

This meeting is not subject to  
Brown Act noticing requirements.  
The agenda is subject to change.



**Public Outreach  
Committee Members:**

*Mary Adams, Chair  
Amy Anderson  
Safwat Malek*

**Alternate:**  
*Karen Paull*

**Staff Contacts:**  
*Stephanie Locke  
Joel G. Pablo*

*After staff reports have  
been distributed, if  
additional documents are  
produced by the District  
and provided to the  
Committee regarding any  
item on the agenda they  
will be made available on  
the District's website prior  
to the meeting. Documents  
distributed at  
the meeting will be made  
available upon request  
and posted to the District's  
website within five days  
following the meeting.*

**AGENDA  
Public Outreach Committee  
of the Monterey Peninsula Water Management District**

\*\*\*\*\*

Monday, June 28, 2021, 3:00 PM, *Virtual Meeting*

Pursuant to Governor Newsom's Executive Orders N-29-20 and N-33-20, and to do all we can to help slow the spread of COVID-19, meetings of the Monterey Peninsula Water Management District Board of Directors and committees will be conducted with virtual (electronic) participation only using Zoom.

Join the meeting at:

<https://zoom.us/j/94764535459?pwd=bldOVElkWVRDQWlVMS9sSHZaNFYyd09>

Or access the meeting at: [www.zoom.us](http://www.zoom.us)

Webinar ID No.: 947 6453 5459

Webinar Password: 06282021

Participate by phone: (669) 900-9128

**For detailed instructions on connecting to the Zoom meeting see page 2 of this agenda.**

**Call to Order / Roll Call**

**Comments from Public**

*The public may comment on any item within the District's jurisdiction. Please limit your comments to three minutes in length.*

**Action Items – Public comment will be received on all Action Items**

1. Consider Adoption of May 7, 2021 Committee Meeting Minutes

**Discussion Items - Public comment will be received**

2. Discuss Public Outreach Design Services for the Santa Margarita Aquifer Storage and Recovery Site
3. Receive Proposal from The Marketing Department for Services for Fiscal Year 2021–2022 and Provide Direction to Outreach Consultant

**Suggest Items to be Placed on a Future Agenda**

**Adjournment**

*The next regularly scheduled meeting of the MPWMD Public Outreach Committee will be on Friday, July 26, 2021 at 4:00 PM.*

Upon request, MPWMD will make a reasonable effort to provide written agenda materials in appropriate alternative formats, or disability-related modification or accommodation, including auxiliary aids or services, to enable individuals with disabilities to participate in public meetings. MPWMD will also make a reasonable effort to provide translation services upon request. Please send a description of the requested materials and preferred alternative format or auxiliary aid or service by noon on Friday, June 25, 2021. Requests should be forwarded to [joel@mpwmd.net](mailto:joel@mpwmd.net) or by phone at 831-658-5652. Alternatively, you may reach Sara Reyes, Admin Services Division at (831) 658-5600.

### Instructions for Connecting to the Zoom Meeting

Note: If you have not used Zoom previously, when you begin connecting to the meeting you may be asked to download the app. If you do not have a computer, you can participate by phone.

**Begin:** Within 10 minutes of the meeting start time from your computer click on this link: <https://zoom.us/j/94764535459?pwd=b1dOVElkWVRDQWlVMs9sSHZaNFYydz09> or paste the link into your browser.

#### **DETERMINE WHICH DEVICE YOU WILL BE USING** (PROCEED WITH ONE OF THE FOLLOWING INSTRUCTIONS)

##### **USING A DESKTOP COMPUTER OR LAPTOP**

1. In a web browser, type: <https://www.zoom.us>
2. Hit the enter key
3. At the top right-hand corner, click on "Join a Meeting"
4. Where it says "Meeting ID", type in the Meeting ID# above and click "Join Meeting"
5. Your computer will begin downloading the Zoom application. Once downloaded, click "Run" and the application should automatically pop up on your computer. (If you are having trouble downloading, alternatively you can connect through a web browser – the same steps below will apply).
6. You will then be asked to input your name. It is imperative that you put in your first and last name, as participants and attendees should be able to easily identify who is communicating during the meeting.
7. From there, you will be asked to choose either ONE of two audio options: Phone Call or Computer Audio:

##### **COMPUTER AUDIO**

1. If you have built in computer audio settings or external video settings – please click "Test Speaker and Microphone".
2. The client will first ask "Do you hear a ringtone?" • If no, please select "Join Audio by Phone".  
• If yes, proceed with the next question:
3. The client will then ask "Speak and pause, do you hear a replay?" • If no, please select "Join Audio by Phone"  
• If yes, please proceed by clicking "Join with Computer Audio"

##### **PHONE CALL**

1. If you do not have built in computer audio settings or external video settings – please click "Phone Call"
2. Dial one of the numbers listed below using a phone. Select a phone number based on your current location for better overall call quality.

+1 669-900-9128 (San Jose, CA)

+1 253-215-8782 (Houston, TX)

+1 346-248-7799 (Chicago, IL)

+1 301-715-8592 (New York, NY)

+1 312-626-6799 (Seattle, WA)

+1 646-558-8656 (Maryland)

3.Once connected, it will ask you to enter the Webinar ID No. and press the pound key

4.It will then ask you to enter your participant ID number and press the pound key.

5.You are now connected to the meeting.

### **USING AN APPLE/ANDROID MOBILE DEVICE OR SMART PHONE**

1.Download the Zoom application through the Apple Store or Google Play Store (the application is free).

2.Once download is complete, open the Zoom app.

3.Tap “Join a Meeting”

4.Enter the Meeting ID number

5.Enter your name. It is imperative that you put in your first and last name, as participants and attendees should be able to easily identify who is communicating during the meeting.

6.Tap “Join Meeting”

7.Tap “Join Audio” on the bottom left hand corner of your device

8.You may select either ONE of two options: “Call via Device Audio” or “Dial in”

### **DIAL IN**

1.If you select “Dial in”, you will be prompted to select a toll-free number to call into.

2.You may select any of the numbers listed below:

+1 669-900-9128 (San Jose, CA)

+1 253-215-8782 (Houston, TX)

+1 346-248-7799 (Chicago, IL)

+1 301-715-8592 (New York, NY)

+1 312-626-6799 (Seattle, WA)

+1 646-558-8656 (Maryland)

3.The phone will automatically dial the number, and input the Webinar Meeting ID No. and your Password.

4.Do not hang up the call, and return to the Zoom app

5.You are now connected to the meeting.

### **Present Public Comment**

Receipt of Public Comment – the Chair will ask for comments from the public on all items. Limit your comment to 3 minutes.

(a) Computer Audio Connection: Select the “raised hand” icon. When you are called on to speak, please identify yourself.

(b) Phone audio connection **with** computer to view meeting: Select the “raised hand” icon. When you are called on to speak, press \*6 to unmute yourself and please identify yourself.

(c) Phone audio connection only: Press \*9. Wait for the clerk to unmute your phone and then identify yourself and provide your comment. Press \*9 to end the call.

### **Submit Written Comments**

If you are unable to participate via telephone or computer to present oral comments, you may also submit your comments by e-mailing them to [comments@mpwmd.net](mailto:comments@mpwmd.net) with one of the following subject lines "PUBLIC COMMENT ITEM #" (insert the item number relevant to your comment) or "PUBLIC COMMENT – ORAL COMMUNICATIONS". Comments must be received by 12:00 p.m. on Monday, June 28, 2021. Comments submitted by noon will be provided to the committee members and compiled as part of the record of the meeting.

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## **PUBLIC OUTREACH COMMITTEE**

### **1. CONSIDER ADOPTION OF MAY 7, 2021 COMMITTEE MEETING MINUTES**

**Meeting Date:** June 28, 2021 **Budgeted:** N/A

**From:** David J. Stoldt,  
General Manager **Program/** N/A  
**Line Item No.:**

**Prepared By:** Joel G. Pablo **Cost Estimate:** N/A

**General Counsel Review:** N/A

**Committee Recommendation:** N/A

**CEQA Compliance:** No CEQA Review Required

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**SUMMARY:** Attached as **Exhibit 1-A** are draft minutes of the May 7, 2021 committee meeting.

**RECOMMENDATION:** The committee should review and approve the draft minutes.

#### **EXHIBIT**

**1-A** Draft minutes of the May 7, 2021 committee meeting



## **EXHIBIT 1-A**

### **DRAFT MINUTES**

#### **Monterey Peninsula Water Management District Public Outreach Committee**

Friday, May 7, 2021, *Virtual Meeting*

#### **Call to Order**

The virtual meeting was called to order by Chair Adams at 9:00 am via Zoom.

Committee members present: Mary Adams - Chair  
Amy Anderson  
Karen Paull, *Alternate*

Committee members absent: Safwat Malek

District staff members present: David J. Stoldt, General Manager  
Stephanie Locke, Water Demand Manager  
Stephanie Kister Campbell, Conservation Analyst  
Joel G. Pablo, Executive Assistant / Board Clerk

District Counsel present: None

TMD Consulting: Nick Pasculli, President & CEO with TMD Creative

Comments from the Public: None

#### **Action Items**

1. **Consider Adoption of February 22, 2021 Committee Meeting Minutes**  
Public Comment: None

A motion was made by Paull and second by Anderson to approve the committee meeting minutes of February 22, 2021. The motion passes unanimously on a vote of 3-Ayes (Adams, Anderson and Paull), 0-Noes and 0-Absent.

2. **Provide Direction on Outreach Program Following Establishment of Strategic Plan Goals**

Stephanie Locke, Water Demand Manager presented via MS PowerPoint Presentation: MPWMD 2021 Strategic Plan- Outreach Committee Discussion.

David Stoldt, General Manager and Nick Pasculli, President/CEO with TMD Creative discussed the difference between a constituent survey and a costumer survey. Stoldt, Pasculli and the committee discussed ideas on potential survey questions and various ways to effectively obtain a large survey sample size. Chair Adams summarized committee discussions and noted that the committee is in full agreement (via consensus) that a survey should be made available both on paper and electronically, sent out via U.S. Mail / Mailer and noted discussion did not speak to actual costs. Stoldt informed the committee that costs as it relates to the survey will be

brought up at the June, 2021 MPWMD Board Meeting.

**Public Comment:** None

3. **Develop Recommendation to the Board Regarding Adoption of 2020 MPWMD Annual Report**

David J. Stoldt, General Manager summarized the staff note and directed attention the District's enabling legislation requiring the district to produce an Annual Report. Committee members commented on the 2020 MPWMD Annual Report and will work with District Staff to make further edits to said document.

Director Karen Paull left the meeting at 10:13 AM.

Chair Adams noted that the Annual Report did not cover the Cease-and-Desist Order and additional information on the Pure Water Monterey Project.

The committee via consensus approves staff recommendations and directs district staff to forward the matter to the MPWMD Board of Directors for consideration and adoption.

**Public Comment:** None

**Informational Items**

4. **Review Proposed Water Efficiency Workshops for CY2021**

Stephanie Kister Campbell, Conservation Analyst mentioned that May, 2021 is Water Awareness Month. Campbell summarized her staff note covered the following 2021 events/classes: (1) Compost: Building the Soil Sponge Workshop; (2) Greywater Laundry to Landscape Workshop; (3) Garden Design Workshop and (4) Summer Splash Water Challenge Giveaway.

**Public Comment:** None

**Suggest Items to be Placed on a Future Agenda**

Chair Adams looks forward to report out at a future Public Outreach Committee meeting about the variety of topics covered during the meeting.

**Adjournment**

Chair Adams adjourned the meeting at 10:25 am.

## **PUBLIC OUTREACH COMMITTEE**

### **2. DISCUSS PUBLIC OUTREACH DESIGN SERVICES FOR THE SANTA MARGARITA AQUIFER STORAGE AND RECOVERY SITE**

**Meeting Date:** June 28, 2021

**Budgeted:** Yes

**From:** David Stoldt  
General Manager

**Program/** Water Supply Projects  
**Line Item No.:** Project 1-2-1-A-5

**Prepared By:** Maureen Hamilton

**Cost Estimate:** \$10,569

**General Counsel Review:** N/A

**CEQA Compliance:** This action does not constitute a project as defined by the California Environmental Quality Act Guidelines section 15378.

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**SUMMARY:** On April 30, 2021 MPWMD issued a Request for Proposals for landscape and outreach design services at the Santa Margarita Aquifer Storage and Recovery (ASR) site. The Santa Margarita site is located on General Jim Moore Blvd. in Seaside at the intersection of Coe/Eucalyptus. Walkers and bicycle riders frequently pass by the site.

The outreach design services part of the project will be to provide three concept designs for a public outreach installation in front of the ASR site. The subject may be about the ASR system, water conservation, Carmel River health, threatened steelhead trout and red-legged frog species, or drought tolerant plantings. The initial designs will be provided in the Basis of Design phase. MPWMD will review the Basis of Design concept designs with the Public Outreach Committee and City of Seaside staff. MPWMD and City feedback will be incorporated into final concept designs.

One proposal was received. Staff reviewed the proposal from Ecological Concerns Incorporated (ECI) and contacted references. Staff recommends entering into a contract with the proposing firm. Pages 5 and 6 of the ECI proposal, attached as **Exhibit 2-A**, outline ECI's approach to the outreach scope of services.

Ecological Concerns Incorporated is located in Santa Cruz and has been in business for almost thirty years. The firm has worked on projects from San Francisco to the Monterey Peninsula, including the City of Pacific Grove's Perkins Park Revitalization and the City of Monterey's Hartnell Gulch Restoration. Reviews from references cited exemplary performance. Ecological Concerns Incorporated has qualified staff to support our design, construction documentation, ecological, and local regulatory needs (**Exhibit 2-A**).

**RECOMMENDATION:** This information is presented for the Committee's information only. No further action is required.

## **EXHIBIT**

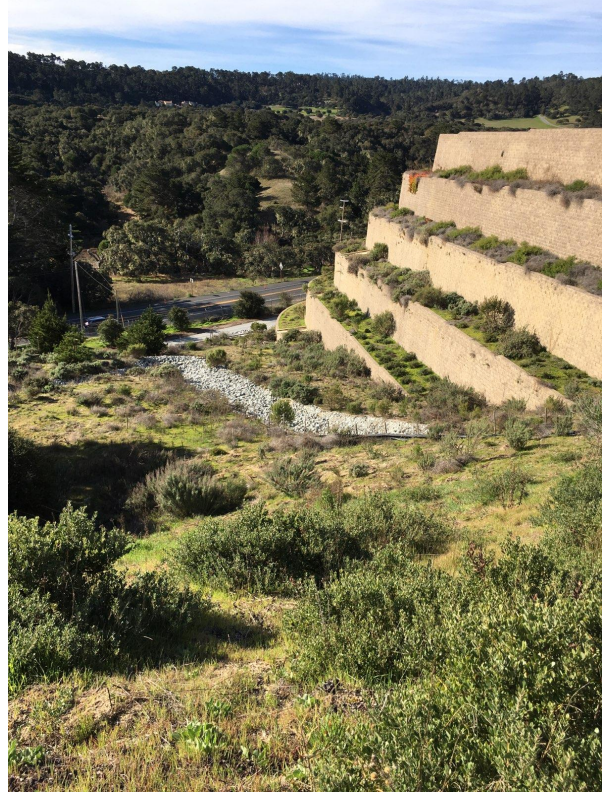
**2-A** Ecological Concerns Incorporated Response to Request for Proposals for Landscape and Outreach Design Services



## **EXHIBIT 2-A**



*Left: Installation of a round-about at CSUMB.*



*Right: Restoration of Monterey Municipal Airport*

### **RESPONSE TO:**

### **REQUEST FOR PROPOSALS FOR LANDSCAPE AND OUTREACH DESIGN SERVICES IN SUPPORT OF THE SANTA MARGARITA ASR FACILITY**

**THURSDAY, JUNE 10, 2021**



Monterey Peninsula Water Management District  
5 Harris Court Building G  
Monterey, CA 93940  
(831)658-5600  
[www.mpwmd.net](http://www.mpwmd.net)



Ecological Concerns Incorporated  
609 Pacific Avenue  
Santa Cruz, CA 96060  
(831) 459-0656  
[www.ecologicalconcerns.com](http://www.ecologicalconcerns.com)

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June 10, 2021

Monterey Peninsula Water Management District  
5 Harris Court Building G  
Monterey, CA 93940

**Re: REQUEST FOR PROPOSALS FOR LANDSCAPE AND OUTREACH DESIGN SERVICES IN  
SUPPORT OF THE SANTA MARGARITA ASR FACILITY**

Dear Ms. Hamilton & Selection Committee,

Ecological Concerns Incorporated (ECI) is pleased to provide a Proposal and Qualifications Package in response to the Monterey Peninsula Water Management District's call for request for proposal for Landscape and Outreach Design Services in support of the Santa Margarita ASR Facility.

ECI is a design-grow-build firm established in 1992, located in Santa Cruz, California. ECI has a 29-year track record of successfully designing and implementing sustainable landscape and habitat restoration projects for commercial, private and public markets throughout the Monterey Bay and San Francisco Bay areas. As a full-service design-build team, we design, implement and manage Landscape Architecture projects, ecological restoration plans, vegetation management plans, public works and utilities facilities, public parks, and large commercial landscapes.

ECI's staff includes an experienced Landscape Architecture team, professional ecologists, certified ecological restoration practitioners and a horticultural services team. We have in-depth experience preparing and implementing site-specific plans for Water Districts throughout the Monterey and San Francisco Bay areas with an excellent government and commercial performance record. We excel at meeting stringent, permit-driven, success criteria on time and on budget for clients throughout our territory.

As the Principal of ECI, I hereby declare that I have authority to execute agreements and amendments with the Monterey Peninsula Water Management District..

Please contact me with any questions, and we look forward to the opportunity to work with you on this project.

Sincerely,

Josh Fodor

By: 

Principal  
[jtfodor@ecologicalconcerns.com](mailto:jtfodor@ecologicalconcerns.com)  
831-459-0656 x700



Ecological Concerns Inc

## TECHNICAL PROPOSAL – PART 1

### IMMEDIATE LANDSCAPING BID PACKAGE CRITERIA

#### PHASE 1.0 CONSTRUCTION DOCUMENTS (CD)\*

##### 1.1 PROJECT START UP

- a. Coordination as necessary between ECI, and Client for project start up. Assume “Client” is the Monterey Peninsula Water Management District (MPWMD).
- b. Meeting 1-Site Visit: Attend on-site meeting (with Client preferred) for orientation to site, understanding of the Client vision and pertinent issues. Photograph site conditions and include a review of:
  - Natural drainage patterns.
  - Existing vegetation.
  - Existing gravel inside of fence.
  - Water purge outlet.
  - Other existing utilities (assuming not existing irrigation system).

##### 1.2 RESEARCH, DATA GATHERING, SITE ASSESSMENT

- a. Review applicable City/State codes and regulations. Review existing drawings/documents including topographical data, past concepts, aerial images, etc., provided by Client. (Assume topographic & utility survey is available in AutoCAD format for base map preparation.)
- b. Identify and prioritize preliminary site opportunities and constraints.
- c. Qualified ecologist to provide an ecological assessment (including one (1) site visit) which includes the confirmation of Deer Grass being native to the Former Fort Ord area. Final assessment will be given to MPWMD in memo form.

##### 1.3 CONSTRUCTION DOCUMENTS

- a. Based on site visit/meeting with Client and research/site assessment information, provide 50% CD Plans which serve as the “Basis of Design” for Client review. Submittal to include the sheets below indicating deer grass planting layout, rock layout, and irrigation.
  - L-0.0 Cover Sheet
  - L-1.0 Existing Conditions Plan
  - L-2.0 Overall Site Plan
  - L-3.0 Demolition Plan and Protection Details (if required): Include removal of existing vegetation not desired and weed abatement strategy with no plant poisons.
  - L-4.0 Irrigation Plan: Subsurface irrigation to be utilized.
  - L-5.0 Planting Plan: Including plant specifications, quantities, character and specification of organic planting soils, organic fertilizers, mulch, and other landscape materials such as permeable, biodegradable weed mat, gravels, purge water harvesting barrel, etc.
  - L-6.0 Irrigation Details and Notes: Including integration of purge water harvesting barrel,



plant establishment watering plan and irrigation commissioning for verification of no runoff or overspray and other system requirements are met.

- L-7.0 Planting Details: Including finish grade details.
- b. Assume sheet specifications.
- c. Meeting 2 - Virtual: Present and discuss 50% CD Plan set with Client.
- d. Based on Client feedback/comments, revise CD set to a 90% CD Plan set. Develop draft Construction Cost Estimate.
- e. Meeting 3 - Virtual: Present and discuss 90% CD Plan set with Client.
- f. Based on Client feedback/comments, revise CD set to a 100% CD Plan set for Bidding and develop final Construction Cost Estimate.

#### **1.4 DELIVERABLES**

- a. Memo regarding Deer Grass as a native species to Fort Ord by qualified ecologist.
- b. 50% CD Plans set "Basis of Design" for Client Review: black & white, 24x36 sheet format, sheet specifications.
- c. 90% CD/BID SET Plans for final review: black & white, 24x36 sheet format, sheet specifications.  
Including a draft Construction Cost Estimate.
- d. 100% CD/BID SET Plans: black & white, 24x36 sheet format, sheet specifications.  
Including a Construction Cost Estimate.

#### **EXCLUSIONS**

The following items are specifically excluded from the Scope of Work:

1. Public right-of-way or streetscape improvements.
2. Obtaining and paying for all permits.
3. Grading and drainage plan.
4. Vehicular or pedestrian hardscape design.
5. Soils and geological reports.
6. Civil engineering testing, design, and calculations.
7. Structural engineering testing, design, and calculations, including retaining wall reinforcement.
8. Electrical and domestic water supply plans.
9. ADAAG (accessible route) and signage plans.
10. Graphic renderings and 3D models.
11. Additional meetings with the County, Permitting Agencies, or other stakeholder groups.
12. Preparation of as-built drawings.
13. Book Specifications.

**\* CONCEPT DEVELOPMENT, SCHEMATIC DESIGN, AND DESIGN DEVELOPMENT PHASES ARE NOT INCLUDED – ALREADY DEVELOPED BY MPWMD.**





## TECHNICAL PROPOSAL – PART 2

### FUTURE PUBLIC OUTREACH INSTALLATION CRITERIA

#### PHASE 2.0 CONCEPT DEVELOPMENT

##### 2.1 PROJECT START UP

- a. Coordination as necessary between Landscape Designer, and Client for project start up. Assume “Client” is the Monterey Peninsula Water Management District (MPWMD).
- b. Meeting 1-Site Visit: Attend on-site meeting (with Client preferred) for orientation to site, understanding of the Client vision and pertinent issues. Photograph site conditions and include a review of:
  - New landscape installation layout (assuming Part 1 installed) or existing conditions and proposed new landscape installation layout.
  - Other existing utilities.

##### 2.2 RESEARCH, DATA GATHERING, SITE ASSESSMENT

- a. Review applicable City/County codes and regulations pertaining to signage.
- b. Identify and prioritize preliminary site opportunities and constraints in terms of educational installation placement.
- c. Qualified ecologist to provide an ecological assessment which includes subjects such as: water conservation, Carmel River Health, threatened Steelhead Trout, threatened red-legged frog species, native plants to Fort Ord, and other possible topics. Final assessment will be given to MPWMD in memo form.
  - Consult with Client to understand the existing ARS system for educational opportunities.

##### 2.3 CONCEPT DEVELOPMENT

- a. Based on the ecological assessment which provides options for educational topics for the installation, provide three (3) Concept Design Options that explore subject matter and design. Concept designs to be color, 11x17 format, including a brief description, associated imagery, possible layouts, including size and character.
- b. Meeting 2 - Virtual: Present and discuss three (3) Concept Designs Client.
- c. Based on Client feedback/comments, revise the three (3) Concept Designs to a 90% level and include elevations for each concept.
- d. Meeting 3 - Virtual: Present and discuss 90% three (3) Concept Designs.
- e. Based on Client feedback/comments, revise the three (3) Concept Designs to a 100% level, update elevations, and develop Construction Cost Estimates for each concept.

##### 2.4 DELIVERABLES

- a. Memo regarding subject matter topics for the educational installation by qualified ecologist and landscape designer.
- b. Three (3) Concept Design Options “Basis of Design” for Client review. To be 11x17 format, including brief description, layout, and associated imagery.



- c. 90% Conceptual Development of three (3) Concept Designs for final review.  
Refinement of preferred concept design, including elevations.
- d. 100% Conceptual Development of three (3) Concept Designs for final review.  
Refinement of preferred concept design, including elevations and construction cost estimate.

## **EXCLUSIONS**

The following items are specifically excluded from the Scope of Work:

1. Additional concept and/or revisions.
2. Additional meetings with the County, Permitting Agencies, or other stakeholder groups.
3. Construction or Permit Documents.



## **FIRM PROFILE:**

Firm Name: Ecological Concerns Incorporated  
Mailing Address: 125 Walk Circle  
Nursery Location: 336 Golf Club Drive  
Office Address: 609 Pacific Avenue, Suite 101  
Santa Cruz, California 95060  
Phone: 831.459.0656  
Fax: 831.459.0656  
Web: [www.ecologicalconcerns.com](http://www.ecologicalconcerns.com)

FED ID No: 77-0530713  
CA SBE Vendor: 00023829

## **FIRM CERTIFICATIONS & LICENCES:**

California Contractor License No. 778397  
Certified Landscape Architect License No. 5726  
Certified Ecological Restoration Practitioner Nos: 0055, 0056, 0078  
Certified Natural Resource Professionals Nos. 936548, 385346  
Certified Professional in Erosion & Sediment Control Nos. 5000, 8143  
QSP/QSD Certificate Nos. 00523, 25487  
SA Certified Arborist No. WE-11535a  
Qualified Applicators Licenses 118387 (B & C), 138279 (B, C, & F)  
California Nursery License B2893.001  
CLCA Water Management Certified  
NALP Certified Irrigation Technician  
NALP Certified Hardscape Technician  
IA Certified Landscape Irrigation Auditor - No. 128157  
LEED AP - BD&C  
ARCSA Accredited Professional





## QUALIFICATIONS AND EXPERIENCE

ECI is an ecologically based Landscape Design-Build firm specializing in sustainable landscapes and the ecological restoration of native habitats of the Monterey Bay and San Francisco Bay areas. We have extensive experience in the region, having designed, installed, and maintained ecological landscape and habitat restoration projects at locations such as the former Fort Ord, the Monterey Airport, and CSUMB. Our knowledge of the native plants of this unique region is informed by our staff's extensive experience in the region. The Fort Ord area where the Santa Margarita reservoir is located has many unique qualities, including sandy soils, notable endangered species and windy and arid conditions.

Our project team is a capable and experienced group of landscape architects, irrigation designers, restoration ecologists, arborists and horticulturists. We have spent years collaborating to produce many successful public works and ecologically driven landscape projects. By having a small and well coordinated staff we eliminate excessive hours spent on delegating out tasks and are able to efficiently produce quality work with less overhead than our competitors. As a small business (SBE) we also place a high value on maintaining attentive and open communication with our clients. We believe that a personalized touch, mindful listening and attention to detail ensures the utmost satisfaction for our customers.

Our multidisciplinary approach to our projects combines a design and ecological consulting team, a nursery grow operation, and a skilled construction team vertically integrated under one roof. These integrated services allow us all to learn from one another's experiences and expertise. By sharing our experiences and combining our skill-sets we all become stronger and more valuable team players. We see this being to the benefit of MPWMD's projects at the Santa Margarita facility because we can make realistic and viable planting suggestions, design effective irrigation systems, develop realistic bid-packages and cost estimates for the project. In large part due to the experience of our build division informing our designs, ECI has an exceptional track record of creating Construction Documents and bid sets that are truly constructable and abide by local and state-wide code regulations.

As a testament to the way we successfully integrate all divisions into our design plans, ECI worked with the Santa Cruz Water Department in the creation of permit driven plans for the restoration of the Loch Lomond Recreation Area. For this plan, our designers and construction superintendent worked together to create realistic solutions which ensured the success of the project's installation and saved the Department money. In order to employ such an integrative approach ECI has developed a robust design process with stringent QA/QC protocols, attentive project management, organized data collection and investigation, accurate cost estimates and concise construction specifications. Our easy to follow, yet detailed construction documents sets can be seen in projects such as Hartnell Gulch Riparian Restoration Plan in Monterey and the



## Coastal Havens non-profit housing landscape plan in Santa Cruz.

In addition to our robust knowledge of local ecosystems and viable landscape solutions to the Seaside environment, ECI has worked with various municipalities, such as the City of Monterey and the City of Pacific Grove, on public outreach projects both before and during the recent COVID-19 pandemic lockdown. We have a team of designers who specialize in exceptional visual content, making it easy for stakeholders to comprehend our design objectives and direction. We also highly value open, honest and conscientious communications with our clientele and their community. As an example, pre-pandemic ECI was contracted to create a revegetation plan for the City of Pacific Grove which revamped their beloved Perkin's Park. This park is one of the biggest tourist attractions to the city, as people from around the world flock to Pacific Grove to view the pink "magic carpet" coastline when in bloom. For this project, public outreach and opinions were crucial for the final outcome for the park's design. As the pandemic turned into a full lockdown, ECI created public outreach protocols which allowed the public to still be heard and for the project to continue despite the uncertainty of the pandemic. Instead of conducting the public hearings as originally planned, ECI developed zoom procedures for public meetings, social media outreach plans, computerized public surveys, downloadable park design options, and a website to accommodate for the lack of in-person interaction. Our efforts allowed approximately 300+ people's opinions and concerns to be tallied and heard by local officials and our design team. A success that reached, arguably, more people than a typical public hearing in this community. While we understand that MPWMD's public outreach needs are of a relatively smaller scale on this project, we believe ECI's experience in this category will be of great utility in the design of a public outreach installation that will serve its intended purpose of connecting to stakeholders.

ECI has diverse experience integrating with other design professionals to ensure their plans include provisions for proper closeout and site preparation for success. A recent example of this was ECI's collaboration with PG&Es civil engineers to devise a strategy for accomplishing revegetation of a planned rock slope, which was a requirement by the City of Oakland for permitting this work on their property. ECI specifies a soil backfill technique to fill the voids between the riprap with soil in lifts in order to create suitable planting pockets with deep soil channels to support vegetation. ECI subsequently collaborated in the field with the installation contractor to ensure the soil was properly installed, and the site is now ready for revegetation this winter. ECI is ready and willing to apply this type of problem solving approach to this project as needed.

Additionally, ECI owns and manages Central Coast Wilds Nursery, a wholesale native plant nursery that specializes in growing watershed specific native plants for habitat restoration and ecological landscape projects. We grow native plants that are indigenous to watersheds throughout the Monterey and San Francisco bay areas. Our plants are produced under Best Management Practices (BMPs) that provide disease-free stock for restoration projects being carried out by clients such the Santa Clara Valley Water District, The US Army Corps of Engineers, The San Francisco Public Utilities Commission, and the East Bay Regional Park District. The horticultural knowledge of our nursery staff informs our design work and though it



we know what plants are native to the project region, what plant species are easily propagated in a nursery and landscape setting, and what soil and water conditions these plants require to survive and thrive.



## RELEVANT EXPERIENCE

### Project List:

Perkins Park - City of Pacific Grove Public Works Department

Loch Lomond Recreation Area - Santa Cruz Water District

Hartnell Gulch - City of Monterey

Monterey Presidio Barracks - City of Monterey







*Concept Rendering: Perkins Park Entry with preserved *Drosanthemum forlirbundum* & native CA bluff gardens*

# Perkins Park Revitalization

## CONCEPTUAL DESIGN THROUGH CONSTRUCTION DOCUMENTATION PACIFIC GROVE, CA

Project Location: Pacific Grove, CA

Project Size: 0.8 miles

Budget: \$78,000.00

Personnel:

Jon Laslett - QA/QC

Rita Manna- Project Manager & Designer

Spencer Dillon - Irrigation Designer

Andrew Baklaich - Draftsperson

Mike Dillon - PLA consultant

**Project Description:** Perkins Park is a 0.8 mile long stretch of coastline in the Monterey Bay in Pacific Grove, CA. This park, originally designed by Henry Hays Perkins, paid a 1960s homage to his beloved South African botanic

plants. The park has been featured on the cover of Life Magazine and Natural Geographic three times over the last 30 years and is a treasured landmark in Pacific Grove.

After years of drought and lack of upkeep, the city was in need for a vegetation renovation and historic preservation plan for the park.

ECI spearheaded an integrative design process that involved community feedback & surveys, stakeholder interviews, and community presentations. In the wake of COVID-19 quarantine mid-design, ECI had to navigate the community outreach process in a now virtual world. We created Zoom meeting protocols and employed virtual stakeholder

interactions which were adapted by the City-wide processes.

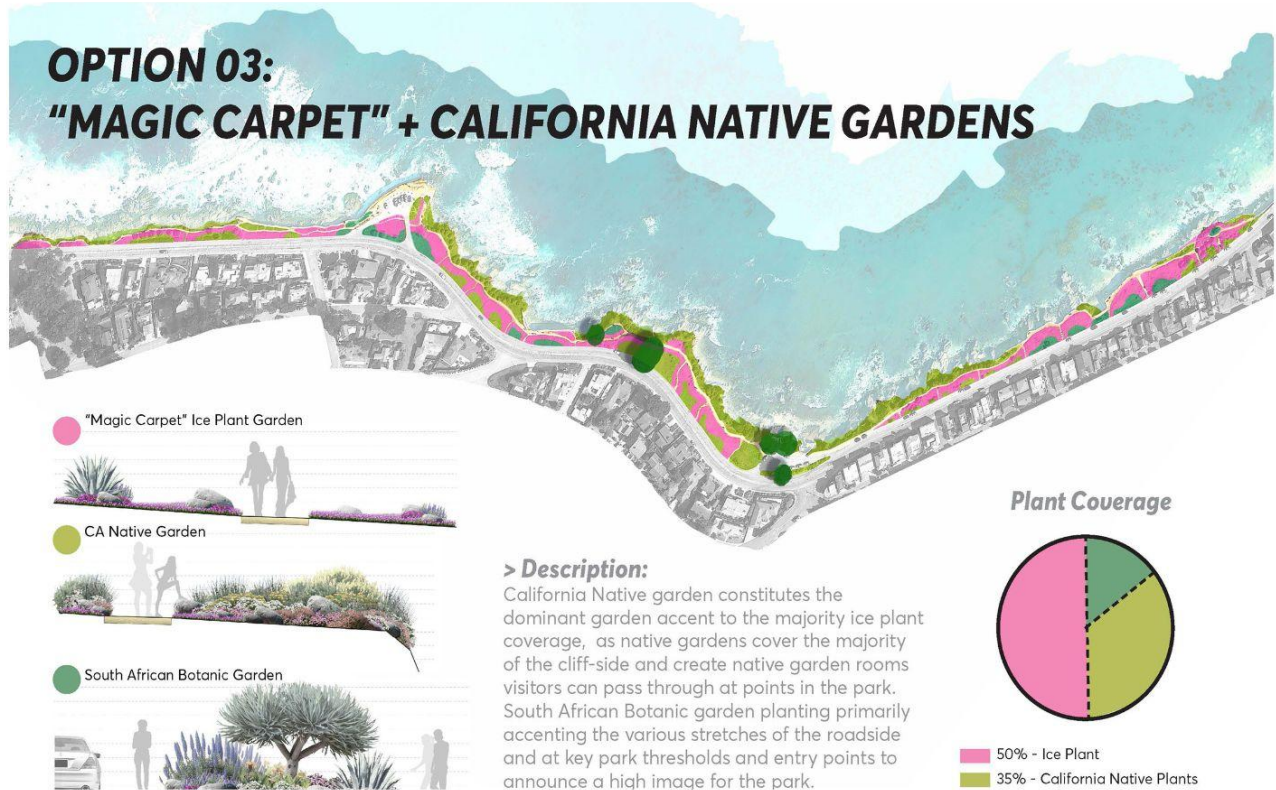
Deliverable products include:

- (1) Local Business feedback report
- (1) Stakeholder Survey Report
- (2) Stakeholder Presentation & Boards
- (1) City Council Presentation
- (3) Conceptual Design Options
- (6) Conceptual Renderings & Section Drawings
- (1) Construction Documents Set
- (2) Landscape Management Plan
- (1) Existing Conditions Report
- (2) Engineers Estimates
- (1) Website
- (1) Zoom Protocols
- (1) Community Survey

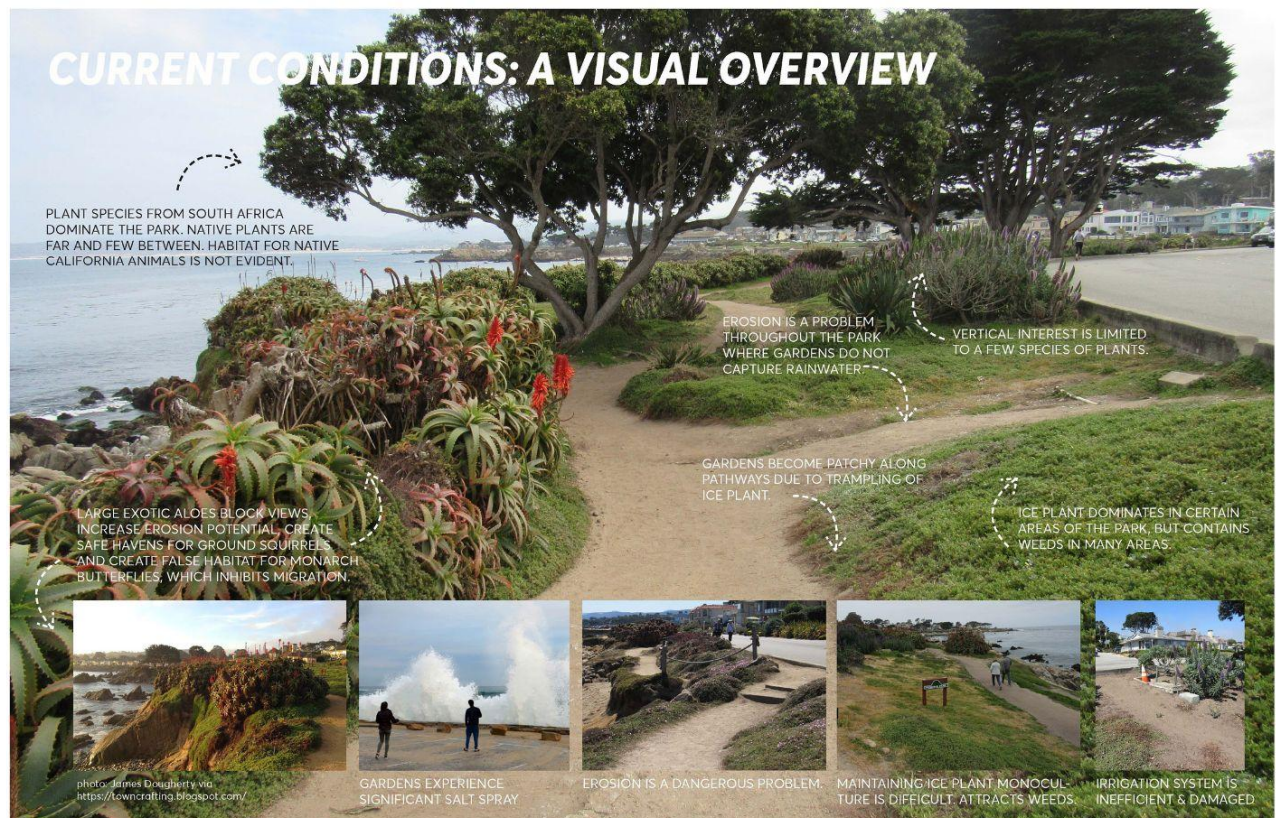


ECOLOGICAL CONCERNS INC





*Above: Rendered Schematic Site Plan and Garden Section Drawings. Below: Existing Conditions Board, used for Community Outreach*







*Above: Image of Loch Lomond Reservoir pre-construction.*

# Loch Lomond Recreation Area Revegetation

## RESTORATION PLAN, SEED COLLECTION, CONTRACT GROW PUBLIC OUTREACH & CONSTRUCTION DOCUMENTS FELTON, CA

Project Location: Felton, CA  
Client: Santa Cruz Water District  
Project Size: 10 acres  
Budget: \$108,000.00  
Personnel:  
Jon Laslett - Project Manager QA/QC  
Rita Manna - Senior Landscape Designer  
Spencer Dillon - Irrigation Designer  
Daniel Blair - Draftsperson  
Oona Johnsen - PLA consultant

Project Description: For this project, ECI provided a multitude of Design-Build services for the restoration of the Loch Lomond Recreation Area. This space has been impeded by tourists and park-goers and was in need of revegetation. ECI implemented On-Call Revegetation consultation and design services, provided data driven site reports, conducted seed consultation, is supplying contract-grow High BMP plants, permitting assistance, and full Landscape Architecture services.

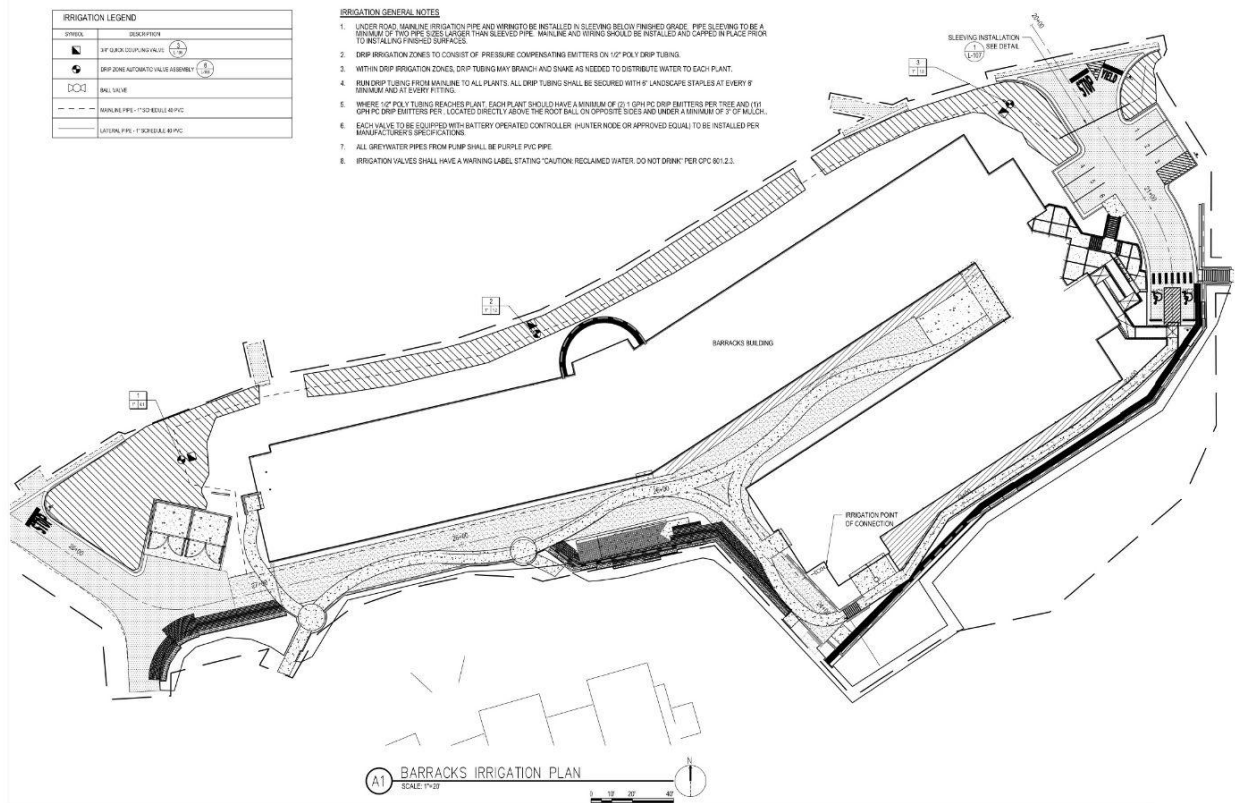
Working directly with the Santa Cruz Water District, engineers and parks crew, ECI and team are responsible for the design, construction and maintenance of new plantings and irrigation systems throughout the park. While keeping in mind community connectivity, native habitat and plain sight beatification, the enhancement of the native habitat to bring back nature and give the public a view of wild and lush native plants and animals.











# Monterey Presideo Barracks

## MONTEREY, CA

Project Location: Monterey, CA  
Project Size: 3 acres  
Budget: \$25,000.00

### Project Services:

Restoration Design, Parking Lot Design, Bioswale & WaterPlanting Design, Stream bank Restoration and Stabilization, Invasive Species Identification and Removal, Permitting, Tree removal,

### Client:

Army Corps Of Engineers

### Project Contractor:

Ecological Concerns Incorporated

### Environmental Planner & Landscape Architect:

Ecological Concerns Incorporated

### Project Goals:

Improve Native Plant Diversity; mitigation monitoring plan; Protect Channel from Erosion; Provide Public Outreach and Education; Removal of Invasive Species

### Project Description:

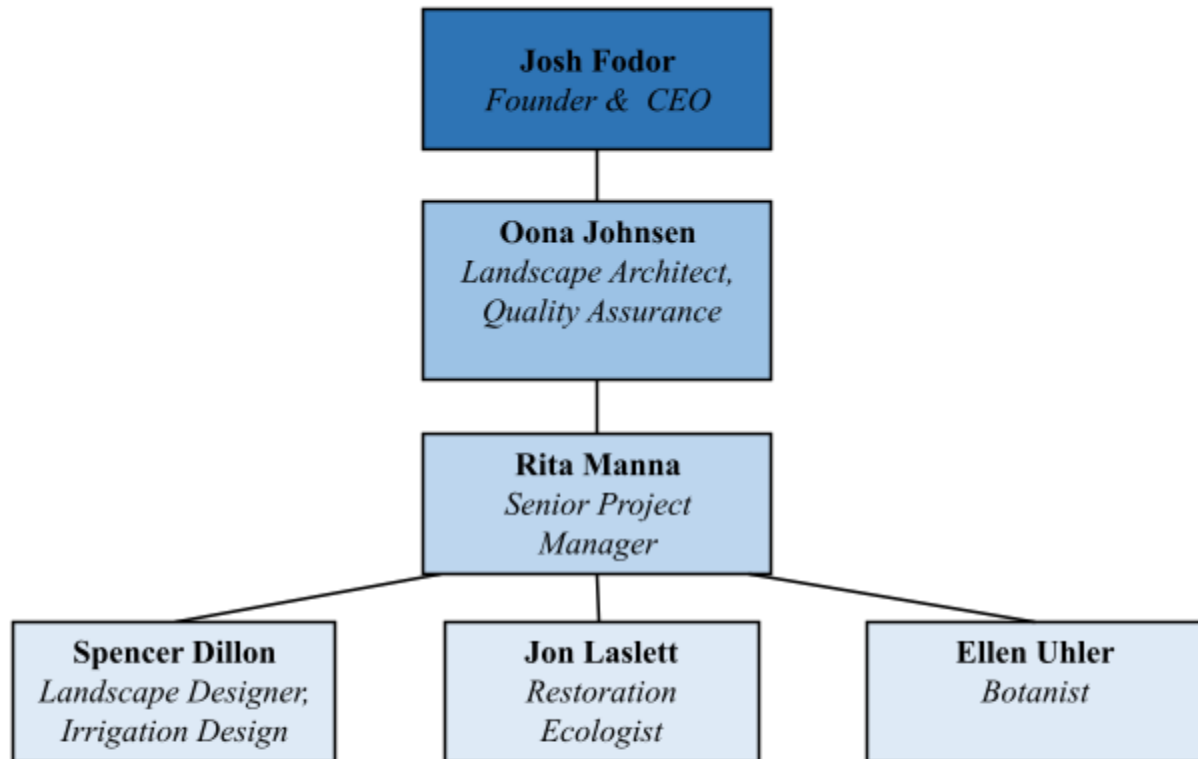
ECI was hired for a design-build project for new advanced training barracks for the Army Corps of Engineers as a subcontractor to Sundt. Our landscape architecture team designed a retaining wall, an erosion

control plan, an irrigation plan, and a planting plan with a native plant palette and hydro-seeding. Our team also coordinated a custom plant growing contract through our nursery, Central Coast Wilds, in order to meet site specific requirements for the project.





## COMPANY ORGANIZATION CHART



**JOSHUA T. FODOR**  
**Project Principal**  
**CERP, CPESC, CNRP**

Mr. Fodor is the President and founder of Ecological Concerns Incorporated, an ecological consulting firm, habitat restoration contractor, and California native plant nursery. He has written and implemented restoration plans, vegetation management plans, mitigation and monitoring plans, and habitat conservation plans throughout California, particularly in the San Francisco and Monterey Bay areas. Mr. Fodor oversees all aspects of project implementation, including erosion control, soil and plant salvage, exotic pest plant removal, maintenance, reporting, site-specific seed collection, plant propagation, and planting operations.

**PROFESSIONAL EXPERIENCE**

1992-present President, Ecological Concerns Inc. & Central Coast Wilds Nursery

**EDUCATION**

1990 BA Biology (Plant Ecology), U.C. Santa Cruz

1993 BA Environmental Studies (Restoration Ecology), U.C. Santa Cruz

**PROFESSIONAL LICENSES & CERTIFICATIONS**

California Landscape Contractor License No. 778397

California Nursery Stock Certificate. B2893.001

Certificate in California Water Management and Ecosystem Restoration, UCB Extension

Certified Natural Resource Professional, CNRP 936548

Certified Ecological Restoration Professional (CERP) No. 0056, Society for Ecological Restoration

Certified Professional in Erosion and Sediment Control, CPESC No. 5000

Certificate in California Water Management and Ecosystem Restoration, U.C. Berkeley Ext.

Qualified Applicators License, QAL 118387

Army Corps Construction Quality Management Certificate SW9-02-14-00460

**SELECTED PROFESSIONAL TRAINING**

2019 Construction StormWater Compliance

2018 Bioretention Modeling Workshop, Forrester University

2017 Design Revegetation and Erosion Control Specifications, IECA

2016 Designing Effective Sediment Control Basins, Forrester University

2015 Maximizing Erosion Control with Proper Material Selection, Forrester University

2014 Rainfall Infiltration of Soils Under Annual vs Perennial Grasses in California, CNGA

2012 An Economic Analysis of Vegetative Buffer Strip Implementation, Coastal Management Training

2011 Arc GIS Training, Elkhorn Slough Coastal Training Program / UCSC - CISR

2010 Biology and Conservation of the California Red Legged Frog, ESCTP

2009 Right of Way Weed Management, Continuing Education, CA-DPR

2008 IPM Wildland Weed Management, Continuing Education, CA-DPR





**JON LASLETT**  
**Director of Operations**  
**Ecologist, CERP, CPESC, CNRP**

Jon Laslett, is a restoration ecologist with specialty training in amphibian biology and conservation. He manages multiple ongoing MMP implementation projects for ECI, and has brought multiple others to successful completion. He is also a certified irrigation technician and landscape irrigation auditor with extensive experience in irrigation water management for large-scale restoration projects. Mr. Laslett is highly experienced in the management and implementation of habitat restoration projects and he will oversee the day-to-day operations of project scheduling and implementation.

**EDUCATION**

2003 BS Ecology and Evolutionary Biology, U.C. Santa Cruz  
2003 BS Marine Biology, U.C. Santa Cruz

**PROFESSIONAL EXPERIENCE**

2006 Present – Sr. Project Manager, Ecological Concerns Inc.  
2005 Biological Technician, Oregon State University  
2004 Oceanographic Technician – Monterey Bay Aquarium Research Institute  
2003-4 Bioassay Technician – Toxscan Inc.  
2003 Biological Technician – US Fish and Wildlife Service  
2001 Restoration Technician – Moss Landing Marine Labs

**PROFESSIONAL TRAINING**

2019 Construction Storm Water Compliance, SWRCB  
2018 Bioretention Modeling Workshop, Forrester University  
2018 Measuring Economic Benefits and Cost Effectiveness of Coastal Wetlands and Ecosystems, ASWM  
2017 Sediment Basin Design, IECA  
2017 Design Revegetation and Erosion Control Specifications, IECA  
2016 Phytophthora Training for Nursery Growers, Oregon State University  
2013 Native Grass Identification, California Native Grassland Association  
2011-2014 Arc GIS Training, Elkhorn Slough Coastal Training Program / UCSC - CISR  
2010 Biology and Conservation of the California Red Legged Frog, ESCTP  
2009 Biology and Conservation of the Santa Cruz Long-Toed Salamander, ESCTP  
2009 Biology and Conservation of the Tiger Salamander, ESCTP  
2009 Landscape Irrigation Auditor, Irrigation Association  
2008 Certified Irrigation Technician, Ewing Educational Services



**OONA JOHNSEN**  
**Licensed Landscape Architect**

Oona Johnsen is a licensed landscape architect in Florida and California with 19 years of experience in the field of landscape architecture. A leader in promoting sustainable and ecological approaches to site and landscape design, her specialties include LEED projects, public projects, low impact development strategies, and projects that incorporate stakeholder and/or community input during the design process.

**PROFESSIONAL EXPERIENCE**

2021 - Present: Landscape Architect, Ecological Concerns Inc.

2011 - Present: Principal/Landscape Architect, Oona Johnsen Landscape Architecture (OJLA)

2018 - 2020: Senior Landscape Architect, Stantec

2009 - 2011: Senior Project Manager/Landscape Architect, Rana Creek

2006 - 2009: Project Manager, Bellinger Foster Steinmetz Landscape

**EDUCATION**

2000 Bachelor of Science, Landscape Architecture, *University of Washington, Seattle, Washington.*

**PROFESSIONAL LICENSES & CERTIFICATIONS**

2010 Registered Landscape Architect #5726, State of California

**PROFESSIONAL AFFILIATIONS**

ASLA: American Society of Landscape Architects (Florida)

LEED AP: United States Green Building Council, Tampa Bay Branch

ARCSAAP: American Rainwater Catchment System Association Member, Tampa Bay Section,

Member, Florida Native Plant Society, Suncoast Chapter

Member, Preserve the Berg, St Petersburg

**AWARDS & ACCOLADES**

Fulbright Scholarship, 2004 - 2005

Outstanding Achievement Award, ASLA, Maple Valley Library

Merit Award, Washington State ASLA, Swedish Hospital Rooftop Garden Design

Merit Award, Washington State ASLA, Research Paper: The Restoration of a Forest Ecosystem to Recreate 2nd Growth with Old-Growth Characteristics and Aesthetic Qualities

Faculty Award, UW Landscape Architecture Department

Madison Street Park: Hillsborough County Planning Commission, Award of Excellence in Entertainment & Redevelopment Categories, October 2020

Met West Office Building 3: National Association of Industrial and Office Parks (NAIOP), Best Office Project Award, January 2020

**RELEVANT PROJECT EXPERIENCE**

**PUBLIC WORKS:**

Lovers Point Coastal Access & Park, Pacific Grove, CA

Madison Street Park, Tampa, Florida

Laurel Elementary School, San Mateo, CA



**RITA C. MANNA**  
**Senior Project Manager**  
**Landscape Designer**

Rita Manna is a designer who specializes in both the Landscape Architecture and Graphic Design professions. She has achieved a Bachelor of Fine Arts degree with a concentration in Graphic Design from the University of Connecticut, a Masters of Landscape Architecture degree which concentrated in Environmental Justice and Ecological Restoration from Colorado State University. With this diverse skill set, Rita understands how to create an impact beyond the screen and into our living world. Over the last 13 years, she has worked with teams both large and small to create landscapes which are restorative, memorable, functional, and rejuvenating. Her wide range of design experience allows her to relate to our clients to create meaningful, applicable & heartfelt designs of all sizes.

**PROFESSIONAL EXPERIENCE**

2018 - Present: Senior Project Manager, Landscape Designer- **Ecological Concerns Inc.**  
2016 - 2018: Landscape Designer, **SSA Landscape Architects, Inc**  
2016: Landscape Design Intern, **Design Workshop, Inc**  
2015: Landscape Design Intern, **PWP Landscape Architects, Inc**  
2008 - 2015: Founder & Landscape Designer, **Reet's Garden & Design, LLC**  
2006 - 2007: Graphic Designer & Marketing Strategist, **US Department of Defense; AFRC**

**EDUCATION**

**2016 Master Of Landscape Architecture**, Concentration In Ecological Restoration & Community Development, *Colorado State University*.  
**2005 Bachelor of Fine Arts**, Concentration in Communication Design, *University of Connecticut*  
**2003** Communication Design & Illustration, *Syracuse University*

**PROFESSIONAL LICENSES & CERTIFICATIONS**

2021 LARE (Landscape Architect Registration Examination) PLA Certification, (in progress)  
2018 - 2021 Certified Ecological Restoration Practitioner, CERP (in progress.)  
2012 Permaculture Design Certification, Sunrise River Ranch

**PROFESSIONAL AFFILIATIONS**

American Society of Landscape Architects (ASLA)  
Society of Ecological Restoration (SER)

**RELEVANT PROJECT EXPERIENCE**

- Perkins Park: Revitalization of 1 mile of historic coastline - *Pacific Grove, CA*
- Loch Lomond Recreation Area Restoration - *Santa Cruz, CA*
- Bay View Elementary School: Rainwater Harvesting, Bioswales, & Irrigation Design - *Santa Cruz, CA*
- Red Morton Park: Redesign of public play space in association with Magical Bridge Association - *Redwood City, CA*
- Jack Lyle Park: Recreation space and dog park facilities - *Menlo Park, CA*
- Stevens Creek at McClellan Ranch: Ecologically mindful overflow parking & stream bank preservation - *Cupertino, CA*
- Santa Cruz Juvenile Hall: Recreation space, education areas, parking & entry renovations - *SC, CA*
- Mid-Penninsula Housing: Wetland Restoration - *Watsonville, CA*
- Trout Creek Riparian Corridor Restoration: - *Truckee, CA*
- PG&E Oakland Hills: Streambank and Hillside stabilization & reforestation - *Oakland, CA*



**ELLEN UHLER**  
**Project Assistant**  
**Sr. Horticulturist**

**PROFESSIONAL EXPERIENCE**

1996-present – Senior Horticulturist, Botanist, Projects Manager, Central Coast Wilds

**RECENT PROJECT EXPERIENCE**

2013- 2021 Graniterock Quail Hollow Quarry – project management, restoration planning, seed collection, propagation, installation, invasive species control, erosion control and monitoring

2018-2021 San Mateo County- Colma Creek salt marsh restoration- restoration design, site specific propagule collection, plant production, volunteer planting coordination, maintenance, and monitoring

2017-2021 ACoE Upper Berryessa Creek Tree Mitigation Project- site specific propagule collection and production of plants using CalPhytos BMPs.

2017-2021 Valley Water Stream Maintenance Projects- plant palette consultation, site specific propagule collection and production of habitat restoration plants using CalPhytos BMPs

2020-2021 City of Santa Cruz Water Department Laguna Creek Diversion- restoration planning, CalPhytos BMP seed collection and contract plant propagation

2020-2021 City of Santa Cruz Water Department Canham Meadow Wetland Restoration Project- restoration planning, CalPhytos BMP seed collection and contract plant propagation

2020-2021 City of Santa Cruz Water Department Newell Creek Dam Project- mitigation planning, CalPhytos BMP seed collection and contract plant propagation

2020-2021 Golden Gate Bridge, Highway and Transportation District, Corte Madera Tidal Marsh Restoration- CalPhytos BMP protocol seed collection and propagation of 17,000 salt marsh plants

2020-2021 Bollinger Wetland Mitigation Project/Lennar Homes of California Inc.- site specific propagule collection and plant production

2018-2020 Coastal Watershed Council Santa Cruz levee projects plant palette consultation and Year 1 production of 1900 site specific plants

2012-2020 St Helena Flood Control/ Waterways Consulting Inc. - project monitoring

2019 City of Santa Cruz Water Department Newell Creek Dam Project- pre-construction rare plant survey

2016-2019 PG&E Crazy Horse Canyon Switching Station- wetland mitigation monitoring

**PROFESSIONAL TRAINING AND CERTIFICATIONS**

2020 California Endangered Species Act Plant Voucher Collecting Permit No. 2081(a)-20-015-V

2020 CNPS: Protecting California's Diversity: Genetic Considerations for Native Planting and Restoration

2020 e-RailSafe Background Verification

2020 Phytophthoras in Native Habitats Work Group meeting

2019 Sudden Oak Death Seventh Science and Management Symposium, UC Division of Agriculture and Natural Resources

2019 Measuring and Monitoring Plant Populations- California Native Plant Society, Cal Poly SLO

2018 NORS-DUC Field Day with a focus on *Phytophthora* in restoration nurseries

2018 Arborist, Tree Care Specialist, and Urban Forester Spring Sudden Oak Death Training Session; Matteo Garbelotto, SOD Arborist Training Exam 2018 Certified, UC Berkeley

2017 Weed Management Training for Volunteers/Calflora Observer Pro, Cal-IPC/Calflora staff

2017 Identification of Grasses, Arnold Tiehm, The University of Nevada Reno

2017 *Compositae*, Bruce Baldwin, John L. Strother, UC Berkeley Jepson Herbarium

2016 Botanical Collecting & Field Documentation, California Native Plant Society

2016 Forest Diseases, Matteo Garbelotto, UC Berkeley

2015 Project Design and Evaluation, NOAA Office for Coastal Management

2015 Identifying Lichens to Genus, Friends of the Chico State Herbarium

2014 Definitions and Methods for Identifying and Delineating California Wetlands, Terry Huffman, UC Berkeley Jepson Herbarium

2013 Navigating the Environmental Compliance Process in Coastal California, Elkhorn Slough Coastal Training Program





**Spencer Dillon**  
**Irrigation Designer**  
**LEED AP BD&C**

**EDUCATION**

2019 - CLCA Water Manager  
2018 - CLIA Landscape Irrigation Auditor  
2017 - NALP Hardscape Installation Technician  
2017 - NALP Irrigation Technician  
2016 - ARCSA AP  
2015 - Monterey Bay Friendly Green Gardener Certified  
2012 - LEED AP BD+C  
2009 - Bachelor of Science Construction Management Degree, Northern Michigan University - College of Technology and Occupational Science  
-Alternative Energies Minor  
-Business Administration Minor

**PROFESSIONAL EXPERIENCE**

2014-Present Assistant Project Manager - Ecological Concerns Incorporated  
2010-2014 Project Engineer/LEED AP BD&C - Barry Swenson Builder dba Green Valley Corporation

**DESIGN SOFTWARE**

Office: Documents, Presentations, Spreadsheets  
Estimating: Primavera P3 project analysis software, On-screen take-off  
Design: AutoCAD, LandFX

**PROFESSIONAL HIGHLIGHTS**

- Large Stream and Wetland Mitigation Installation San Ramon, CA
- San Francisquito Creek Mitigation Planting Los Altos, CA
- Commercial Landscape Install City of Mountain View - Mountain View, CA
- Guadalupe River Mitigation - Almaden, CA
- Commercial Landscape Install Stevenson Campus UCSC – Santa Cruz, CA
- Commercial Landscape Install City of Marina - Marina, CA
- Commercial Landscape Install Heritage Park - Mountain View, CA
- Tim Lewis Homes BioSwale and Planting – Fremont, CA
- Invasive Removal/Habitat Restoration Wetland PGE Mitigation - Prunedale, CA
- Custom Residential Rain Water Catchment Installation - Los Gatos Hills, CA
- Custom Residential Rain Water Catchment Installation - Los Altos, CA
- Custom Residential Rain Water Catchment Installation - Moss Beach, CA
- Custom Residential Rain Water Catchment Installation - Monte Sereno, CA
- Bio Swale and Infiltration Pond – Almaden, CA
- Custom Residential Rain Water Catchment Installation - Scotts Valley, CA
- Crazy Horse Canyon PGE Mitigation - Prunedale, CA
- Invasive Removal/Habitat Restoration Purisima Creek - Los Altos, CA
- Rosicrucian Egyptian Museum Custom Labyrinth Installation - San Jose, CA

**PROFESSIONAL ASSOCIATIONS**

- Landscape Auditor (CLIA)
- Landscape Technician Certified (NALP)
- Landscape Technician Certified (CLCA)
- Monterey Bay Friendly Green Gardener
- American Rainwater Catchment Systems Association (ARCSA)
- U.S. Green Building Council/ Leadership in Energy and Environmental Design (USGBC / LEED)  
License GBCI #10588629



## LITIGATION HISTORY

ECI has not been involved with any litigation within the last 5 years.



## **PUBLIC OUTREACH COMMITTEE**

### **3. RECEIVE PROPOSAL FROM THE MARKETING DEPARTMENT CREATIVE FOR SERVICES FOR FISCAL YEAR 2021-2022 AND PROVIDE DIRECTION TO STAFF AND OUTREACH CONSULTANT**

**Meeting Date:** June 28, 2021                      **Budgeted:** N/A

**From:** David Stoldt                      **Program/** N/A  
            General Manager                      **Line Item No.:**

**Prepared By:** Stephanie Locke                      **Cost Estimate:** N/A

**General Counsel Review:** N/A

**CEQA Compliance:** This action does not constitute a project as defined by the California Environmental Quality Act Guidelines section 15378.

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**SUMMARY:** The Board adopted a strategic plan at its April 19, 2021, meeting and approved a scope of work for Fiscal Year 2021-22 for TMD Creative. The Outreach Committee should review the proposed scope of work, including the add-ons for website redesign, the media lunch concept, and the timing of mailings in more detail.

**RECOMMENDATION:** The Committee should provide direction.

#### **EXHIBIT**

**3-A** TMD Creative Final Proposal

# TMD CREATIVE PROPOSAL

## Monterey Peninsula Water Management District

MAY 2021

90 W Alisal Street  
Salinas, CA 93901  
831.758.6425  
[info@tmdcreative.com](mailto:info@tmdcreative.com)





Dear Stephanie,

Our team at TMD has enjoyed the past few months working together in communicating the Monterey Peninsula Water Management District message. TMD Creative values the District's commitment to innovation and the highest standards for both the sustainable and safe production of water for communities. Promoting your organization, and providing increased value to customers while demonstrating the value you already provide to them are key points of your messaging. These points resonate with TMD Creative and we feel we have a good understanding of your organization upon which we would build going into the next fiscal year.

We are please to submit a proposal to Monterey Peninsula Water Management District to continue our partnership into 2022. Telling the story of the District and the community it represents would be a focus of future work. We have outlined elements of a marketing plan based on what we started and integrating your new goals for the upcoming year. We are excited about and look forward to working with you collaboratively to achieve your strategic objectives.

We build strong relationships with our clients, many of which have been with TMD Creative since the beginning. They remain with us because we continue to earn their trust and deliver on our promises — high quality, original, award-winning solutions for our clients.

Thank you for the opportunity to continue our work together. Please let us know if you have any questions regarding this proposal. Feel free to call or email me at any time.

Best regards,

A handwritten signature in blue ink that reads 'Nick Pasculli'. The signature is fluid and cursive, with the first name 'Nick' being more prominent.

Nick Pasculli



## OUR PHILOSOPHY ABOUT SUPPORTING YOUR BRAND

A brand message is the promise to the community about what kind of information, service and experience they are receiving. A good brand changes the way the public thinks about and interacts with the agency, whether it is a private or public agency. Thus, having a strong, visible brand and messaging is imperative.

TMD has enjoyed our partnership with the Monterey Peninsula Water Management District this past year and look forward to a continued collaboration to enhance your brand. Our approach using strategic marketing coupled with creative problem solving and visual thinking will continue to build your brand and guide how the organization portrays itself to the public and your constituents.

## OVERVIEW

TMD strongly believes the best work comes from collaborating with the client. This means combining your knowledge and skills with our creative strategy. Through our work together these past few months and by listening to your communication goals, we have identified and are proposing the following components for the next fiscal year.

### **Design components\*:**

- Direct mail piece/newsletter: create design template and publish twice a year: 1) promote Measure "J"; 2) focus TBD
- Brochures: Updating of current brochures (up to five of the current brochures)
- Redesign hospitality card
- One monthly branding ad to support 2021-2022 strategic goals: design and coordinate placement in three primary publications; and create small versions of each ad for social media purposes
- Educational workshop ad for May 2022: design and coordinate placement in three primary publications; and create small versions of each ad for social media purposes

*\* Design components do not include printing costs, mailing services or postage.*



**Consulting components:**

- e-mailing list enhancement:
  - Buy targeted email lists or enable “opt in” features to build electronic outreach list (Cost not included in retainer.)
- Surveys: targeting two specific audiences, survey includes:
  - Instrument consulting (development of questionnaire)
  - Instrument deployment (method TBD: email, web or USPS)
  - Collect data and provide analysis reporting
- Social media: campaign development includes:
  - Content calendars and strategy
  - Creating a series of posts to graphically amplify 2021 strategic goals
- Client/Board/Committee meeting attendance:
  - TMD Creative will commit 1-2 people to attend monthly meeting

**PROPOSED RETAINER:**

Reflective of the projects outlined in the above design and consulting components,  
TMD Creative calculated the total work hours and divided by 12 to determine the  
proposed monthly retainer price.

**Retainer      \$4,250 per month**



## WEBSITE RE-DESIGN

(OPTIONAL – Not included in the retainer)

**Objective:** An excellent website is just one of the key foundation elements in maintaining and growing your organization. Our commitment is to create a website that accurately reflects and further develops the MPWMD brand by re-designing and programming a dynamic and easy-to-use site strengthening your presence online.

TMD keeps abreast and ahead of current best practices and uses the latest Content Management Systems (CMS) and HTML, while also making the site a flexible resource for domestic and international online visitors. Most importantly, it is very user friendly, so you can communicate better with your industries and communities.

### Scope:

Functionality features include:

- Responsive, mobile-friendly design
- Optimized site for search and social media
- Simple and attractive design that makes a strong impact
- Easy, optimized navigation and expandability
- Design of page layout and development of style sheets to be used throughout
- Excellent page speed load time
- Secure
- ADA Compliance
- Optimization for social media
- SEO friendly elements (widgets, design features, style elements)

Content features include:

- High quality content with optimized keywords and phrases for good readability scores
- Engaging imagery (photos, videos and/or moving pictures)
- Testimonials/ratings/recommendations/certifications
- Clear calls-to-actions
- Request for an estimate forms on each page
- Blog page

Backend Programming and Database include:

- Custom theme on a customer portal
- Migrate current assets, descriptions, and photos as determined
- Migrate categories and set up navigation





### **WEBSITE CREATIVE INVESTMENT**

(Based on current 75+ page MPWMD web site)

#### **Includes design and development strategy\***

- Design: Includes homepage and secondary page proofs and style sheets with two revisions\*, and migrating content from current site
- Search Engine Optimization: Both website and directory research and listings
- Mobile responsive design and programming

#### **Backend Programming and Database\***

- Assess management and cataloging into a WP database
- Integrate the payment gateway and set up SSL certificate
- Backend programming, CMS, beta-testing
- Pre-launch, launch and post-launch steps and testing of new site

**Total Estimated Cost of Website Development      \$15,000-17,500**

This estimate is based on information gathered at initial meeting with client. If the scope changes, the total cost will be reflected.

\*Revisions beyond this scope of work will be billed at an hourly rate.

\*\*Additional services not included in this estimate listed here (but not limited to) are photography, video creation, copywriting and illustration. These services will be estimated on an as needed basis.



### **MEDIA EVENT**

(OPTIONAL – Not included in the retainer)

**Objective:** Strategic goal of this event would be to create an opportunity for MPWMD to provide and share information to the press about the organization's award-winning "Path to Water Independence" plan. MPWMD will be positioned to take a proactive approach creating and determining the dialog regarding sustainable water plans for our area's short and long-term future.

#### **Scope:**

Strategy and support of MPWMD media event to include:

- Identifying press attendees
- Follow-up with attendees as needed
- Attendance of event to evaluate event effectiveness

**Total Estimated Cost of Media Event \$5,000**

### **CUSTOM PHOTOGRAPHY & VIDEOGRAPHY**

(OPTIONAL – Not included in the retainer)

*Includes photography/video services and art direction fees*

Full day rate: \$2,000

Half day rate: \$1,200

#### Drone Footage:

Hourly rate: \$175\*

\*Editing services to be billed additionally at \$75/hour

Specific estimates for photography/videography are based on information gathered through communication and meetings with client. A more detailed estimate will be provided once needs are determined.



### **LIMITATION OF LIABILITY**

TMD will notify client of inaccuracies that are discovered during our normal course of business; however, unless specifically stated otherwise in writing (in this proposal or amending work orders), the client bears final responsibility for any errors or omissions present in the content submitted to TMD. Therefore, the client should verify the accuracy of any and all content before submitting it to TMD. Content includes but is not limited to copy/text, data, pictures, and images.

TMD is happy to provide copywriting and editing services for a fee. Excluded from this service is technical or scientific data and statistics, or information specific to the client for which TMD has no reference to verify accuracy.



## AGREEMENT

If this proposal meets with your approval, please indicate by signing and returning one copy to TMD by US Mail, fax, or e-mail. A monthly payment of retainer amount is required to initiate work due by July 1, 2021. Should you have questions, please feel free to call me at 831-758-6425 ext. 203, or contact me by email: [nick@tmdcreative.com](mailto:nick@tmdcreative.com)

Thank you for the opportunity to submit this proposal. We look forward to working with you!

Sincerely,

Nick Pasculli

### Agreed and accepted by:

Name Title

Organization Date

Signature

Name Title

TMD Date

Signature