared to help staff create posts

with graphics as well as schedule postings monthly? If so how are these tasks addressed in the fee schedule?

2. Could Dudek provide an example of how an event would be coordinated with SLVWD staff, what type of outreach would be completed to encourage community involvement, and what would the associated costs be? Imagine as an example, a public meeting event to provide information on consolidation of a small neighboring water company (3-4 hour meeting).

The Buzz PR:

How would the Buzz PR meet the District's outreach objectives (as outlined in the proposal) over a 12-month period? Please provide specific examples, with event ideas and/or technical writing idea pieces.

Miller Maxfield, Inc:

How would Miller Maxfield, Inc. plan to address the District's social media needs? Currently the District posts 4-5x a week on Facebook, Twitter, and Instagram. Is Miller Maxfield, Inc. prepared to help staff create posts with graphics as well as schedule postings monthly? If so are these tasks included in the fee schedule?

The questions were verbally answered during the meeting and gave more background on social media outreach and event planning. Dudek also created a presentation for the committee (Exhibit E).

The District is seeking a firm that has a strong understanding of the local area, preferably is located in the San Lorenzo Valley, and can meet the District's goals of transparency and on-going social media activities.

Therefore, staff are recommending Miller Maxfield Inc.'s proposal. Miller Maxfield is a local firm with water agency experience and a deep understanding of the San Lorenzo Valley and its community. Staff feels Miller Maxfield will be the most equipped to hit the ground running and meet the District's outreach and transparency goals.

Staff is requesting the committee prepare a 2-3-minute explanation of which outreach proposal they would recommend to the Board of Directors and their overall opinion on each proposal.

Following each member, staffs', and the publics' recommendation the committee will make a decision on which outreach firm to move forward.



COMMUNICATIONS AND COMMUNITY OUTREACH SERVICES

July 28, 2022

July 28, 2022

Carly Blanchard
Environmental Programs Manager
San Lorenzo Valley Water District
13060 Highway 9
Boulder Creek, CA 95006

Subject: On-Going and On-Call Outreach Services for San Lorenzo Valley Water District

Dear Ms. Blanchard:

It is a pleasure to prepare this proposal for the San Lorenzo Valley Water District (District), and we appreciate this opportunity.

Providing strategic and expert outreach consulting services to the District to increase public awareness about water management and challenges requires a knowledgeable and experienced project team that is well-versed in conducting communications, engagement, and facilitation, and generating outreach materials. The task also requires a team with knowledge and understanding of water resources.

Dudek is well-equipped to perform the following tasks under this contract:

- Develop a communications and engagement (outreach) plan and materials based on review of existing outreach efforts and understanding of the needs of the District and community.
- Plan focused and effective community workshops and community events
- Work with District staff on executing outreach strategy
- Coordinate media inquiries or responses

Our expert project team brings the following advantages to the San Lorenzo Valley Water District:

Communication, Engagement, and Facilitation. Inclusive and effective communication is vital to successful projects. Efficient and transparent facilitation engenders trust and provides opportunities for consensus building in process-related projects and successful outcomes. Dudek staff are experienced in culturally sensitive, language-appropriate communication, engagement, and facilitation services. We are skilled in bringing people together to address concerns and hear suggestions from multiple stakeholder groups to define and refine goals, coalesce around common purposes, and prepare and implement strategies. Our team members ensure that communication materials are visually appealing, clear, informative, and tailored to meet our target audiences. We meet people where they are to derive the common goals of the those engaged and our clients.

Focus on Water Issues. Dudek has worked with agencies and municipalities to address engineering and environmental issues related to water in the Central Coast and throughout California for more than 40 years.

DUDEK AT A GLANCE



Multidisciplinary environmental and engineering services, including communications and engagement

12
CALIFORNIA
OFFICES
(including Santa Cruz)

42
YEARS IN
BUSINESS

EMPLOYEE-OWNED

700+
EMPLOYEES

TOP 120
U.S. ENVIRONMENTAL
FIRMS (Engineering News-Record)

MORE THAN **180** ON-CALL CONTRACTS
THROUGHOUT CALIFORNIA

We are a California-based environmental and engineering consulting firm that understands the unique role that water plays in the lives of people in the and in the state, and in the Central Coast and East Bay. With offices in Santa Cruz, Santa Barbara, and Oakland, we have assisted clients on a wide range of water management projects, including public communication and engagement, that enhance infrastructure, communities, and the natural environment.

In-House Creative Design and Publications Services. Our in-house creative design staff's experience covers a broad range of mediums for public water agencies while practicing our firm's universal design focus: to craft visual stories that cut through complex topics and deliver clear, understandable messages that resonate with both expert and non-expert audiences. Our in-house publications staff specializes in finalizing complex technical publications and outreach material to successfully convey project goals, objectives, and information to the targeted audience.

Deep Bench of Available and Engaged Resource Experts. We take pride in our open culture, flat structure, and operational flexibility. Our project managers can nimbly assign staff and can quickly acquire the necessary resources to get projects done. This efficient and supportive environment results in high employee retention that ensures that the intellectual resources within a team stay intact for the duration of a project.

Dudek appreciates the opportunity to propose on this project and welcomes further discussion of our qualifications. Should you have any questions, please do not hesitate to reach out to Project Manager **Jane Gray** at 805.308.8531 or jgray@dudek.com.

Sincerely,



Joseph Monaco

President/ CEO



Jane Gray

Project Manager

**Joseph Monaco is authorized to sign on behalf of Dudek. Dudek certifies that it has fully read the RFQ and takes no exceptions to this RFQ including, but not limited to the Consultant Services Agreement.*

1

Executive Summary

1 Executive Summary

DUDEK

605 Third Street, Encinitas, CA 92024

Contact: Jane Gray

Email: jgray@dudek.com

Phone: 805.308.8531

Expert Communication, Engagement, and Facilitation Services

Dudek communication and engagement experts use a robust outreach and engagement strategy that involves developing and cultivating productive, professional relationships with the public and partner agencies by facilitating meetings and workshops; involving the public early (so public viewpoints can be incorporated into decision-making processes); creating and implementing outreach and engagement plans; maintaining ongoing communication with the public through press releases, monthly newsletters, and social media posts; and defining the nature, scope, and expected and actual output of public participation activities.

INCREASING AWARENESS OF WATER MANAGEMENT AND CHALLENGES THROUGH OUTREACH

Increasing awareness and being effective requires that one understands the audience and the message. Dudek staff understands water resources, particularly the management of water resources for smaller, more rural water districts, such as the San Lorenzo Valley Water District (District). We also understand that communities have established beliefs and relations with the water resources in their communities and the water purveyors. Messaging and managing resources is complex and challenging, particularly when there are competing priorities. To successfully engage and educate the public about water use and management, drought, and conservation within their communities, water districts must develop effective and compelling materials that will inform and change behavior. Dudek supports water districts in meeting their project goals by providing expert and tailored communication and outreach tools, structured engagement, and facilitators who are uniquely poised in discussing water resources management topics and skilled in building consensus and guiding group processes.

Our staff will work with District staff to develop custom outreach materials, such as flyers, surveys, graphics, and messaging. We will support the District in the placement and distribution of messaging and materials that will reach the intended audience in the way the community is comfortable with receiving information.

SOCIAL MEDIA POWERS MODERN PUBLIC OUTREACH

Engaging and informing the community about their local water sources and changing one's relationship and attitudes towards water use is critical to meeting the District's goal of increasing awareness about the challenges and complexities of water management. Dudek understands the power of adding social media to traditional public outreach strategies and is equipped to increase the reach and results of project outreach.

We understand that the District has a NextDoor account and will utilize this platform to maximize messaging and outreach. We will prepare cogent and creative messages to communication with the District's water users. Should the District want to expand their social media presence, our specialists will support the District in creating profiles and generating and curating content and messaging across numerous social media channels, including Facebook, Instagram, and Twitter. Each social platform includes robust capabilities, and is uniquely suited to convey information and engage the public in various ways:

- **Facebook** is used to post photo albums that show capital improvement projects' progress from start to finish and display maps or figures. Invitations to outreach events can be created, with a simple interface to RSVP and interact with the public before and after events. The discussion functionality can be leveraged to encourage dialogue, interaction, and idea sharing.
- **Instagram** is used to engage viewers with compelling visual content that quickly conveys the intended message, whether explaining a complex water resources/management process or promoting water conservation or a public workshop.
- **Twitter** is used to link to relevant content, such as press releases, monthly newsletters, annual reports, articles, and public surveys, as well as for concisely conveying District activities and workshop information.

Our team utilizes the analytics capabilities of these platforms to track engagement across social channels, encouraging an adaptive public outreach approach. This allows our specialists to gauge the effectiveness of the outreach process, as well as nimbly make adjustments in real time to improve stakeholder engagement.

In-House Creative Services and Publications Services

Our in-house technical storytelling and creative services staff specializes in creating easy-to-understand renderings of complex systems and processes. Our staff has extensive experience in providing engaging design and visual communications that translate technical subjects like water systems and management to effective marketing messages. Using the latest technologies to create customized digital illustrations and simulations, our staff will transform the District's visions in a way that informs and assists the public and interested stakeholders in evaluating projects and understanding technical, complex information. Our staff designs PowerPoint presentations, infographics, and outreach material that are customized to the District's unique brand to provide a seamless experience for public outreach. Our in-house technical storytelling and creative services staff work products include the following:

- **Social Media Graphics** can be tailored to maintain clients' existing design elements to maintain continuity with other outreach efforts. Through concise messaging and easily navigable links, we can convey key information while inviting the public to access additional resources and provide feedback.

- **Print Design** include large multi-page publication layouts, brochures, flyers, large-scale banners and posters, logos and branding, and custom illustrations that communicate complex narratives that are both visually compelling and deliver a key message.
- **Infographics** often involve 3D renderings, photo-realistic elements, and animation to communicate complex ideas and immerse the audience in the information and deliver it in a concise and compelling way.
- **3D Renderings and Simulations** use existing photographs as backgrounds while incorporating planned projects. These simulations can be included in technical reports and marketing and public outreach material.

Our technical publications staff specializes in complete document solutions, finalizing complex technical publications and outreach material under tight deadlines. Our staff has worked on many sensitive and controversial projects, and our editors and publications specialists understand the importance of preparing robust and consistent responses to comments. Our in-house publications team uses document management, checks for consistency, proofreads and copyedits, formats, and reviews document accessibility to successfully provide error-free outreach material and technical documents.



2

Identification of Prime Consultant

2 Identification of Prime Consultant

Dudek is a California-based environmental and engineering consulting firm with offices nationwide staffed by more than 700 planners, scientists, civil engineers, contractors, and technical experts. We help our clients address challenges related to infrastructure, planning, and the environment to drive project progress and create lasting results.

With analyses based in science and ethics, Dudek offers solutions that encompass the project lifecycle and anticipate future needs. Our professionals find practical, cost-effective approaches to help you achieve your project-specific and overall goals. We work to build your trust, which allows us to offer constructive and durable project solutions.

Our depth and breadth of experience means we can quickly assemble and mobilize the appropriate level of service to match your project needs and budget. Our 700+ person in-house team includes the following:

- AICP-certified environmental planners
- CDFW- and USFWS-permitted biologists
- Registered professional archaeologists
- Registered landscape architects
- Registered environmental assessors
- Certified arborists and foresters
- Professional foresters
- Noise and air quality specialists
- Accredited LEED professionals
- Certified GIS professionals
- Licensed hydrogeologists
- Licensed geologists
- Licensed professional engineers
- Licensed contractors

Table 1. Dudek Firm Profile

Legal name and address of the company	Dudek 605 Third Street Encinitas, California 92024
Legal form of company (partnership, corporation)	California Corporation
If company is wholly owned subsidiary of a “parent company,” identify the “parent company”	Not applicable
Name, title, address, and telephone number of person to contact concerning the Response Submittal	Jane Gray, Project Manager 621 Chapala Street Santa Barbara, California 93101 805.308.8531
Number of staff and the discipline/job title of each	Total Staff: 791 Administrative: 101 Archaeologists: 153 Biologists: 118 Civil Engineers: 64 Construction Managers: 11 Environmental Scientists: 51 GIS Specialists: 47 Hydrologists: 32 Landscape Architects: 16 Planners: 24 Project Managers: 125 Technical/Analysts: 49

3

Identification of Subconsultants

3 Identification of Subconsultants

While we don't anticipate using any subconsultants on this contract, as Dudek can handle all services completely in house; however, we are open to teaming with any Disadvantaged Business Enterprise partners if the District requires us to do so.

4

Assignment Organization and Experience of the Team

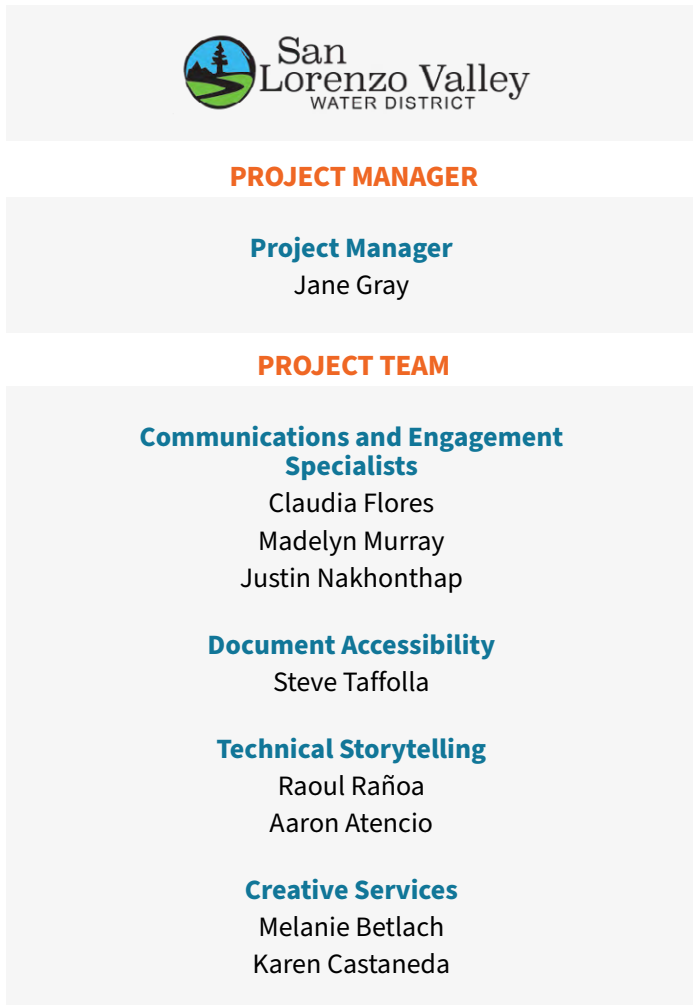
4 Assignment Organization and Experience of the Team

Team Organization

The team assembled for this project has the deep technical, communication, engagement, and outreach skills as well as the creative expertise to perform the work and achieve success. Our team members are agile problem solvers, with the ability to make decisions in a timely fashion to maintain project momentum and to meet the needs of those we serve. We are proud of our low employee turnover; our staff’s long tenure demonstrates our dedication to the projects we work on and the long-standing relationship we have in the places we live and work.

Figure 1 outlines proposed lines of communication for this contract, followed by brief biographies for key personnel. Focused resumes are provided in **Appendix A**.

Figure 1. Dudek Team Organization



Our Team

Project Manager Jane Gray is a regional planner who leverages more than two decades of project management experience. She has demonstrated competence with large, small, high-profile, complex, stakeholder-driven projects and programs, as well as demanding schedules and deliverables, particularly in the water sector. She has the communication and organizational acumen required to work with many types of personalities; and the technical aptitude and fluency in water resources in various community types in California. Ms. Gray brings an effective and customized approach to efficiently deliver services. Her ability to skillfully negotiate the often-disparate interests involved in complex projects and bring about consensus is an asset in any situation.

Ms. Gray’s team is a tightly-knit group with extensive experience conducting effective and meaningful public communication and engagement and facilitating sustained efforts for water agencies and districts. With demonstrated expertise in water management issues, developing outreach material, conducting outreach, and facilitating workshops, the team can communicate with diverse groups toward the successful attainment of the District’s goals. Our team members understand complex, technical water resources concepts and can convey these concepts in a more digestible format to the public.

Management Approach

SENIOR TECHNICAL OVERSIGHT AND ADMINISTRATIVE MANAGEMENT

Dudek’s quality assurance/quality control (QA/QC) program consists of senior staff oversight and administrative management. We are committed to engaging in clear communication and cooperation with the District, holding regular conference calls and preparing agendas to assist teams in clarifying any issues and proceeding with the work in a unified manner. We use “check-in meetings” with our project teams to allocate resources properly and according to the District’s schedule constraints. When working on several concurrent projects, we identify areas where information sharing can reduce the time, budget, or work needed to produce deliverables.

CONTINUOUS COMMUNICATION

Project Manager Jane Gray places a high priority on a continuous flow of information, data, instructions, and guidance. She will maintain regular communication with the District by:

- Serving as the single point of contact
- Scheduling regular calls and check-ins with the District’s key contact to discuss milestones, activities, and potential issues
- Holding regular project management meetings with key staff (including other consultants, as applicable) to coordinate work efforts, monitor task completion, and review budget conformance
- Updating, as necessary, the project description, schedule, work progress reports, and inventories of available data so all team members are aware of information that may affect their work products and schedules
- Coordinating with District staff at strategic junctures for public input

COST AND SCHEDULE CONTROL

Dudek has a reputation for consistently delivering projects on time and within budget. We rise to the challenges of meeting tight timelines and, in doing so, have developed an expertise in critical path management, fast-track scheduling, efficient staffing, and workload management. We have achieved this record of on-time performance through the

consistent application of several fundamental strategies. These strategies include early identification of methodologies to be used, determination of existing issues, implementation of an interactive process, and use of consistently applied administrative systems.

Using the latest available digital project management systems, we maintain accurate, up-to-date budgets and schedules. We can share cost and schedule details with the District in real time by efficiently and accurately tracking budgets and regularly updating project schedules. Ms. Gray will provide regular status updates to the District that identify work completed, work underway, and any needs for project data or information.

DOCUMENT CONTROL

Dudek’s QA/QC program involves senior staff review of technical documents combined with the services of a technical editor and publications department to produce high-quality documents done right the first time. Our in-house staff review work products for completeness, accuracy, and coordination in accordance with internal QA/QC guidelines.

At the outset of the project, the Dudek technical editing team will create a project-specific style guide to maintain consistency of the terms and nomenclature used in project documents. Dudek will share this style guide with the District to verify that it meets the District’s expectations for style and terms. Written work products will be subject to a technical editorial review following the agreed-upon style guide and will be formatted by our publications staff.

Proposed Schedule

Table 2. 12 Month Work Plan

Month	Action	Dudek’s Tests
1	Audit Existing Outreach Plan	Dudek will thoroughly review existing outreach efforts and plans and summarize areas of improvement.
2-4	Create Communication and Engagement Plan (CEP)	Based on Dudek’s findings, the team will create a District-specific CEP as a guidance tool for outreach.
4	Execute CEP	Dudek will work with staff to execute the approved CEP
4-5	Develop Outreach Style Templates	Dudek’s team of outreach specialists and our graphics department will work with the District to curate a style guide and template for outreach materials.
4-12	Memos and Meetings	Dudek will prepare monthly committee memos and attend monthly Administration Committee meetings to provide updates and receive feedback. In addition, Dudek will maintain consistent contact through regular meetings with the District.
4-12	Media Coordination	Media outreach and coordination will occur as needed to implement the CEP.
5-12	Produce Regular Outreach Materials	Utilizing the CEP guidance and curated style guide, Dudek will produce a minimum of monthly newsletters, regular website updates, and various social media posts and announcements as needed.

Staff Workload and Availability

The Dudek team specifically chosen for this contract has the availability and capacity to provide on-going and on-call outreach services for the District. Ms. Gray has relevant, local project management experience and will make this contract a top priority. In addition, Dudek offers the District a team of accessible, committed staff members who are ready to begin work immediately.

The Dudek team presented in this proposal is fully committed and available for this contract. With current workloads ranging from 50% to 80%, our selected team will promptly proceed with any on-going or on-call task order from the District. Team members can commit substantial effort (up to 100%) to the task when it is necessary for the success of a project.

Dudek has the capacity to attend meetings, advise District staff, prepare and present outreach material, and assist with any task

as it pertains to the scope of services. Other Dudek staff may also support the District’s project and will be assigned when necessary.

Our team includes a wide range of subject matter experts with different specialties to accommodate the specific outreach needs of the District. We have a flat internal structure, meaning that our deep bench of senior staff, skilled managers, technical experts, and practitioners are available to support Ms. Gray. Internally, Dudek focuses on hiring and retaining the most qualified specialists by taking care of our professionals. As a result, we have low staff turnover and high career longevity, providing the District with a team that will stay with this contract throughout its lifespan.

Dudek personnel will be committed to the contract and no substitution of team members will be made without prior approval from the District.



5

Experience and Past Performance

5 Experience and Past Performance

CALIFORNIA DEPARTMENT OF WATER RESOURCES COMMUNICATION, ENGAGEMENT, FACILITATION, AND TECHNICAL ASSISTANCE

Client: California Department of Water Resources

Reference: Kelley List, Senior Engineering Geologist;
916.653.9827; kelley.list@water.ca.gov

Contract Amount: \$2,378,066

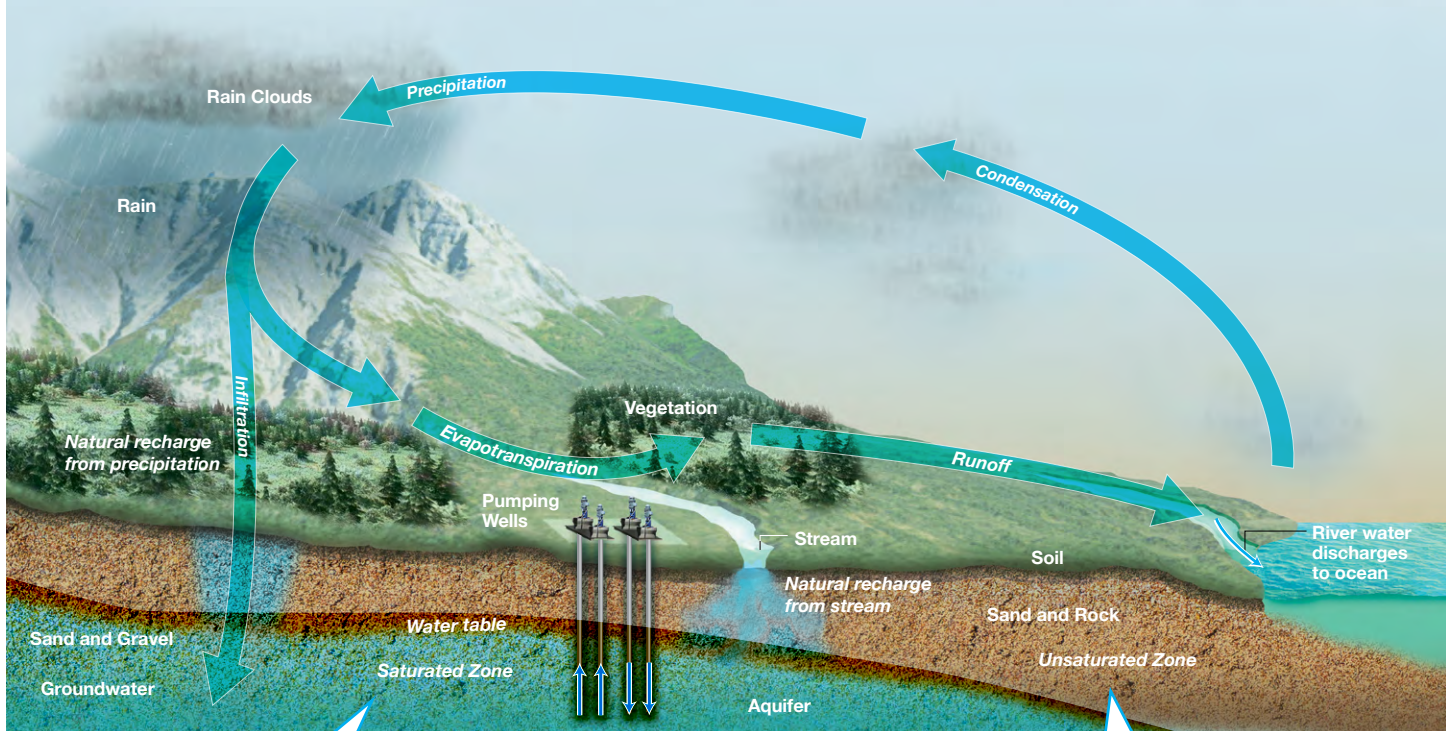
Period of Performance: 2021–Ongoing

Dudek is providing eligible needs, risk, and vulnerability assessments, culturally sensitive community outreach and engagement to prioritized Tribal governments and underrepresented Communities, and technical engineering services for The California Department of Water Resources (DWR) Technical Assistance Program (Program) to ensure water supply and water quality equity. Our outreach and engagement work includes the following:

- Identifying, prioritizing, and mapping the Tribal governments, Tribal communities, and underrepresented communities that need support
- Educating these communities on Sustainable Groundwater Management Act (SGMA) and the role of their local groundwater sustainability agencies (GSAs)
- Assessing the needs, risks, and vulnerabilities of water systems in Tribal governments, Tribal communities, and underrepresented communities in SGMA-regulated basins, and sharing these outcomes with GSAs to facilitate coordination and dialogue
- Providing technical assistance services and support for actionable engineering and hydrological projects/ programmatic solutions that support water resilience and water equity.

Groundwater within the Hydrologic cycle

Groundwater is replenished by rain or snow, depending on the local climate and geology. When rain falls or snow melts, some of the water evaporates, some is transpired by plants, some flows overland and collects in streams, and some infiltrates into the pores or cracks of the soil and rocks.



The **saturated zone** is a key player in the Earth's hydrologic cycle. Saturated zones beneath the land surface are where groundwater is. The upper surface of the saturated zone is called the **water table**.

The first water that enters the **soil** replaces water that has been evaporated or used by plants during a preceding dry period. Between the land surface and the **aquifer** water is a zone that hydrologists call the **unsaturated zone**. In this unsaturated zone, there usually is at least a little water, mostly in smaller openings of the soil and rock; the larger openings usually contain air instead of water.

Identifying Communities in Need of Support

The Program defines Tribes and Tribal communities as those listed on the Native American Heritage Commission (NAHC) tribal consultation list. Underrepresented communities include the following:

- Disadvantaged and severely disadvantaged communities (i.e., those with a median household income [MHI] that is less than 80% and less than 60% of statewide MHI, respectively)
- Private domestic well owners
- Small farmers, growers, and community systems
- Members of fringe communities and other communities scored with CalEnviroScreen 4.0
- Communities identified through the Human Right to Water portal

Dudek contacted GSAs, community services districts, water districts, cities, counties, planning divisions, environmental health services divisions, NGOs, and all NAHC list contacts via phone, email, and mail to provide information on the Program and discern water system needs. Outreach specialists also collected information on income, water accessibility, quantity, and quality, and groundwater basin information.

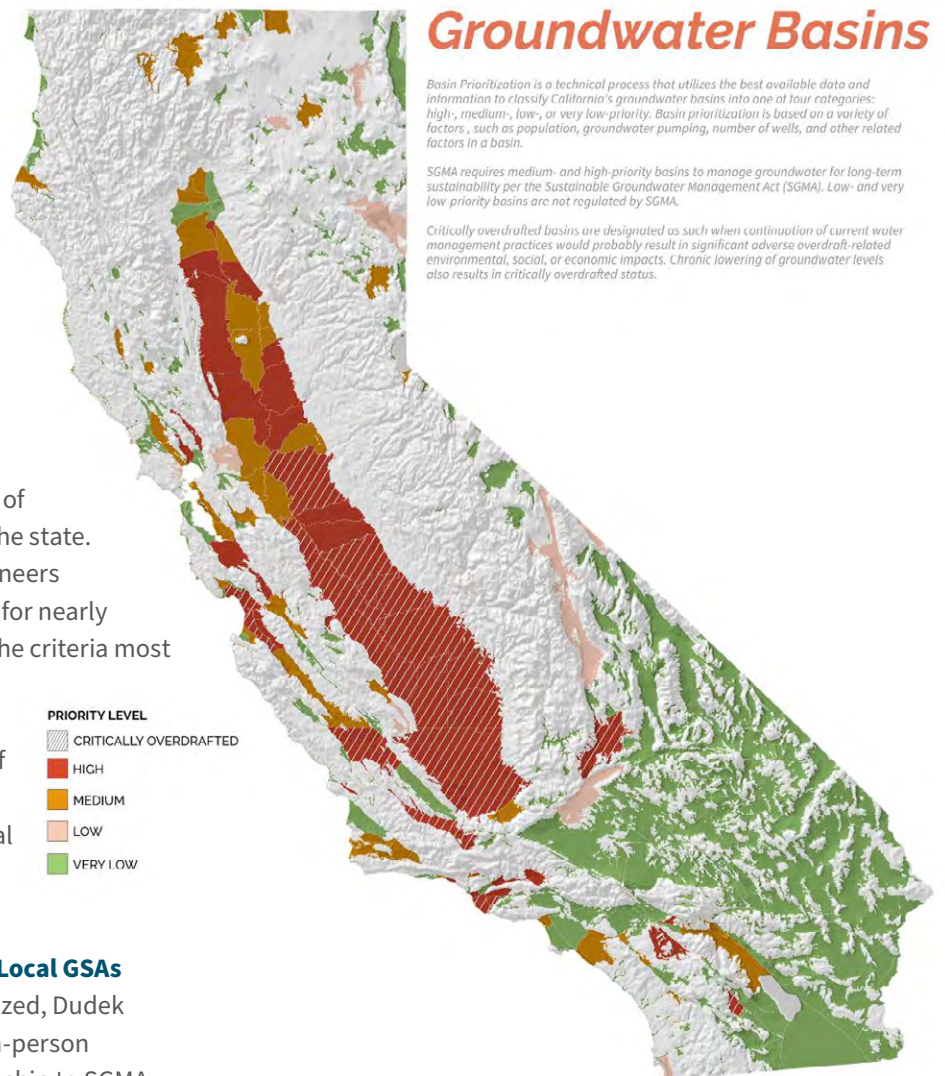
As part of the identification and prioritization process, Dudek collected and combined data from over a dozen sources to evaluate the hydrogeological and ethnographic setting of communities and water systems throughout the state. Using this data, Dudek programmers and engineers developed a customized database that allows for nearly instantaneous adjustment and evaluation of the criteria most indicative of community needs. Among the many water equity criteria considered are threats to surface water, health and viability of groundwater resources, ability to comply with state water quality standards, and the financial well-being of the communities and water systems under consideration.

Educating Communities on SGMA and their Local GSAs

Once communities were identified and prioritized, Dudek worked with community leaders to convene in-person workshops to discuss the Program, its relationship to SGMA, and the roles and responsibilities of the GSA governing their

geographic area. This provided an opportunity for more collaboration between GSAs and identified communities.

Additionally, our graphic design and media production teams crafted and implemented custom branding, including logos, colors, and iconography for all communications, including handouts, flyers, posters, project study areas (PSAs), social media posts, and videos. The videos and PSAs were prepared to reach speakers of multiple languages, including English, Spanish, Tagalog, and Traditional and Simplified Chinese, Hmong, and Mixteco (Alto and Bajo). Videos were developed with input from native speakers to ensure culturally sensitive coloration and iconography as well as Americans-with Disabilities-Act-compliant animations to ensure accessibility.



Assessing Community Needs, Risks, and Vulnerabilities

Following education on SGMA and groundwater issues, we are continuing outreach to assess communities’ water needs within SGMA-designated basins. Our staff is hosting workshops, as well as publishing public notices, social media posts, informational materials, and radio advertisements. Dudek archaeologists, ethnographers, and cultural resources experts are skilled in tribal outreach and engagement. Our experts leverage the trusted relationships they have built with tribal entities and elders throughout the state to facilitate productive tribal engagement as it relates to needs assessment.

Providing Technical Services and Support for Community Projects that Support Water Equity

The goal of all outreach and engagement activities is to provide awareness of the Program; to conduct needs, risks, and vulnerability assessments in prioritized communities; and provide technical, hydrology, and engineering services to Tribal governments, Tribal communities, and underrepresented communities within SGMA-regulated basins. The information from the needs, risk, and vulnerability assessments, as well as community surveying, inform Dudek’s support of the development of fundable projects that will position communities for climate and water resiliency and expand water equity. Moreover, the Program will provide opportunities for

relationship and capacity building between GSAs and Tribal governments and communities, as well as underrepresented communities.

Dudek is working with DWR on outreach, communication, engagement, and facilitation with GSAs, Tribal governments, and underrepresented communities. The work also includes the development and implementation of water-system-related need, risk, and vulnerabilities’ assessments. Once systems are assessed and evaluated, Dudek will conduct focused technical assistance. Dudek is also preparing a series of regional and statewide heat maps for the prioritized underrepresented communities and Tribal governments. Finally, Dudek is preparing water conservation curriculum for K–12 classrooms. This is a project that entails the preparation and dissemination of materials in seven languages, and workshops will be conducted in up to seven languages.

Deliverables:

- Communication and engagement plans (English and Spanish), multilingual water needs assessments and surveys, presentations, meeting materials, specialty graphics, educational materials, heat maps, water use assessment outcomes, technical memoranda, multilingual videos, fact sheets, and flyers.

Sustainable Groundwater Management Act
GRANT PROGRAM

DEPARTMENT OF WATER RESOURCES
SGMA Underrepresented Community Technical Assistance Program

The Underrepresented Community (URC) Technical Assistance Program (TA Program) purpose is to identify the needs, risks, and vulnerabilities with respect to the implementation of the Sustainable Groundwater Management Act (SGMA) for eligible communities as identified by the maps developed by Dudek for the Department of Water Resources (DWR). Tribes, Tribal Communities, and Underrepresented Communities have not historically been included in decision-making processes. For the purposes of this Program, Tribes and Tribal Communities include federally recognized Native American Tribes and California State Native Tribes listed on the Native American Heritage Commission's (NAHCO) California Tribal Consultation List and are collectively referred to herein as "Tribe" or "Tribes." Underrepresented Communities include disadvantaged communities (DACs) where median household income (MHI) is less than 80% of the statewide MHI, severely disadvantaged communities (SDACs) where the MHI is less than 80% of the statewide MHI, private domestic well owners, small farmers and/or small growers, and members of fringe communities. DACs, SDACs, economically distressed areas, Tribes, environmentally disadvantaged communities, and fringe communities will collectively be referred to as Underrepresented Communities. The TA Program began with a contract with Dudek to provide a wide array of assistance to DWR in developing the TA Program, identifying communities in the greatest need, developing outreach materials, and providing preliminary reports for those top communities in need. The TA Program is anticipated to provide ongoing assistance through various funding and technical assistance providers.

Community Outreach

Provide Educational Materials to Tribal Government and Underrepresented Communities

Community Mapping and Prioritization

Maps that illustrate prioritized areas within California have been prepared and included in the Underrepresented Communities section of the Sustainable Groundwater Management Grant Program website (<https://water.ca.gov/sgmgrants/>).

These "heat maps" show regions of the state from lowest to highest priority represented by a color scale that ranges from gray to purple. Additional maps that illustrate various information collected for the Program have also been prepared.

Data Sources

- United States Census Bureau
- California Department of Water Resources Disadvantaged Communities Mapping Tool
- California Office of Environmental Health Hazard Assessment
- California Water Resources Control Board
- California Right to Water Portal
- California Governor's Office of Emergency Services O2 Data Hub
- California Department of Water Resources SGMA Data Viewer
- California Department of Water Resources Callyric Overlaid Basin
- California Department of Water Resources Reservoir Water Supply Storage Reporting System

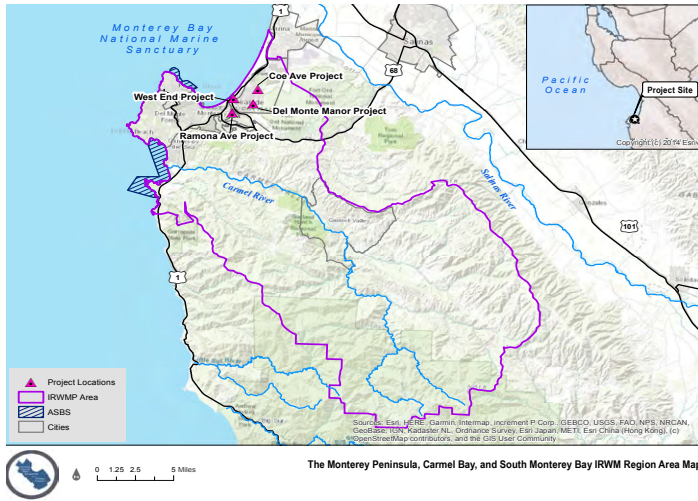
Community Workshops

Assess groundwater related needs, risks and vulnerabilities in Tribal Communities and Underrepresented Communities.

Technical Assistance

Provide Technical Assistance in the form of preliminary engineering reports to address needs, risks and vulnerabilities.

MONTEREY PENINSULA WATERSHED MANAGEMENT DISTRICT INTEGRATED REGIONAL WATER MANAGEMENT ROUND 1 IMPLEMENTATION GRANT



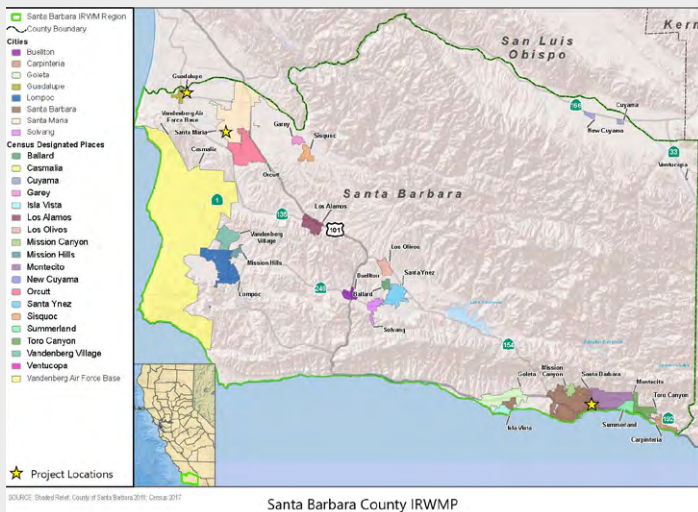
Client: Monterey Peninsula Watershed Management District
Reference: Maureen Hamilton, Water Resources Manager; 831.242.0109, mhamilton@mpwmd.net
Contract Amount: \$114,960
Period of Performance: April 2021–Ongoing (42 months)

Dudek provided extensive stakeholder coordination and technical grant writing for three regional projects in the Monterey Peninsula Integrated Regional Water Management (IRWM) region, all in Disadvantaged Communities through the region’s IRWM program. The application was submitted to DWR on December 20, 2019, and was awarded in full in May 2020. Dudek has continued supporting the region through administration of the grant, including meeting facilitation, content development and review, and regular communication with the various project partners.

Deliverables:

- Project tracking sheet, draft grant application, and final grant application.

IRWM PROGRAM FACILITATION AND MANAGEMENT



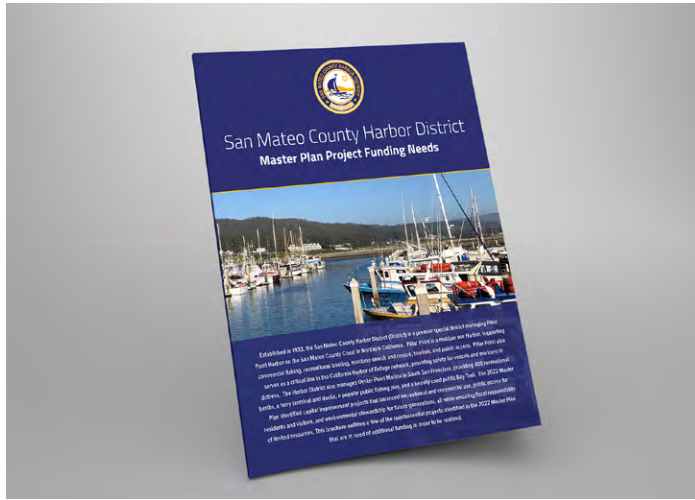
Client: Santa Barbara County Water Agency
Reference: Matt Young, Water Agency Manager; 805.568.3546; mcyoung@countyofsb.org
Contract Amount: \$142,000 (Fiscal Year 2022/2023); \$1.4 million (contract to date)
Period of Performance: 2008–Ongoing

Ms. Gray has led the IRWM Program, including communication, engagement, and facilitation for the Santa Barbara County IRWM since 2014 and has been part of the project team since 2008. Her program management responsibilities include the organization and content development of monthly meetings for the Regional Water Management Group, coordination and content development for watershed meetings, coordination of guest speakers, Disadvantaged Community Involvement (DACI) grant implementation and DACI facilitation, meeting and workshop facilitation, public and stakeholder outreach, staying abreast of legislation, working with the Bond Coalition and the Roundtable of Regions, coordination with the Central Coast Funding Area (CCFA) partners in conformance with the CCFA Memorandum Of Agreement, IRWM Plan and Program visioning and implementation, website update coordination, and maintenance of project database and updating.

Deliverables:

- Monthly meeting facilitation and generation of materials, implementation of the 2019 IRWM Plan, cultivation of new members and stakeholders, generation of public outreach lists, media contact list, meetings and workshop materials and presentations, and meeting agenda.

SAN MATEO COUNTY HARBOR DISTRICT MASTER PLAN DEVELOPMENT



Client: San Mateo County Harbor District
Reference: Jim Pruett, General Manager; 650.583.4400; jpruett@smharbor.com
Contract Amount: \$348,281
Period of Performance: 2020–2022 (18 months)

Dudek worked with the San Mateo County Harbor District staff for the development of a comprehensive and implementable planning document. The project entailed development of a Communication and Engagement Plan (CEP); stakeholder survey; pop-up events; outreach, communication, and engagement of public and private stakeholders, adjacent cities, San Mateo County, state, and local agencies; and meeting facilitation. The team also provided technical and infrastructure surveys and the development of a comprehensive plan to guide future capital improvement projects, development of land and water under the District’s jurisdiction, resolve existing land use conflicts, and identify future physical improvements and opportunities for new District activities. Dudek’s approach to the scope of work centers around two components: effective project management and integrated public and stakeholder communication, engagement, and consensus.

Deliverables:

- CEP; surveys for the Pillar Point Harbor and Oyster Point Marina; individual and community interviews with community leaders, elected official, non-governmental organizations, City and County staff members, and members of the public; flyers; social media posts; PowerPoint presentations; technical memoranda; and Draft and Final Master Plan development.

SANTA YNEZ RIVER VALLEY GROUNDWATER BASIN GROUNDWATER SUSTAINABILITY PLAN

Dudek worked with Stetson Engineers and the Santa Ynez River Water Conservation District staff alongside GSA members to prepare a comprehensive and implementable Groundwater Sustainability Plan for two management areas to comply with the State of California SGMA. The project entailed development of a CEP, communications and outreach tools, attendance and facilitation of public meetings, and development of outreach materials such as quarterly newsletters and social media posts.

Deliverables:

- CEP, communication and outreach tools, newsletters, social media posts.

Client: Santa Ynez River Water Conservation District (Subconsultant to Stetson Engineers)
Reference: Bill Buelow, Groundwater Program Manager; 805.620.7985; bbuelow@syrcwd.com
Contract Amount: \$115,220
Period of Performance: 2019–2021 (30 months)

6

Firm's Local Experience

6 Firm's Local Experience

Our team understands the District's needs and local issues, some of which have become more immediate due to the recent wildfire. The 2020 CZU Lightning Complex (CZU Complex) fire caused severe infrastructure damage, water supply and quality issues, and expedited the need for nearby, smaller water systems to consolidate with the District. The devastating results of the CZU Complex fire has increased the District's need of communicating important information to their current 7,9000 customer base and to the new customers absorbed from the two consolidations. The District has recently developed a multi-year capital improvement program in their Water Master Plan to help solve past and more recent issues.

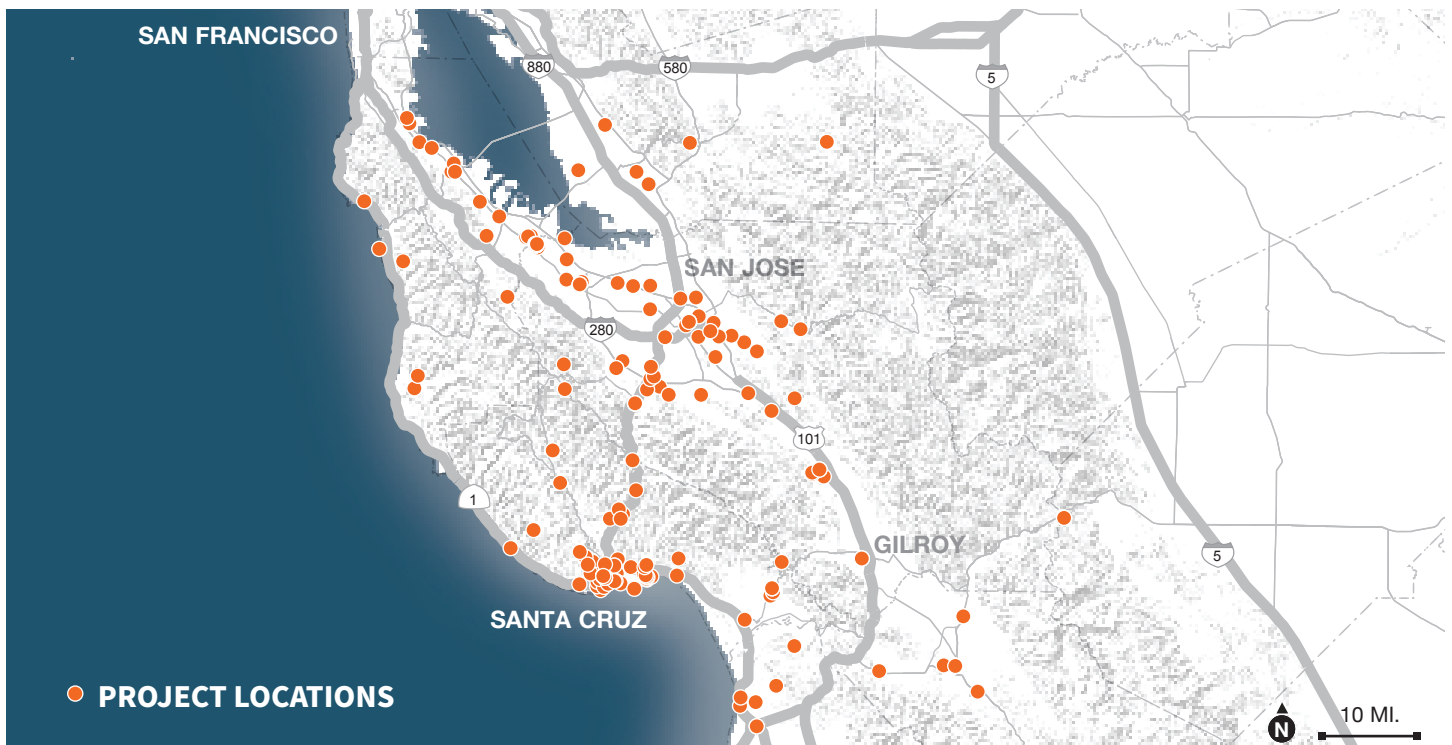
Our team understands that the District operates a complex water distribution system because it supplies water from different water sources to two separate drinking water systems—the San Lorenzo Valley Water District and San Lorenzo Valley Water District–Felton. In addition to supplying water from different water sources, an added complexity is the various land uses of the service area of the two water systems, which include timber production; state and regional parks; residential, commercial, agriculture, and open space; and water supply and watershed protection. This requires a need for the District to clearly communicate different information to each system.

The primary District water source has historically been surface water. However, due to the fire's adverse effect on the surface

water quality, the District now primarily relies on groundwater. The groundwater aquifers are typically used for seasonal and year-to-year storage because of the District's limited storage capacity above ground. The switchover to groundwater has affected the quality of water served to the District's two drinking water systems because of the high dissolved mineral content in the groundwater. High dissolved mineral content can affect water odor, taste, and color, which can cause concerns to customers even if there are no present health risks.

In addition to the CZU Complex fire, the District also faces more challenges from drought. We understand that the District's customers have successfully lowered their water usage due to previous droughts, but state requirements will likely ask to further reduce water usage. This will require further communications with the District's water systems' customers to encourage them to continue to practice water efficient behavior and install water efficient devices.

Our staff is also familiar with the greater region of the District—Santa Cruz County and the Central Coast region as well as the East Bay. We currently have staff present in our Santa Cruz, Santa Barbara, and Oakland offices, and many Dudek employees have worked on several projects in the region, some noted in the "Experience and Past Performance" section and others not listed, such as the Parajo River and Salsipuedes Creek Levee Culvert Replacements projects.



7

Creative Alternatives

7 Creative Alternatives

Dudek understands that public outreach and engagement are foundational to meeting the District’s objectives, and that the District must also have a creative but straightforward approach to communicating goals and outcomes as well as ensuring efficient implementation of policies, programs, and projects. To meet the District’s objectives, our team understands that a creative approach must be utilized.

OUTREACH EVENTS

With virtual meeting platforms, outreach events have become more feasible to attend. The District can hold brown bag lunch meetings to educate stakeholders on current projects and different topics, such as the District’s water portfolio. Brown bag lunch meetings allow the public to easily attend a meeting without leaving the office during their lunch time or while simultaneously completing a light work task. For virtual events or workshops that require more engagement, the District can utilize other virtual meeting platforms, such as Remo, which allows a user to create a custom floor to recreate any real-world environment to make them feel like they are at an in-person event. Other virtual meeting platforms, such as Mural, can be used in collaboration with Zoom or Microsoft Teams to elevate collaboration using a digital whiteboard by offering various add-on features. However, when safe, having face-to-face interactions with the public is also important. In-person workshops or community events can be up-scaled by creating more engaging environments, such as utilizing interactive poster boards with sticker voting, hosting design charettes, or building models.

VISUAL TECHNICAL STORYTELLING

In an age where everyone is inundated with information, it is essential that the District’s technical information be molded into a well-defined message. Our visual storytellers will work in concert with our technical subject matter experts to shape complex water management processes into visual stories tailored to the public or other specific audiences that are effective for use in all media. Our creative services team goes beyond the typical visuals used to convey complex processes, such as graphs and maps, and uses 3D renderings to simplify complexity. Our team can take lengthy or complex descriptions of water resources processes, project progress, or workflow that may be hard for readers to visualize, and create engaging, easy-to-understand graphics that do the explaining for the District.

Other examples of visual technical storytelling techniques are virtual tours. The District can provide tours of their treatment facilities or projects by offering a self-guided tour online. This allows the user to get a better understanding of how a water treatment process works and the infrastructure used or really immerse themselves in a project.

DOCUMENT ACCESSIBILITY

Document accessibility is not always at the forefront of being seen as a creative solution, but creating outreach material that is engaging and inclusive is a solution to meet the District’s objectives. Our in-house team is well-equipped and can continue to help the District meet the accessibility requirements of Section 508 of the federal Rehabilitation Act of 1973, as amended (29 U.S.C. Sec. 794d), and regulations implementing that act as set forth in Part 1194 of Title 36 of the Federal Code of Regulations, and the Web Content Accessibility Guidelines (WCAG) 2.1, Level AA. Dudek is prepared to ensure that the District’s public-review documents are 508- and WCAG-compliant and visually appealing. Our team utilizes specialized software (CommonLook PDF and Office) to facilitate a higher degree of compliance in a comprehensive and cost-effective manner.

Water activities

Here is an example of recreational and ceremonial activities people do to interact with water:



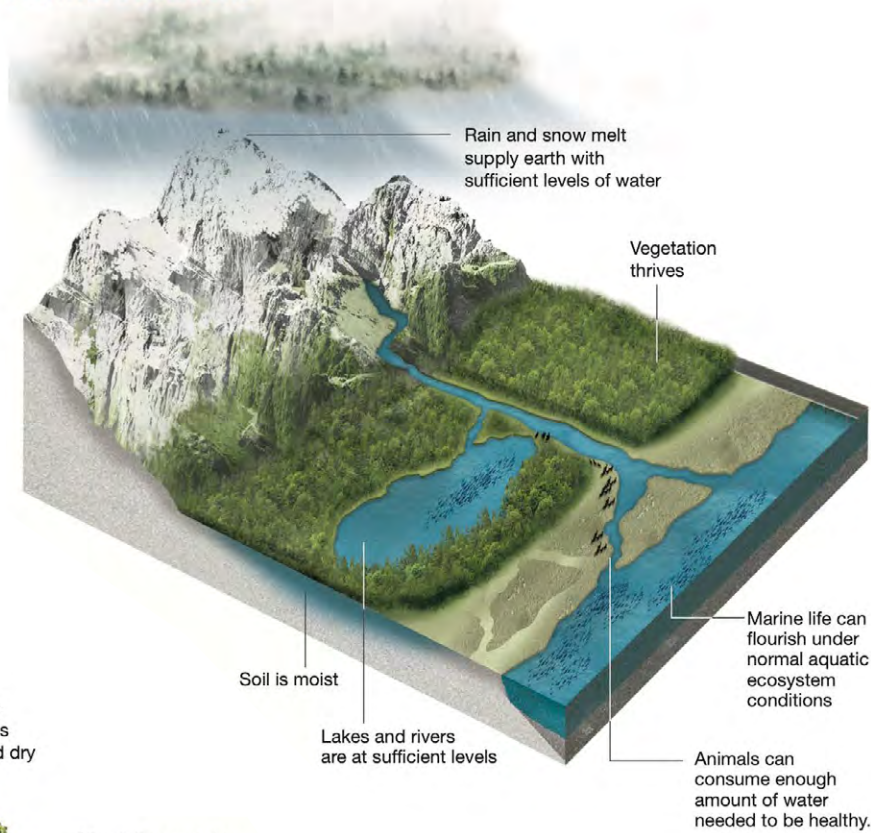
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Examples of Work Product

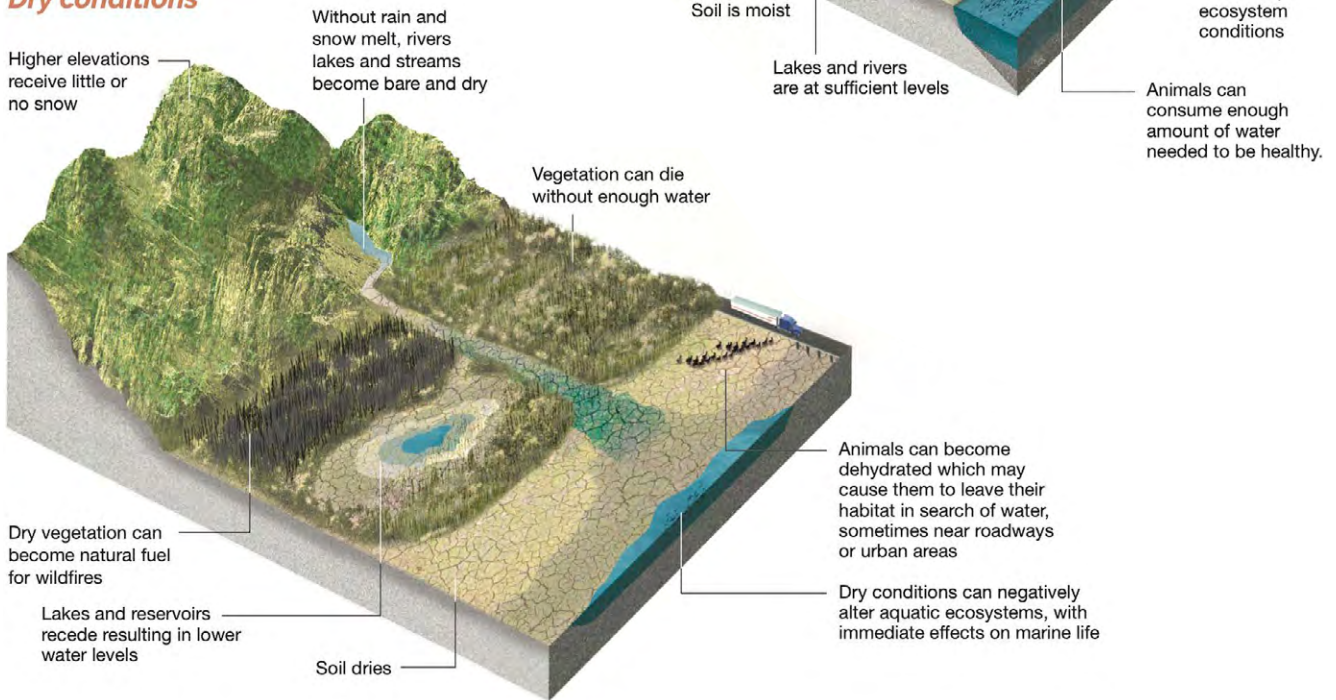
Comparing normal to dry conditions

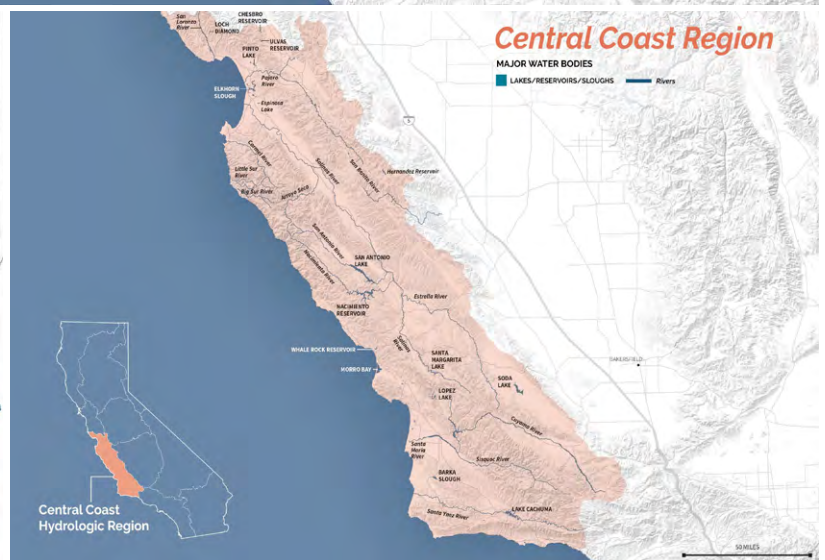
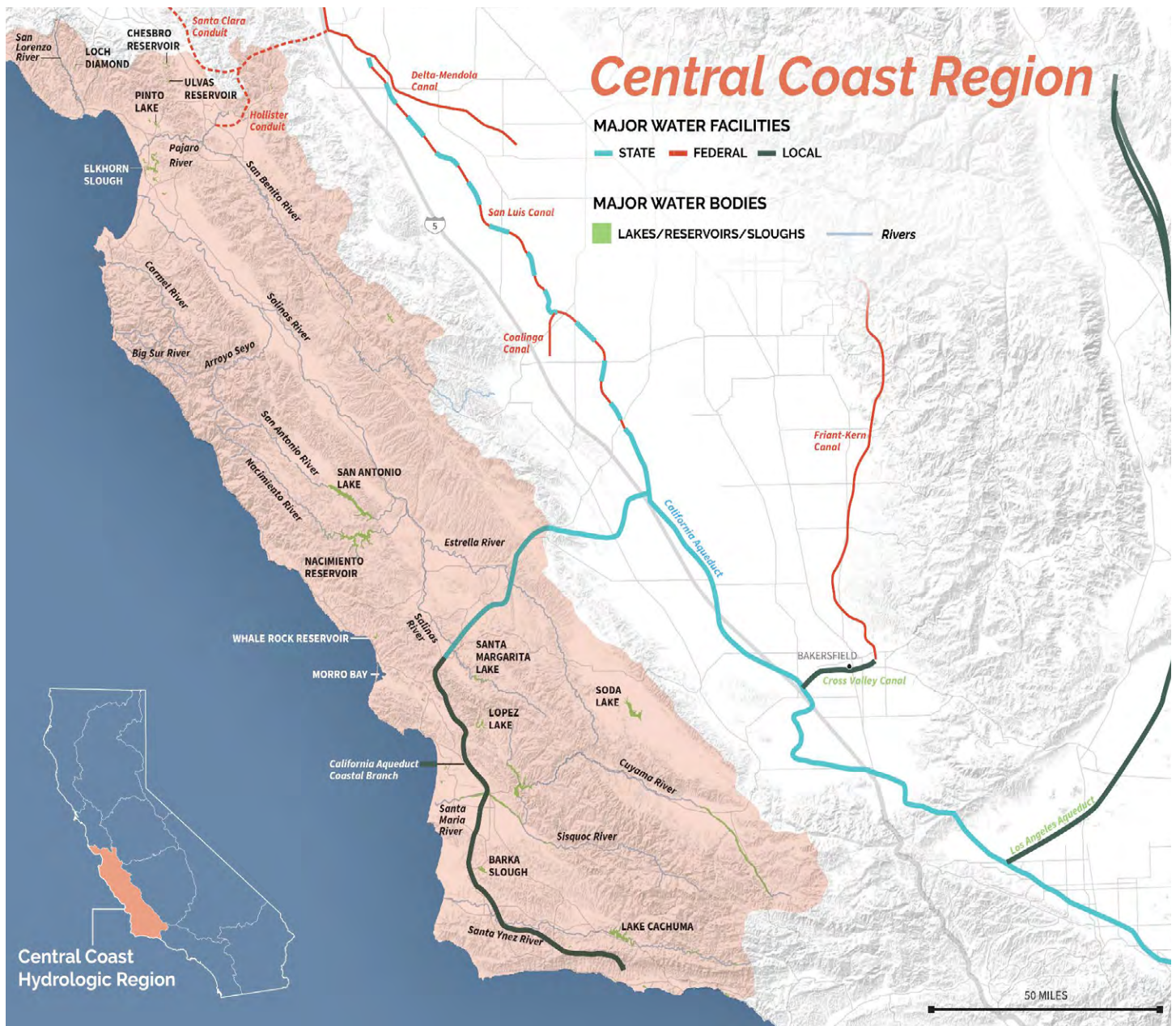
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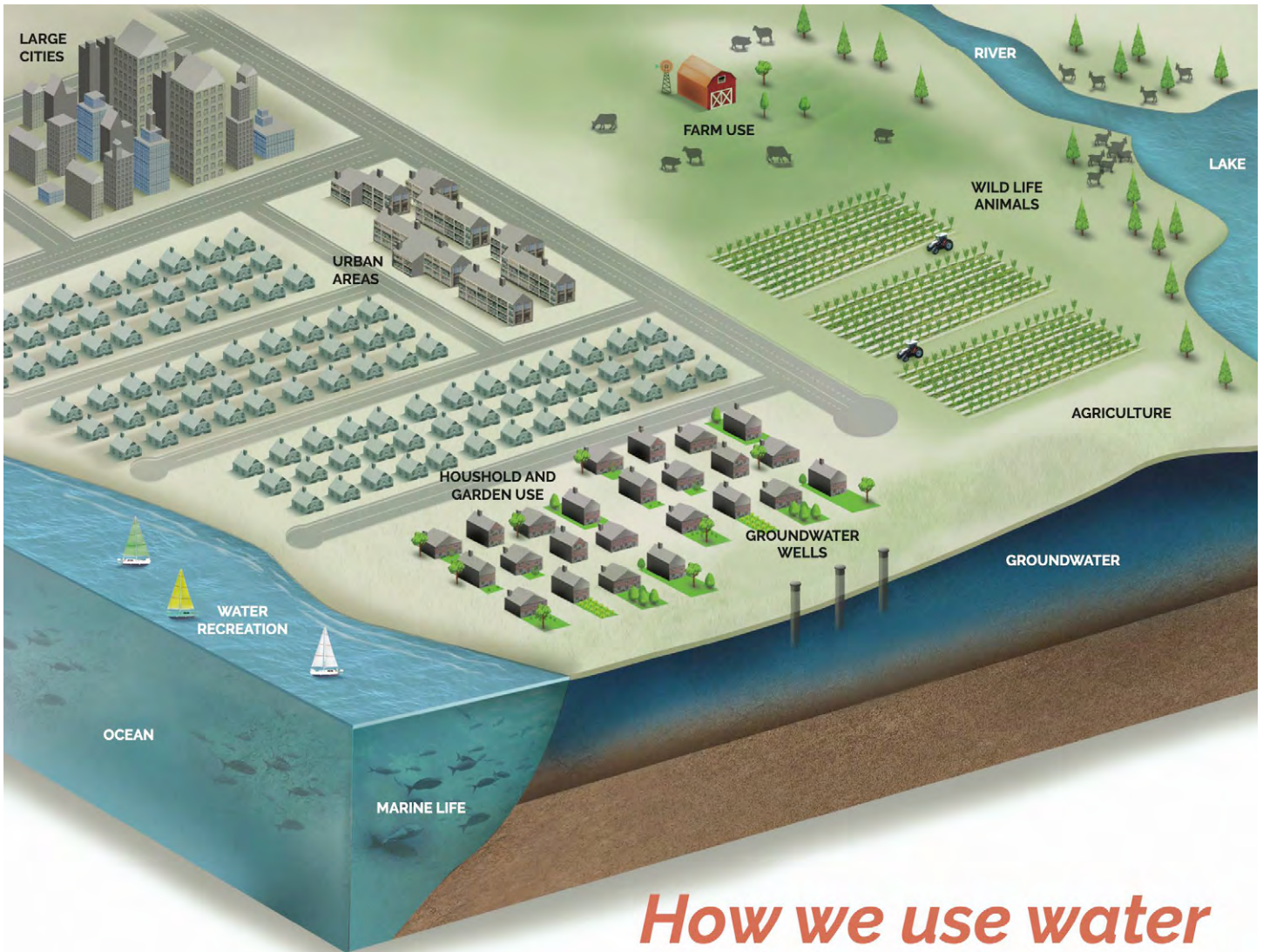
Normal conditions

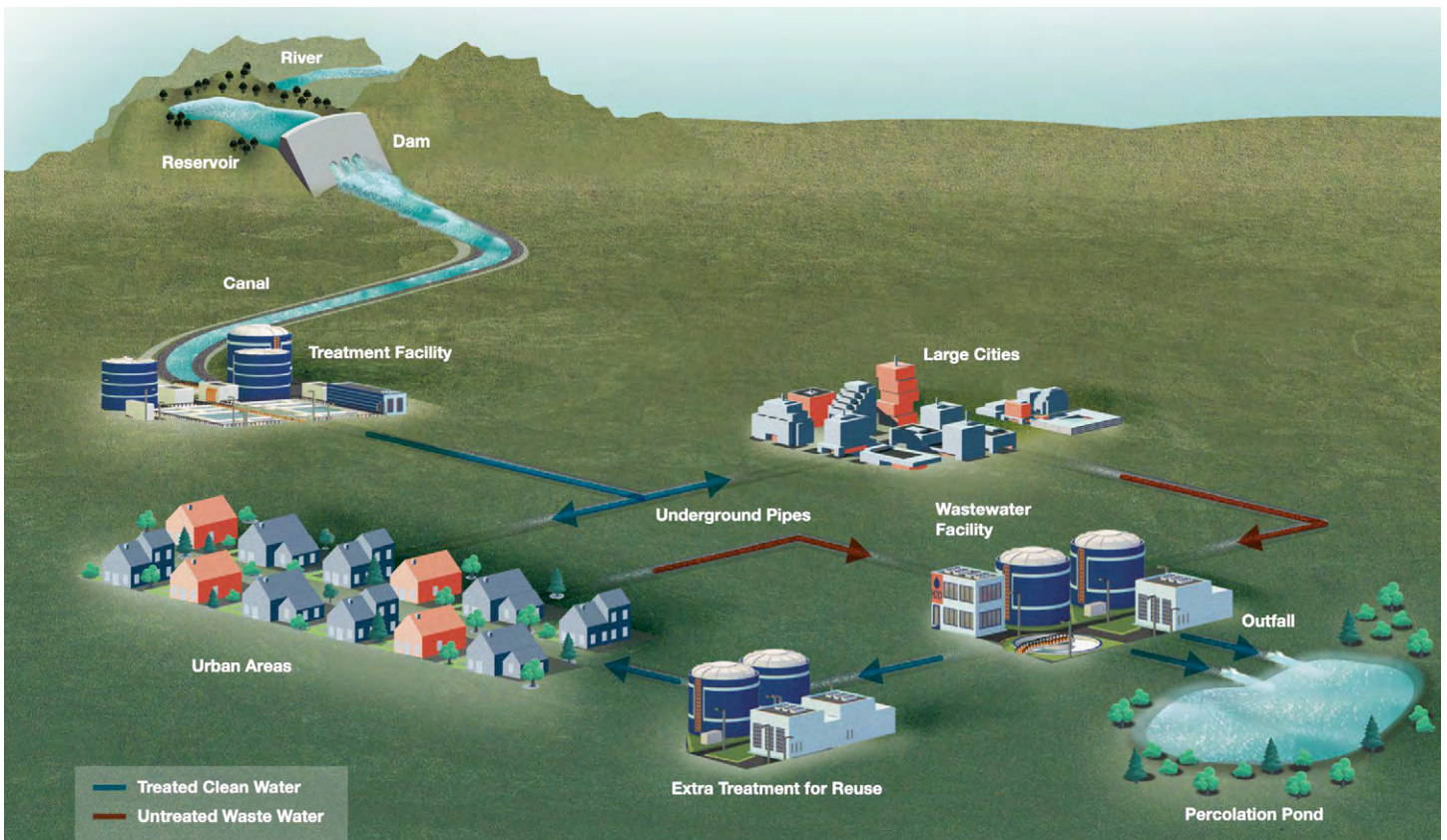
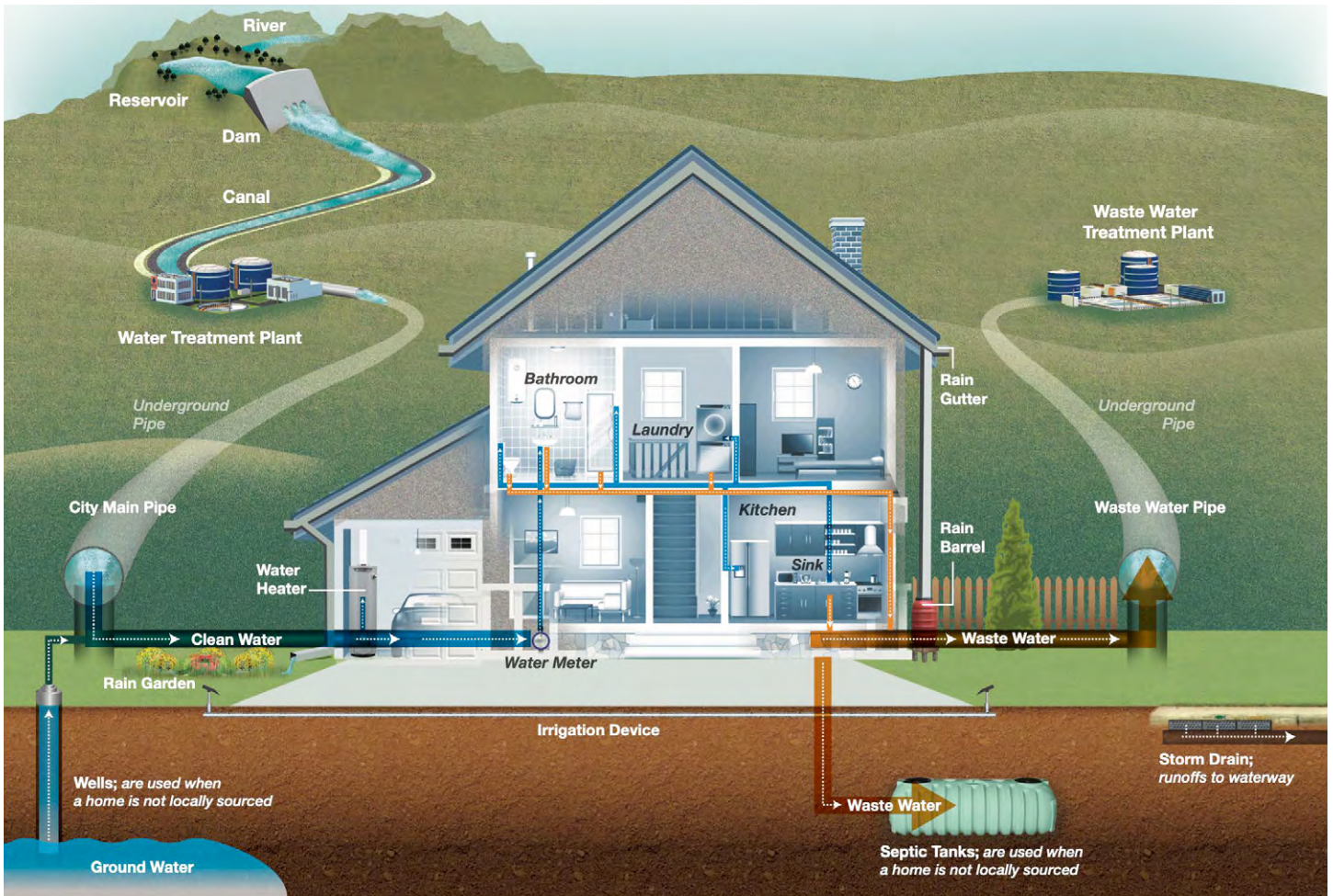


Dry conditions





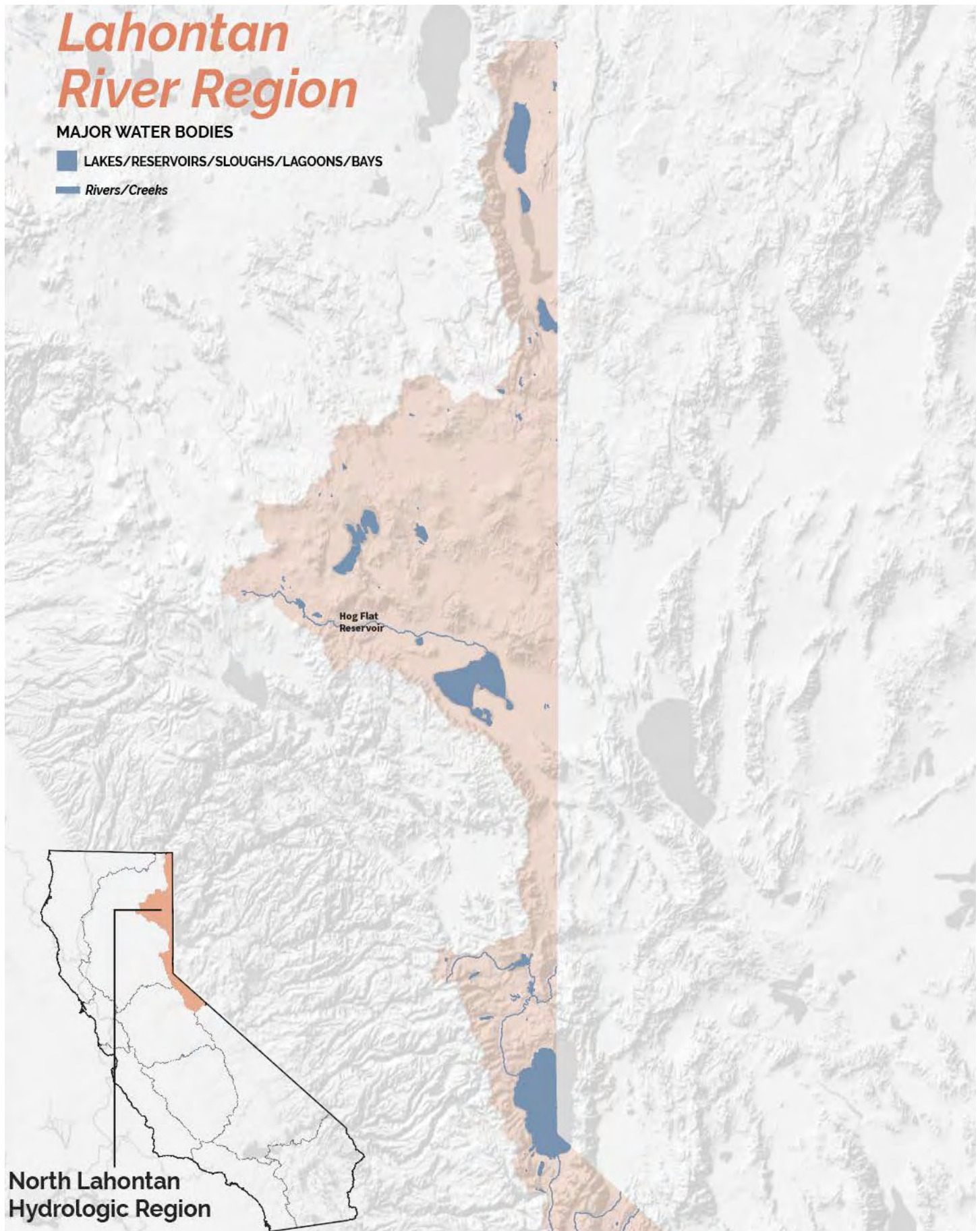






Major California Water Facilities





Resumes



JANE GRAY

Senior Regional Planner

Education

Universität Dortmund, Germany
MS, Regional Planning and Management

State University of New York, Buffalo
BS, Social Work

Professional Affiliations

Second District Appointee to the County Agricultural Advisory Committee

Vice Chair, Central Coast Regional Water Quality Control Board

Jane Gray is a regional planner, environmental specialist, and project manager with 26 years' project management and environmental planning experience, specializing in water/wastewater planning and permitting, agricultural resource and policy planning, policy analysis, land use planning, project development and entitlement services, and grant writing and management. Ms. Gray has a diverse and nuanced planning background, having worked as a project manager, analyst, and environmental planner for non-governmental entities, public agencies, and private firms and corporations. She has been responsible for projects varying from small-scale development and infrastructure planning in developing economies to private residential and commercial developments throughout California.

RELEVANT PROJECT EXPERIENCE

COMMUNICATION AND ENGAGEMENT, PROJECT MANAGEMENT, TECHNICAL NEEDS ASSESSMENT TECHNICAL ASSISTANCE

Providing program management and leading the development and implementation of the Prop 68 Technical Assistance with the California Department of Water Resources (DWR) for Tribal Governments, Tribal Communities and Underrepresented Communities. Ms. Gray is the Project Director leading and managing all components of the contract. She is spearheading Communication and Engagement, Workshop coordination and facilitation, stakeholder engagement and community dialogue, needs, risks and vulnerabilities assessments, surveys heat mapping and community prioritization and evaluation. The project entails extensive data collection, management and curation, extensive community surveying, and provision of technical assistance, report writing and outcome analysis.

PUBLIC AND STAKEHOLDER ENGAGEMENT AND FACILITATION FOR THE FORMATION OF A GROUNDWATER SUSTAINABILITY AGENCY IN THE CUYAMA VALLEY, SANTA BARBARA COUNTY WATER AGENCY, SANTA BARBARA COUNTY, CALIFORNIA

Wrote a successfully awarded grant for formation of a Groundwater Sustainability Agency (GSA) in the Cuyama Groundwater Basin. Prepared a Communication and Engagement Plan, conducted extensive bilingual public and stakeholder outreach and community engagement, coordinated bilingual materials and workshops, and coordinated monthly, year-long negotiations and meetings with four counties that overlie the Cuyama Valley Basin as well as the Cuyama Community Services District, Cuyama Basin Water District to develop a voting structure, formation documents, and establish a GSA for the Cuyama Valley Groundwater Basin.

MANAGEMENT, FACILITATION, OUTREACH AND ENGAGEMENT FOR THE SANTA BARBARA COUNTY INTEGRATED REGIONAL WATER MANAGEMENT PROGRAM

Providing overall project management, coordination consultants, internal staff, project proponents, and communities for the Needs Assessment for the (DACI) grant. Coordinating with all agencies' staff and communication with NGOs and CBOs to conduct detailed ethnographic surveys and gather and characterize water, wastewater, climate, and other, needs, opportunities, strengths, threats, risks, and vulnerabilities for the development of solutions that are either project-based, instructional-capacity-based, or require other solutions. Working with the communities to scope and determine solutions, production of outreach, educational engagement materials, presentations, and dialogues with the communities, agencies, NGOs, and CBOs. Preparation of a summarized and detailed ethnographic study of the various communities in the region and comprehensive inventory of needs, opportunities, strengths, threats, risks, and vulnerabilities, as well as proposed solutions and associated time horizons.



CLAUDIA FLORES

Communications and Engagement Specialist

Education

Bren School of Environmental Science & Management – University of California, Santa Barbara (UCSB)

Master of Environmental Science and Management, 2021

University of California, Los Angeles (UCLA)

BS, Environmental Science, 2017

Professional Affiliations

Association of Women in Water, Energy, and Environment, Association of Environmental Professionals

Claudia Flores is communications and engagement specialist, specializing in water resources management. Her 4 years' experience in academia allowed her to work with public agencies in California and the southeast and understand water system governance and policy implications. In addition to her policy work, Ms. Flores' interdisciplinary background includes working with public agencies on water resources planning projects that involve engaging and communicating with the public on water resources management topics, such as groundwater and stormwater.

PROJECT EXPERIENCE

COMMUNITY ENGAGEMENT PLANS

Community Engagement Plan- Community Wildfire Protection Plan, Los Angeles County Department of Regional Planning, Los Angeles, California. Assisted in developing a community engagement plan for the County Community Wildfire Protection Plan that will provide resources to enhance wildfire mitigation and preparedness. (2022).

Community Engagement Plan- Transformative Climate Communities Implementation Grant, City of Indio, Indio, California. Assisted in developing a community engagement plan for the City of Indio Transformative Climate Communities Implementation Grant that will fund \$35 million worth of community-led projects that reduce local air quality in disadvantage communities. (2022).

WATER RESOURCES PLANNING

Municipal Separate Storm Sewer System (MS4) On-Call Services, City of Goleta, Goleta, California. Updated repository of 40 mobile washers that serve the City of Goleta to conduct outreach about stormwater compliance. Assisted in annual infiltration rate testing for 2 city-owned Best Management Practices. Authored blog posts to inform the public about less toxic pest control methods to reduce pesticides from entering local waterways through stormwater runoff for the City's monthly newsletter. Assisted in the Illicit Discharge Detection and Elimination Monitoring Program and completed site visits and sent written correspondence to property owners. (2022).

Proposition 68 – Technical Assistance, California Department of Water Resources, Sacramento, California. Contacted 210 tribal members via e-mail, postal mail, fax, and phone to complete a survey to receive technical assistance for groundwater management. Developed educational materials for K-12 students statewide on water resources topics tailored to California's 10 hydrologic regions. Assisted in identify water systems in need of technical assistance. (2022).

GRANT WRITING

Integrated Regional Water Management Grant Program – Round 2, Central Coast Region, California. Assisted in compiling and distributing resources for funding opportunities and grant application material for the Integrated Regional Water Management Grant Program for potential collaborations between a pool of 50+ agencies to implement multi-benefit water management projects in the Central Coast region. (2022).

Sustainable Groundwater Management Grant Program, Borrego Springs Water District, Borrego Springs, California. Assisted in developing competitive project ideas for 6 applicants and compiling material for a \$7.6 million grant application to fund groundwater management projects in Borrego Springs Subbasin, a Department of Water Resources designated critically over drafted basin. (2022).



MADELYN MURRAY

Environmental Planner

Education

University of California, Santa Barbara

BA, Environmental Studies
(Ecology emphasis)

Madelyn Murray (MAD-uh-lin MUR-ee; she/her) is an environmental planner with 3 years' experience in environmental research, grant writing, and regional planning support. Ms. Murray specializes in supporting underserved communities, outreach and engagement, and climate resiliency. As demonstrated in her work, Ms. Murray understands the nuances of connecting with and gathering feedback from diverse populations, whose needs often vary. Ms. Murray provides her expertise and diligent support on numerous grant applications and plan updates. She has also assisted on a wide variety of community outreach and engagement efforts. Her multi-disciplinary background in ecology, sustainability, and outreach coupled with her passion for environmental justice allow her to make critical decisions on each project's impact to the community and environment.

PROJECT EXPERIENCE

COMMUNICATION AND ENGAGEMENT FOR INTEGRATED WILDFIRE SAFETY PROGRAM, COUNTY OF LOS ANGELES, CALIFORNIA

Developed a tailored Communication and Engagement Plan to guide the County of Los Angeles in outreach efforts. Additional support included creating informational surveys, outlining schedules and agendas, and providing guidance on workshops.

TRANSFORMATIVE CLIMATE COMMUNITIES IMPLEMENTATION GRANT SUPPORT AND COMMUNITY ENGAGEMENT, CITY OF INDIO, CALIFORNIA

Supported the City of Indio as an extension of staff for the preparation of the Sustainable Growth Council's Transformative Climate Communities (TCC) Implementation Grant. Managed and executed ongoing outreach and community engagement, a significant component of the TCC Implementation process. Additional support included preparing grant materials, project scoping, decision making guidance, and various communication efforts.

PUBLIC AND STAKEHOLDER ENGAGEMENT FOR MASTER PLAN DEVELOPMENT, SAN MATEO COUNTY HARBOR DISTRICT, CALIFORNIA

Assisted in outreach and engagement tasks for Master Plan development, including the creation of social media posts, surveys, and handouts. Additional efforts included hosting in-person pop-up events and facilitating online workshops.

TECHNICAL ASSISTANCE, COMMUNICATION AND ENGAGEMENT, DEPARTMENT OF WATER RESOURCES, CALIFORNIA

Providing support with development and implementation of Proposition 68 Technical Assistance for the California Department of Water Resources (DWR) for Tribal Governments, Tribal Communities, and Underrepresented Communities. Specifically provided support on curating water surveys, composing educational materials, and various research tasks. The project entails extensive data collection, management and curation, extensive community surveying, and provision of technical assistance, report writing, and outcome analysis.

SUSTAINABLE GROUNDWATER MANAGEMENT ACT STAKEHOLDER COMMUNICATION AND ENGAGEMENT, SANTA YNEZ RIVER WATER CONSERVATION DISTRICT, SANTA YNEZ RIVER VALLEY GROUNDWATER BASIN, CALIFORNIA

Facilitated communication and engagement with stakeholders and members of the public for the Western Management Area and Central Management Area of the Santa Ynez River Valley Groundwater Basin. Support included preparing and facilitating consultant presentations to discuss Sustainable Groundwater Management Act processes and creation of newsletters for distribution to the public.



JUSTIN NAKHONTHAP

Planner

Education

California Polytechnic State University, Pomona

BS, Urban and Regional Planning, 2020

Palomar College

AS, Geographic Information Systems, 2021

Professional Affiliations

American Planning Association

Justin Nakhonthap (JUH-sten nah-KAWN-tuhp; he/him) is a planner with professional experience in housing policy development and geographic information system (GIS). Mr. Nakhonthap has experience in housing element updates, land use policy, mixed-use and transit-oriented planning, and communications and engagement strategies. With knowledge of urban design philosophy, technical skills, visual design creativity, dedication to the community, and collaboration with city planners and community stakeholders, he ensures that each project exceeds the needs and expectations of and clients and colleagues.

PROJECT EXPERIENCE

LOS ANGELES METRO AREA PLAN, LOS ANGELES COUNTY, CALIFORNIA

Assisted in the outreach component of the Los Angeles Metro Area Plan by organizing and attending community events as part of a series of workshops. Tasks include distributing brochures, flyers, and branded items; directing residents to appropriate resources; obtaining feedback on community needs and priorities to inform the draft plan; and photo documentation

INTEGRATED WILDFIRE SAFETY PLAN, LOS ANGELES COUNTY, CALIFORNIA

Served as a planner for the creation of the outreach and engagement materials for the Countywide Community Wildfire Protection Plan of the Integrated Wildfire Safety Plan for Los Angeles County. Assisted by drafting agendas for community events, creating surveys and polls, participating in online workshops and informational meetings, coordinating with graphics and translation services, and providing outreach materials such as brochures and social media content.

OTHER-TO-RESIDENTIAL TOOLKIT, SOUTHERN CALIFORNIA ASSOCIATION OF GOVERNMENTS, CALIFORNIA

Served as a supporting member for the Other-To-Residential Toolkit. Developed a visually engaging and interactive web application using the ArcGIS Story Map platform to convey key components and typologies of the toolkit for homeowners, business owners, and developers.

HOUSING ELEMENT UPDATE, CITY OF CONCORD, CALIFORNIA

Served as the Housing Element planner for the comprehensive update to the City of Concord's Housing Element. Tasks included completing a comprehensive sites inventory and analysis for the 6th Cycle Regional Housing Needs Assessment by income level, creating detailed maps of identified sites for the 6th Cycle through GIS, identifying local housing needs and constraints to assist with maintaining and creating housing at all income levels, identifying and applying programs relevant to the Housing Element, ensuring goals and policies are consistent with the General Plan, and providing key data and findings for the analysis of adequate sites.

EAST SAN GABRIEL VALLEY Y-PLAN, ROWLAND HEIGHTS, CALIFORNIA

The Community Planning Studio at California Polytechnic State University, Pomona, collaborated with the East San Gabriel Valley Y-PLAN and Rowland Heights High School. Tasks included the creating various materials for community outreach and youth engagement in planning through blogs, brochures, and creative media/games; planning field trips and programs related to Safe Routes to School; and assisting with planning workshops.

DUDEK

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Proposed Total Professional Fee and Fee Schedules

Dudek Labor Hours and Rates								TOTAL DUDEK HOURS	DUDEK LABOR COSTS	TOTAL FEE
Project Team Role:		Senior Specialist IV	Specialist II	Analyst V	Analyst III	Publications Specialist IV	Creative Services III			
Team Member:		Jane Gray	Claudia Flores	Madelyn Murray	Justin Nakhonthap	Publications Specialist IV	Creative Services III			
Billable Rate:		\$235.00	\$150.00	\$130.00	\$105.00	\$120.00	\$150.00			
Task 1	Administration (Months 1-12)	16	-	-	-	-	-	16	\$3,760.00	\$3,760.00
Task 2 Communication and Engagement Plan (Months 1-4)										
2.1	Audit Existing Outreach Plan (Month 1)	2	20	10	20	-	-	52	\$6,870.00	\$6,870.00
2.2	Create New CEP and Execute (Months 2-4)	4	6	10	20	6	-	46	\$5,960.00	\$5,960.00
	<i>Subtotal Task 2</i>	6	26	20	40	6	-	98	\$12,830.00	\$12,830.00
Task 3 Conduct Outreach (Months 4-12)										
3.1	Develop Outreach Style Templates (Months 4-5)	2	6	6	8	-	8	30	\$4,190.00	\$4,190.00
3.2	Media Coordination (Months 4-12)	2	4	6	8	-	-	20	\$2,690.00	\$2,690.00
3.3	Produce Regular Outreach Materials (Months 5-12)	6	14	14	30	8	12	84	\$11,240.00	\$11,240.00
	<i>Subtotal Task 3</i>	10	24	26	46	8	20	134	\$18,120.00	\$18,120.00
Task 4	Memos and Meetings	8	28	10	28	-	-	74	\$10,320.00	\$10,320.00
	Total Hours	40	78	56	114	14	20	322		
	Total	\$9,400.00	\$11,700.00	\$7,280.00	\$11,970.00	\$1,680.00	\$3,000.00		\$45,030.00	\$45,030.00

DUDEK 2022 Standard Schedule of Charges

Engineering Services

Project Director	\$310.00/hr
Principal Engineer III	\$285.00/hr
Principal Engineer II	\$275.00/hr
Principal Engineer I	\$265.00/hr
Program Manager	\$255.00/hr
Senior Project Manager	\$255.00/hr
Project Manager	\$245.00/hr
Senior Engineer III	\$240.00/hr
Senior Engineer II	\$230.00/hr
Senior Engineer I	\$220.00/hr
Project Engineer IV/Technician IV	\$210.00/hr
Project Engineer III/Technician III	\$200.00/hr
Project Engineer II/Technician II	\$185.00/hr
Project Engineer I/Technician I	\$165.00/hr
Senior Designer II	\$190.00/hr
Senior Designer I	\$185.00/hr
Designer	\$175.00/hr
Assistant Designer	\$170.00/hr
CADD Operator III	\$165.00/hr
CADD Operator II	\$155.00/hr
CADD Operator I	\$140.00/hr
CADD Drafter	\$125.00/hr
CADD Technician	\$115.00/hr
Project Coordinator	\$145.00/hr
Engineering Assistant	\$120.00/hr

Environmental Services

Project Director	\$255.00/hr
Senior Specialist IV	\$235.00/hr
Senior Specialist III	\$225.00/hr
Senior Specialist II	\$210.00/hr
Senior Specialist I	\$195.00/hr
Specialist V	\$185.00/hr
Specialist IV	\$175.00/hr
Specialist III	\$165.00/hr
Specialist II	\$150.00/hr
Specialist I	\$140.00/hr
Analyst V	\$130.00/hr
Analyst IV	\$115.00/hr
Analyst III	\$105.00/hr
Analyst II	\$95.00/hr
Analyst I	\$85.00/hr
Technician III	\$75.00/hr
Technician II	\$65.00/hr
Technician I	\$55.00/hr

Mapping and Surveying Services

Application Developer II	\$195.00/hr
Application Developer I	\$155.00/hr
GIS Analyst V	\$205.00/hr
GIS Analyst IV	\$165.00/hr
GIS Analyst III	\$145.00/hr
GIS Analyst II	\$130.00/hr
GIS Analyst I	\$115.00/hr
UAS Pilot	\$115.00/hr
Survey Lead	\$185.00/hr
Survey Manager	\$135.00/hr
Survey Crew Chief	\$115.00/hr
Survey Rod Person	\$95.00/hr
Survey Mapping Technician	\$95.00/hr

Construction Management Services

Principal/Manager	\$195.00/hr
Senior Construction Manager	\$185.00/hr
Senior Project Manager	\$175.00/hr
Construction Manager	\$160.00/hr
Project Manager	\$150.00/hr
Resident Engineer	\$150.00/hr
Construction Engineer	\$150.00/hr
On-site Owner's Representative	\$140.00/hr
Prevailing Wage Inspector	\$139.00/hr
Construction Inspector	\$135.00/hr
Administrator/Labor Compliance	\$100.00/hr

Hydrogeology/HazWaste Services

Project Director	\$305.00/hr
Principal Hydrogeologist/Engineer II	\$280.00/hr
Principal Hydrogeologist/Engineer I	\$260.00/hr
Senior Hydrogeologist V/Engineer V	\$240.00/hr
Senior Hydrogeologist IV/Engineer IV	\$230.00/hr
Senior Hydrogeologist III/Engineer III	\$220.00/hr
Senior Hydrogeologist II/Engineer II	\$210.00/hr
Senior Hydrogeologist I/Engineer I	\$200.00/hr
Project Hydrogeologist V/Engineer V	\$185.00/hr
Project Hydrogeologist IV/Engineer IV	\$175.00/hr
Project Hydrogeologist III/Engineer III	\$165.00/hr
Project Hydrogeologist II/Engineer II	\$155.00/hr
Project Hydrogeologist I/Engineer I	\$145.00/hr
Hydrogeologist/Engineering Assistant	\$120.00/hr

District Management & Operations

District General Manager	\$210.00/hr
District Engineer	\$205.00/hr
Operations Manager	\$160.00/hr
District Secretary/Accountant	\$135.00/hr
Collections System Manager	\$135.00/hr
Grade V Operator	\$125.00/hr
Grade IV Operator	\$110.00/hr
Grade III Operator	\$100.00/hr
Grade II Operator	\$80.00/hr
Grade I Operator	\$75.00/hr
Operator in Training	\$75.00/hr
Collection Maintenance Worker	\$75.00/hr

Creative Services

Creative Services IV	\$165.00/hr
Creative Services III	\$150.00/hr
Creative Services II	\$135.00/hr
Creative Services I	\$120.00/hr

Publications Services

Technical Editor IV	\$165.00/hr
Technical Editor III	\$150.00/hr
Technical Editor II	\$135.00/hr
Technical Editor I	\$120.00/hr
Publications Specialist IV	\$120.00/hr
Publications Specialist III	\$110.00/hr
Publications Specialist II	\$100.00/hr
Publications Specialist I	\$90.00/hr
Clerical Administration	\$90.00/hr

Forensic Engineering – Court appearances, depositions, and interrogatories as expert witness will be billed at 2.00 times normal rates.

Emergency and Holidays – Minimum charge of two hours will be billed at 1.75 times the normal rate.

Material and Outside Services – Subcontractors, rental of special equipment, special reproductions and blueprinting, outside data processing and computer services, etc., are charged at 1.15 times the direct cost.

Travel Expenses – Mileage at current IRS allowable rates. Per diem where overnight stay is involved is charged at cost.

Invoices, Late Charges – All fees will be billed to Client monthly and shall be due and payable upon receipt. Invoices are delinquent if not paid within 30 days from the date of the invoice. Client agrees to pay a monthly late charge equal to 1% per month of the outstanding balance until paid in full.

Annual Increases – Unless identified otherwise, these standard rates will increase 3% annually.


The rates listed above assume prevailing wage rates does not apply. If this assumption is incorrect Dudek reserves the right to adjust its rates accordingly.

Social Media Needs

- Dudek works with our clients to develop a branding, messaging and a schedule for social media posts.
- Dudek will work with San Lorenzo Valley Water District staff to schedule and create posts.
- Dudek can accommodate this in the scope of work and budget we proposed.




DUDEK



We want to hear from you!
The San Mateo County Harbor District is hosting a Public Workshop to discuss and receive community input on the District Master Plan currently under development.

Tuesday, July 13th
6:00 PM via Zoom
(see below for details)



Email: masterplan@smharbor.com | website: smharbor.com | call: 650.583.4400



Join the conversation!
Join us for the Mateo County Harbor District Special Meeting and Workshop on the Master Plan. Hear all about the District Master Plan and please share your thoughts with us!

Tuesday, July 13th
6:00 PM via Zoom
(see below for details)



Email: masterplan@smharbor.com | website: smharbor.com | call: 650.583.4400



Tonight is the night!
Tune in and participate in the conversation on the SMCHD Master Plan



6:00 PM via Zoom
(see below for details)

Email: masterplan@smharbor.com | website: smharbor.com | call: 650.583.4400

Facebook
and
Twitter



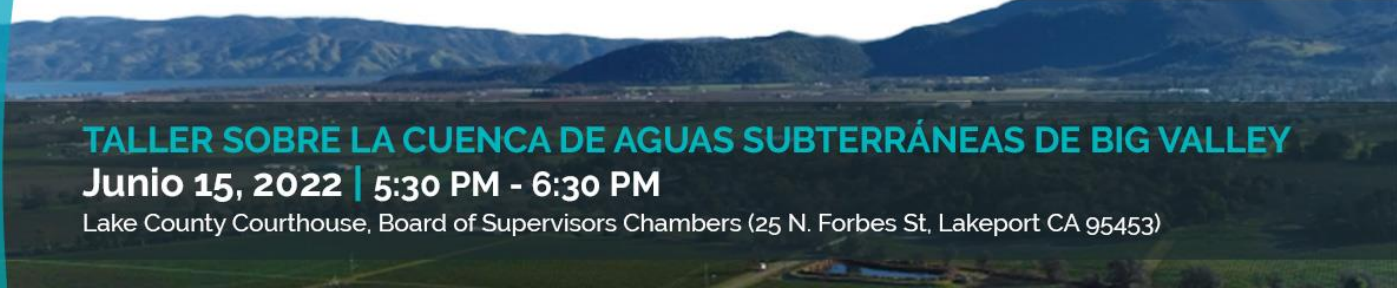
EL DEPARTAMENTO DE RECURSOS HÍDRICOS DE CALIFORNIA (DWR) Y DUDEK
!Quieren saber tu opinión!

¿De dónde proviene el agua que consumes? De un pozo? ¿Es agua embotellada? ¿Es abastecida por la ciudad o un distrito de agua? ¿Has notado cambio en la calidad o cantidad de tu agua? Si tienes algún problema con el agua en tu comunidad, DWR puede ayudarte a través del Programa de Asistencia Técnica de la Prop 68.



Queremos saber de ti y tu comunidad sobre las necesidades de agua, riesgos y vulnerabilidades.

Contacto: Jane Gray jgray@dudek.com | SGM_TA@water.ca.gov | 805.335.7380



TALLER SOBRE LA CUENCA DE AGUAS SUBTERRÁNEAS DE BIG VALLEY

Junio 15, 2022 | 5:30 PM - 6:30 PM

Lake County Courthouse, Board of Supervisors Chambers (25 N. Forbes St, Lakeport CA 95453)



THE CALIFORNIA DEPARTMENT OF WATER
RESOURCES (DWR) AND DUDEK

Want to hear from you!

Where do you get your water? Do you get it from a well? Do you get bottled water? Is it supplied by a City or a Water District? Have you noticed any changes in the quality or amount of your water? If you are experiencing any problems with the water in your community, DWR may be able to help through the Prop 68 Technical Assistance Program.



We want to hear from you and your community on your water needs, risks, and vulnerabilities.

Contact: Jane Gray jgray@dudek.com | SGM_TA@water.ca.gov | 805.335.7380



BIG VALLEY GROUNDWATER BASIN WORKSHOP

June 15, 2022 | 5:30 PM - 6:30 PM

Lake County Courthouse, Board of Supervisors Chambers
(25 N. Forbes St, Lakeport CA 95453)

Event Coordination

- Event coordination begins with understanding the purpose of the event and the audience
- Dudek will work with San Lorenzo Valley Water District (SLVWD) staff to schedule the event at a central location (if in person) and a convenient time.
- Dudek will work with SLVWD to determine translation needs for the workshop notifications and materials.



DUDEK

Event Coordination

- Dudek will develop (with SLVWD) a survey and a QR code to distribute in advance of the workshop.
- Dudek will work create social media posts and messaging to include on social media outlets, for email distribution, and in hard copy materials the SLVWD sends.
- Dudek will promote the workshop in advance at in person community events.



DUDEK



Proposal For San Lorenzo Valley Water District

Proposal For: On-Going & On-Call Outreach Consulting Services For
The San Lorenzo Valley Water District

Project Title: Communications and Community Outreach Services

Executive Summary

Firm Overview:

The Buzz is dedicated to great work and big ideas, no matter how small your organization. In these unprecedented times, agility is more essential than ever, and our group of pros is one that can think quickly and take rapid action. Whether you need help with strategic planning, online marketing, print materials, website development or public relations, we're here for you.

With multiple decades of experience combined, The Buzz PR is a single destination you can count on for all your marketing and PR needs. Don't juggle one source for your copywriting, another for on-point branded swag, and yet another for help with SEO. We offer a comprehensive suite of services and bring bold creativity to every challenge. Our team is located throughout the States, and are not only consummate pros at working remotely, but we also love it.

We're ready to hear your latest idea and can't wait to help you bring it to life. Our multi-faceted, multi-talented group can assist in fleshing out your concept, developing a brand that reflects exactly what you want to offer and whom you wish to attract as customers and clients. We can design a beautiful website for you, including ecommerce and help you market it on social media and elsewhere. We can boost your image and manage your reputation and image with our public relations expertise, and even plan a remote event to celebrate your product launch.

Methodology and Approach:

We are a full-service digital marketing, public relations, social media, and creative agency that:

1. Seeks to listen well, collaborate, understand fully, think strategically and make wise decisions.
2. We are curious and challenge prevailing assumptions to uncover innovative "above and beyond" solutions.
3. We dedicate our time and energy to making life better for our colleagues, our clients and our community.
4. We are a collaborative group of dreamers and doers
5. We combine an intimate knowledge of fundraising and education with an extensive national network to craft clever and multidisciplinary communications campaigns tailored to your unique needs.
6. By engaging The Buzz PR LLC, organizations gain access to a cultivated team of communications and marketing strategists with keen insights, established influencer relationships and the ability to surface meaningful opportunities throughout the education space — and execute on them.
7. The Buzz PR marries authentic understanding and next-gen tools to bring an organization's messages to life and share them with the world. We help find the stakeholders and decision makers organizations need and inspire action in the service of critical goals.

Our Process Overview:

We learn your business and we learn it fast. Marci will arrange a kick-off discovery meeting in your first week to learn more about your audience, products, services, and overall PR goals. You will be asked to send over necessary supporting materials such as photos, company bios, and more through Drop Box.

At The Buzz PR, we don't just send an arrow into mid-air and hope that it hits the right media target. We plan for success...quite literally. Marci will work with our team to develop a solid 90-day immediate strategy followed by a yearlong timeline and task list. Why only 90 days? Well, the market changes and moves; reactive stories arise that we will plug you into. At the end of your 90-day marketing plan, we anticipate a shift where a new plan will be necessary.

We will begin customizing contact and pitch lists for your campaign, researching new stories and media that we can immediately attack, all within the guidelines of your 90-day campaign strategy. Your strategy will include a multitude of pitch angles that we will hit the media with to ensure timely pick up.

Identification of Prime Consultant

Firm Name:

- The Buzz PR, LLC
- 1320 B Main Street, #235 Salinas, CA 93901

Organizational Capacity:

- Leadership – 2 (Marci and Sean)
- Brand and Leadership Coaching (Lesley)
- Public Relations and Technical Writers – 4 Team Members
- Social Media – 5 Team Members
- Website (Includes Design, Coders and SEO) – 5 Team Members
- Graphic Design – 3 Full Time Team Members and 2 Part Time Team Members
- Social Media – 4 Team Members
- Media Buyers – 1 Traditional Media Buyer and 1 Digital Media Buyer
- Videography, Photography, Reel Creation – 4 Team Members
- Accounting – 1 Team Member
- Account Assistants – 3 Team Members
- Total Buzz Team Members: 34 Team Members (Full Time and Part Time)
- Note: Project capacity varies between retainer projects and hourly projects. Projects are only bid and taken on if the team has capacity. The Buzz believes in work, life, balance for our team members.

Identification of Sub Consultants

The Buzz Leadership Team for San Lorenzo Valley Water District:

Marci Bracco Cain, Co-Owner, Account Lead

marci@thebuzzpr.net (831) 747-7455



Anyone who has met Marci Bracco for more than a few minutes knows she wears her passions on her sleeve - an undeniable zest for life, animal welfare and a fierce dedication to her clients and their brand. Ask any of the clients who have enlisted her services. They always know she and her team are in their corner and will champion them every step of the way. Passion. Commitment. Creativity--these are the directives for The Buzz PR, LLC team.

Marci specializes in building and creating brands. Focusing on the unique qualities of a company, an organization, a product or service and the characteristics of their audience, Marci helps them succeed in a competitive and often-crowded marketplace. She brings over 25 years of public relations and marketing experience to the table, of which she applies to all projects.

Marci runs the West Coast division of The Buzz PR, LLC.

Sean Costello, Co-Owner

Sean@thebuzzpr.net (831) 747-7455



Born in Holyoke, Massachusetts, Sean is the great-grandson of four Irish expats from counties Kerry (on his father's side) and Cork (on his mother's). Currently, he and his husband, Sean Mahon (a native Dubliner), live between New York, Connecticut and Dublin. "Growing up in Holyoke, I have always been proud of my Irish heritage and the values and work ethic it has taught me," he says. Sean's primary marketing focus is on health care, finance and high tech. He runs the East Coast division of The Buzz PR, LLC.

Support Team for San Lorenzo Valley Water District Projects:

- Marci Bracco Cain, Co-Owner would be the lead and primary point of contact.
- Additional support staff would include:

Jennifer Haraja, Senior Account Executive



Jenn is responsible for managing several accounts primarily focused in the education and non-profit sectors. She develops, launches and manages campaign work, runs several of The Buzz PR's teams, and ensures the needs of the client are met. She strategically integrates traditional Public Relations and Marketing with digital and grass

roots campaign elements for maximum client success. Jenn has been in the business for more than 20 years and worked with Marci for the past 10 years.

Mac McDonald, Lead Technical Writer



Mac has 30-plus years of experience in journalism as a writer, editor and columnist, the last 22 years as editor and writer for the Monterey County Herald's GO! entertainment and dining magazine. During that time, he also wrote a weekly music column for GO! called "Mac About Town." Mac was well-acquainted with Marci and The Buzz through the many press releases about clients and events coming across his desk at The Herald. After he left the Herald in 2014, it was a natural transition for him to write for The Buzz and its clients.

Lisa Clark, Communications Specialist



Lisa Clark has more than 20 years' experience in marketing strategy as well event planning and execution, making her a perfect fit for the team.

Lisa is no stranger to The Buzz PR, LLC., having worked in conjunction with the team on events for the past dozen years with a local company, she feels right at home with The Buzz team. Having Lisa onboard is an asset for our clients. She is able to meet with clients to review their marketing vision and bring their vision to life. Lisa is also bi-lingual and works specifically with our Latinx clients in California, Mexico and South America to ensure that marketing messages are targeted specifically to their campaign goals.

A native of Salinas, Lisa has volunteered for local non-profits and charities for over 20 years. Lisa enjoys giving back to the community in which she lives. She has served on several boards throughout the years and currently serves as the President for Salinas High Athletic Boosters.

Chris Chidlaw, Media Buyer



Chris Chidlaw, who has more than 35 years' experience in radio and television sales, management, and marketing. He specializes in media placement and creative direction that includes TV, radio, print and social media.

Chris has worked with numerous non-profits over the past 25 years, including finishing up a two-year stint as president of the Monterey County Hospitality Association and as a board member of The Rotary Club of Monterey. He also is a current member of Monterey Chamber of Commerce and the Santa Cruz Chamber of Commerce, is a past board member of the Monterey History and Art Association and the Monterey Cowboy Poetry and Music Festival.

Chris is an avid runner and golfer and is a fan of Bay Area sports teams, including the Giants, 49ers, and Warriors.

Phil Fisk, Website Developer and SEO



Phil Fisk is an expert at developing marketing strategies for clients in a variety of industries. He has more than fifteen years of marketing and branding experience encompassing both strategic planning and business analytics.

Phil approaches all projects with an emphasis on helping clients achieve their goals through a mutually beneficial partnership.

A commitment to helping clients attain their goals is Phil's driving passion. However, he also embraces the philosophy that a balance between one's work and personal life is necessary for true success. As such, Phil finds great delight in spending time with his granddaughter, Amilia, as well as long-distance and obstacle running.

Matt Miles, Digital Media Content Creator



Matt Miles - often referred to as a "Jack of All Trade". A digital media and communications expert with over 10 years in content creation and online marketing. Demonstrates proven ability to meet goals and work proactively within strict deadlines while remaining true to the project vision. Adaptable and passionate Content Creator who excels at unifying teams and leveraging superb organizational skills to accomplish impressive results.

Olivia Trinidad, Graphic Designer



Olivia Trinidad has more than a decade of graphic design experience. She has the expertise to coordinate all aspects of your project—from conceptualizing to web development, to final artwork and printing. Specialties include Graphic Design, Web Design, Interactive Presentation (Power Point and Keynote), Printing, logo /corporate identity/business collaterals, magazine/book design and layout, product catalogues, brochures, flyers, posters, outdoor ads (tarpaulin banners, streamers, billboards), consumer ads (posters, print ads, window cards), print ads (newspaper and magazine ads) and designing websites.

Assignment Organization and

Experience of the Team

The Buzz PR is known for going above and beyond in terms of client communication. This is preformed regularly in email communication, reports sent in the form of PDF's, DropBox, Microsoft Office programs etc. Our references above can comment on our responsiveness and additional references may be provided upon request. For the management approach on this project, Marci would be the primary point of contact to streamline tasks; attend all meetings and coordinate all communications between The Buzz PR team and the District. Jenn Adams would be the secondary point of contact.

Marci would coordinate the projects needs with the internal team and present all final work to the District for edits and or approval. We have fond in the past this streamlines communications and helps strategically complete projects. Work will be done at The Buzz PR PR Salinas office and or the District as needed.

This is the manner out team works on all projects. There is always a lead Team Manager that takes responsibility for client communication and strategy as well as keeping the timeline on task. That Team Manager handles communication to all The Buzz PR Team Members and presents final products back to the client.

Deliverables

An initial branding session, an audit of all assets will be conducted. At that time, The Buzz PR will take all findings, samples of past work and current needs listed below to develop a strategic marketing plan with a detailed 12-month timeline. The timeline will offer a proposed action items on how The Buzz PR feels the District can achieve the desired goals for each Target Audience. We do not feel we can present a detailed timeline until a branding session has taken place.

The District desires social outreach to the following key audiences:

- District Customers
- Residences, Businesses and Organizations within the SLV Watersheds
- Individuals and Groups with connections to the SLV Watersheds

Campaign Goals:

1. Increase awareness about the challenges and complexities of water management through the following objectives:
2. Editing, wordsmithing, and polishing communications
3. Engage and educate customers on complex/serious issues (not only positive events/activities)
4. Achieve transparency and fact sharing (not selling)
5. Elevate the public's awareness about water issues in the San Lorenzo Valley
6. Engage the public on the challenges and complexities of delivering reliable water to the Valley
7. Regularly update the public on District activities (capital improvement projects, grant funding, and etc.)
8. Discuss District efforts with partner agencies such as the Santa Margarita Groundwater Agency
9. Promote the efficient use of water (water conservation)

Campaign Tasks:

The proposal includes providing communication strategy and outreach services for San Lorenzo Valley Water District. The Buzz team will work directly with the San Lorenzo Valley Water District staff to coordinate and develop outreach.

Marketing will include but not be limited to:

1. Technical writing
 - Either utilizing our technical writer or working with a technical writer of the District's choice
2. District Website
 - The Buzz offers design, maintenance, updates, SEO, Pixel Codes for tracking and more
3. District Social Media Pages (Facebook, Instagram, and Twitter)
 - Building out content calendars, managing social media and analytics
4. Monthly Newsletter
 - Writing, setting up on Mail Chimp, launching and monitoring analytics
5. Press Releases
 - Developing story boards, writing press releases, working with media, working to secure articles
6. Annual reports (Customer Confidence Report, State of the District and others as needed)
 - Copy writing, graphic design, print production and more
7. Guest Articles in local publications
 - Coordinating and writing articles
8. Billing Inserts
 - Copy writing, design and printing
9. Participation in or support of local and regional events
 - Presenting ideas and coordinating outreach
10. Public surveys or opinion polls
 - Assisting with developing survey questions and launching surveys as well as presenting results
11. Media events
 - Creating invites and coordinating events
12. Event & workshop planning & facilitation (both Zoom & in-person)
13. Other media as agreed

The firm has the experience, resources and capacity to take on this project and feels it fits within our firms 18 – 24 month plans for growth. Our team is ready to take on this project effective immediately

Proposed 12-Month Schedule and Cost Schedule

Note: This is a sample timeline of phases. Once we have an audit and develop all needs we would present a final timeline.

Phase 1:

Months 1-2

- This includes putting together the outreach plan but is not limited to:
- Branding Session
- Collateral Audit
- Market Analysis
- Press release schedule
- Social Media Outreach Plan
- Collateral Schedule for the Year
- Enewsletter and Print Newsletter Schedule
- Develop a billing insert template and schedule
- Public relations plan including guest articles in newspapers
- Press conference schedule
- Audit of local and regional events to support
- Website Audit
- Outreach Schedule
- Market research in each area after the main interview is completed with the key stakeholder or team of stakeholders
- Gather up information
- Put together initial fact finding data
- Deliverables for this time period include:
- Task 1- Review existing outreach efforts and provide written report identifying areas of weakness and strengths. Develop first draft of timeline for the year after audit and branding session.

Approx. Hours: 75

Phase 2:

Months 2-4

- Finalize timeline
- Launch all marketing per timeline
- Deliverables for this time period include:
- Task 2- Develop written outreach plan with specific goals, including recommendations of best management practices and opportunities to enhance efforts.

Approx. Hours: 120

Phase 3:

Month 5- 12

- Execute marketing plan; follow timeline; launch all marketing elements; 2 meetings per month; weekly communications/reporting for marketing; monthly reporting for social media.

Approx. Hours: 320 spread over 8 months 40 hours per month

Budget

Phase 1:

- Months 1-2
- Approx. Hours: 75
- Budget: \$7,125
- Billing date: \$3,562.50 per payment (Payments Net 15)

Phase 2:

- Months 2-4
- Approx. Hours: 120
- Budget: \$11,400
- Billing date: \$5,700.00 per payment (Payments Net 15)

Phase 3:

- Month 5- 12.
- Approx. Hours: 320 spread over 8 months 40 hours per month
- Budget: \$30,400
- Billing date: \$3,800 per payment (Payments Net 15)

NOTE: Until we can review the project with the client it is difficult to estimate:

- Design Needs
- Website Design and SEO Needs
- Internal Needs
- Note: Translation costs are not included in this proposal
- **Note: This proposal can be reduced in fee or increased based off design and website needs once we learn the scope of work.**
- **Budget:**
- 515 hours per year for a total of \$48,925

This estimate does not include the cost of printing, postage, ad buys or any out of pocket costs. Client will approve all costs prior to each phase.

Experience and Past Performance, Including Proposed 12-Month Schedule and Cost Schedule

Here are some samples of yearlong marketing campaigns we manage for clients. Note: we feel these projects are similar to your request as these clients do not have an in-house marketing agency and The Buzz PR works as their full-service agency.

Alan C Martinson
Vice President of Retail
Goodwill Central Coast
Serving Santa Cruz, Monterey, and San Luis Obispo Counties
amartinson@ccgoodwill.org
Office: (831) 423-8611 x 8230
Cell: (831) 291-6513

Rena Salamacha
Chief Executive Officer
Mee Memorial Healthcare System
Phone: 831-385-7284
rsalamacha@meememorial.com

Kelly Violini, CEO
Monterey County Fair & Event Center
www.montereycountyfair.com
kelly@montereycountyfair.com
831-372-8106

Barbara L. Mitchell, MSW
Executive Director
BMitchell@interiminc.org
Interim Inc.
831.649.4522

Additional Samples can be provided upon request.

Portfolio of Related Work

The Buzz has extensive PR experience and proven success in local, regional and national public relations. We have developed relationships within the industry with journalists covering a diverse range of industries. We have access to all relevant databases to reach the audience specific to you. For years, The Buzz has been serving clients in a number of industries, including agriculture, art, writing, food and wine, health care, legal, nonprofit, professional services, real estate, retail, tourism and more. The Buzz partial client list includes:

1. Non-Profits:
 - a. Goodwill Central Coast
 - b. Community Action Board of Santa Cruz
 - c. Big Sur Health Center
 - d. Center for Community Advocacy
 - e. Hartnell College Foundation
 - f. Interim Inc.
 - g. Monterey Symphony
 - h. Monterey County Fair
 - i. And more
2. Hotels Nationally
 - a. Hyatt Hotels
 - b. Davidson Hotels
 - c. ILG
 - d. And More
 - e. Cinnamon Shore Texas
 - f. Lively Beach Texas
 - g. Sanctuary Vacation Rentals
 - h. Royal Destinations
3. Medical:
 - a. Natividad Medical Center
 - b. Mee Memorial Hospital
 - c. Salinas Valley Memorial Hospital
 - d. ARCPoint Labs
4. General Clients
 - a. ABA Architects
 - b. Hudson Martin Law Firm
 - c. Truitt and White Lumber
 - d. Truitt and Window and Doors
 - e. Coastal Roots Hospitality Restaurant Group

Firm's Local Experience

The Buzz PR has had a connection with the Santa Cruz Community since it opened for business. The firm has worked with numerous Santa Cruz clients over the past 15 years including: Santa Cruz Museum of Art and History; Goodwill Central Coast; Adrienne Momi Artist and Author; BirchBark Foundation; Lifespan; Watsonville Community Hospital; Central Coast Patent Agency; Haute Enchilada; San Lorenzo Valley Water District; Community Action Board of Santa Cruz; El Pajaro CDC; RVS Computers and more. The firm has also donated time to support Jacob's Heart and the Santa Cruz Cancer Benefit Group. Chatterbox PR is an active member of the Pajarao Chamber of Commerce.

Creative Alternatives

It is hard to provide a creative alternative to the proposed objectives and project scope without having an in person meeting and conducting research. We do not feel we would be offering a strategic alternative without a live discussion. At The Buzz PR we believe a brand/business not only creates loyal customers, but it creates loyal employees. Building your business into a brand gives your stakeholders something to believe in, something to stand behind. It helps them understand the purpose of the organization or the business. Until we have completed our initial audit and findings, we do not feel we can provide a creative alternative.

Attachments

The attachments with this proposal provide a sample of products we have produced.

We certify that we have fully read the RFQ and takes no exceptions to this RFQ including, but not limited to the Consultant Services Agreement.

Contact Information:

Marci A. Bracco Cain/The Buzz PR

1320 South Main Street

Salinas, CA 93901

E-mail: marci@thebuzzpr.net

Phone: 831-747-7455

Client Contributed Article Samples:

Page 6

https://growthzonesitesprod.azureedge.net/wp-content/uploads/sites/731/2022/06/SVBJ_July2022Final.pdf?utm_campaign=July+SVBJ

Page 22

<http://coastalgrowermag.com/wp-content/uploads/2022/05/CG-SPRING-2022.pdf>

King City Rustler

<https://kingcityrustler.com/guest-column-make-your-voice-heard-through-health-survey/>

Mee Memorial Media Coverage 2022

January Coverage:

1. <https://kingcityrustler.com/mee-memorial-healthcare-system-to-expand-pediatric-services/>
2. <https://kingcityrustler.com/think-tank-ranks-mee-memorial-high-among-hospitals/>
3. Health Matters <https://www.pageturnpro.com/NORCAL-Community-Newspaper-Group/103080-Health-Matters-January-2022/sdefault.html#page/13>
4. <https://kingcityrustler.com/2021-year-in-review-looking-back-on-south-monterey-countys-top-stories-part-ii/>
5. <https://kingcityrustler.com/mee-memorial-ceo-elected-to-rural-health-congress/>
6. <https://kingcityrustler.com/guest-column-take-steps-to-achieve-fitness-resolutions/>
7. <https://kingcityrustler.com/mee-memorial-hires-new-orthopedist-for-king-city-greenfield-clinics/>

February Coverage:

1. Salinas Valley Business Journal February 1 -- sent PDF
2. We were on KSBW on February 2nd but there is no live link

Cassady Velasco (*she/her/hers*)

Assistant News Director

KSBW Action News 8



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television

3. <https://kingcityrustler.com/guest-column-a-heart-shape-defines-february-but-lets-look-beyond-the-emoji/>
4. Two articles in Health Matters Page 14 and 27 – sent PDF
5. <https://events.scenethink.com/mee-memorial-observes-diabetes-alert-day-march-21-mar-21-2022>
6. https://www.montereyherald.com/2022/02/26/giving-gratitude-the-way-to-thank-essential-workers-is-to-take-steps-to-stay-healthy/?utm_source=facebook.com&utm_content=fb-montereyherald&utm_medium=social&utm_campaign=socialflow&fbclid=IwAR1Olu92dmh4jCTn6anTfsm7MB4PJQrn3OcQmQ82cEPs2tvW9lEXPz-jcGM

7. <https://kingcityrustler.com/mee-memorial-healthcare-system-acquires-new-ct-scanner/>

March Coverage:

1. <https://pasoroblesdailynews.com/local-radiology-tech-welcomes-new-state-of-the-art-ct-scanner/139538/>
2. <https://kingcityrustler.com/guest-column-the-advantage-of-a-skilled-nursing-facility-is-right-in-the-name/>
3. <https://kingcityrustler.com/mee-memorial-healthcare-system-acquires-new-ct-scanner/>
4. https://www.montereycountyweekly.com/food_wine/morsels-03-17-21/article_da8cd740-a56f-11ec-9023-a7fb5ddc11e7.html
5. <https://kingcityrustler.com/salinas-valley-news-briefs-march-18-2022/>
6. <https://kingcityrustler.com/salinas-valley-news-briefs-march-22-2022/>

April Coverage:

1. Salinas Valley Business Journal <https://growthzonesitesprod.azureedge.net/wp-content/uploads/sites/731/2022/04/2022AprilSVBJ.pdf>
2. <https://www.montereyherald.com/2022/04/06/monterey-county-organizations-launch-health-needs-collaborative/>
3. https://www.montereycountyweekly.com/opinion/mcnow_intro/county-hospitals-organizations-form-a-forward-looking-collaborative-to-assess-local-health/article_d5d4f15e-b9f3-11ec-b879-0338806e962e.html
4. <https://kingcityrustler.com/letter-to-the-editor-quality-health-care-right-on-our-doorstep/>
5. <https://www.montereyherald.com/2022/04/06/monterey-county-organizations-launch-health-needs-collaborative/>
6. <http://pineconearchive.fileburstcdn.com/220415PC.pdf> page 11
7. <https://kingcityrustler.com/monterey-county-hospitals-agencies-partner-for-new-health-plan/>
8. <https://kingcityrustler.com/guest-column-volunteerism-and-community-spirit-are-the-cornerstones-of-south-monterey-county-healthcare/>

May:

1. https://growthzonesitesprod.azureedge.net/wp-content/uploads/sites/731/2022/05/SalinasValley-Business-Journal_May2022.pdf
2. <https://www.ksbw.com/article/monterey-county-hospitals-looking-for-public-feedback-on-their-work/39920746>
3. <https://kingcityrustler.com/guest-column-make-your-voice-heard-through-health-survey/>
4. <https://kingcityrustler.com/salinas-valley-news-briefs-may-17-2022/>
5. <https://kingcityrustler.com/salinas-valley-news-briefs-may-31-2022/>

June:

1. <https://growthzonesitesprod.azureedge.net/wp-content/uploads/sites/731/2022/06/June-Salinas-Valley-Business-Journal.pdf>
2. <http://www.journalgraphicsdigitalpublications.com/epubs/MilestoneCom/SeniorResourceGuide2022-2023/viewer/desktop/#page/20> Page 20
3. <https://kingcityrustler.com/guest-column-eating-your-way-through-the-produce-rainbow-brings-enormous-benefits/>
4. <https://kingcityrustler.com/mee-memorials-chief-nursing-officer-retires/>

July:

1. https://growthzonesitesprod.azureedge.net/wp-content/uploads/sites/731/2022/06/SVBJ_July2022Final.pdf?utm_campaign=July+SVBJ



WAO Marketing Timeline

May 2022 – May 2023

Marketing Goals:

- Apply strategic marketing initiatives that win referrals from general dentists
- Increase name recognition and brand presence in the Morgan Hill, Gilroy, Hollister and Walnut Creek areas
- Turn up the volume of referrals with current and new sources
- Develop strong advertising that lets you attract prospective patients directly
- Build brand awareness through a public relations campaign
- Develop a sound Internet marketing strategy to maximize the potential of your website in capturing new clients and referrals
- Develop a social media strategy
- Create a strategic grassroots marketing campaign including public relations, social media, blogs, school outreach, referrals and advertising that will increase patients



Marketing Will Include the Following Elements

Monthly:

1. One E-newsletter
2. Social Media Posts Monday – Friday
 - a. Instagram
 - b. Facebook
 - c. Google
3. Press Release (bi-monthly)
4. One Blog
5. One Patient Centric Experience
6. Referral Partner Birthday Campaign
 - a. Currently with The Buzz graphic designer for mock ups (6.9.2022)
7. WAO Patient in Office Photos
 - a. WAO Team Members are submitting photos
 - b. The Buzz is designing a backdrop for photos for each office. Currently with Buzz designer for mock ups (6.9.2022)

Quarterly:

1. Marketing Touchpoint for our Referring Partners
 - a. Ideas to select from in Marketing Plan ie:
 - i. National Donut Day Food Truck Delivery
 - ii. Thanks A Latte Cards
 1. The Buzz is designing custom labeled branded coffee beans, cup ideas and cards to review. (6.9.2022)



iii. Lunch Drops

1. August is National Sandwich Month
2. I would love to send sandwiches to all our partners

iv. And more

Yearly:

1. Annual Ortho Month Events
2. Continuing Education for referring offices

Additional Key Event Dates:

- March 5 – 11th Dental Assistant Week
- May 12th Front Desk Appreciation Day
- May 17th Scholarship Event: Class of 22 Senior Award Night 6:00 pm at Gilroy High School
- May 18th Scholarship Event: 5:30 pm at San Benito High School Auditorium
- June 2nd National Donut Day Referral Partner Outreach
- Doctors Birthdays June 14th @ Kirigin Cellars
- NO Swim & Splash Bash for 2022
- Treatment Coordinator Day- 8/23 (this will include TC's and OBS TC's)
- October National Ortho Month
- Xmas Party- (Possibly Dec. 2nd)??? TBD



Overall Campaign Marketing Elements Will Include:

- **Outreach for each community TOP PRIORITY**
 - Sponsorships
 - Baseball
 - Little League
 - Pop Warner
 - Football
 - Soccer
 - Soccer
 - Event Participation
 - Partnerships
 - Advertising
 - Traditional Print
 - Google Targeted
 - Facebook and Instagram Ads
 - SEO
 - And more
- **School Outreach -- Awaiting school details from Athena**
 - Develop strategic partnerships with the Catholic and Charter Schools
 - Develop a strategy with Private Schools
 - Review Athletic Opportunities
 - Develop long term partnerships that cultivate a new clientele



- Ongoing month recommendations will include:
 - i. Sponsoring sports team, runs and events
 - ii. School advertising
 - iii. Banners on Fields
 - iv. And more
 - Use of Peach Tree Flier Distribution Program
- Referral Programs
 - Development of referral programs
 - Events for referrers
 - Touchpoints
 - Office Visits
 - Campaigns
 - Annual Event

5. Public Relations

- a. Developing a storyboard for the year of press releases
- b. The scholarship program should be a focus of the public relations campaign



Additional Marketing:

Marketing Program Elements APPROVED

1. Launch a Smile Ambassador Campaign

- Once a quarter you can show your smile and get a free professional photo at the office in Morgan Hill, Gilroy, Hollister and Walnut Creek
- This could kick off in June for National Smile Month
- Tell us your reason to smile

2. Launch Birthday/Anniversary Program

- Remembering your patients' birthdays and anniversaries will go a long way
- Send a hand written note signed by the team
- For special occasions send a small gift showing you appreciate them such as a donation to a charity of their choice for \$25.00

3. Request for APPROVAL

Swag Bucks

WAO to give out WAO T-shirts to its current patients

WAO to request that the patients wear the T-shirts and practice good dental hygiene (i.e. brushing teeth, flossing, etc.)

If WAO patients wear their shirts to their appointments and they follow their dentist's rules, they get a certain number of "Swag Bucks"

Over time, patients can collect more of these points and eventually trade them in for prizes, like \$50 gift cards or other things

This is a great way to drive engagement with your current patients, but it's also a good way to spread the name of your brand.



Think about it! People wear the shirts to school or work so other people learn about the orthodontic practice handing out free prizes just for brushing their teeth and showing up for their appointments on time.

We then get great social media content as well!

4. Request for APPROVAL

Patient Referral Campaign:

Refer a Friend and Win

To reward those of you who send new patients our way, we have started our “emBRACE the Beats” contest. You can earn an entry to win a pair of Limited Edition “beatsmixr” head phones for EVERY NEW PATIENT who comes into WAO for a free consultation. Details are on our website NOTE: You don't have to be a current patient to refer and enter the contest. Contest runs XXXXXX

Idea for Increasing Social Media Engagement APPROVED AND INPROGRESS



WAO Smiles Campaign is important to keep live and dynamic on social media. Our social media is now cleaned up and moving full speed ahead. The more patient smiles we have the better. The team at The Buzz PR will sort the items and place on social media as appropriate so please send as many as you can to Marci at The Buzz PR.



Here is a reminder of the procedure.

- 1) Text photos or Email of patients with their WAO Smile. Remember to text all images and or videos in high resolution.
- 2) Include patient's first name, last initial and age.
- 3) Include their story. Every patient has something they love to do that makes them smile. Tell me about it.
- 4) Please text to Marci at (831) 747 -7455 or email at Marci@TheBuzzPR.net. I will confirm receipt.

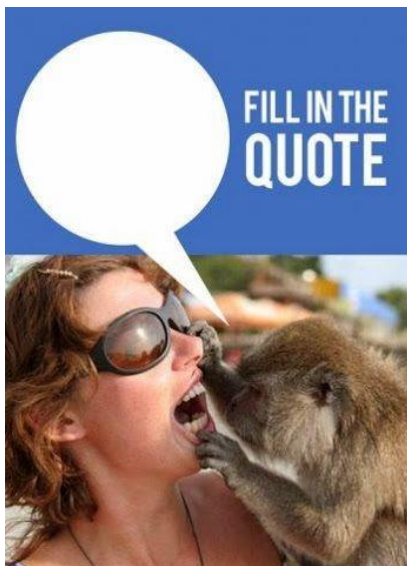
This campaign will really drive online Social Media engagement.

We will be holding a friendly competition between offices! Marci will keep track of the WAO Smile Campaign submissions each month. The staff member that submits the story that gets the most likes and engagement on our social media will win a \$50 Visa Gift Card each month and that office will win lunch.

Let the smile campaign begin!

Pop Up Social Media Contests: Dates will be scheduled throughout the year

1. **Fill in the blank. Funniest caption wins a WAO Swag Bag and \$25 Starbucks Card.**





2. I love this Summer Vacation Idea. We can modify it for WAO.



3. Show Us Your Smile

These type of contests really help with engagement.





On Friday the 13ths we can drop off lucky lotto tickets For Approval to drop off
EVERY Friday the 13th in 2023

2023 Friday, January 13 Friday, October 13



This would be fun for all the referral doctor's staff. For approval to hand to give out.





Paid Marketing:

1. School Marketing
 - a. \$10,000 for each community
 - b. Includes:
 - i. Sponsoring one school event
 - ii. Banner on athletic fields
 - iii. Advertising in school papers
 - iv. Annual Teacher Appreciation Day contest
 1. Classroom Makeover
 2. One teacher in each community wins a \$1,000 classroom makeover for supplies
 - c. Scholarship Marketing
 - i. In addition to the \$2,000 for each winner
 - ii. Full page paid ad after the awards in each community showing the winners \$5,000 total one time campaign



Monthly Marketing Ideas to Review:

January:

Kick off every January with the WAO Spelling Bee

1. Bring in a camera crew and have a contest on how to spell Wafelbakker
2. We can give a prize for a family getaway to Monterey and Aquarium

Video Recommendation for Patient Education:

- **Sugar Awareness Week: Jan. 20-24** – This week share posts /videos to your social media pages all about sugar and dental health. For example, common snacks with high sugar content. Or how much sugar is in your favorite beverages.

Staff Engagement:

- **Boost Team Morale Fun Idea: National Cheesy Socks Day: Jan. 21st**
 - Give your employees a gift of cheesy/silly socks to wear on the 21st. Be sure to take a picture to post on Facebook and Instagram
- **Fun at Work Day: 29th**
 - Hold a dress up contest and let the patients vote for the winner.

Social Media Ideas:

- Gift idea for your Patients
 - Give away packets of tea that have a label on them saying "*Our Patients are TEA-riffic!*"



JANUARY IS NATIONAL HOT TEA MONTH
We think our patients are TEA-riffic!
Thank you for being a part of our dental family!

- **Dress Up Your Pet Day: 14th** — On our social media invite people to share photos of their dressed-up pets. You could even offer a prize for the picture that gets the most likes.



Another Patient Appreciation Idea

Drinking Straw Day: 3rd — Give away reusable straws to your patients that come in for an appointment that day or give them away all month long. Reminding your patients to use a straw when they drink sugary or acidic drinks to prevent contact with the teeth.

January 19th is National Popcorn Day

Popcorn Drops to our referral partners and popcorn in the office



February:

Theme: February is Children's Dental Month:

School Dental Health Presentations

- Let's celebrate kids and schedule visits to the schools by our offices with our teams or school field trips for children to visit the office for an in-office field trip. We should plan on setting up appointments and putting together **little ortho-emergency kits** that include wax, floss threader with floss, etc. The school can keep these on hand for ortho emergencies.

Content Ideas for Posts and Videos:

- Healthy Lunch/Snack Ideas
- How much sugar is in your drink or favorite snacks?
- What to do in a Dental Emergency?
- Ortho Care While at School
- Dental Hygiene with Braces
- Daily Toothbrushing Chart



- Dental Health Tips (Importance of sealants, fluoride, mouthguards, regular dental visits.)
- What kind of toothbrush, toothpaste, floss, and mouth rinse is best?
- Baby Bottle Tooth Decay
- Tongue-Tie – What is it and how is it treated?



February is also **International Boost Self-Esteem Month** – A beautiful & healthy smile can boost one’s self-esteem and confidence.





February is American Heart Month

Heart Health Talking Points: Dental Health and Heart Disease Are Related

Dental health and heart disease are intricately linked and the cost for avoiding advanced periodontal disease or even something as mild as gingivitis may very well prove to be the cause of serious medical problems in the future. Be good to your heart beginning with good oral health.

Social Media Post Ideas:

- Groundhog Day: 2
- Bubble Gum Day: 4



- National Pizza Day: 9
- Toothache Day: 9





- National Chili Day: 24
- International Tongue Twister Day: 26
- National Tooth Fairy Day: 28

Social Media Contest for the Oscar's

Lights Camera Action Contest – Consider for Oscar's

How about a free year of Netflix? Who is ready to win a year of Netflix?

How do you win, you ask?

All you have to do is match the WAO staff member to their favorite movie and you could win an entire year of Netflix!

March:

Theme: March Madness (Bracket Madness)

Our Office Patients are a Slam Dunk! OR

May all your straight teeth "swishes" come true!

Patient Appreciation Gifts – little basketball kick balls (Oriental Trading) or little oranges (clementines) that you use a food-grade marker to draw basketball lines onto them.

Contest/Give-Away – Basketball Themed Gift Basket. Filled with snacks, a basketball, toothbrush, floss, mouth rinse, and whatever else you'd like to add.



Celebrate Your Name Week: March 4-10 – Fun & Inexpensive **give-away idea**: Pick 2-4 names each day (that the office is open) to post on Facebook/Instagram, the persons with those names can come by the office *on that day only* to pick up a FREE toothbrush (or lip balm). An easy way to get posts shared.

Internal Employee Appreciation Marketing Ideas

Employee Appreciation Day 1st

We can do a special day and gift for all employees

National Dentists Day: March 6th – Spend today celebrating the awesome dentists in your life! Be sure to take a picture(s) of your dentist(s) to post on your social media pages with a message of appreciation.



National Dental Assistants Recognition Week: 1st – 7th – This is the week to celebrate your hard-working assistants! Be sure to take a picture(s) of your assistants to post on your social media pages with a message of appreciation. We can plan a special lunch.



Patient, Referring Doctors, and Community Appreciation Opportunity

National Write a Letter of Appreciation Week: 1-7 – Send appreciation cards with Starbucks Gift Cards to your favorite loyal patients, your favorite referring doctors, and your favorite local businesses. “Thanks a latte from the WAO Team”

Social Media Post Ideas for March:

World Compliment Day 1st



Daylight Savings Time:



Spinach Day: 26th



Celebrate National Pi Day for Referral Partners

On Pie Day we can give out Gizdich Ranch Pies:





April:

Theme: *Spring into a Healthy & Beautiful Smile*

National Fun at Work Day: 1st – Have a silly theme for this day. For example, Crazy hair, luau, silly socks, decades day, etc. Take and Share pictures on Facebook and Instagram.

National Dental Hygienists Week: 4th – 10th (note: *this is for my Canadian friends*)

Administrative Professionals Day: 21st – Celebrate your hard-working front office team!

Educational Opportunities:

Stress Awareness Month – Share with your patients in-office and via your social media platforms how stress can negatively impact their dental health. Provide tips for reducing and dealing with stress. As well as how a bite-guard may be helpful. We can also give away stress balls (teeth).





Community Spirit Days: (April 1-30) What a great opportunity to get your name out there in the community. Here are some ideas for you...

- Neighborhood **Spring Perennial Plant Exchange** from the office parking lot.
- Find a local charity that you can support.
- Make your office a **donation drop off site** for items of need in the community (ie: non-perishable food items, books, etc.)

Growing the WAO Email Address List for National Chill Out Day held Annual April 18th or National



Hold a Snow Cone Shack Day with Kona Ice at each location. In exchange for a free snow cone, all people have to do is provide their email addresses, which WAO will then use to send a coupon for several hundred dollars off braces.

We will market this through the Chambers of Commerce and social media paid ads to work to get new patients and new email addresses. In addition, we will email our current and past customers that WAO is offering free snow cones from the Kona Ice Truck outside each practice so they can enjoy a cool treat on a hot day.



Social Media Post Ideas for April:

National Fun at Work Day: 1st

Vitamin C Day: 4th



National Siblings Day: 10th

National Garlic Day: 19th

Banana Day: 21st



National Sense of Smell Day: 24th

National Superhero Day: 28th



Contest:

Flat Doctor Contest

This is a simple but fun way to drive new business.

W and Dr. A on vacation on social media. The person who creates the best picture through Photoshop or other tricks gets a prize, like a \$300 gift card.

This makes your practice an even more engaging company for your current customers. But it also helps spread awareness of your brand over social media since people will be posting the pictures, other people will be seeing the pictures and following your Instagram or other social media profiles, and so on.

May:

1. Annual Teacher Appreciation Contest
 - a. Launched Inaugural Contest May 2022
2. Theme: National Family Wellness Month

Social Media Recommendations

World Laughter Day: 1st

Herb Day: 7th



National BBQ Day: 16th



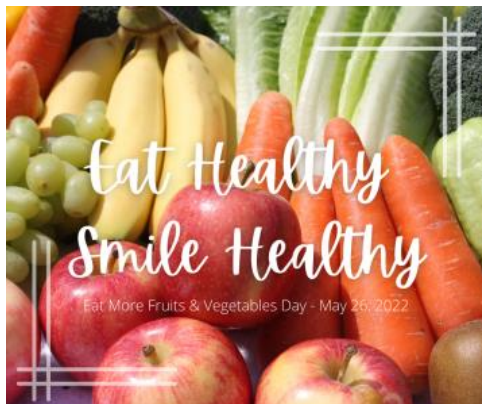
World Bee Day: 20th



World Turtle Day: 23rd



Eat More Fruits & Vegetables Day: 26th





National Smile Day: 31st



May is also National Pet Month

Match Our Pets

Match The Team Member Name with The Name Of Their Pet and You Could Win a \$100 Gift Card.





June:

1. Overall Theme:
 - a. June is Oral Health Month and Smile Month.
2. Referral Outreach:
 - a. Donut Day Campaign
 - b. Give all our referring partners donuts every June 3rd
3. **Summer Reading Programs**
 - a. Check with our local libraries to see if they are hosting any summer reading program incentives and offer to donate a prize(s).

We can also design and print some fun bookmarks that include your office information.
4. **Great Outdoors Month**
 - a. Print up a list of local parks, trails, camping sites, public pools/splash pads, kids' outdoor activity ideas, etc. for your patients to take home and share with friends, family, co-workers & neighbors. Be sure to include your office contact information. All month-long share this information on your social media pages.



5. Social Media Ideas

- a. **National Candy Month**
- b. Say Something Nice Day: 1st
- c. Donut Day: 4th



- d. Iced Tea Day: 10th
- e. Corn on the Cob Day: 11th
- f. First Day of Summer: 20th

Social Media Contest for June:

Father's Day Contest

A Toast to the Man and the Best Advice he has shared with you.

Tell us why your dad is the man and how his advice has helped you. Post on IG, Facebook or email XXXXX.

Don't forget to share a photo of you and your dad. One lucky winner will be drawn at random. Your dad will win a \$250 Home Depot Gift Certificate for Father's Day.



July:

1. Overall Theme:
 - a. July **Smiles that Sparkle & Shine**
2. **Patient Appreciation Gift Idea:**
 - a. Firework Sparklers with a note attached that says: *Thank you for making our office sparkle! We appreciate you!*



3. **July is Ice Cream Month**
 - a. Gift Idea: Weekly drawing for free ice cream cones
4. OR we can celebrate July 11th is Slurpee day with the Kona Truck Marketing idea
5. July is Watermelon Month



We can do a Step N Repeat and have patient photos taken.



August:

Theme: Back-to-School with Healthy Smiles!



Education, Community Involvement, and Special Offers

- Send a press release to local papers and news stations with “Children’s Dental Health Tips for Parents,” such as healthy snack and beverage ideas, when to visit the dentist, what-to-do in a dental emergency, brushing and flossing tips, mouthguard information, sealants information, and more.
- Facebook (live) videos sharing the aforementioned tips and ideas.
- Share social media and blog posts with dental health tips for children.
- Promote special offers just for teachers and students during August.
- August is Get Ready for Kindergarten Month – send out a press release and promote social media posts that focus on kindergarten-aged children.
- Send treats/snacks to your local schools along with some imprinted office items such as toothbrushes.



Donations – Use your office as a community donation site for school supplies or new & gently used books to be donated to local children and/or schools in need. Advertise in office, on your social media sites, to local businesses and the news media via press release that your office is collecting donations for school supplies or books.

This is a GREAT way to bring in potential new patients... when folks come into the office to drop off their donations, be sure to warmly welcome them, give a brief tour of the office, hand out small thank you gifts that are imprinted with your office information or have a raffle they can enter to win a prize.

Or you could do this...

August is “Happiness Happens Month” – Theme: Happiness & Healthy Smiles

Throughout the years, studies have shown that there is a connection between happiness and dental health. That means maintaining your dental health will lead you and your children, friends, and family, to a healthier, happier life down the line.

Patient Appreciation Gift Idea

S’Mores Day is Aug. 10th – Give away little s’more ingredient kits with a note that says: *We Need S’More Patients Like You. Thank you for your Referrals!*





Back To School Front Office Campaign

Guess how many crayons are in the jar and you could win a backpack full of school supplies and a \$50 Amazon Card for school supplies.



September:

Theme: *Fall* in Love with a Beautiful & Healthy Smile

Giving-Away – Drawing for a **Fall Themed Gift Basket** / Patients can enter the drawing by leaving a review on Google and/or Facebook, referring their friends & family, and for *coming in* for their appts in September.



September is National Honey Month: Give away little jars of honey with a label or tag that says, for example, *"Thank you for Bee-ing an Awesome Neighbor!"* **OR** to your referring offices, you can say *"Your Referrals Are Sweet As Honey – Thank you!"*



September is National Fruit & Veggie Month – You could do a quick Facebook live video and/or post content to your social media platforms all about Nutritious School Snack Options. Perhaps, you could even create a cute, simple hand-out for your patients with a list of nutritious snack options and surprisingly unhealthy snacks.



Social Media Recommendations for September:

Bacon Day: 5th

Banana Day: 11th



Grandparent's Day: 12th



Talk Like a Pirate Day: 19th

First Day of Fall: 22nd



Family Health and Fitness Day USA: 25

October: This is WAO's MONTH!

Theme: *Orthodontic Health Month!* Healthy & Beautiful Smiles!

- **Dental Hygiene with Braces** – Share posts, pictures, and videos on your social media platforms and your Google My Business listing all about how to care for your teeth with braces, how to care for your clear aligners, and how to care for your retainers. (BTW October is also Dental Hygiene month)
- **Brace Friendly Candy** – Share on your social media platforms what candy to avoid and what snacks/treats are brace friendly.
- **Reviews / Testimonials** – Encourage patients to leave a review/testimonial on Google, Facebook, etc.
- **Invisalign** – Use this as an opportunity to promote Invisalign. This time of year, people are thinking about gift ideas and want to get their smile camera-ready for their end of year parties.
- **Before & Afters** – All month-long feature before and after ortho photos on your social media pages.
- **Q & A Video Sessions**– Use your social media platforms to post short videos of the doctors and/or team members answering frequently asked questions.



- **Special Pricing** – During the month of October offer special pricing or some kind of BOGO offer which will encourage them to tell their friends about you
- **Gift Ideas for Referring Dentists and their Teams :**
 - **World Smile Day** – October 2nd – Put together smile themed gift baskets.
 - Or do a team smiles photo contest. Office photo with the most FB or IG likes wins.
- **Cupcake Day:** October 17th – Deliver cupcakes to referring offices with a note attached that says: *"Your referrals take the cake"* or *"Thank you for your sweet referrals."*

Social Media Contest

Spootakular

For Halloween we can give away pumpkins and have a pumpkin carving contest.



Additionally give away a pumpkin to every referring office to decorate and display by October 20th at WAO offices.



Event Idea at Each Location:

- To kick off the month we can have a Chamber Ribbon Cutting at each location and celebrate National Taco Day with a taco truck, invite the Chambers and have a celebration.

Patient Appreciation Gift Idea:

- October is **National Popcorn Poppin' Month** – Give your patients a bag of microwave popcorn or little bags filled w/flavored popcorn with a tag attached that says: *"You make us POP with Appreciation"* or *"Your Referrals are POPPIN' – Thank you!"*

Patient Contest:

- **National Knock-Knock Jokes Day: 31st**

Social Media Post Ideas for October:

Spinach Lovers Month

World Smile Day: 2nd





National Taco Day: 4th

**Taco 'bout how
awesome our
patients are!**
Happy National Taco Day!



November:

- **Candy Buy Back** – If you're starting off the month of November hosting a Candy Buy Back event... be sure to promote it with posts and videos via your social media platforms, and alert the local TV news, and online & print newspapers too.
- **World Kindness Week: 8th – 14th AND Random Acts of Kindness Week: 16th – 23rd – Time to spread some kindness!** Here are a few ideas...
 - Give your patients that come in for an appointment a special surprise gift or treat.
 - Deliver gifts to a few of the local businesses.
 - Reach out to your inactive, unscheduled patients to let them know you're thinking about them.
 - Is there a patient coming in this month for treatment that is experiencing serious financial hardship and would benefit from some extra kindness by you donating some of their dental treatment?



Social Media Post Content Ideas for November

National Gratitude Month

National Brush Day: 1st (Share videos of proper brushing techniques and how to choose which toothbrush is best)





Cinnamon Day: 1st



World Hello Day: 21st



Flossing Day: 26th (Share video demonstrating flossing techniques and tools)





Referral Partner Campaign in honor of National Bundt Cake Day November 15th

Bundt cakes could be fun too from Nothing But Bundt Cakes:



December:

Community Involvement: Donations – Open your office as a drop-off Location for donations of **non-perishable food items** or **winter gear** for families/individuals in need.

Patient Appreciation Gift Idea

Cookie Cutter Week: 1-7 – Purchase a variety of cookie cutters to individually package and seal with an office label that says: “Our Patients Are a *CUT* Above the Rest!”



Cookie Day: 4th and Hot Cocoa Day: 12th – All month long you can give away individually wrapped cookies with a packet of cocoa and a tag/label attached that says *"Warm Wishes for a Sweet Winter"*.



To encourage patients to keep their scheduled appointments during December, consider having a drawing for a gift basket (ie: filled with hot cocoa supplies) or gift card to a local business that your patients can enter to win when they come in for their dental appointment before December 23rd.



Travel Toothbrush Bags – Many of your patients travel during the holidays – Surprise them with a small gift for their travels. Put together toothbrush bags that include a toothbrush, floss, toothpaste, and a “what to do in a dental emergency” handout. You could also include other travel-sized items such as lotion, Advil, lip balm, etc.

Social Media Post Content Ideas for December:

National Pear Month



National Cupcake Day: 15

Winter (Winter Solstice): 21

National Candy Cane Day: 26

**goodwill
central
coast** 
Donate Stuff. Create Jobs.





Social Media Marketing

Back-to-school shopping with kids in tow can lead to some life lessons

goodwill central coast
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Making plans for

4th of July

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Head up your class with style & sass + a few fab

#GoodwillFinds!

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Back-to-School Campaign

Get Your *Kicks* at Goodwill!

A red backpack and a pair of red sneakers are shown against a red background with white chalk-like drawings of a basketball, a book, and a trophy. The items are resting on a wooden plank.

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central
coast
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Put the BACKpack
in Back to School at
Goodwill!

A pink backpack is shown in a circular frame, filled with various school supplies like pencils, pens, and a notebook. The background is light blue with decorative circles.

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central
coast
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Get **Organized**
With School
Supplies
From Goodwill!

A collection of school supplies including scissors, pens, pencils, and a ruler are organized into white bins. A stack of books and a red notebook are also visible.

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central
coast
Donate Stuff. Create Jobs.





Back-to-School Campaign

Stand out with something unique
by fashioning some
#GoodwillFinds!

goodwill
central coast
goodwill
Donate Stuff. Create Jobs.

This advertisement features a striped polo shirt, a pair of green sneakers, and a pair of dark shorts. The background is white with faint line-art icons of school supplies like a pencil, paper, and a backpack. The text is in a clean, sans-serif font.

Getting ready for the new semester?
Here are a few of our favorite
#GoodwillFinds!

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BACKTOSCHOOL

This advertisement shows a desk with school supplies including a calculator, pencils, a pencil sharpener, and notebooks. The calculator screen displays 'BACKTOSCHOOL'. The background is a warm orange color with faint line-art icons of school supplies. The text is in a clean, sans-serif font.

From preschool to college life,
Goodwill has something
for every student's needs

goodwill
central coast
goodwill
Donate Stuff. Create Jobs.

This advertisement features a young girl and a young woman, both wearing glasses and holding books. The background is a solid purple color. The text is in a clean, sans-serif font.





Donation Drive

goodwill central coast goodwill
Donate Stuff. Create Jobs.

Empower Kids to Make a Difference

DONATION TOYS

DONATION

A young girl is smiling and holding wooden blocks, standing next to a cardboard box labeled 'DONATION TOYS'. A woman is smiling and holding up a blue t-shirt, standing next to a cardboard box labeled 'DONATION'.

goodwill central coast goodwill
Donate Stuff. Create Jobs.

Day is the perfect time to **declutter** after a busy summer

A woman is smiling and holding a large stack of folded clothes, standing in front of a closet.

goodwill central coast goodwill
Donate Stuff. Create Jobs.

Empower Kids to Make a Difference

Goodwill

A young boy is smiling and standing next to a cardboard box labeled 'DONATION' and 'Goodwill'. A woman is smiling and standing next to a cardboard box labeled 'DONATION' and 'Goodwill'.





Donation Drive



goodwill central coast
Donate Stuff. Create Jobs.

At the next stage of your musical journey?

Allow someone else to make sweet music with that old, tired instrument. It could mean so much more in the hands of someone else.



goodwill central coast
Donate Stuff. Create Jobs.

All that clutter deserves a better home

Donate those unused or unwanted items to Goodwill Central Coast by Dec. 31



goodwill central coast
Donate Stuff. Create Jobs.

Have you checked the attic lately?





Information Drive

goodwill central coast
Donate Stuff. Create Jobs.

Have you lost income due to the impact of COVID-19?
If so you may be eligible for rent and utility assistance.

To learn more and to check eligibility, visit here, or go to www.MCRentHelp.com

COVID-19 Vaccination Record Card

At Goodwill Central Coast, the health and well-being of our employees, their families and the community remain a critical part of our mission.

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Donate Stuff. Create Jobs.

goodwill central coast
Donate Stuff. Create Jobs.

If you live in Monterey County and experienced a loss of income due to the pandemic, you may qualify for Emergency Rental Assistance.

To learn more and to check eligibility, visit here, or go to www.MCRentHelp.com





SPREADING GOODWILL INTO CARMEL!

Goodwill Central Coast's first-ever Attended Donation Center in Carmel

Be a Goodwill ambassador. Donate unused or unwanted items to help further our mission to create employment opportunities while diverting waste from our landfills.

26350 Carmel Rancho Lane, Carmel Rancho Shopping Center
Open daily from **8:30 a.m.** to **7 p.m.**
visit www.ccgoodwill.org



SPREADING GOODWILL INTO CARMEL!

Goodwill Central Coast's first-ever Attended Donation Center in Carmel

Be a Goodwill ambassador. Donate unused or unwanted items to help further our mission to create employment opportunities while diverting waste from our landfills.

26350 Carmel Rancho Lane, Carmel Rancho Shopping Center
Open daily from **8:30 a.m.** to **7 p.m.**
visit www.ccgoodwill.org



goodwill central coast
Donation Center

STORE HOURS
Monday - Saturday
9 AM - 7 PM
Sunday
8 AM - 6 PM

New Donation Center Ad





Halloween Campaign





Halloween Campaign

goodwill central coast goodwill
Donate Stuff. Create Jobs.

HALLOWEEN SALE

Orange Tag Sale
50% OFF

All Halloween Items Starting Wednesday October 20th through Halloween Day

This banner features a large full moon, a silhouette of a witch holding a bag of pumpkins, and several jack-o'-lanterns in a graveyard setting. The Goodwill logo and tagline are in the top left.

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Donate Stuff. Create Jobs.

HALLOWEEN SALE

All Halloween Items on SALE until supplies last.

Orange Tag Sale
75% OFF

This banner features a large full moon, a silhouette of a witch, and several jack-o'-lanterns in a graveyard setting. The Goodwill logo and tagline are in the top left.





Holiday Campaign

goodwill central coast
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Let's talk turkey!

Dress your Thanksgiving table with treasures from any of our 16 Goodwill Central Coast stores.

Find out more at ccgoodwill.org

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goodwill
Donate Stuff. Create Jobs.

Food for thought

As you sit around your Thanksgiving table dressed with treasures from Goodwill, someone else is giving thanks for an upcoming job interview.

Find out more at ccgoodwill.org





Holiday Campaign



goodwill
central
coast 
Donate Stuff. Create Jobs.
**Don't be
a statistic**

Find out more at ccgoodwill.org



**Celebrate
ugly!**

goodwill
central
coast 
Donate Stuff. Create Jobs.

Find out more at ccgoodwill.org



goodwill
central
coast 
Donate Stuff. Create Jobs.

**We embrace
procrastination!**

Don't fret, Goodwill Central Coast stores
are open on Christmas Eve!

Find out more at ccgoodwill.org





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Donate Stuff. Create Jobs.

Don't get your tinsel in a tangle!

Find out more at ccgoodwill.org

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Don't get your tinsel in a tangle!

Find out more at ccgoodwill.org

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Don't get your tinsel in a tangle!

Find out more at ccgoodwill.org



Thank You



Donate Stuff. Create Jobs.



Proposed Total Professional Fee and Fee Schedules San Lorenzo Valley Water District

Proposed Total Professional Fee Schedule

Timeline: 12-Month Period of Time

Budget

Phase 1:

- Months 1-2
- Approx. Hours: 75
- Budget: \$7,125
- Billing date: \$3,562.50 per payment (Payments Net 15)

Phase 2:

- Months 2-4
- Approx. Hours: 120
- Budget: \$11,400
- Billing date: \$5,700.00 per payment (Payments Net 15)

Phase 3:

- Month 5- 12.
- Approx. Hours: 320 spread over 8 months 40 hours per month
- Budget: \$30,400
- Billing date: \$3,800 per payment (Payments Net 15)

NOTE: Until we can review the project with the client it is difficult to estimate:

- Design Needs
- Website Design and SEO Needs
- Internal Needs
- Note: Translation costs are not included in this proposal
- **Note: This proposal can be reduced in fee or increased based off design and website needs once we learn the scope of work.**
- **Budget:**
- 515 hours per year for a total of \$48,925

This estimate does not include the cost of printing, postage, ad buys or any out of pocket costs. Client will approve all costs prior to each phase.

Project Payment Schedule:

The Buzz works with clients to break out payments in a manner that works best for them. We recommend

monthly payments so the payments are spread out over the year.

Contact Information:

Marci A. Bracco Cain/The Buzz PR

1320 B Main Street, #235 Salinas, CA 93901

E-mail: marci@thebuzzpr.net

Phone: 831-747-7455



RFP for

Communications & Outreach Services

Prepared by Miller Maxfield, Inc.
Strategic Communications & Public Affairs
133 Mission Street, Suite 101
Santa Cruz, CA 95060
(831) 227-6469



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Executive Summary

Miller Maxfield, Inc. is a locally owned, award-winning strategic communications and public affairs firm that was established in 2002. Delivering a full array of services, we help our public sector, nonprofit and small business clients develop and execute dynamic, engaging communications strategies that have measurable impacts.

Our work is defined by our ability to effectively tell our clients' stories, utilizing skills and strategies that are tailored to each client and project. Miller Maxfield's services include strategic analysis, messaging, stakeholder and community engagement, branding and graphic design, social media strategy, digital marketing, media relations, event production and promotion, website development and maintenance, video production and crisis communications.

For our clients, we provide essential understanding and insights into the most effective strategies and tactics required to educate target audiences, earn support, and prevent and/or solve misunderstandings related to important public sector projects.

Miller Maxfield has extensive knowledge of Santa Cruz County's diverse communities, and their hyper-local characteristics and unique cultures. Our experienced and determined team combines that knowledge with professional execution of proven, creative strategies that help build public trust and lead to successful outcomes.

Miller Maxfield's Unique Qualifications to Represent SLVWD

As the communications firm of record for the San Lorenzo Valley Water District (SLVWD) from 2013-2018, as well as Santa Margarita Groundwater Agency (SMGWA) from 2018-2022, Miller Maxfield is well positioned to once again serve SLVWD to meet its communications needs and goals.

Miller Maxfield's experience with SLVWD and SMGWA is substantially augmented by our current and past work with a wide variety of organizations that serve the San Lorenzo Valley and the broader region. Covering a wide range of sectors and interests, such as parks, transportation, human services and business/economy, a few of those organizations include Santa Cruz Community Health (which recently opened its new clinic in Ben Lomond), Roaring Camp Railroads, METRO, Friends of Santa Cruz State Parks (which is partnering with State Parks to reopen and rebuild Big Basin), Central Coast Community Energy, and Housing for Health (the County department dedicated to addressing homelessness via programs such as Project Homekey, which recently provided funds for the Veterans Village project).

Miller Maxfield understands water agencies. In addition to our experience with SLVWD and SMGWA, our depth of experience includes service for Pajaro Valley Water Management Agency, Santa Cruz Water Department, Scotts Valley Water District, Mid-County Groundwater Agency, Marina Coast Water District and Salinas Valley Basin Groundwater Sustainability Agency.

Our specific experience with water agencies includes knowledge of water supply systems, capital improvement projects, the Proposition 218 process, community engagement and events, drought and climate change response campaigns, customer service programs, employee recruiting and crisis communications, as well as routine communications support, such as social media strategy and content, website maintenance, email newsletters, direct mail, bill inserts, advertising, signage and more.

Executive Summary

With respect to SLVWD, Miller Maxfield understands the important and unique balancing act continuously faced by the District, some examples of which include:

- Recovery from the CZU Fire - resilience, sustainability and available funding.
- Sources of water – streams and wells, influenced by annual rainfall patterns and sustainability goals.
- Conveyance – investment in pipes, pumps, tanks and inerties.
- Rates – the need to show deep respect for the high cost of living in our area that heavily impacts ratepayers and also the high cost of maintaining a reliable and resilient water system.
- The culture and politics that make SLV a special place.

The San Lorenzo Valley, taken as a whole, is a community that holds fierce pride in the need to protect the beauty and culture of living in the Santa Cruz Mountains. Living in the Valley also means being prepared for anything, especially natural disasters. The people of SLV have a long-standing and widely known reputation for taking care of each other – in both the simplest and most heroic ways, no matter what.

But understanding life in the Valley also means understanding the individual communities that comprise SLV. There are situations when the needs of Felton or Ben Lomond may not be the same as Brookdale or Boulder Creek, which are different still from Lompico or Zayante. In addition, SLVWD's service to areas in and adjacent to the City of Scotts Valley have their own unique set of needs.

SLVWD holds a critical role not only because of its management of the water system and watershed, but also because it is a public agency that serves essentially the entire unincorporated Valley (and a bit beyond) AND is also headquartered in the Valley, managed by an elected board that is accountable to local voters.

Miller Maxfield recognizes at an intuitive level how important it is to understand the Valley and the way it relates to SLVWD. Respect for ratepayers and the Valley way of life is foundational to successfully supporting the District's communications and outreach efforts. Miller Maxfield is experienced, qualified and well positioned to provide all services required to meet SLVWD's goals.

Identification of Prime Consultant

Miller Maxfield, Inc.
133 Mission Street, Suite 101
Santa Cruz, CA 95060

Legal entity: Corporation
Contact: Bill Maxfield, Principal
133 Mission Street, Suite 101
Santa Cruz, CA 95060
Phone: 831-227-6469
Email: bill@millermxfield.com

Miller Maxfield Team

The Miller Maxfield team includes:

Principals: 2
Senior Director: 1
Community Engagement Managers: 2
Creative Services Manager: 1
Graphic Designers: 2
Content Creator: 1
Special Projects/Office Manager: 1

Total number of team members: 10

Identification of Sub Consultant

Colleen Valles, Technical Writer
522 Flora Lane
Scotts Valley, CA 95066

Legal entity: Sole Proprietor
Contact: Colleen Valles
522 Flora Lane
Scotts Valley, CA 95066
Phone: 831-524-6765
Email: colleen@colleervalles.com

Organization and Experience of the Team

The Miller Maxfield team assigned to SLVWD will consist of Bill Maxfield (Principal), Jennifer Murray (Senior Director), Tiffany Martinez (Community Engagement Manager), Natasha Del Rio (Creative Services Manager) and Colleen Valles (Technical Writer).

Jennifer Murray will serve as Team Manager. In this role, Jennifer will drive strategy development, ensure reporting and budgeting goals are met and provide quality control. Jennifer brings expansive experience in client services, including nearly nine years at Miller Maxfield, five of which included service to SLVWD. Jennifer's specific experience includes developing and executing outreach plans for many water agencies. Her experience with water agencies, has included management of every aspect of community outreach, including media outreach, writing, community meetings and workshops, collateral materials creation and production, crisis communications, social media strategy, website development and more.

Tiffany Martinez will serve as day-to-day contact, and will be responsible for generating content and ensuring all activities and deadlines are met. Colleen Valles will provide technical writing services. Natasha Del Rio will hold primary responsibility for all graphic design and printed production services. Bill Maxfield will provide oversight and strategic input, as well as ensure accountability. Please see below for Miller Maxfield's organization chart and team resumes.

In addition to day-to-day communication SLVWD will have with Tiffany, Jennifer and Bill will be available for direct contact with the SLVWD team as needed for scheduled and unscheduled meetings.

Most members of the Miller Maxfield team have worked together for numerous clients, especially on work related to the water industry. Current/recent examples include Santa Margarita Groundwater Agency, Pajaro Valley Water, Scotts Valley Water District, Santa Cruz Water Department and Salinas Valley Basin Groundwater Agency. Colleen Valles will join the team in support of SLVWD, augmenting Miller Maxfield's capacity to distill and explain complex water concepts and policies by leveraging her experience in the industry and background as a journalist.

The Miller Maxfield team approach will be rooted in our core values of accessibility, responsiveness and a high level of collaboration among members of the Miller Maxfield team, as well as with the SLVWD team. The Miller Maxfield team will operate through a hybrid office-home work plan, with time in the office anticipated to be at least 50% of the time. The team will adapt to SLVWD's preferred methods of communication, anticipating some combination of email, text, phone, Zoom and in-person communication.

Miller Maxfield anticipates there will be routine communication with the SLVWD team through regularly scheduled meetings to review progress toward specific outreach plans. Regular meetings of the Admin Committee and marketing team (to be attended by at least two members of the Miller Maxfield team), will undoubtedly be combined with frequent email, etc., as well as visits to the District offices and field operations, which could occur with some spontaneity depending on circumstances. The Miller Maxfield team is prepared to embrace this model in collaboration with the SLVWD team.

12-Month Planning Schedule

Miller Maxfield proposes a two-phase approach to delivery of a 12-month planning schedule. Phase 1 will focus on planning and Phase 2 will focus on execution of core strategies. It is anticipated there may be overlap between the two phases.

Throughout both the planning and execution phases, Miller Maxfield will provide all strategic development and project management required, attend regular meetings with the SLVWD team and will monitor monthly tasks to ensure strategies are on track and delivered within the approved budget. Miller Maxfield will also provide a monthly written report of activities and outcomes.

Phase 1: Planning August – September, 2022

The planning phase will begin with communication and collaboration with SLVWD's executive and communications team members to review current activities and messaging, as well as review and confirm key SLVWD projects and goals for the 12-month period. This due diligence will enable Miller Maxfield to identify opportunities and challenges for outreach and marketing activities and timelines as we proceed through the planning phase.

From these initial meetings and research, Miller Maxfield will create an actionable outreach plan, including specific strategies and tasks for community events/workshop concepts. The plan will also include details related to roles for Miller Maxfield and SLVWD, responsibilities and timing.

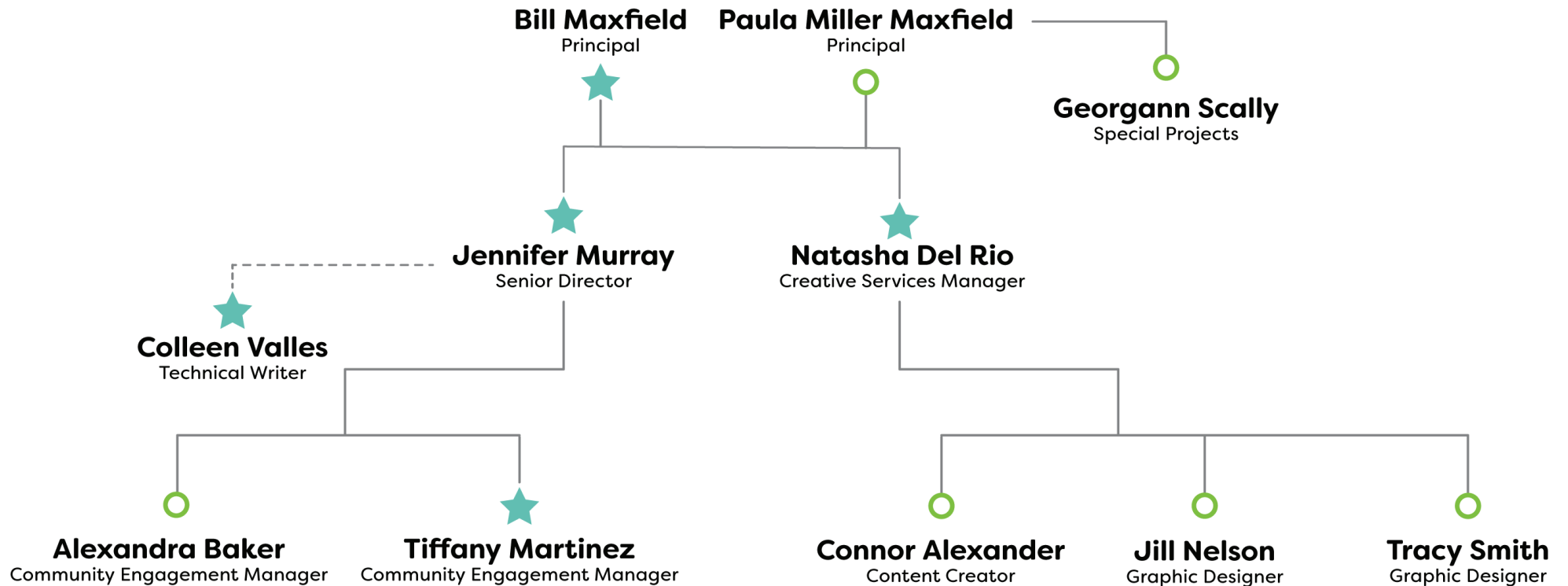
Phase 2: Execution October 2022 – July 2023

Miller Maxfield will transition from the planning mode into execution of the outreach plan, which is anticipated to include a mix of ongoing monthly activities (social media, etc.) and project-specific activities such as community events/workshops and related collateral materials.

We anticipate we will recommend a series of community meetings (target of three) taking place November, January and February. However, the actual number of workshops and timing of workshops is dependent on SLVWD goals and relevant milestones related to funding, etc.

Some activities may cross over between ongoing monthly activities and project-specific work, such as media relations. For example, media outreach (including press releases, etc.) and media tours could be timed to be integrated with community events/workshops.

Organization Chart



★ SLVWD Primary Team

Resumés



Bill Maxfield, Principal

For 25 years, Bill has been creating and implementing innovative communication plans. He is known for his unique ability to transform communication challenges into

communication wins, a skill he has leveraged through positions held in the public, private and nonprofit sectors. In addition to communication roles held at Silicon Valley start-ups, Bill served as Assembly Budget Committee Chair John Laird's communications director for five years until Mr. Laird's term ended. Today, Bill leads the team at Miller Maxfield, Inc. through strategic planning, message development, community engagement, media relations and crisis management. Bill has developed Miller Maxfield's presence in the public sector, working on behalf of many of the region's most important organizations and projects.

Relevant Work History

- Principal, Miller Maxfield, Inc. (2009-present)
- Communications Director, CA State Assemblymember and Budget Committee Chair John Laird, Sacramento and Santa Cruz, CA (2004-2008)

Education

Bill graduated from San José State University with a degree in Political Science-Public Administration and a minor in Business Management.



Jennifer Murray, Senior Director

Jennifer Murray is an award-winning writer, editor and multimedia journalist. A communications professional with more than a decade of experience crafting stories and managing content distribution

in both online and traditional formats, Jennifer keeps her finger on the pulse of emerging communication channels. Jennifer also delivers as a stellar event planner, known for her organization and management of the beloved Mole & Mariachi Festival and numerous local triathlon events. Jennifer is the senior director at Miller Maxfield. In this role, she coordinates projects, provides strategic and creative input to clients, secures earned media coverage through compelling press releases, manages social media accounts on multiple platforms, oversees advertising campaigns, develops website content and collaborates with clients to tell their stories.

Relevant Work History

- Senior Director, Miller Maxfield, Inc., Santa Cruz, CA (2014-present)
- Senior Local Editor, Patch.com (AOL Newsmedia), Watsonville, CA (2010-2013)
- Reporter, Santa Cruz Sentinel, Santa Cruz, CA, (2006-2010)

Education

Jennifer graduated from Southern Oregon University with a degree in Communications-Journalism and a minor in Ethics.



**Tiffany Martinez,
Community Engagement Manager**

Skilled in a variety of community outreach and engagement strategies and tactics, Tiffany brings a high level of organization, attention to detail and tenacity to her work. Tiffany served as the branding and communications associate for YWCA of Monterey County. In that role, Tiffany lead the planning and execution of several community awareness campaigns including Stand Against Racism, Human Trafficking Awareness and the MC Gives fundraising campaign. Tiffany served as the head editor for SJSU's Communication Studies Program/Cognella Academic Publishing, co-authoring auxiliary materials for the "Empowering Public Speaking" textbook written by Deanna Fassett & Keith Nainby.

Relevant Work History

- Community Engagement Manager, Miller Maxfield, Inc., Santa Cruz, CA (2021-present)
- Executive Assistant/Communication & Branding Associate, YWCA Monterey County, Salinas, CA (2020-2021)
- Head Editor, SJSU Communication Studies Program/Cognella Academic Publishing, San Jose, CA (2020)

Education

Tiffany graduated from Cal State University-Channel Islands with a degree in Business Communications and from San José State University with a master's degree in Communication Studies.



**Natasha Del Rio,
Creative Services Manager**

Natasha Del Rio is an adept graphic designer with experience working with a broad set of organizations from corporate brands to small businesses. Natasha's artistic sensibilities are best described as modern and whimsical. With a wide-ranging skillset including hand-made, digital and interactive media, Natasha delivers on-brand designs across different elements. Natasha's experience working in the corporate sector where she created prototypes, brand guides, designed ecommerce pages and public-facing collateral have benefitted from her diverse skillset. Natasha serves as the lead designer for a variety of projects that utilize her expertise in illustration, print design and brand design. As Creative Services Manager, Natasha also manages Miller Maxfield's team of design resources.

Relevant Work History

- Creative Services Manager, Miller Maxfield, Inc., Santa Cruz, CA (2022-present)
- Graphic Designer/Production Coordinator, AdVision Outdoor, Tuscon, AZ (2019-2022)
- Freelance Designer, Self-Employed, Santa Cruz, CA (2018-2022)

Education

Natasha graduated from the University of California, Santa Cruz with a degree in Art & Design: Games & Playable Media.



**Colleen Valles,
Technical Writer**

Colleen Valles is an award-winning writer who helps organizations tell their sustainability stories. After nearly a decade spent as a reporter, which included covering environmental issues for the Associated Press, she turned her research and writing skills toward communications in complex industries including housing and land use, water, transportation, energy and education. Colleen has written a variety of content for publications, public and private organizations, executives and elected officials, always with an eye toward making complicated issues engaging and relatable. Her work combines the two things she's passionate about: writing and making the world a better place.

Relevant Work History

- Digital Brand Journalist, Cella, (2022-present)
- Freelance Sustainability Writer, Freelance, Sacramento, CA (2006-present)
- Public Information Representative II, Santa Clara Valley Water District, San José, CA (2015-2019)

Education

Colleen graduated from the University of California, Santa Barbara with a degree in Arts, English Language and Literature.

Experience and Past Performance

Water agencies in the Monterey Bay area are continuously planning and implementing important programs and infrastructure projects to meet the demands created by impacts from climate changes, drought cycles, supply challenges, aging infrastructure and regulatory requirements. Communication and connection with ratepayers is vitally important.

The Miller Maxfield team has developed an intuitive level of expertise about what works and what does not work when it comes to developing and implementing public outreach plans. What follows are summaries that describe our experience on behalf of several local clients, including water agencies and other public-serving organizations that have relevance to the anticipated work in support of SLVWD. Summaries include Pajaro Valley Water Management Agency, Central Coast Community Energy, Friends of Santa Cruz State Parks, Santa Margarita Groundwater Agency and SLVWD.

Pajaro Valley Water Management Agency (PV Water)

2016 - present

PV Water exists for the purpose of ensuring sustainable groundwater resources for the Pajaro Valley, with a footprint that covers portions of Santa Cruz County and Monterey County. The agency utilizes a Basin Management Plan (BMP) to reduce groundwater overdraft and seawater intrusion. The BMP includes projects and strategies that process and deliver recycled water, develop new water supplies and reduce demand through conservation.

Miller Maxfield serves PV Water to support a wide variety of communication and outreach projects, with a special focus on key infrastructure programs such as the College Lake Integrated Resources Management Project and the Watsonville Area Water Recycling Facility.

Activities have included strategic counsel, securing earned media coverage through writing and distributing press releases, printed and digital materials design and production, development of key messaging documents including frequently asked questions, social media content and execution, and production of web, radio and TV advertising.

Our work on the College Lake project spans several years. Beginning in 2022, major activities will shift to focus on the construction phase of the project. A pipeline associated with the project will span much of the City of Watsonville, creating significant impacts for motorists and other residents. Miller Maxfield is anticipated to support PV Water throughout the construction phase by executing community outreach meetings, advertising, direct mail, project signage, social media, earned media and more.

Contact: Brian Lockwood, General Manager, (831) 722-9292
Average Annual Budget: \$35,500

See examples on [page 17](#)

Experience and Past Performance

Central Coast Community Energy (formerly Monterey Bay Community Power)

2016 - present

Miller Maxfield was selected in 2016 to support communications and marketing needs for Monterey Bay Community Power during the pre-JPA/agency formation phase for the effort to establish the entity in Monterey, San Benito and Santa Cruz Counties.

During the pre-JPA/agency formation phase for Monterey Bay Community Power, we provided messaging, branding, social media, media relations, public affairs and community outreach services. Specific services included establishment of core messaging and talking points, design and production of printed materials and giveaway items, PowerPoint presentations, launch and maintenance of social media channels, email newsletter, local media engagement through press releases and story pitching, Spanish translation of all printed materials, development and execution of community engagement events, strategic counsel and creation of an award-winning video.

In 2020, Miller Maxfield was awarded the opportunity to rebrand Monterey Bay Community Power as Central Coast Community Energy. The new name and brand reflect the agency's expansion into San Luis Obispo and Santa Barbara Counties. The rebrand work included brand story development, logo creation (informed by a survey-based customer and stakeholder input process), supporting icons, email newsletter template, brand usage guide, print and digital ad campaigns, website review, brand rollout strategy, and full graphic design and marketing support through and beyond the rebrand launch.

Miller Maxfield continues to provide strategic counsel and graphic design services on an annual basis.

Contact: Peter Berridge, Manager of Energy Communications,
(831) 641-7204

Average Annual Budget: \$85,000

See examples on [page 17](#)

Experience and Past Performance

Friends of Santa Cruz State Parks

2009 - present

Friends of Santa Cruz State Parks (Friends) works in close partnership with California State Parks through a co-management agreement to support 32 state parks, beaches and historic parks, covering all of Santa Cruz County and coastal San Mateo County. Miller Maxfield serves all of Friends' marketing/communications needs. Friends supports State Parks by providing over 100 visitor service aides who are Friends' employees, funding numerous State Parks interpreter positions, operating ParkStores and other visitor services, and funding a wide variety of capital improvement projects.

Miller Maxfield's scope of work for Friends includes all of the organization's messaging, media relations, social media, video and photography, graphic design, website, branded merchandise, event promotion and strategic communications planning. Miller Maxfield also served as the event producer/manager for the Mole & Mariachi Festival that ran from 2013-2019.

The San Lorenzo Valley and surrounding area are a major focus of Friends' work because they support Henry Cowell Redwoods (also including the Fall Creek unit of the park) and Big Basin Redwoods. Miller Maxfield's work for Friends took on a new level of importance and urgency during and after the CZU Lightning Complex Fire. While Big Basin was still on fire, we launched the Friends Fire Fund to raise money for those who lost their homes in the park and to help fund the rebuilding process. The Miller Maxfield team, many of whom are proposed to serve SLVWD, has visited Big Basin numerous times to help document and tell the story of fire recovery and the planning for rebuilding.

Miller Maxfield's work for Friends related to the CZU Fire has included collaboration with State Parks leadership, narrative development, publicity in support of fundraising, media events and media tours, social media content, and production of a [video and 3D scan](#) of the park to mark the one-year anniversary of the fire. Most recently, Miller Maxfield coordinated the reopening of the park by developing the online reservation system, creating signage and graphics, coordinating media, providing photography support and promoting the reopening through social media.

Contact: Bonny Hawley, Executive Director, (831) 325-1504
Average Annual Budget: \$100,000

See examples on [page 18](#)

Experience and Past Performance

Santa Margarita Groundwater Agency 2018 - 2022

Following initial one-time projects to create the logo and website for Santa Margarita Groundwater Agency, Miller Maxfield was selected to be the communications and outreach support for the agency. Our work was generally organized into two tracks: 1) development of the Communications & Engagement Plan as a required component of the agency's state-mandated Groundwater Sustainability Plan (GSP), and 2) execution of community outreach and engagement activities throughout the agency's work to create and submit the GSP.

Miller Maxfield's community outreach and engagement work spanned a broad range of strategies and activities. A core highlight was assisting with the concept and execution of the agency's 2019 three-part series of community meetings, held in Felton in January, February and March. Our specific responsibilities included creation and production of all printed materials, program/speaker development, event publicity and promotion, on-site event support, video production and media relations.

Other notable highlights included writing a summary of each monthly board meeting, including distilling highly complex concepts; creation of numerous explainer graphics to increase understanding of the GSP; supporting execution of groundwater basin public tours, including concept, materials and publicity; ghost-writing and placing op-eds; executing the community event, "Drought: Global Challenge, Local Solutions"; development of the Communications & Engagement Plan, informed by a high degree of collaboration with staff; and layout/design for the GSP final document.

Contact: Piret Harmon, SMGWA staff, (831) 600-1902

Average annual budget: \$35,000

See examples on [page 18](#)

Experience and Past Performance

San Lorenzo Valley Water District 2013 - 2018

Miller Maxfield was hired by the San Lorenzo Valley Water District to support the District's ongoing CIP-driven process to fund and upgrade its water system. To support the district's CIP process, we designed and promoted a series of community meetings to encourage public input. In addition, we increased public understanding of the local watershed and key district projects, such as the replacement of Probation Tank. For the Probation Tank, we supported the District by helping to tell the story of the tank, which was accomplished primarily by pitching local media and arranging tours of the tank site that featured remarks and explanation by District representatives. We repeated this approach for other elements of the water system, including pipelines and water treatment.

A marquee project was the grant-funded Intertie Project, which linked previously independent regions of the District and also connected the District to neighboring Scotts Valley Water District for emergency water needs. The Miller Maxfield team provided messaging and continuous updates about the project, culminating in planning and execution of a press conference to celebrate the completion of the project.

Disaster response communications support was a service Miller Maxfield remained on standby to provide, and did so following damage to the Lyon Treatment Plant access road. Our services included writing and distributing updates to media, arranging media access to the site and assisting with follow up responses to media. Similar support was provided for other incidents, such as the Bear Creek Road water main break.

In addition to disaster response support, crisis communications support was also provided to the District during some notable and highly challenging circumstances. Miller Maxfield delivered counsel and advice that emphasized transparency, responsiveness, best practices and professionalism.

Throughout Miller Maxfield's tenure with SLVWD, we supported the District's communications needs related to watershed protection. This was achieved by promoting important watershed projects, such as the Fall Creek Fish Ladder. In addition, we promoted grant awards, the annual Valley Women's Club River & Road Clean Up, Groundwater Awareness Week and more.

Miller Maxfield also provided comprehensive support for the District's response to the 2014 drought, including messaging, media relations, bill inserts, postcards, banners and more.

Services and skillsets provided by Miller Maxfield included writing, media relations, strategy and messaging, community outreach and event management, graphic design, advertising, social media, printing, direct mail production and crisis communications.

Contact: Rick Rogers, District Manager, (831) 338-2153
Average annual budget: \$44,000

See examples on [page 19](#)

Firm's Local Experience

The fact that Santa Cruz County is the second smallest county in California by area can be hard to believe, especially given the immense diversity of our county in terms of geography, individual community characteristics, politics and policy-level challenges. The service area covered by the San Lorenzo Valley Water District, as compared with other areas of the county, is certainly representative of this dynamic.

Every member of the Miller Maxfield team is a resident of Santa Cruz County. Having a solid understanding of the San Lorenzo Valley and how it fits within the rest of the county is a point of pride for Miller Maxfield. For several members of the team, connections to SLV run deep. Bill Maxfield's grandparents ran Camp Campbell in the 1950s and he grew up in the Santa Cruz Mountains, spending summers at daycamp at Highlands Park and birthdays at Roaring Camp. As a young adult, Bill served as president of the North County Democratic Club. Paula Maxfield's family spent summers in Felton in the 1960s and 1970s. Paula and Bill were married in Ben Lomond. Jennifer Murray worked for several years as a daily reporter for the Santa Cruz Sentinel, often spending her days covering news in the Valley.

Beyond the personal stories of the Miller Maxfield team, the firm has more professional Santa Cruz County experience, as well as knowledge of SLVWD and local issues, than any other communications, public relations or marketing firm. Marking 20 years as a locally owned business, Miller Maxfield has served well over 100 local clients, many of which either are based in the Valley, provide services for Valley residents or are otherwise associated with the Valley.

Key local issues include wildfire prevention and suppression; CZU fire recovery, especially with regard to permitting, codes and construction-related issues; housing affordability and availability; economic recovery; and, of course, water supply. Navigating the policymaking landscape and politics is complex in the unincorporated San Lorenzo Valley, with jurisdictions and areas of influence shared across multiple state agencies, county departments and agencies, LAFCO, special districts, JPAs and political representation (which has also recently been impacted by redistricting). And SLVWD's footprint and operations intersect with nearly all them.

Providing water that reliably comes out of customers' taps, SLVWD often operates unnoticed in the community and yet is everywhere at the same time. From Boulder Creek to Felton and the edges of Scotts Valley, SLVWD's system includes pipes, pumps, tanks, treatment facilities and a massive watershed. It's a totally unique system that combines tried-and-true legacy infrastructure with modern web-connected technology, surface water sources with groundwater wells, suburban-style neighborhoods with remote mountain properties, and well-established service areas with newly-merged services areas.

The impact in the community is vast as well. SLVWD plays an important and equalizing role by striving to provide water at rates that are affordable for all residents. It's a tough balancing act because the cost of service is always increasing, driven significantly by the expense of upgrading aging (and/or fire-damaged) infrastructure. Passing along those costs to customers can create economic hardship for some, especially when combined with the ongoing crisis in the cost of housing. The District is also highly integrated in other facets of life in the Valley, especially including work with fire districts, watershed protection efforts, schools and libraries.

Because of the District's central position with regard to life in the Valley, the relationships the District builds and maintains are critical. From the Chamber of Commerce to the school district, from service clubs to fire stations, from news outlets to other water agencies, and from legislators to law enforcement and beyond, productive relationships are essential to the District's success. But most of all, the District's success depends on building trust with ratepayers.



Creative Alternatives

The following creative alternatives are recommended for consideration by SLVWD. Proposed cost estimates are included in the Proposed Fee section of this proposal.

1. Videos

Create a series of 2-3 videos of varying length for use as social media and website content. The videos could also be used as assets in community presentations. In partnership with a local video production company, Miller Maxfield would produce the videos, including concepts, scripts, branding, shoots and project management. The addition of video to SLVWD's community outreach efforts would help the District to tell its story, explain key concepts, encourage efficient use of water, etc.

2. Advertising

Develop an annual advertising plan that would include an ongoing advertising presence with key local media outlets, including but not limited to the SLV Post, Press Banner, Mountain Bulletin and KBCZ. Advertising would be used to augment other core strategies (such as media outreach, social media, etc.) to deliver important messages related to public workshops, drought, critical projects, etc. Miller Maxfield would develop the advertising plan, as well as create and place the advertising. Miller Maxfield bills only for time used to create and manage the advertising and does not charge mark-ups or any other add-on fees.

3. Fleet Messaging

Create simple and impactful messaging and related graphics to be placed on SLVWD's vehicle fleet. The messaging would be used to amplify other District messaging related to drought, watershed management, etc.

Exceptions to this RFP

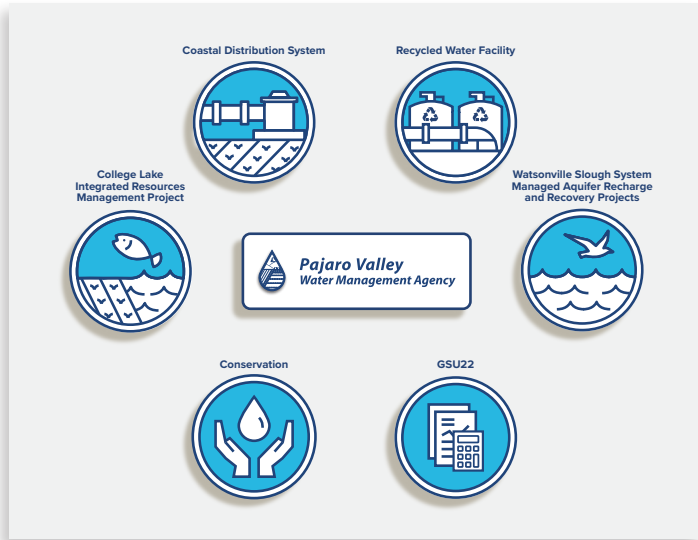
I, Bill Maxfield, principal of Miller Maxfield, Inc., certify that the RFP has been read in its entirety and we take no exceptions to this RFP including, but not limited to the Consultant Services Agreement.

Signed:

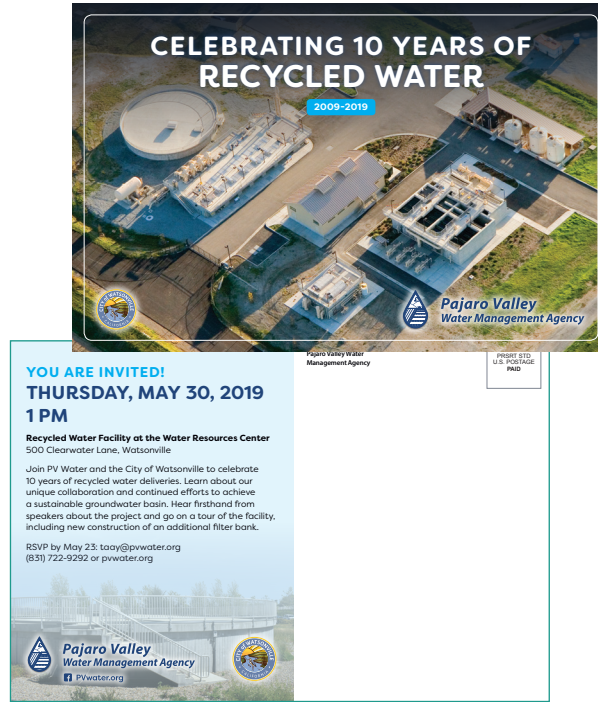


Bill Maxfield

Work Samples: Pajaro Valley Water Management Agency



Infographic

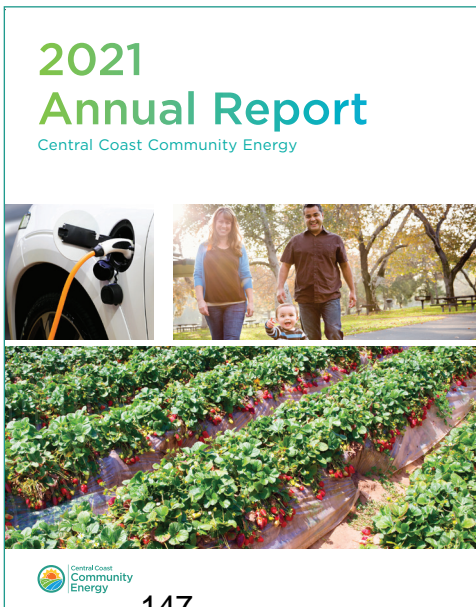


Video: "Pajaro Valley Water Management Agency 2021 TV Ad - English"



[Watch here](#)

Work Samples: Central Coast Community Energy (formerly Monterey Bay Community Power)



See Full Document

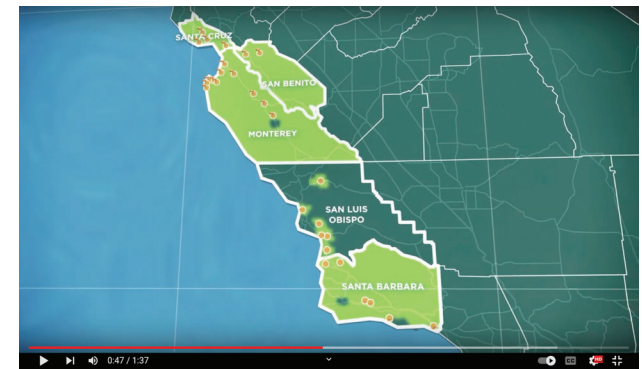


Digital Ad: English



Digital Ad: Spanish

Video: "3CE Name Change Announcement"



[Watch here](#)

Work Samples: Friends of Santa Cruz State Parks



Big Basin Banner



Fire Fund Postcard

Video: "Big Basin One Year Later"



[Watch here](#)

Work Samples: Santa Margarita Groundwater Agency

SANTA MARGARITA Groundwater Agency

Santa Margarita Groundwater Agency (SMGWA) is a local Groundwater Sustainability Agency created under the 2014 Sustainable Groundwater Management Act (SGMA).

SMGWA was formed in June 2017 by three public agencies: Scotts Valley Water District, San Lorenzo Valley Water District and County of Santa Cruz, and has a responsibility for planning and implementing activities that ensure sustainable use of the groundwater resources in Santa Margarita Basin.

- Groundwater is the primary source of drinking water for majority of the residents in the North Santa Cruz County.
- Groundwater feeds local streams that support fishery habitats.
- Rainfall has been the only source of recharge to the basin.

Groundwater Use in Santa Margarita Basin
(2016, in acre feet)

Scotts Valley Water	1,218
San Lorenzo Valley Water	1,173
Mount Harmon	138
Small Water Companies	80
Commercial/Agricultural	100
Private Residential Wells	220

Event Display Board

COMMUNITY MEETINGS

The Santa Margarita Groundwater Agency (SMGWA) is hosting a three-part "Understanding Our Water" educational series to engage and inform all people who rely on the water supply from the Santa Margarita Groundwater Basin.

JANUARY 12
Land Use and Water: How Much Does Growth Matter?

FEBRUARY 9
Water Budgets: How Do We Balance All Needs?

MARCH 9
Managing Groundwater: How Can We Prepare for an Uncertain Future?

The Santa Margarita Groundwater Basin is the major water source for communities in the San Lorenzo Valley, Scotts Valley, the City of Santa Cruz and unincorporated areas of County of Santa Cruz.

SMGWA is a Groundwater Sustainability Agency formed in June 2017 and includes Scotts Valley Water District, San Lorenzo Valley Water District and the County of Santa Cruz.

Felton Community Hall, 6191 Hwy 9, Felton
All meetings are 9am-1pm
Learn more: smgwa.org

SANTA MARGARITA
Groundwater Agency

Event Promo Flyer

SANTA MARGARITA Groundwater Agency

Drought: Global Challenge, Local Solutions

JULY 31, 2021 10AM TO NOON
SKYPARK, 361 KINGS VILLAGE ROAD, SCOTTS VALLEY, CA

Learn about the work Santa Margarita Groundwater Agency is doing to create a sustainable water future in the San Lorenzo Valley and Scotts Valley.

Join Us!
Kids Activities!
Scan me to sign up!

Santa Margarita Groundwater Agency tiene un evento comunitario gratuito centrado en los recursos hídricos locales. Únase a nosotros en SkyPark en Scotts Valley el 31 de julio desde las 10 AM a 12 PM. Todos están invitados y bienvenidos.

Event Promo Flyer

Work Samples: San Lorenzo Valley Water District



COMMUNITY CHATS

San Lorenzo Valley Water District Acting District Manager Rick Rogers has been hosting a series of informal drop-in coffee chats to talk with District customers, gather feedback on issues and answer questions.

Catch the last one!
October 24
WEDNESDAY 9-10 AM

Heavenly Roadside Café
1210 Mt Hermon Road, Scotts Valley
Open to the public

[SLVWD.COM](https://www.slvwd.com)

Event Promo Flyer

Dear Customer,

San Lorenzo Valley Water District is requesting that customers limit water use this summer due to several factors.

The District is constructing a new water storage tank to service your neighborhood. The new 500,000-gallon steel tank will replace the "Probation Tank," an old, leaking, 100,000-gallon redwood tank, and will increase fire protection for your area. A temporary water storage system that holds 30,000 gallons is in place for the duration of construction.


The District is also affected by recorded rainfall that is 56% of normal this year. In addition, the drought has had a long-term impact on groundwater levels and well efficiency in your area. Currently, two of the three wells serving your area are offline. One is being rehabilitated; the other has reached the end of its life expectancy and is in the process of being replaced.

Please take immediate action to reduce your water use by 20% as the District improves infrastructure in your area.

We appreciate everything you do to ensure your community has a sufficient water supply during summer months and through the end of the construction period. For water conservation tips, please visit watersavingtips.org.

Thank you!


Learn more at www.slvwd.com.



Garden Irrigation
Please limit watering time, or after 5 pm. Shut off nozzle, all hoses and overwatering. For more tips, visit s

San Lorenzo Valley Water District
13060 Highway 9
Boulder Creek, CA 95006

PRIST STD
U.S. POSTAGE
PAID
Boulder Creek, Ca
PERMIT NO. 210



San Lorenzo Valley Water District
13060 Highway 9
Boulder Creek, California 95006

Stage 2 Outdoor Water Restrictions Now In Effect

- No outdoor watering between 10am-5pm.
- No outdoor watering on Monday.
- Outdoor irrigation is permitted only three days a week.
- If your address ends in an EVEN number, water only on Tuesday, Thursday and Saturday.
- If your address ends in an ODD number, water on Wednesday, Friday and Sunday.
- On your watering days, limit irrigation to 15 minutes per assigned day.
- Do not wash down hard or paved surfaces.
- Shut-off nozzles are required on all hoses.
- Penalties will apply when restrictions are violated.

To help you manage your water use, monthly billing begins in May.

We're here to help. For additional information and free water conservation devices, as well as conservation tips and rebates, visit [slvwd.com](https://www.slvwd.com) or facebook.com/SLVWaterDistrict, or call 831.338.2153.

147 of 157



Water supply impacted by infrastructure improvements & drought

CONSERVE TO PRESERVE
SLVWD.COM



Help Out— We're in a Drought

A Drought Emergency has been declared for the San Lorenzo Valley Water District.

Stage 2 Outdoor Water Restrictions in effect, beginning May 1.

Please help our community cut overall water use by 20%.

We're all in this together.

[slvwd.com](https://www.slvwd.com)



Writing Sample: Friends of Santa Cruz State Parks

FOR IMMEDIATE RELEASE

June 30, 2022

Big Basin Redwoods State Park Reopens July 22 with Reservation-Only Day-Use Access

Limited public access to the fire-scarred park returns almost two years after CZU Fire

BOULDER CREEK, Calif. — California State Parks and Friends of Santa Cruz State Parks today announced Big Basin Redwoods State Park will partially reopen July 22 for limited day-use access through a reservation system. Reservations will be available starting July 1.

Big Basin has been closed to the public since the [CZU Lightning Complex Fire](#) tore through the park in August 2020. Flames engulfed more than 97 percent of the park on August 18, 2020, destroying nearly every structure, including the Park Headquarters, campgrounds and housing for park employees. Approximately 18,000 acres burned inside the park boundary. The park is still without electricity, water, flush toilets, phone service or buildings.

“The changes to Big Basin are profound, but the forest is starting to recover and it’s amazing to witness,” said California State Parks Santa Cruz District Superintendent Chris Spohrer. “We want to share the recovery process with visitors, including telling the story of what happened, the status today and the plans for reimagining the park. We’re excited to be able to welcome visitors back on a limited basis as we near the two-year anniversary of the fire.”

“Managing parks for a healthy future for environmental systems as well as humanity could not be more important at this moment in history,” said California State Parks Director Armando Quintero. “We welcome all Californians and visitors from around the world as we enter the next era for this iconic and much beloved state park.”

Limited Reopening

The day-use-only reservation system will provide public access to a small area of the fire-damaged park. Visitors will be able to explore the Redwood Loop and access about 18 miles of fire roads near the historic park core. Services will be limited.

The public access to Big Basin coincides with the reopening of Highway 236, the main thoroughfare through the park. Once open, drivers may go through the park on Highway 236 without stopping. All parking within the park will be by reservation only. Visitors can also access the park by bicycle or METRO bus route 35, which runs on weekends only, without a reservation.

“We are proud to partner with State Parks to bring the public back to Big Basin,” Friends of Santa Cruz State Parks Executive Director Bonny Hawley said. “The devastation of the CZU Fire reminded all of us how beloved and special this park is to generations of visitors. While it will not look like the same Big Basin visitors remember, we hope visitors will enjoy making new memories during this pivotal time for the park.”

[Friends](#), through its unique position as co-management partner with State Parks, will manage the Big Basin Day-Use Reservation System. Reservations will be available online at [Big Basin Redwoods State Park](#) or by phone (831) 338-8867. Most spaces will be available by up to 60 days in advance, while a limited number of reservations will be released three days before the visit date. Initially, 45 spots will be offered daily. Pre-registration is required. No day-of, drive-up entry will be available. Entry is \$6, plus a \$2 reservation fee, and will provide day-long access to the park. State Parks day-use passes, and other park entry programs will be honored, including the recently expanded Golden Bear Park Pass, which provides free access to State Parks for families receiving CalWORKS benefits and others.

Writing Sample: San Lorenzo Valley Water District

FOR IMMEDIATE RELEASE

September 26, 2017

SLV WATER DISTRICT BOARD TAKES ACTION ON CLIMATE CHANGE POLICY AND CONFIRMS SUPPORT FOR PARIS CLIMATE ACCORD

NEW CLIMATE ACTION PLAN AND ENERGY/CLIMATE POLICY TO BE IMPLEMENTED

BOULDER CREEK, CA – The San Lorenzo Valley Water District (SLVWD) today announced the Board of Directors has unanimously (5-0) approved a resolution that confirms the district's commitment to the goals of the Paris Climate Accord and sets new goals and policies on energy efficiency, distributed energy generation and energy procurement, and climate change adaptation.

"San Lorenzo Valley Water District's commitment to the Paris Agreement, and their plans to set specific goals to eliminate carbon from their operations, is a prime example of how local and state governments have begun leading the charge on climate action," said John Laird, California Natural Resources Secretary. "We all need to be working toward a post-carbon future."

The resolution approved by the Board of Directors includes:

1) SLVWD's commitment to the elements of the Paris Agreement that are applicable to the Water District.

2) Direction to SLVWD staff to prepare a Climate Action Plan and District Energy/Climate Policy, elements of which could include:

- Inventory existing energy uses and identify cost savings/energy efficiency priorities.
- Reduce and eventually eliminate greenhouse gas (GHG) emissions resulting from activities related to serving water to the San Lorenzo Valley Water District community.
- Identify and ensure energy and water reliability/resiliency with regard to climate impacts experienced locally.
- Emphasize communication, transparency and education by affirming the importance of education, training, public awareness, public participation and public access to information and cooperation.
- Expand focus on water conservation because it results in conserving electricity, reduces greenhouse gas emissions and promotes sustainable use of water resources.
- Explore development of renewable energy sources, which could include solar, wind, micro hydro, anaerobic digestion or purchasing power through Monterey Bay Community Power.
- Produce an annual report on energy use, conservation and cost.

- Identify strategies for identifying, assessing and adapting to climate change impacts likely to occur in the District's service area.

3) Implementation of the approved plan and policies.

BACKGROUND

In September 2008, SLVWD adopted resolution No. 2 (08-09) Climate Change and Water Resource Management through which the district committed to implementing the goal of the California Global Warming Solutions Act (AB 32) to reduce GHG emissions to 1990 levels by 2020; and to further reduce GHG emissions to 80% below 1990 levels by 2050.

Several additional pieces of legislation related to climate change and energy efficiency have come into force since AB 32. These seek to improve energy efficiency, building energy performance, and increase renewable energy generation in California. The district's actions regarding climate action are both aligned with the state's goals, and may be able to take advantage of programs and funding sources supporting climate action.

The district has continued to exercise leadership in initiatives, programs and policies that address climate change while furthering the district's mission. The district has applied understanding of climate change and its impacts as appropriate in water supply plans, asset management and infrastructure plans, California Environmental Quality Act assessments and habitat conservation plans, energy management plans, business plans and strategic plans. It has also strived to minimize its greenhouse gas emissions, worked with the community to reduce its greenhouse gas emissions related to utilization and management of water resources, and enhanced community understanding of climate change and how climate change impacts the district's mission.

In August 2017 the SLVWD Environmental Committee met and discussed a three-step outline to reduce and eventually eliminate greenhouse gas emissions resulting from district activities. The committee requested that the outline and a resolution be agendized for consideration and possible action.

ABOUT THE SAN LORENZO VALLEY WATER DISTRICT

The San Lorenzo Valley Water District is located in the mountains of northern Santa Cruz County. The district serves more than 7,800 metered connections across approximately 160 miles of pipeline, supported by dozens of water tanks, pumps and wells. Established in 1941 and supplied by a mix of surface water and underground water sources, the district provides water to the communities of Boulder Creek, Brookdale, Ben Lomond, Zayante, Scotts Valley, Mañana Woods, Felton and Lompico. For more information, visit www.slvwd.com or www.facebook.com/slvwaterdistrict.

Writing Sample: Santa Margarita Groundwater Agency

Santa Cruz Sentinel

Guest Commentary | Community participation is key to future of water supply

By BRUCE MCPHERSON, LOIS HENRY and CHRIS PERRI
April 14, 2019 at 5:00 p.m.

In the Sentinel's March 24 story about the San Lorenzo River Symposium, the river was described as a "unifying force of nature." The same could be said of the Santa Margarita Groundwater Basin, which lies beneath much of the river's length, extends throughout the San Lorenzo Valley and Scotts Valley areas and provides water for water district customers and private well owners.

Approximately 40,000 people rely on water that is pumped out of the Santa Margarita Groundwater Basin through wells and delivered to taps every day. Most of us don't spend much time imagining what is happening deep under our feet in the basin. But a new state law, the Sustainable Groundwater Management Act, requires our community to take a closer look and create a plan to make sure the groundwater supply is sustainable for decades to come.

In response, the Santa Margarita Groundwater Agency was formed. The agency includes representatives from San Lorenzo Valley Water District, Scotts Valley Water District, County of Santa Cruz, Mount Hermon Association, City of Scotts Valley, City of Santa Cruz and private well owners.

What the state requires our community to do is challenging. Land development, population growth and climate change make planning for the future very complicated. The new state law requires us to face these challenges and work together as a community to create a plan.

The plan will not be created by unnamed government employees and elected officials. Our community must develop the plan together. Strong public engagement is both wanted and needed. So far, the response has been great.

A three-part "Understanding Our Water" educational series was hosted by the Santa Margarita Groundwater Agency in January, February and March. Each workshop included a keynote speaker, panel discussions with experts, break-

out sessions and informational displays. Approximately 100 people from Scotts Valley, the San Lorenzo Valley and Santa Cruz attended each four-hour event, all of which were held at the Felton Community Hall.

For many, the break-out sessions were the best part because attendees engaged directly with each other, water management staff and elected officials. Small groups huddled for discussion, then reported out their ideas and conclusions. At the end of each workshop, water agency managers answered questions from the audience.

The first workshop, "Land Use and Water: How Much Does Growth Matter?"; shared information on land use planning and how it relates to water supply. The keynote speech was by John Laird, former California Secretary of Natural Resources.

The second workshop, "Water Budgets: How Do We Balance All Needs?"; covered how water moves through the soil and rocks of the Santa Margarita Groundwater Basin (hydrogeology). Experts provided insight into the complicated relationship between groundwater and surface water, and explored the concept of "water budgets." Assemblymember Mark Stone was our keynote speaker.

At the final workshop, "Managing Groundwater: How Can We Prepare for an Uncertain Future?" audience members had the opportunity to challenge water agency managers in a discussion about myths and misconceptions about how groundwater is managed locally. We also listened to a sobering presentation by Dr. Bruce Daniels about climate change and its implications for our future. We also held a small group exercise about long-range water management scenarios.

For the full op-ed, visit: <https://www.santacruzsentinel.com/2019/04/14/guest-commentary-community-participation-is-key-to-future-of-water-supply/>



Engagement and Public Outreach

Stakeholder involvement and public outreach is critical to the GSP development and implementation because it helps promote the plan development, based on input and broad support. The following activities summarize involvement opportunities and outreach methods to inform target audiences and stakeholders. It is important to note that levels of interest will evolve and shift according to the GSP's development stage.

Goals and Outcomes

An email listserve of interested persons and organizations is created and maintained. The listserve includes stakeholders that represent the region's broad interests, perspectives and geography. It is developed by leveraging existing lists and by conducting research of potential stakeholders that may be interested in one or all of the following categories: municipal users and groundwater users including private pumpers, community/neighborhood, agricultural, environmental, industrial, institutional, business, disadvantaged communities, state lands and agencies, and integrated water management. Members of the public also can sign up for the listserve via the SMGWA website.

Audience/Stakeholder Contact Strategies Groundwater Users in the Basin

- **Scotts Valley Water District customers (all)**
How to contact: Email newsletters, bill inserts, newspaper advertising, social media, presentations to board of directors, community events
- **San Lorenzo Valley Water District customers (all)**
How to contact: Email newsletters, bill inserts, newspaper advertising, social media, presentations to board of directors, community events
- **Mount Hermon Association, private well residential users, and small water systems (all)**
How to contact: Newspaper advertising, social media, community events, postcard mailing, agency-led well owner meetings
- **Non-profit organizations and government agencies**
Email newsletters, newspaper advertising, social media, presentations, direct outreach to key staff



Key Messages and Talking Points

The C&E Plan is intended to be transparent and direct about how the GSP will impact stakeholders. Key messages and talking points include:

- SMGWA represents the groundwater interests of all beneficial uses and users of the basin equitably and transparently to ensure that the Basin achieves and maintains sustainable groundwater conditions.
- SMGWA is working to sustainably manage local groundwater to meet all users' needs without harming the environment or jeopardizing future water supply reliability.
- SMGWA is committed to working with stakeholders using an open and transparent communication and engagement process.
- As the overall GSP will be more comprehensive with an engaged group of stakeholders providing useful information, SMGWA will create substantial opportunities to educate stakeholders on basin conditions and the GSP process to facilitate soliciting their feedback on GSP development.
- As updating and implementing the GSP will be most successful with an engaged community, outreach will be ongoing past the GSP submittal date.

These messages are being used as the basis for specific talking points/Q&A/FAQ documents to support effective engagement with audiences. The SMGWA Guiding Principles also are used to support communication with audiences (see Appendix).

Strategies for Engagement

The SMGWA utilizes a variety of tactics to achieve broad, enduring and productive involvement with stakeholders during the development of the GSP. Below are activities that SMGWA uses to engage the public:

- Develop and maintain a list of interested parties
- Public informational sessions
 - » "Understanding Our Water" three-part education series
 - » "Undesirable Results – the SGMA Road to What Should be Avoided" workshop
 - » "State of Surface Water in the Santa Margarita Basin" workshop
 - » "The Path to Groundwater Sustainability: Goals and Challenges" discussion
 - » Virtual PWO meeting hosted on Zoom and broadcast live on Facebook
- SMGB tours
- Interviews conducted by Sacramento State, Consensus and Collaboration Program (as a third-party neutral facilitator to SMGWA)

Our Water:

One of the most precious commodities on earth—clean water—is something we tend to take for granted. But do you know what goes into ensuring that clean water comes out of your tap every time you turn it on? Planning, preparation and the cooperation of the community keep the water flowing. This is particularly important when climate change is making California's water future uncertain.



The San Luis Reservoir stores water that has traveled south from the Sacramento-San Joaquin Delta.

Sourcing and Buying



Calero Reservoir is one of 10 reservoirs operated by Valley Water in Santa Clara County.

Treating and Distributing



Senior Water Distribution Worker Manuel Hernandez checks water pressure and chlorine levels at the City's pump stations.

About half of Sunnyvale's water starts its journey in Lake Oroville and Lake Shasta, hundreds of miles away.

It flows through the Sacramento-San Joaquin Delta to the Santa Clara Valley Water District (Valley Water) for treatment. From there, it gets delivered to Sunnyvale's water system. The rest of our water flows down the Tuolumne River and into Hetch Hetchy Reservoir. The San Francisco Public Utilities Commission (SFPUC) treats that water before it comes to Sunnyvale.

Before we can get any of that water, we pay for it. Like most of the Bay Area, Sunnyvale buys water because there is not enough local

rainfall to meet all the city's needs. When planning how much to buy, we consider existing water demand and any projected development.

But purchasing water isn't cheap. In fact, it costs Sunnyvale 60% of the revenues we get from selling water to our customers. The rest of our revenue goes toward testing, and infrastructure construction, maintenance and repair. Statewide challenges also are driving up the cost of water. These include drought, climate change, wildfires and environmental demands.

Once we have the water, we make sure it's clean—one of the most important jobs we do.

Sunnyvale's drinking water meets or exceeds all federal and state drinking water standards. Valley Water and SFPUC treat most of our water, but we also monitor and test our water quality. We send monthly water quality reports to state and federal agencies.

Then it's time to send water to homes and businesses throughout the city. This uses our extensive network of infrastructure that most people never see. Our network includes four water plants that pump the water into 340 miles of pipe. A state-of-the-art system monitors and controls the flow and pressure of

water. We have set it up so that if the power goes out, the water doesn't.

We also hold millions of gallons of water in reserve in water tanks to meet emergencies like fighting fires. If we need to supplement our water supply during droughts, infrastructure failures or other water shortages, we have wells that tap into groundwater. We currently have very little need to pump from our wells. However, they could supply nearly half of our daily water demand if necessary. We sample the water and check the wells every week to make sure they are ready to go if we need them.



Recycled water represents 3% of the City's total water supply. We have been producing recycled water since 1993. We currently deliver it to 120 customers for non-potable uses such as cooling towers and irrigation.

Water Use: Then, Now & Beyond

Water use in Sunnyvale has decreased even as the population has increased. Though our population increased 40% since 1985, water use has dropped

by more than half. And projections for 2040 show the average number of gallons each person uses per day staying about the same even though our population will grow by 25%. What has contributed to reduced water use? High tech and research and development offices have replaced

Keeping Up the Flow

A Drop in the Bucket

Your Price for Water Compared to Other Liquids (average price per gallon)

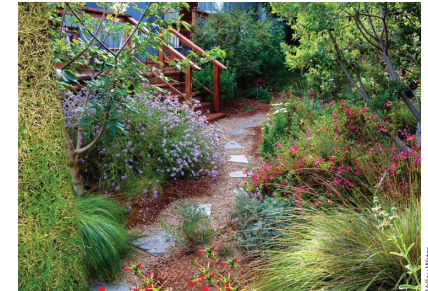


Planning and Maintaining



Maintaining the City's infrastructure includes repairing or replacing water mains due to age or condition.

Using and Conserving



Sustainable landscapes adapt to our rainfall patterns and can thrive with minimal watering.

We must plan for and invest in our water system if it is to remain reliable and meet our water needs.

Sunnyvale's state-mandated Urban Water Management Plan details the plans for our water future every five years.

The City Council adopted the last Urban Water Management Plan in 2016. The Council will consider the updated version this summer. The plan helps the City determine its water needs and how it will meet them. It looks at a variety of factors that will influence the water situation, including:

- The reliability of water sources over the next 20 years, in both normal and dry years.
- The demand for water, based on population and other influences.
- Use of recycled water, conservation, and plans in the case of water shortages.

The plan has helped the City determine how to deal with aging infrastructure. Sunnyvale has set aside \$85 million over the next 20 years to replace water lines. Maintaining and improving old facilities will help ensure a reliable supply of water.

We have already upgraded two water plants and have \$7.5 million to improve pump stations over the next two years. We have \$4 million set aside next year to rehabilitate water tanks.

In a state prone to drought, having this plan helps the City weather water challenges.

Sunnyvale's residents and businesses have made conservation a way of life.

We can see the impact of this lifestyle change over time. In 1985, the City of Sunnyvale used 53% more water than we do today, even though we had far fewer people then.

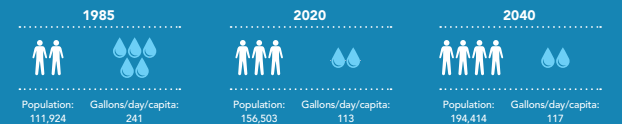
This year, additional conservation efforts will be necessary until water conditions improve. The SFPUC and Valley Water have both called for Bay Area customers to reduce their water use beyond current restrictions. There is a good reason for these requests. We live in a dry climate, making it harder to know what our water future holds. And when we begin to see consecutive years of below-normal snowpack and rainfall, we must dip into our water reserves. The snowpack, which melts and becomes water for the state, is 60% below the median as of late May. Water levels in Lake Shasta and Lake Oroville are

at 53% and 47% of their historical averages. The entire state is now in varying degrees of drought, according to the U.S. Drought Monitor. By comparison, only 2% of the state was in a drought in October 2019.

Doing your part to conserve now will help preserve our water supply and reduce the impact of droughts. Simple steps like fixing leaks, turning off the water while brushing your teeth, and reducing the days you water your landscape will help meet conservation goals.

Learn more about other water saving tips, tools and rebates at Sunnyvale.ca.gov, search: Water Conservation.

water-intensive industries, like canneries and semiconductor manufacturing. Revised building codes set new standards for sustainability and require water and energy efficiency. And water conservation has become a way of life in our drought-prone state.



Proposed Total Professional Fee & Fee Schedule

Prepared by Miller Maxfield, Inc.

Strategic Communications & Public Affairs
133 Mission Street, Suite 101
Santa Cruz, CA 95060
(831) 227-6469



Miller Maxfield, Inc.
Strategic Communications
& Public Affairs

Our Rates

- Principal - \$175/hr
- Account Manager - \$150/hr
- Technical Writer - \$150/hr
- Designer - \$125/hr

ONGOING: AGENCY CONSULTING AND SUPPORT	Timing	Subtasks/Deliverables	Hour Per Task - Principal	Cost Per Task - Principal	Hours Per Task - Account Mgmt	Cost Per Task - Account Mgmt	Hours Per Task - Graphic Design	Cost Per Task - Graphic Design	Total Hours Per Task	Total Cost Per Task
Marketing outreach audit	Aug 2022- Sept 2022	Review current outreach efforts, materials and messaging; provide report of findings and recommendations	2	\$350.00	2	\$300.00	0	\$-	4	\$650.00
Strategic planning, counsel & messaging	Aug 2022- July 2023	Kickoff meeting for goal and messaging alignment; Ongoing strategic counsel; messaging revisions	12	\$2,100.00	12	\$1,800.00	0	\$-	24	\$3,900.00
Community workshops & events	Oct 2022- Feb 2023	Planning, promotion and on-site support for community events/workshops hosted by SLVWD (estimate 3 events during 12-month period)	10	\$1,750.00	60	\$9,000.00	10	\$1,250.00	80	\$12,000.00
Social media	Sept 2022- July 23	Content development and execution; monthly content calendars, photos and graphics	8	\$1,400.00	25	\$3,750.00	10	\$1,250.00	43	\$6,400.00
Outreach materials	Sept 2022- July 2023	Graphic design services in support of events, workshops, eNews, website and collateral (postcards, doorhangers, signage), events and other outreach materials as needed	6	\$1,050.00	15	\$2,250.00	40	\$5,000.00	61	\$8,300.00
e-Newsletters	Oct 2022- July 2023	Content, layout and execution support for newsletters and other eblasts	5	\$875.00	22	\$3,300.00	8	\$1,000.00	35	\$5,175.00
Media relations	Sept 2022- July 2023	Writing/editing of fact sheets, FAQs, etc.; writing and distribution of press releases; media outreach strategy and support; plan, promote and coordinate media events	12	\$2,100.00	40	\$6,000.00	0	\$-	52	\$8,100.00
Project Management	Aug 2022- July 2023	Monthly written progress reports; attend meetings monthly; regular communications as needed	20	\$3,500.00	48	\$7,200.00	0	\$-	68	\$10,700.00
		Hours	75		224		68		367	
		Hourly Rate		\$175.00		\$150.00		\$125.00		
		Cost		\$13,125.00		\$33,600.00		\$8,500.00		\$55,225.00

ON-CALL:	Proposed Timing	Subtasks/Deliverables	Hour Per Task - Principal	Cost Per Task - Principal	Hours Per Task - Account Mgmt	Cost Per Task - Account Mgmt	Hours Per Task - Graphic Design	Cost Per Task - Graphic Design	Total Hours Per Task	Total Cost Per Task
Technical Writing	Oct 2022- Feb 2023	Review of technical source documents; writing and editing; design and layout of documents	8	\$1,400.00	22	\$3,300.00	6	\$750.00	36	\$5,450.00
ADDITIONAL RECOMMENDED ACTIVITIES	Proposed Timing	Subtasks/Deliverables	Hour Per Task - Principal	Cost Per Task - Principal	Hours Per Task - Account Mgmt	Cost Per Task - Account Mgmt	Hours Per Task - Graphic Design	Cost Per Task - Graphic Design	Total Hours Per Task	Total Cost Per Task
Video	Oct 2022- Feb 2023	Concept and script development in collaboration with video production partner; graphic design/art direction including branding; project management for 2-3 videos of varying length (15 seconds to 3 minutes) for use on website and social media	8	\$1,400.00	25	\$3,750.00	4	\$500.00	37	\$5,650.00
Third-party Cost		Video production		\$7,500						\$7,500
Advertising	Oct 2022- Feb 2023	To support maximum participation in community workshops/events, ad placements with SLV local media SLV Post, Press Banner, Mountain Bulletin KBCZ, and Facebook (promoted posts). Create advertising plan and budget; design ads and coordinate submissions	4	\$700.00	10	\$1,500.00	8	\$1,000.00	22	\$3,200.00
Third-party Cost		Ad buys/insertions with media outlets								\$5,000
Fleet messaging	Oct 2022- Feb 2023	Develop messaging and graphics to be installed on fleet vehicles (example: drought/conservation)	4	\$700.00	4	\$600.00	10	\$1,250.00	18	\$2,550.00
Third-party Cost		Branding production and installation								\$2,000.00

EVALUATION SCORESHEET
Outreach Services 2022

Evaluator: _____

Firm: The Buzz PR

Required Information	Check (Pass/Fail)	Comments	
1. Executive Summary Include a brief overview of the specific approach proposed to meet the needs of SLVWD. Summarize the contents of the proposal in a clear and concise manner.	Pass	After multiple years of work with the District - disappointed how boilerplate the summary was.	
2. Identification of Prime & Subconsultants	Pass		
3. Project Description Explain the objective of the project and how you propose to accomplish the goals. Describe the services and deliverables to be provided. Include a statement on what makes your company uniquely qualified.	Pass	Avoid branding term	
4. Organization and Experience of the Team Describe proposed team organization, experience of the personnel, project management approach, responsibilities, lines of communication. Describe a proposed schedule an company's capacity to perform the work within the time limitations.	Pass	Hit all objectives the District is seeking with outreach. Note that the proposal states they would be willing to work with their own or a chosen technical writer.	
5. Experience and Past Performance Include a summary of the past experience and performance of the Project Manager. Describe the company's past experience and performance on similar projects.	Pass		
6. Creative Alternatives Discuss any creative solutions to meet the project objectives.	Pass		
7. Proposed Total Cost and Fee Schedule Proposed fee must be organized into tasks, must include an estimated timeline for completion of each task and subtask, and must include hourly rates of the all staff.	Pass	Total - ~49K	
8. Contractual Scope of Services Include a detailed scope of services to be provided and a detailed schedule showing all faces of work. Provide a certification that it has fully read the RFP and takes no exceptions. If the consultant does take exceptions, specify the portion of the RFP.	Pass	Again for working with us not much insight on scope.	
Completeness of the Proposal (Score - 1 point for each Pass)			
Evaluation Criteria	Score (Low 1 - High 10)	Comments	Weighted Score
1. Executive Summary (20%)	4		0.80
2. Identification of Prime & Subconsultants (10%)	9		0.90
3. Project Organization and Experience (20%)	9		1.80
4. Past Performance, Including Cost and Schedule Control (10%)	7		0.70
5. Creative Alternatives (10%)	5		0.50
6. Sample Attachments (10%)	4		0.40
7. Proposed Fee (10%)	10		1.00
8. Overall Quality of the Proposal (10%)	8		0.80
Evaluation Total Weighted Score			3.70

EVALUATION SCORESHEET
Outreach Services 2022

Evaluator: _____

Firm: Miller Maxfield, Inc.

Required Information	Check (Pass/Fail)	Comments	
1. Executive Summary Include a brief overview of the specific approach proposed to meet the needs of SLVWD. Summarize the contents of the proposal in a clear and concise manner.	Pass	Well written and shows an understanding of the local area/District	
2. Identification of Prime & Subconsultants	Pass		
3. Project Description Explain the objective of the project and how you propose to accomplish the goals. Describe the services and deliverables to be provided. Include a statement on what makes your company uniquely qualified.	Pass		
4. Organization and Experience of the Team Describe proposed team organization, experience of the personnel, project management approach, responsibilities, lines of communication. Describe a proposed schedule an company's capacity to perform the work within the time limitations.	Pass	We have worked with all of this project team in the past (SMGWA & SLVWD)	
5. Experience and Past Performance Include a summary of the past experience and performance of the Project Manager. Describe the company's past experience and performance on similar projects.	Pass		
6. Creative Alternatives Discuss any creative solutions to meet the project objectives.	Pass	I liked that they provided concrete alternatives - fleet/videos/advertising	
7. Proposed Total Cost and Fee Schedule Proposed fee must be organized into tasks, must include an estimated timeline for completion of each task and subtask, and must include hourly rates of the all staff.	Pass	Total 55K plus on-call add ons	
8. Contractual Scope of Services Include a detailed scope of services to be provided and a detailed schedule showing all faces of work. Provide a certification that it has fully read the RFP and takes no exceptions. If the consultant does take exceptions, specify the portion of the RFP.	Pass	The scope was limited - did not touch on social media.	
Completeness of the SOQ/Proposal (Score - 1 point for each Pass)			
Evaluation Criteria	Score (Low 1 - High 10)	Comments	Weighted Score
1. Executive Summary (20%)	9		1.80
2. Identification of Prime & Subconsultants (10%)	9		0.90
3. Project Organization and Experience (20%)	10		2.00
4. Past Performance, Including Cost and Schedule Control (10%)	9		0.90
5. Creative Alternatives (10%)	7		0.70
6. Sample Attachments (10%)	7		0.70
7. Proposed Fee (10%)	5		0.50
8. Overall Quality of the Proposal (10%)	8		0.80
Evaluation Total Weighted Score			4.90

EVALUATION SCORESHEET
Outreach Services 2022

Evaluator: _____

Firm: Dudek

Required Information	Check (Pass/Fail)	Comments	
1. Executive Summary Include a brief overview of the specific approach proposed to meet the needs of SLVWD. Summarize the contents of the proposal in a clear and concise manner.	Pass	Impressive summary of past efforts and experience. Highlights District's outreach objectives. Only mentions Nextdoor and not other social media outlets.	
2. Identification of Prime & Subconsultants	Pass	Large team - no need of subconsultants	
3. Project Description Explain the objective of the project and how you propose to accomplish the goals. Describe the services and deliverables to be provided. Include a statement on what makes your company uniquely qualified.	Pass		
4. Organization and Experience of the Team Describe proposed team organization, experience of the personnel, project management approach, responsibilities, lines of communication. Describe a proposed schedule an company's capacity to perform the work within the time limitations.	Pass		
5. Experience and Past Performance Include a summary of the past experience and performance of the Project Manager. Describe the company's past experience and performance on similar projects.	Pass		
6. Creative Alternatives Discuss any creative solutions to meet the project objectives.	Pass	Visual storytelling interesting	
7. Proposed Total Cost and Fee Schedule Proposed fee must be organized into tasks, must include an estimated timeline for completion of each task and subtask, and must include hourly rates of the all staff.	Pass	Seems low - \$45k	
8. Contractual Scope of Services Include a detailed scope of services to be provided and a detailed schedule showing all faces of work. Provide a certification that it has fully read the RFP and takes no exceptions. If the consultant does take exceptions, specify the portion of the RFP.	Pass		
Completeness of the SOQ/Proposal (Score - 1 point for each Pass)			
Evaluation Criteria	Score (Low 1 - High 10)	Comments	Weighted Score
1. Executive Summary (20%)	8		1.60
2. Identification of Prime & Subconsultants (10%)	9		0.90
3. Project Organization and Experience (20%)	9		1.80
4. Past Performance, Including Cost and Schedule Control (10%)	6		0.60
5. Creative Alternatives (10%)	7		0.70
6. Sample Attachments (10%)	10		1.00
7. Proposed Fee (10%)	4		0.40
8. Overall Quality of the Proposal (10%)	9		0.90
Evaluation Total Weighted Score			4.80