



Board of Directors Regular Meeting  
Tuesday, October 26, 2021 at 1:00 PM  
Valley Sanitary District Board Room  
45-500 Van Buren Street, Indio, CA 92201

Members of the public wanting to participate in the open session of the meeting may do so via the following Zoom link: <https://us06web.zoom.us/j/81137819524> Meeting ID: 811 3781 9524 or by calling 253-215-8782. Members of the public wanting to address the Board may do so up until the public comment period is closed at the meetings

Page

**1. CALL TO ORDER**

- 1.1. Roll Call
- 1.2. Pledge of Allegiance

**2. PUBLIC COMMENT**

*This is the time set aside for public comment on any item not appearing on the agenda. Please notify the Secretary in advance of the meeting if you wish to speak on a non-hearing item.*

**3. CONSENT CALENDAR**

*Consent calendar items are expected to be routine and noncontroversial, to be acted upon by the Board of Directors at one time, without discussion. If any Board member requests that an item be removed from the consent calendar, it will be removed so that it may be acted upon separately.*

- 3.1. Approve October 12, 2021, Regular Meeting Minutes

5 - 9

[3.1 12 Oct 2021 Meeting Minutes.pdf](#)

- 3.2. Approve Warrants for October 7 through October 18, 2021 10  
[3.2 Warrants for October 7 through October 18, 2021.pdf](#) 
- 3.3. Accept Monthly Financial Report for Period Ending September 30, 2021 11 - 15  
[3.3 Staff Report Monthly Financial Report for September 2021.pdf](#)   
[3.3 Attachment A Monthly Income Summary - September 2021.pdf](#)  
  
[3.3 Attachment B Budget Variance Report.pdf](#)   
[3.3 Attachment C Summary of Cash and Investments - September 2021.pdf](#) 
- 3.4. Accept Credit Card Report for Period Ending September 30, 2021 16 - 24  
[3.4 Staff Report Credit Card Statement Sep 2021.pdf](#)   
[3.4 Attachment A Credit Card Transaction Sept 2021.pdf](#)   
[3.4 Attachment B Credit Card Statement September 2021 Redacted.pdf](#) 
- 3.5. Authorize Tuition Reimbursement for Beverli A. Marshall, General Manager, Per District Policy in the Amount of \$866 25 - 32  
[3.5 Staff Report Marshall Tuition Reimbursement.pdf](#)   
[3.5 Attachment A Tuition Reimbursement Form.pdf](#)   
[3.5 Attachment B Transcript.pdf](#)   
[3.5 Attachment C Registration Bill.pdf](#) 
- 3.6. Authorize the Disposition of the Idexx Quanti-Sealer 33 - 34  
[3.6 Disposition of Sealer.pdf](#)   
[3.6 Attachment A EQUIPMENT DISPOSITION FORM sealer 10.20.21.docx](#) 

#### 4. NON-HEARING ITEMS

- 4.1. Board Meeting Updates to Include Granicus Software and TV Monitors to Allow Video Meetings 35 - 69

[4.1 Board Meeting Upgrades Including Granicus & Monitors.pdf](#) 

[4.1 Attachment A Granicus PP.pdf](#) 

[4.1 Attachment B Granicus Pricing.pdf](#) 

[4.1 Attachment C SHARP.pdf](#) 

[4.1 Attachment D Price Comparison.pdf](#) 

- 4.2. Authorize the General Manager to Execute a Contract with CV Strategies for Communication and Outreach Services in an Amount Not to Exceed \$60,000 70 - 143

[4.2 Staff Report Communications and Outreach Contract.pdf](#) 

[4.2 Attachment A VSD\\_CVStrategiesSubmission.pdf](#) 

[4.2 Attachment B Tripepi Smith Proposal.pdf](#) 

[4.2 Attachment C Communications RFP.pdf](#) 

- 4.3. Cancel the Regular Board Meetings on Tuesday, November 23, and December 28, 2021, Due to Proximity to District Observed Holidays 144

[4.3 Staff Report Cancel November 23 and December 28 Meetings.pdf](#)



- 4.4. Discuss the Redistricting Process and Timeline in Preparation for November 2022 General Election, Direct Staff to Publish Notice of Public Hearing #1, and Conduct Outreach to Inform Public of Opportunity to Provide Input 145 - 149

[4.4 Staff Report Redistricting.pdf](#) 

[4.4 Attachment A Current Election Division Map.pdf](#) 

[4.4 Attachment B Special-District-Redistricting.pdf](#) 

## 5. GENERAL MANAGER'S ITEMS

*General Manager's items not listed are for discussion only; no action will be taken without an urgency vote pursuant to State law.*

## 6. COMMITTEE REPORTS

- 6.1. East Valley Reclamation Authority Meeting Update 150 - 157

[6.1 19 Oct 2021 EVRA Minutes.pdf](#) 

[6.1 EVRA RW Update 10.19.21.pdf](#) 

**7. DIRECTOR'S ITEMS**

*Director's items not listed are for discussion only; no action will be taken without an urgency vote pursuant to State law.*

**8. INFORMATIONAL ITEMS**

**9. ADJOURNMENT**

Pursuant to the Brown Act, items may not be added to this agenda unless the Secretary to the Board has at least 72 hours advance notice prior to the time and date posted on this notice.

# UNOFFICIAL UNTIL APPROVED

## VALLEY SANITARY DISTRICT MINUTES OF REGULAR BOARD MEETING

October 12, 2021

A regular Board Meeting of the Governing Board of Valley Sanitary District (VSD) was held on Tuesday, September 14, 2021, at 45-500 Van Buren St., Indio, CA 92201.

### 1. **CALL TO ORDER**

President Sear called the meeting to order at 1:01 p.m.

#### 1.1 Roll Call

Directors Present:

Debra Canero, Dennis Coleman, Mike Duran, Scott Sear, William Teague

Staff Present:

Beverli Marshall, General Manager, Holly Gould, Jeanette Juarez, Ron Buchwald, Anna Bell, Daniel Mills, Robert Hargreaves, Best Best & Krieger

#### 1.2 Pledge of Allegiance

#### 1.3 September Employee Anniversaries

- Holly Gould, Human Resources Specialist – 12 years
- Grant Fournier, Collection System Technician I – 2 years

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The Board congratulated Holly and Grant for their hard work and years of dedication to the District.

### 2. **PUBLIC COMMENT**

*This is the time set aside for public comment on any item not appearing on the agenda. Please notify the Secretary in advance of the meeting if you wish to speak on a non-hearing item.*

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None.

### 3. **CONSENT CALENDAR**

3.1 Approve September 14, 2021, Regular Meeting Minutes

3.2 Approve Warrants for September 8 through October 6, 2021

3.3 Accept Monthly Financial Report for Period Ending August 31, 2021

3.4 Accept Credit Card Report for Period Ending August 31, 2021

# UNOFFICIAL UNTIL APPROVED

**ACTION TAKEN:**

**MOTION:** Vice President Coleman made a motion to approve the consent calendar, as presented. Director Duran seconded the motion. Motion carried unanimously.  
**MINUTE ORDER NO. 2021-3137**

**4. NON-HEARING ITEMS**

**4.1 Superior Protection Consultants Contract Extension for Services**

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Currently, the on-call operator is the point of contact when the security alarm activates. The on-call operator is expected to respond to the alarm and determine if the City Police should respond. VSD operations staff are untrained in patrol techniques, criminal law training, and incident mitigation to safely respond to incident notifications and make informed decisions. Staff recommends extending the scope of services with the District's current patrol company, Superior Protection Consultants (SPC) to extend their patrol hours from 9:00 p.m. to 5:00 a.m., to 6:00 p.m. to 6:00 a.m. SPC will also be the point of contact when a building alarm is activated. The changes would increase the annual contract with SPC by \$38,584.

**ACTION TAKEN:**

**MOTION:** Director Duran made a motion to authorize the General Manager to extend the scope of services with Superior Protection Consultants to a 6pm to 6am, 12 hours per day, 7 days per week, for an additional cost of approximately \$39,000, annually. Secretary Canero seconded the motion. Motion carried by the following roll call vote:  
AYES: Canero, Coleman, Duran, Sear, Teague  
NOES: None  
**MINUTE ORDER NO. 2021-3138**

**4.2 EOA NPDES Permit Implementation Consulting Services**

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The District's NPDES Permit Order R7-2020-0007 requires the Local Limits, Sewer Use Ordinance, and Enforcement Response Plan to be revised with every new adoption of the NPDES permit. The last time these documents were revised was during the NPDES adoption in 2010. Staff recommends consulting with EOA, Inc. to bring these documents up to date. EOA, Inc. worked extensively with District staff and the Regional Board for the 2020 NPDES permit renewal. Due to EOA's knowledge of the District, experience with the 2020 Permit, and expertise in revising the required documents, this is a sole-source procurement. The cost of services is not to exceed \$37,300, which includes an allowance for incidental expenses. This is not included in the existing FY 2021/22 approved budget. Staff would like to include this item in the mid-year budget adjustment.

**ACTION TAKEN:**

# UNOFFICIAL UNTIL APPROVED

**MOTION:** Secretary Canero made a motion to authorize the General Manager to approve the request to contract with EOA to revise documents to maintain NPDES State Regulatory compliance for a not to exceed amount of \$37,300. Director Duran seconded the motion. Motion carried by the following roll call vote:  
AYES: Canero, Coleman, Duran, Sear, Teague  
NOES: None  
**MINUTE ORDER. 2021-3139**

## 4.3 Secondary Water Pump Rehabilitation Project

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After inspection by staff, it was discovered that one of the secondary water pumps need to be replaced as soon as possible. The secondary water pumps are critical to providing secondary water to different parts of the plant. The secondary water pumps were originally slated to be replaced in FY 2023/24. Staff recommends purchasing the assembly from G3 Engineering as they are the only representative for Floway parts in the nation. The total cost of the secondary water pump replacement is \$41,081.94.

### **ACTION TAKEN:**

**MOTION:** Director Teague made a motion to authorize the purchase of a secondary water pump assembly from G3 Engineering and rental of equipment for a total cost of \$41,081.94. Vice President Coleman seconded the motion. Motion carried by the following roll call vote:  
AYES: Canero, Coleman, Duran, Sear, Teague  
NOES: None  
**MINUTE ORDER. 2021-3140**

## 4.4 Authorize the General Manager to Apply for Financing Through the California Infrastructure and Economic Development Bank (IBank) for the Training & Office Building and Laboratory Building

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This item was presented to the Board of Directors at the September 14, 2021, regular board meeting. The Board requested that staff bring back the item at a future meeting to give Board members additional time to review the IBank documents. The Board also requested additional information about additional financing options such as Bank of America and California Special Districts Association (CSDA). After reviewing several options for financing staff determined that IBank is the better option for the design-build of the Training Building and the Lab Building. The reason for this recommendation is that IBank offers a specialized loan for infrastructure projects for public agencies. The proposed project meets the required criteria for special financing. IBank has completed its review of the audited financial statements and other materials provided in connection with the financing requested by the District for the Training and Office Building and Laboratory Building Project. IBank has extended the District an invitation to apply for financing under IBank's Infrastructure State Revolving Fund Program. Once the application is submitted, IBank will complete its review and underwriting of the Requested Financing generally within 90 days of receipt of the District's completed ISRF financing application. Staff recommended authorization to apply for financing IBank for the Training & Office Building and Laboratory Building.

### **ACTION TAKEN:**

# UNOFFICIAL UNTIL APPROVED

**MOTION:** Vice President Coleman made a motion to authorize the General Manager to apply for financing IBank for the Training & Office Building and Laboratory Building. Director Teague seconded the motion. Motion carried by the following roll call vote:  
AYES: Canero, Coleman, Duran, Sear, Teague  
NOES: None  
**MINUTE ORDER NO. 2021-3141**

4.5 Authorize the General Manager to Execute a Contract with Engineering Solutions Services, Inc. for As-Needed Grant and Loan Application Consulting Services in an Amount Not to Exceed \$50,000

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The District has several projects identified in its 20-year Capital Improvement Plan that may qualify for grants, loans, or other funding opportunities. Most of these opportunities have lengthy and time-consuming application processes as well as requiring technical information on the best method for being successful in applying for the limited funds. Staff does not have the experience with these grants and funding agencies that outside consultants can provide. Engineering Solutions Services, Inc. (ESS) has professional and technical experts that have significant experience with the non-profit, state, and other agencies providing these opportunities and high returns on the applications. Staff worked with ESS to assist with the initial grant and loan applications to the Bureau of Reclamation Title XVI and the Clean Water State Revolving Fund programs in the fiscal year 2020/21 and recommends continuing that relationship for the fiscal year 2021/22. Staff recommends the authorization to execute a contract with Engineering Solutions Services for as-needed grant and loan application consulting services in an amount not to exceed \$50,000.

**ACTION TAKEN:**

**MOTION:** Secretary Canero made a motion to authorize the General Manager to execute a contract with Engineering Solutions Services for as-needed grant and loan application consulting services in an amount not to exceed \$50,000. Vice President Coleman seconded the motion. Motion carried by the following roll call vote:  
AYES: Canero, Coleman, Duran, Sear, Teague  
NOES: None  
**MINUTE ORDER NO. 2021-3142**

**5. GENERAL MANAGER'S ITEMS**

- 5.1 Monthly General Manager's Report – August 2021
- Administrative Services
  - Operations & Maintenance
  - Development Services
  - Collection Services
  - CIP Project Update

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The Directors thanked staff for providing this report every month. It is very informative and important.



# UNOFFICIAL UNTIL APPROVED

## 6. COMMITTEE REPORTS

### 6.1 Operations Committee – October 5, 2021, Regular Meeting Minutes

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The Operations Committee Chairperson, Ron Buchwald, provided the Board with an update of the Operations Committee meeting held October 5, 2021. At the meeting, staff gave an update on EVRA and the Recycled Water Project. They also discussed the need for an engineer or consulting firm to help with specific capital projects. The cost of this position would be built into the project budget. The Committee gave staff approval to move forward with an RFP to see what information can be gathered and then suggested bringing this item before the full Board.

## 7. DIRECTOR'S ITEMS

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President Sear, Secretary Canero, and Director Duran gave a report of the Special District Leadership Conference they attended in Lake Tahoe. The Director's each received the Certificate of Special District Governance. President Sear thanked Secretary Canero for staying on top of the information for the certification. Secretary Canero thanked Beverli for always keeping the Board informed on changing laws and keeping them compliant. Discussion took place on AB361 and posting the EVRA agenda.

## 8. INFORMATIONAL ITEMS

8.1 Recognize October 23, 2021, as National Prescription Drug Take-Back Day. In October 2020, National Take Back Day events took back 985,392 lbs. (492.7 tons) of prescription drugs at over 4,500 collection sites. To find a place to take prescriptions that you no longer need or use, go to the DEA website search at:  
<https://apps2.deadiversion.usdoj.gov/pubdispsearch/spring/main?execution=e1s1>.

## 9. ADJOURNMENT

There being no further business to discuss, the meeting was adjourned at 3:21 p.m. The next regular Board meeting will be held on October 26, 2021.

Respectfully submitted,

Holly Gould, Clerk of the Board  
Valley Sanitary District

**DISBURSEMENTS**  
**Approved at the Board Meeting of**  
**October 26, 2021**

39760	Accountemps	Staffing for Accounting Temp week ending 10/01/2021	\$889.70
39761	American Material Company	Tools for employees; completes order for PR 199	\$982.23
39762	Associated Time Instruments	AOD activity - September 2021	\$291.84
39763	Automation Pride	Service call - 10/05/2021	\$95.00
39764	Best, Best & Krieger	Legal Services - September 2021	\$1,502.40
39765	Biobot Analytics, Inc	COVID-19 Sampling Kits	\$2,100.00
39766	Borden Excavating, Inc.	Plugged and grouted manholes - 10/11/2021	\$10,437.98
39767	Caltest Analytical Laboratory	Weekly samples - 10/11/2021	\$224.20
39767	Caltest Analytical Laboratory	Weekly NPDES (2015-2020)	\$266.45
39768	Carollo Engineering, Inc	Professional Services Sewer Siphon Project - September 2021	\$21,871.62
39769	Carquest Auto Parts	New charges - September 2021	\$416.03
39770	Caselle, Inc.	Contract Support and Maintenance - 11/01/2021-11/30/2021	\$1,009.00
39771	Clairemont Equipment	Forklift rental - 09/13/2021-09/15/2021	\$186.56
39772	Daniels Tire Service, Inc.	Replacement of 3 tires on F150 #2	\$875.29
39773	Debra Canero	CSDA Reimbursement 09/26/2021-09/30/2021	\$718.28
39774	Desert Arc	Janitorial services - September 2021	\$3,333.68
39774	Desert Arc	Landscape Maintenance - October 2021	\$800.00
39775	Desert Hose & Supply	DOT Push in straight connector	\$13.83
39776	Diamond Environmental Services, LP	Portable restroom rental - 10/04/2021-10/31/2021	\$242.55
39777	Downing Construction, Inc	IPS rehab project - 8/1/2021-9/30/2021	\$19,850.62
39778	Dudek & Associates, Inc.	Watermain replacement project - 8/28/2021-9/24/2021	\$9,860.00
39779	Enthalpy Analytical, LLC	3rd qtr monitoring 2021	\$900.00
39780	Grainger	Photocontrol	\$25.81
39780	Grainger	Caulk gun, impact wrench, hammer drill	\$1,376.57
39780	Grainger	Gloves	\$62.25
39780	Grainger	Compressor intake filter	\$27.05
39780	Grainger	Emergency light	\$216.07
39780	Grainger	Electric Strike	\$446.61
39781	Hach Company	Glass filter	\$340.02
39781	Hach Company	Sensor Cartridge	\$5,272.67
39781	Hach Company	Buffer solution	\$69.34
39782	Innovative Document Solutions	Copier Maintenance - September 2021	\$147.00
39783	Innovative Federal Strategies LLC	Federal Advocacy - September 2021	\$6,100.00
39784	Kaman Industrial Technologies	V belt	\$21.47
39784	Kaman Industrial Technologies	Radial ball bearing	\$54.11
39785	MARCAB Company, Inc.	Iron sponge media	\$5,218.75
39786	Masters Refreshment Services LLC	Water Delivery - 10/04/2021	\$126.68
39786	Masters Refreshment Services LLC	Water Delivery - 10/01/2021	\$176.18
39787	Mike Duran	CSDA Reimbursement 09/26/2021-09/30/2021	\$717.16
39788	Mobile Lube Express, Inc	Diagnose issues and maintenance on Kenworth T400 - 10/01/202	\$1,124.81
39789	Rudy's Pest Control	General Pest - October 2021	\$185.00
39790	Scott Sear	CSDA Reimbursement 09/26/2021-09/30/2021	\$767.72
39791	Southern California Boiler, Inc.	Fix issue with main display	\$857.57
39792	Southwest Networks, Inc.	BDR storage - November 2021	\$699.00
39793	State Water Resources Control Board	Certificate renewal 1/1/2022-12/31/2022	\$150.00
39794	State Water Resources Control Board	Certification Renewal 12/27/2021-12/26/2022	\$150.00
39795	Steven Shepard	Safety boots reimbursement	\$141.32
39796	Superior Protection Consultants	Security patrol - September 2021	\$6,344.00
39797	Tops 'N Barricades Inc.	Lime T shirts	\$118.28
39798	Trimax Systems, Inc.	SCADA upgrades: influent pump and waste valve	\$1,335.00
39798	Trimax Systems, Inc.	Work on Temp and flow meter signals	\$1,435.00
39799	United Refrigeration Inc.	Thermostats, sensors	\$1,544.29
39800	United States Plastic Corp.	Strainer screen, desiccant cartridge	\$176.54
39801	United Way of the Desert	PR 09/17/2021 - 09/30/2021 PD 10/08/2021	\$20.00
39802	Univar Solutions	Sodium Hypochlorite - 10/11/2021	\$8,228.03
202110121	Frontier Communications	Telephone - October 2021	\$320.80
202110122	Dept. of Motor Vehicles	Pull notices - 07/01/2021-09/30/2021	\$2.00
202110141	Time Warner Cable	Telephone service - October 2021	\$1,167.20
202110151	Umpqua Bank	New charges - September 2021	\$18,388.76
202110181	SoCal Gas	Natural gas - September 2021	\$185.87
202110191	UPS	Shipping charges	\$968.64
202110201	Calpers Health Insurance	Health insurance - November 2021	\$37,311.27
202110211	Standard Insurance	Vision and Dental insurance - November 2021	\$2,717.72
202110221	CalPERS 457	PR 09/17/2021 - 09/30/2021 PD 10/08/2021	\$750.00
202110222	CalPERS Retirement	PR 09/17/2021 - 09/30/2021 PD 10/08/2021	\$19,205.02
202110223	Paychex - Direct Deposit	PR 09/17/2021 - 09/30/2021 PD 10/08/2021	\$78,145.30
202110224	Paychex - Tax	PR 09/17/2021 - 09/30/2021 PD 10/08/2021	\$34,791.43
202110225	Paychex - Garnishment	PR 09/17/2021 - 09/30/2021 PD 10/08/2021	\$210.46
202110226	Nationwide Retirement Solution	PR 09/17/2021 - 09/30/2021 PD 10/08/2021	\$1,625.00
202110227	MassMutual	PR 09/17/2021 - 09/30/2021 PD 10/08/2021	\$10.00
202110228	Vantage Point Transfer Agents - ICMA	PR 09/17/2021 - 09/30/2021 PD 10/08/2021	\$1,370.00
202110229	Paychex - Fee	PR 09/17/2021 - 09/30/2021 PD 10/08/2021	\$178.03
		<b>Totals</b>	<b>\$317,889.06</b>



**Valley Sanitary District  
Board of Directors Meeting  
October 26, 2021**

**TO:** Board of Directors

**THROUGH:** Beverli A. Marshall, General Manager

**FROM:** Jeanette Juarez, Business Services Manager

**SUBJECT: Monthly Revenue & Expense Report for the Period Ending September 30, 2021**

<input checked="" type="checkbox"/> Board Action	<input type="checkbox"/> New Budget Approval	<input type="checkbox"/> Contract Award
<input type="checkbox"/> Board Information	<input checked="" type="checkbox"/> Existing FY Approved Budget	<input type="checkbox"/> Closed Session

**Executive Summary**

The purpose of this report is to present the monthly revenue and expenses to the Board and the public for the District for the month of September 2021.

**Strategic Plan Compliance**

This item complies with VSD Strategic Plan Objective 5: Long-Term Financial Strength.

**Fiscal Impact**

There is no fiscal impact from this report.

**Background**

The adopted operating and capital budget for fiscal year 2021/22 includes \$15,850,108 in revenues, \$10,967,155 in operating expenditures.

The attached Monthly Income Summary (Attachment A) and Budget Variance (Attachment B) report compares revenues and expenses to the respective line-item budgets. The report identifies current monthly revenues and expenses as well as fiscal year to date (FYTD) values.

**Year to Date Summary**

- As of September 30, 2021, the District’s has collected \$14,399,852 in revenue. The revenues are \$10,437,325 or 263.1% above the FYTD straight-line budget. The variance is attributed to recording of the tax roll billing for fiscal year 2021/22.
- As of September 30, 2021, the District has incurred \$2,100,183 in expenditures. The District’s expenditures are \$641,606 or 23.4% under the FYTD straight line budget.

The Summary of Cash and Investments (Attachment C) report details the changes to the fund balances by fund type.

<b>FUND</b>	<b>UNAUDITED FUND BALANCE AS OF 09/30/2021</b>
OPERATING FUND (FUND 11)	\$ 19,028,791
SPECIAL REVENUE FUND (FUND 11 AND FUND 6)	1,096,661
FIDUCIARY FUND (FUND 4)	228,183
CAPITAL IMPROVEMENT FUND (FUND 13)	7,289,205
RESTRICTED CIP FUND (FUND 12)	27,092,059
<b>TOTAL</b>	<b>\$ 54,734,899</b>

### **Recommendation**

Staff recommends that the Board receive and file the Revenue and Expense report for the period ending September 2021.

### **Attachments**

- Attachment A: Monthly Income Summary for September 2021
- Attachment B: Budget Variance Report for September 2021
- Attachment C: Summary of Cash and Investments for September 2021

# Valley Sanitary District

## Monthly Income Summary

### September 2021 (UNAUDITED)

	<u>Current Month</u>	<u>Fiscal YTD</u>	<u>Annual Projection</u>	<u>% Received</u>	<u>Balance</u>
<b>Revenues</b>					
Sewer Service Chgs-Current	\$0	\$14,070,060	\$13,550,998	104 %	(\$519,062)
Permit & Inspection Fees	\$4,240	\$6,545	\$30,355	22 %	\$23,810
Plan Check Fees	\$600	\$2,150	\$11,671	18 %	\$9,521
Other Services	\$170	\$380	\$0	0 %	(\$380)
Sale of Surplus Property	\$528	\$17,419	\$18,115	96 %	\$696
Taxes - Current Secured	\$0	\$0	\$1,002,212	0 %	\$1,002,212
Taxes - Current Unsecured	\$0	\$0	\$61,266	0 %	\$61,266
Supple Prop. Taxes - Current	\$0	\$0	\$9,196	0 %	\$9,196
Supple Prop. Taxes - Prior	\$0	\$0	\$8,328	0 %	\$8,328
Interest Income	\$270	(\$849)	\$140,906	(1)%	\$141,755
Unrealized gains (losses)	(\$1,068)	(\$1)	\$0	0 %	\$1
Non-Operating Revenues - Fnd 11	\$80	\$80	\$451	18 %	\$371
Interest Income	\$0	(\$2,265)	\$0	0 %	\$2,265
Connection Fees	\$192,198	\$306,916	\$991,610	31 %	\$684,694
Interest Income	\$0	(\$584)	\$25,000	(2)%	\$25,584
<b>Total Revenues</b>	<b>\$197,017</b>	<b>\$14,399,852</b>	<b>\$15,850,108</b>	<b>91 %</b>	<b>\$1,450,256</b>

Valley Sanitary District  
Budget Variance Report  
September 2021

Description	FY22 Total Budget	Current Month			Fiscal Year to Date			Percentage Remaining
		Actual	Budget	Favorable (Unfavorable)	FYTD Actual	FY22 YTD Budget	Favorable (Unfavorable)	
<b>Revenues:</b>								
Operating Revenue	14,602,749	197,736	1,216,896	(1,019,160)	14,403,470	3,650,687	10,752,783	1.4%
Non-Operating Revenue	1,247,359	(718)	103,947	(104,665)	(3,618)	311,840	(315,458)	100.3%
<b>Total Operating Revenue</b>	<b>15,850,108</b>	<b>197,017</b>	<b>1,320,842</b>	<b>(1,123,825)</b>	<b>14,399,852</b>	<b>3,962,527</b>	<b>10,437,325</b>	<b>9.1%</b>
<b>Operating Expenses:</b>								
Salaries And Wages	3,199,977	225,176	266,665	41,489	647,509	799,994	152,486	79.8%
Director Fee/Payroll Tax-Board	55,756	5,250	4,646	(604)	13,400	13,939	539	76.0%
Bonus, Awards, Recertification	7,200	100	600	500	1,190	1,800	610	83.5%
Overtime	32,900	1,905	2,742	836	4,886	8,225	3,339	85.1%
Callout	9,500	2,136	792	(1,344)	2,482	2,375	(107)	73.9%
Standby Pay	38,190	3,016	3,183	167	8,305	9,548	1,243	78.3%
Longevity	41,600	2,677	3,467	790	9,277	10,400	1,123	77.7%
Retirement Contributions	369,230	21,468	30,769	9,302	60,006	92,308	32,302	83.7%
Fica And Medicare	270,140	16,388	22,512	6,124	47,474	67,535	20,061	82.4%
Unemployment Payments	-	-	-	-	-	-	-	-
Life Insurance	8,477	506	706	200	1,454	2,119	665	82.8%
Health Insurance	521,253	42,165	43,438	1,273	111,943	130,313	18,370	78.5%
Dental Insurance	41,064	536	3,422	2,886	1,835	10,266	8,431	95.5%
Vision Insurance	11,160	2,586	930	(1,656)	8,147	2,790	(5,357)	27.0%
Long Term Disability	8,676	693	723	30	2,001	2,169	168	76.9%
Accounting Services-Admin	87,707	10,643	7,309	(3,334)	34,591	21,927	(12,664)	60.6%
Certifications	20,735	1,508	1,728	220	3,766	5,184	1,418	81.8%
Chemicals	464,521	41,206	38,710	(2,496)	106,383	116,130	9,747	77.1%
Comprehensive Insurance	340,993	27,479	28,416	937	82,437	85,248	2,811	75.8%
Conferences/ Meetings	164,523	11,074	13,710	2,637	33,122	41,131	8,009	79.9%
Contracts	1,336,950	48,691	111,413	62,721	154,084	334,238	180,153	88.5%
County Expense	22,000	-	1,833	1,833	2,781	5,500	2,719	87.4%
Covid-19 Supplies	64,000	217	5,333	5,116	1,049	16,000	14,951	98.4%
Election Expense	-	-	-	-	-	-	-	-
Electric	638,488	61,439	53,207	(8,232)	181,979	159,622	(22,357)	71.5%
Gas, Oil & Fuel	52,000	3,552	4,333	782	11,620	13,000	1,380	77.7%
Grit & Screening Removal	31,865	2,260	2,655	395	6,769	7,966	1,197	78.8%
Legal Services	50,625	1,502	4,219	2,716	6,774	12,656	5,883	86.6%
Loan Repayment	1,018,873	84,906	84,906	-	254,718	254,718	-	75.0%
Medical Services	32,443	1,643	2,704	1,061	3,515	8,111	4,596	89.2%
Memberships	58,242	3,965	4,854	888	20,644	14,561	(6,083)	64.6%
Misc. Professional Services	95,392	10,905	7,949	(2,956)	21,700	23,848	2,148	77.3%
Natural Gas	6,000	186	500	314	572	1,500	928	90.5%
Office Supplies	22,300	676	1,858	1,183	4,695	5,575	880	78.9%
Opeb Contribution	57,253	1,144	4,771	3,627	3,432	14,313	10,881	94.0%
Other Expenses	74,000	223	6,167	5,943	9,377	18,500	9,123	87.3%
Permits & Fees	104,750	145	8,729	8,585	3,726	26,188	22,461	96.4%
Projects	379,434	2,083	31,620	29,536	6,250	94,859	88,609	98.4%
Publications	2,500	769	208	(561)	1,223	625	(598)	51.1%
Repairs & Maintenance	671,210	30,805	55,934	25,130	107,656	167,803	60,147	84.0%
Research & Monitoring	100,000	7,097	8,333	1,237	13,721	25,000	11,279	86.3%
Supplies	240,840	14,020	20,070	6,050	55,594	60,210	4,616	76.9%
Telephone/Internet	31,255	2,308	2,605	297	7,597	7,814	216	75.7%
Tools & Equipment	37,000	6,431	3,083	(3,347)	9,498	9,250	(248)	74.3%
Tuition Reimbursement	12,000	-	1,000	1,000	312	3,000	2,688	97.4%
Uniform Services	40,720	2,213	3,393	1,181	7,432	10,180	2,748	81.7%
Water	23,000	2,594	1,917	(677)	6,971	5,750	(1,221)	69.7%
Workers Compensation	70,413	4,701	5,868	1,166	16,287	17,603	1,317	76.9%
<b>Total Operating Expenses (Before Depreciation)</b>	<b>10,967,155</b>	<b>710,986</b>	<b>913,930</b>	<b>202,944</b>	<b>2,100,183</b>	<b>2,741,789</b>	<b>641,606</b>	<b>80.9%</b>
<b>Operating Expenses in Excess of Operating Revenue</b>				<b>(513,968)</b>		<b>12,299,669</b>		

**VALLEY SANITARY DISTRICT**  
**SUMMARY OF CASH AND INVESTMENTS**

FOR THE PERIOD: 09/01/2021 TO 09/30/2021 (UNAUDITED)

Agenda Item No. \_\_\_\_\_

**INVESTMENTS**

LAIF Fund 4 - Agency Fund		
Beginning Balance (Fund 4)	228,183	
Net Transfer from (to) Fund 11	0	
Fair Value Factor for quarter ending 06/30/2021	0	
Interest (Pd quarterly - Int. Rate 0.33%)	0	
<b>Fund 04 Ending Balance</b>	<b>228,183</b>	
LAIF Fund 6 - Wastewater Revenue Refunding Bonds		
Beginning Balance (Fund 6)	746	
Net Transfer from (to) Fund 11	0	
Fair Value Factor for quarter ending 06/30/2021	0	
Interest (Pd quarterly - Int. Rate 0.33%)	0	
<b>Fund 06 Ending Balance</b>	<b>746</b>	
LAIF Fund 11 - Operating Fund		
Beginning Balance (Fund 11)	17,323,963	
Net Transfer from (to) Fund 04	0	
Net Transfer from (to) Fund 06	0	
Net Transfer from (to) Fund 12	132,080	
Net Transfer from (to) Fund 13	(129,610)	
Fund Transfer from (to) LAIF - WF	(500,000)	
Fair Value Factor for quarter ending 06/30/2021	0	
Interest (Pd quarterly - Int. Rate 0.33%)	0	
<b>Fund 11 Ending Balance</b>	<b>16,826,433</b>	
LAIF Fund 12 - Reserve Fund		
Beginning Balance (Fund 12)	27,224,139	
Net Transfer from (to) Fund 11	(132,080)	
Fair Value Factor for quarter ending 06/30/2021	0	
Interest (Pd quarterly - Int. Rate 0.33%)	0	
<b>Fund 12 Ending Balance</b>	<b>27,092,059</b>	
LAIF Fund 13 - Capital Improvement Fund		
Beginning Balance	7,159,595	
Connection Fees	(62,588)	
(Disbursements) or Reimbursements	192,198	
Net Transfer from (to) Fund 11	129,610	
Fair Value Factor for quarter ending 06/30/2021	0	
Interest (Pd quarterly - Int. Rate 0.33%)	0	
<b>Fund 13 Ending Balance</b>	<b>7,289,205</b>	
<b>TOTAL LAIF INVESTMENTS: FUNDS 04, 06, 11, 12 AND 13</b>	<b>51,436,626</b>	

**CASH IN CHECKING ACCOUNT**

**WELLS FARGO - FUND 11**

Beginning Balance	2,129,847	
Deposits	252,435	
Fund Transfer from (to) LAIF (net)	500,000	
Disbursements and Payroll	(679,924)	
<b>Wells Fargo Ending Balance</b>	<b>2,202,358</b>	

**CALTRUST - FUND 11**

Beginning Balance	1,096,713	
Unrealized Gain / <Loss>	(1,068)	
Interest Income	270	
<b>CalTRUST Ending Balance</b>	<b>1,095,915</b>	

**TOTAL WELLS FARGO AND CALTRUST CHECKING**

**3,298,273**

**TOTAL CASH AND INVESTMENTS** **54,734,899**

The Board certifies the ability of the District to meet its expenditure requirements for the next six (6) months, as per Government Code 53646(b)(3).

This report is in compliance with the District's Investment Policy under Government Code 53646(b)(2).



**Valley Sanitary District  
Board of Directors Meeting  
October 26, 2021**

TO: Board of Directors

THROUGH: Beverli A. Marshall, General Manager

FROM: Jeanette Juarez, Business Services Manager

**SUBJECT: Credit Card Statement for September 30, 2021**

<input checked="" type="checkbox"/> Board Action	<input type="checkbox"/> New Budget Approval	<input type="checkbox"/> Contract Award
<input type="checkbox"/> Board Information	<input checked="" type="checkbox"/> Existing FY Approved Budget	<input type="checkbox"/> Closed Session

**Executive Summary**

The purpose of this report is to present the credit card statement for September 2021 to the Board of Directors.

**Strategic Plan Compliance**

This item complies with VSD Strategic Plan Objective 5: Long-Term Financial Strength.

**Fiscal Impact**

The total charges incurred for September 2021 are \$18,388.76.

**Background**

The attached report summarizes the District’s credit card expenditures for September 2021.

**Recommendation**

Staff recommends that the Board receive and file the credit card report and statement for the period ending September 30, 2021.

**Attachments**

- Attachment A: Valley Sanitary District Credit Card Report September 2021
- Attachment B: Credit Card Statement September 2021



Diverted From Cardholder Name	Tran Date	Post Date	Merchant Name	MCC Description	Debits	Credits
ANNA BELL	9/29/2021	9/30/2021	CALIFORNIA WATER ENVIRON	Membership Organizations Not Elsewher	\$91.00	
ANNA BELL	9/29/2021	9/30/2021	CALIFORNIA WATER ENVIRON	Membership Organizations Not Elsewher	\$192.00	
ANNA BELL	9/20/2021	9/21/2021	GT MOLECULAR LLC	Testing Laboratories (Non-Medical)	\$1,475.00	
ANNA BELL	9/14/2021	9/15/2021	CALIFORNIA WATER ENVIRON	Membership Organizations Not Elsewher	\$91.00	
ANNA BELL	9/14/2021	9/15/2021	CALIFORNIA WATER ENVIRON	Membership Organizations Not Elsewher	\$96.00	
ANNA BELL	9/14/2021	9/15/2021	CALIFORNIA WATER ENVIRON	Membership Organizations Not Elsewher	\$192.00	
BEVERLI A MARSHALL	9/27/2021	9/28/2021	PE SUBSCRIPTIONS	Advertising Services	\$10.00	
BEVERLI A MARSHALL	9/28/2021	9/28/2021	Palm Sp Desert Sun	Continuity/Subscription Merchants	\$9.99	
BEVERLI A MARSHALL	9/22/2021	9/23/2021	AMERICAN AIR0012300289585	American Airlines	\$100.00	
BEVERLI A MARSHALL	9/21/2021	9/22/2021	SO TAHOE AIRPORTER	Transportation Services Not Elsewhere	\$59.50	
BEVERLI A MARSHALL	9/21/2021	9/21/2021	EXPEDIA 72159525690241	Travel Agencies		(\$171.40)
BEVERLI A MARSHALL	9/14/2021	9/16/2021	JOY @ FANTASY SPRINGS	Eating Places Restaurants	\$46.00	
BEVERLI A MARSHALL	9/15/2021	9/15/2021	AWWA.ORG	Charitable And Social Service Organiza	\$294.00	
BEVERLI A MARSHALL	9/13/2021	9/14/2021	LANDS END BUS OUTFITTERS	Children/Adult Uniforms And Comercial	\$29.00	
BEVERLI A MARSHALL	9/12/2021	9/13/2021	PAYPAL *QUICKYMARTL	Telecommunications Equipment Including	\$4.99	
BEVERLI A MARSHALL	9/9/2021	9/12/2021	AMERICAN AIR0012400185691	American Airlines		(\$390.40)
BEVERLI A MARSHALL	9/8/2021	9/10/2021	CALIFORNIA SPECIAL DISTRI	Civic Social & Fraternal Associations	\$650.00	
BEVERLI A MARSHALL	9/8/2021	9/10/2021	AMERICAN AIR0012400185691	American Airlines	\$390.40	
BEVERLI A MARSHALL	9/8/2021	9/10/2021	AMERICAN AIR0017665286722	American Airlines	\$152.20	
BEVERLI A MARSHALL	9/8/2021	9/10/2021	UNITED 0167665286723	United Airlines	\$218.21	
BEVERLI A MARSHALL	9/9/2021	9/9/2021	ALLIANZ TRAVEL INS	Insurance Sales And Underwriting	\$27.99	
BEVERLI A MARSHALL	9/9/2021	9/9/2021	EXPEDIA 72159525690241	Travel Agencies	\$250.68	
BEVERLI A MARSHALL	9/8/2021	9/9/2021	WEF MAIN	Membership Organizations Not Elsewher	\$140.00	
BEVERLI A MARSHALL	9/2/2021	9/5/2021	PORTOLA HOTEL AND SPA	Hotels Motels Resorts - Lodging	\$770.40	
BRANDEN RODRIGUEZ	9/24/2021	9/26/2021	CALIFORNIA WATER ENVIRON	Membership Organizations Not Elsewher	\$192.00	
BRANDEN RODRIGUEZ	9/24/2021	9/26/2021	CALIFORNIA WATER ENVIRON	Membership Organizations Not Elsewher	\$192.00	
BRANDEN RODRIGUEZ	9/4/2021	9/5/2021	SEAMLESSGOODYSCAFE	Eating Places Restaurants	\$71.29	
DANIEL A MILLS	9/3/2021	9/5/2021	BURRTEC WASTE INDUSTRIES	Utilities - Gas Water Sanitary	\$59.13	
DEBRA CANERO	9/2/2021	9/5/2021	PORTOLA HOTEL AND SPA	Hotels Motels Resorts - Lodging	\$830.40	
DEBRA CANERO	9/3/2021	9/5/2021	PORTOLA HOTEL AND SPA	Hotels Motels Resorts - Lodging	\$423.04	
HEBERTO MORENO	9/29/2021	9/30/2021	IN *BACK MUNICIPAL CONSUL	Engineering Architectural & Surveying	\$1,075.00	
HEBERTO MORENO	9/16/2021	9/19/2021	THE HOME DEPOT #6630	Home Supply Warehouse Stores	\$35.25	
HEBERTO MORENO	9/16/2021	9/17/2021	LOWES #00208*	Home Supply Warehouse Stores	\$15.79	
HEBERTO MORENO	9/15/2021	9/16/2021	CITY OF COACHELLA	Utilities - Gas Water Sanitary	\$235.00	
HEBERTO MORENO	9/14/2021	9/15/2021	APPLE.COM/BILL	unassigned	\$2.99	
HOLLY GOULD	9/28/2021	9/29/2021	PAYPAL *CALIFORNIWA	Charitable And Social Service Organiza	\$290.00	
HOLLY GOULD	9/28/2021	9/29/2021	NEOGO	Computer Software	\$125.00	
HOLLY GOULD	9/20/2021	9/21/2021	FMCSA D&A CLEARINGHOUSE	Government Services Not Elsewhere Clas	\$12.50	
HOLLY GOULD	9/19/2021	9/20/2021	NEOGO	Computer Software	\$199.00	
HOLLY GOULD	9/13/2021	9/14/2021	SMART AND FINAL 490	Grocery Stores Supermarkets	\$223.17	
HOLLY GOULD	9/10/2021	9/12/2021	THE HOME DEPOT #6874	Home Supply Warehouse Stores	\$16.06	
HOLLY GOULD	9/8/2021	9/9/2021	WALMART.COM AT	Discount Stores	\$217.11	
HOLLY GOULD	9/3/2021	9/3/2021	NEOGO	Computer Software	\$130.00	
HOLLY GOULD	9/1/2021	9/2/2021	MUNICIPAL MANAGEMENT ASSO	Business Services Not Elsewhere Classi	\$90.00	
JEANETTE JUAREZ	9/29/2021	9/30/2021	CSMFO	Membership Organizations Not Elsewher	\$150.00	
JEANETTE JUAREZ	9/25/2021	9/26/2021	AMZN Mktp US*2C1NK0JS0	Book Stores	\$30.32	
JEANETTE JUAREZ	9/25/2021	9/26/2021	AMZN Mktp US*2G4AZ6IS2	Book Stores	\$15.21	
JEANETTE JUAREZ	9/25/2021	9/26/2021	AMZN Mktp US*2C1UR8JE0	Book Stores	\$50.03	
JEANETTE JUAREZ	9/23/2021	9/24/2021	GOVERNMENT FINANCE OFFIC	Membership Organizations Not Elsewher	\$345.00	
JEANETTE JUAREZ	9/19/2021	9/20/2021	J2 EFAX SERVICES	Continuity/Subscription Merchants	\$16.95	
JEANETTE JUAREZ	9/13/2021	9/14/2021	Government Tax Seminar	Schools & Educational Services Not Els	\$410.00	
JEANETTE JUAREZ	9/13/2021	9/14/2021	EXPEDIA 72161996578425	Travel Agencies	\$1,254.21	
JEANETTE JUAREZ	9/10/2021	9/12/2021	AMZN Mktp US*2G1Z19TS0	Book Stores	\$143.39	
JEANETTE JUAREZ	9/10/2021	9/12/2021	AMZN Mktp US*2G7N11A01	Book Stores	\$15.20	
JEANETTE JUAREZ	9/7/2021	9/9/2021	AROUND THE CLOCK CALL CTR	Miscellaneous & Specialty Retail Store	\$147.15	
JEANETTE JUAREZ	9/7/2021	9/8/2021	PAYPAL *COAPELRA	Civic Social & Fraternal Associations	\$817.00	
JEANETTE JUAREZ	9/3/2021	9/5/2021	GOVERNMENT FINANCE OFFIC	Membership Organizations Not Elsewher	\$310.00	
JEANETTE JUAREZ	9/4/2021	9/5/2021	AMZN Mktp US*259UK4U31	Book Stores	\$108.74	
JEANETTE JUAREZ	9/4/2021	9/5/2021	ADOBE ACROPRO SUBS	Computer Software	\$152.91	
JIMMY GARCIA	9/24/2021	9/26/2021	THE HOME DEPOT #6874	Home Supply Warehouse Stores	\$49.46	
JIMMY GARCIA	9/15/2021	9/16/2021	ACE HARDWARE COACHELLA	Hardware Stores	\$8.65	
JIMMY GARCIA	9/15/2021	9/16/2021	ACE HARDWARE COACHELLA	Hardware Stores	\$90.18	
JIMMY GARCIA	9/14/2021	9/15/2021	PADILLA & SONS INC	Automotive Service Shops(Non-Dealer)	\$45.00	
JIMMY GARCIA	9/9/2021	9/10/2021	SMART AND FINAL 718	Grocery Stores Supermarkets	\$78.94	
JIMMY GARCIA	9/7/2021	9/9/2021	THE HOME DEPOT #6874	Home Supply Warehouse Stores	\$43.41	
JIMMY GARCIA	9/7/2021	9/9/2021	LOWES #00208*	Home Supply Warehouse Stores	\$346.91	
JIMMY GARCIA	9/7/2021	9/8/2021	LOWES #00208*	Home Supply Warehouse Stores	\$249.04	
JIMMY GARCIA	9/7/2021	9/8/2021	LOWES #00208*	Home Supply Warehouse Stores		(\$249.04)
JIMMY GARCIA	9/1/2021	9/2/2021	FERGUSON ENT HVA 568	Plumbing And Heating Equipment And Sup	\$506.59	
MIKE DURAN	9/23/2021	9/26/2021	CALIFORNIA SPECIAL DISTRI	Civic Social & Fraternal Associations	\$65.00	
MIKE DURAN	9/2/2021	9/5/2021	PORTOLA HOTEL AND SPA	Hotels Motels Resorts - Lodging	\$870.40	
MIKE DURAN	9/3/2021	9/5/2021	PORTOLA HOTEL AND SPA	Hotels Motels Resorts - Lodging	\$433.04	
SCOTT SEAR	9/21/2021	9/23/2021	CALIFORNIA SPECIAL DISTRI	Civic Social & Fraternal Associations	\$65.00	
SCOTT SEAR	9/21/2021	9/23/2021	CALIFORNIA SPECIAL DISTRI	Civic Social & Fraternal Associations	\$65.00	
SCOTT SEAR	9/2/2021	9/5/2021	PORTOLA HOTEL AND SPA	Hotels Motels Resorts - Lodging	\$870.40	

SCOTT SEAR	9/3/2021	9/5/2021	PORTOLA HOTEL AND SPA	Hotels Motels Resorts - Lodging	\$433.04	
SCOTT SEAR	8/31/2021	9/1/2021	LYFT 1 RIDE 08-30	Taxicabs/Limousines	\$18.99	
TINO TIJERINA	9/21/2021	9/23/2021	KSC & SON CORPORATION - G	Car Washes	\$15.00	
TINO TIJERINA	9/21/2021	9/23/2021	KSC & SON CORPORATION - G	Car Washes	\$15.00	
TINO TIJERINA	9/21/2021	9/23/2021	KSC & SON CORPORATION - G	Car Washes	\$15.00	
TINO TIJERINA	9/21/2021	9/23/2021	KSC & SON CORPORATION - G	Car Washes	\$15.00	
TINO TIJERINA	9/20/2021	9/22/2021	KSC & SON CORPORATION - G	Car Washes	\$15.00	
TINO TIJERINA	9/15/2021	9/17/2021	THE HOME DEPOT 6874	Home Supply Warehouse Stores	\$92.43	
TINO TIJERINA	9/3/2021	9/5/2021	PECTO 1172 63511729	Pet Shops - Pet Foods & Supply Stores	\$82.62	
TINO TIJERINA	9/3/2021	9/5/2021	THE HOME DEPOT 6874	Home Supply Warehouse Stores	\$357.67	
TINO TIJERINA	9/2/2021	9/3/2021	ENERGY CONTROL.COM	Plumbing And Heating Equipment And Sup	\$444.15	
TINO TIJERINA	8/30/2021	9/1/2021	TRACTOR SUPPLY #2357	Miscellaneous Automotive Dealers Not E	\$217.48	
	9/10/2021	9/10/2021	AUTO PMT FROM ACCT	Payment Adjustment Fee or Finance Charge		(\$23,111.43)
<b>Total</b>					<b>\$19,199.60</b>	<b>(\$23,922.27)</b>



UMPQUA BANK

BL ACCT [REDACTED]
VALLEY SANITARY DISTRICT
Account Number: [REDACTED]
Page 1 of 6



Account Summary

Table with 2 columns: Description and Amount. Rows include Billing Cycle, Days In Billing Cycle, Previous Balance, Purchases, Cash, Balance Transfers, Special, Credits, Payments, Other Charges, Finance Charges.

NEW BALANCE \$18,388.76

Credit Summary

Table with 2 columns: Description and Amount. Rows include Total Credit Line, Available Credit Line, Available Cash, Amount Over Credit Line, Amount Past Due, Disputed Amount.

Account Inquiries

- Call us at: (866) 777-9013
Lost or Stolen Card: (866) 839-3485
Go to www.umpquabank.com
Write us at PO BOX 1952, SPOKANE, WA 99210-1952

Payment Summary

Table with 2 columns: Description and Amount. Rows include NEW BALANCE \$18,388.76, MINIMUM PAYMENT \$18,388.76, PAYMENT DUE DATE 10/25/2021

NOTE: Grace period to avoid a finance charge on purchases, pay entire new balance by payment due date. Finance charge accrues on cash advances until paid and will be billed on your next statement.

Corporate Activity

Table with 5 columns: Trans Date, Post Date, Reference Number, Transaction Description, Amount. Row: 09/10, 09/10, [REDACTED], AUTO PMT FROM ACCT [REDACTED], \$23,111.43-

Cardholder Account Summary

Table with 5 columns: Name, Payments & Other Credits, Purchases & Other Charges, Cash Advances, Total Activity. Row: JEANETTE JUAREZ, \$0.00, \$3,966.11, \$0.00, \$3,966.11

Cardholder Account Detail

Table with 6 columns: Trans Date, Post Date, Plan Name, Reference Number, Description, Amount. Rows include transactions for ADOBE ACROPRO, AMZN Mkt, GOVERNMENT FINANCE OFFIC, PAYPAL.

PLEASE DETACH COUPON AND RETURN PAYMENT USING THE ENCLOSED ENVELOPE - ALLOW UP TO 7 DAYS FOR RECEIPT

UMPQUA BANK
PO BOX 1952
SPOKANE WA 99210-1952



Account Number

[REDACTED]

Check box to indicate name/address change on back of this coupon

AMOUNT OF PAYMENT ENCLOSED

Table with 4 columns: Closing Date, New Balance, Total Minimum Payment Due, Payment Due Date. Values: 09/30/21, \$18,388.76, \$18,388.76, 10/25/21

\$



VALLEY SANITARY DISTRICT
45-500 VAN BUREN STREET
INDIO CA 92201

MAKE CHECK PAYABLE TO:

[REDACTED]

UMPQUA BANK
PO BOX 2310
SPOKANE WA 99210-2310

**IMPORTANT INFORMATION**

Finance Charge Calculation Methods and Computation of Average Daily Balance Subject to Finance Charge: The Finance Charge Calculation Method applicable to your account for Cash Advances and Credit Purchases of goods and services that you obtain through the use of your card is specified on the front side of this statement and explained below:

**Method A - Average Daily Balance (including current transactions):** The Finance Charge on purchases begins on the date the transaction posted to your account. The Finance Charge on Cash Advances begins on the date you obtained the cash advance, or the first day of the billing cycle within which it is posted to your account, whichever is later. There is no grace period.

The Finance Charges for a billing cycle are computed by applying the Periodic Rate to the "average daily balance" of your account. To get the average daily balance, we take the beginning balance of your account each day, add any new purchases or cash advances, and subtract any payments, credits, non-accruing fees, and unpaid finance charges. This gives us the daily balance. Then we add up all the daily balances for the billing cycle and divide the total by the number of days in the billing cycle.

**Method E - Average Daily Balance (excluding current transactions):** To avoid incurring an additional Finance Charge on the balance of purchases (and cash advances if Method E is specified as applicable to cash advances) reflected on your monthly statement, you must pay the New Balance shown on your monthly statement on or before the Payment Due Date. The grace period for the New Balance of purchases extends to the Payment Due Date.

The Finance Charges for a billing cycle are computed by applying the Periodic Rate to the "average daily balance" of purchases (and if applicable, cash advances). To get the average daily balance, we take the beginning balance of your account each day and subtract any payments, credits, non-accruing fees, and unpaid finance charges. We do not add in any new purchases or cash advances. This gives us the daily balance. Then we add up all the daily balances for the billing cycle and divide the total by the number of days in the billing cycle.

**Method G - Average Daily Balance (including current transactions):** To avoid incurring an additional Finance Charge on the balance of purchases (and cash advances, if Method G is specified as applicable to cash advances) reflected on your monthly statement and, on any new purchases (and if applicable, cash advances) appearing on your next monthly statement, you must pay the New Balance, shown on your monthly statement, on or before the Payment Due Date. The grace period for the New Balance of purchases extends to the Payment Due Date.

The Finance Charges for a billing cycle are computed by applying the Periodic Rate to the "average daily balance" of purchases (and if applicable, cash advances). To get the average daily balance, we take the beginning balance of your account each day, add any new purchases or cash advances, and subtract any payments, credits, non-accruing fees, and unpaid finance charges. This gives us the daily balance. Then we add up all the daily balances for the billing cycle and divide the total by the number of days in the billing cycle.

**Payment Crediting and Credit Balance:** Payments received at the location specified on the front of the statement after the phrase "MAKE CHECK PAYABLE TO" will be credited to the account specified on the payment coupon as of the date of receipt. Payments received at a different location or payments that do not conform to the requirements set forth on or with the periodic statement (e.g. missing payment stub, payment envelope other than as provided with your statement, multiple checks or multiple coupons in the same envelope) may be subject to delay in crediting, but shall be credited within five days of receipt. If there is a credit balance due on your account, you may request in writing, a full refund. Submit your request to the Account Inquiries address on the front of this statement.

By sending your check, you are authorizing the use of the information on your check to make a one-time electronic debit from the account on which the check is drawn. This electronic debit, which may be posted to your account as early as the date your check is received, will be only for the amount of your check. The original check will be destroyed and we will retain the image in our records. If you have questions please call the customer service number on the front of this billing statement.

**Closing Date:** The closing date is the last day of the billing cycle; all transactions received after the closing date will appear on your next statement.

**Annual Fee:** If your account has been assessed an annual fee, you may avoid paying this annual fee by sending written notification of termination within 30 days following the mailing date of this bill. Submit your request to the Account Inquiries address on the front of this statement. You may use your card(s) during this 30 day period but immediately thereafter must send your card(s), which you have cut in half, to this same address.

**Negative Credit Reports:** You are hereby notified that a negative credit report reflecting on your credit record may be submitted to a credit reporting agency if you fail to fulfill the terms of your credit obligations.

**BILLING RIGHTS SUMMARY**

**In Case of Errors or Inquiries About Your Bill:** If you suspect there is an error on your account or you need information about a transaction on your bill, send your written inquiry to the Account Inquiries address on the front of this statement within 60 days of the date of the statement containing the transaction in question. You may telephone us, however a written request is required to preserve your rights.

In your letter, give us the following information:

- ◆ Your name and account number.
- ◆ The dollar amount of the suspected error.
- ◆ Describe the error and explain, if you can, why you believe there is an error. If you need more information, describe the item you are unsure about.

You do not have to pay any amount in question while we are investigating, but you are still obligated to pay the parts of your bill that are not in question. While we investigate your question, we cannot report you as delinquent or take any action to collect the amount you question.

Please provide a legal document evidencing your name change, such as a court document.

Please use blue or black ink to complete form

**NAME CHANGE**

Last

First  Middle

**ADDRESS CHANGE**

Street

City  State  ZIP Code

Home Phone (  )  -  Business Phone (  )  -

Cell Phone (  )  -  E-mail Address

**SIGNATURE REQUIRED TO AUTHORIZE CHANGES**

Signature \_\_\_\_\_

**Cardholder Account Detail Continued**

Trans Date	Post Date	Plan Name	Reference Number	Description	Amount
09/07	09/09	PPLN01	24412901251030022846822	AROUND THE CLOCK CALL CTR 888-711-1956 CA	\$147.15
09/10	09/12	PPLN01	24692161253100274777114	AMZN Mktp US*2G7N11A01 Amzn.com/bill WA	\$15.20
09/10	09/12	PPLN01	24692161253100276206880	AMZN Mktp US*2G1Z19TS0 Amzn.com/bill WA	\$143.39
09/13	09/14	PPLN01	24692161256100767706395	EXPEDIA 72161996578425 EXPEDIA.COM WA	\$1,254.21
09/13	09/14	PPLN01	24793381256315723393631	Government Tax Seminar San Francisco CA	\$410.00
09/19	09/20	PPLN01	24692161262100229917798	J2 EFAX SERVICES 323-817-3205 CA	\$16.95
09/23	09/24	PPLN01	24005941266300594013792	GOVERNMENT FINANCE OFFIC CHICAGO IL	\$345.00
09/25	09/26	PPLN01	24692161268100676563974	AMZN Mktp US*2C1UR8JE0 Amzn.com/bill WA	\$50.03
09/25	09/26	PPLN01	24692161268100719802447	AMZN Mktp US*2G4AZ6IS2 Amzn.com/bill WA	\$15.21
09/25	09/26	PPLN01	24692161268100790752560	AMZN Mktp US*2C1NK0JS0 Amzn.com/bill WA	\$30.32
09/29	09/30	PPLN01	24492161272000022026294	CSMFO WWWV.CSMFO.ORG CA	\$150.00

**Cardholder Account Summary**

BEVERLI A MARSHALL [REDACTED]	Payments & Other Credits	Purchases & Other Charges	Cash Advances	Total Activity
	\$561.80-	\$3,153.36	\$0.00	\$2,591.56

**Cardholder Account Detail**

Trans Date	Post Date	Plan Name	Reference Number	Description	Amount
09/02	09/05	PPLN01	24692161246100097294974	PORTOLA HOTEL AND SPA MONTEREY CA	\$770.40
09/09	09/09	PPLN01	24692161252100323585915	EXPEDIA 72159525690241 EXPEDIA.COM WA	\$250.68
09/09	09/09	PPLN01	24492151252717965401672	ALLIANZ TRAVEL INS ALLIANZINS.US VA	\$27.99
09/08	09/09	PPLN01	24009581251300592934202	WEF MAIN 703-684-2400 VA	\$140.00
09/08	09/10	PPLN01	24692161252100739004121	UNITED 0167665286723 800-932-2732 TX MARSHALL/BEVERLI AIL 092621 PSP / SFO UA Q O SFO / RNO UA Q	\$218.21
09/08	09/10	PPLN01	24943001252344900759148	AMERICAN AIR0017665286722 FORT WORTH TX MARSHALL/BEVERLI AIL 092921 RNO / PHX AA G X PHX / PSP AA G PSP / /	\$152.20
09/08	09/10	PPLN01	24943001252978000839712	AMERICAN AIR0012400185691 FORT WORTH TX MARSHALL/BEVERLI 092621 PSP / PHX AA L O PHX / RNO AA L X RNO / PHX AA S X PHX / PSP AA S X	\$390.40
09/08	09/10	PPLN01	24202981252030032644618	CALIFORNIA SPECIAL DISTRI 916-442-7887 CA	\$650.00
09/09	09/12		74943001253978000597041	CREDIT VOUCHER AMERICAN AIR0012400185691 FORT WORTH TX MARSHALL/BEVERLI 092621 PSP / PHX AA L O PHX / RNO AA L X PHX AA S X PSP AA S X	\$390.40-
09/12	09/13	PPLN01	24492151255894005571272	PAYPAL *QUICKYMARTL 402-935-7733 CA	\$4.99
09/13	09/14	PPLN01	24138291257084025929534	LANDS END BUS OUTFITTERS 800-332-4700 WI	\$29.00
09/15	09/15	PPLN01	24692161258100762418119	AWWA.ORG 303-347-6197 CO	\$294.00
09/14	09/16	PPLN01	24000971258245903676221	JOY @ FANTASY SPRINGS 760-3425000 CA	\$46.00
09/21	09/21		74692161264100483541626	CREDIT VOUCHER EXPEDIA 72159525690241 EXPEDIA.COM WA	\$171.40-
09/21	09/22	PPLN01	24492151264852464698183	SO TAHOE AIRPORTER 916-444-7880 CA	\$59.50

**Cardholder Account Detail Continued**

Trans Date	Post Date	Plan Name	Reference Number	Description	Amount
09/22	09/23	PPLN01	24943001266634001139008	AMERICAN AIR0012300289585 FORT WORTH TX BEVERLI MARSHALL 092921 LAS PHX AA C O PSP MQ F O	\$100.00
09/28	09/28	PPLN01	24692161271100736839021	Palm Sp Desert Sun 888-426-0491 IN	\$9.99
09/27	09/28	PPLN01	24493981271083351107951	PE SUBSCRIPTIONS 951-368-9000 CA	\$10.00

**Cardholder Account Summary**

HEBERTO MORENO [REDACTED]	Payments & Other Credits	Purchases & Other Charges	Cash Advances	Total Activity
	\$0.00	\$1,364.03	\$0.00	\$1,364.03

**Cardholder Account Detail**

Trans Date	Post Date	Plan Name	Reference Number	Description	Amount
09/14	09/15	PPLN01	24692161257100400869682	APPLE.COM/BILL 866-712-7753 CA	\$2.99
09/15	09/16	PPLN01	24493981259286118300076	CITY OF COACHELLA COACHELLA CA	\$235.00
09/16	09/17	PPLN01	24692161259100052646030	LOWES #00208* LA QUINTA CA	\$15.79
09/16	09/19	PPLN01	24943011260010182859679	THE HOME DEPOT #6630 LA QUINTA CA	\$35.25
09/29	09/30	PPLN01	24692161272100041413396	IN *BACK MUNICIPAL CONSUL 513-7028534 OH	\$1,075.00

**Cardholder Account Summary**

TINO TIJERINA [REDACTED]	Payments & Other Credits	Purchases & Other Charges	Cash Advances	Total Activity
	\$0.00	\$1,269.35	\$0.00	\$1,269.35

**Cardholder Account Detail**

Trans Date	Post Date	Plan Name	Reference Number	Description	Amount
08/30	09/01	PPLN01	24137461244001426356634	TRACTOR SUPPLY #2357 INDIO CA	\$217.48
09/02	09/03	PPLN01	24055221245083303467259	ENERGY CONTROL.COM 954-739-8400 FL	\$444.15
09/03	09/05	PPLN01	24692161247100973681707	THE HOME DEPOT 6874 INDIO CA	\$357.67
09/03	09/05	PPLN01	24164071246730000226554	PECTO 1172 63511729 INDIO CA	\$82.62
09/15	09/17	PPLN01	24692161259100946313433	THE HOME DEPOT 6874 INDIO CA	\$92.43
09/20	09/22	PPLN01	24269791264500568405930	KSC & SON CORPORATION - G INDIO CA	\$15.00
09/21	09/23	PPLN01	24269791265500594495748	KSC & SON CORPORATION - G INDIO CA	\$15.00
09/21	09/23	PPLN01	24269791265500594495821	KSC & SON CORPORATION - G INDIO CA	\$15.00
09/21	09/23	PPLN01	24269791265500594495904	KSC & SON CORPORATION - G INDIO CA	\$15.00
09/21	09/23	PPLN01	24269791265500594496084	KSC & SON CORPORATION - G INDIO CA	\$15.00

**Cardholder Account Summary**

MIKE DURAN [REDACTED]	Payments & Other Credits	Purchases & Other Charges	Cash Advances	Total Activity
	\$0.00	\$1,368.44	\$0.00	\$1,368.44

**Cardholder Account Detail**

Trans Date	Post Date	Plan Name	Reference Number	Description	Amount
09/03	09/05	PPLN01	24692161247100927681654	PORTOLA HOTEL AND SPA MONTEREY CA	\$433.04
09/02	09/05	PPLN01	24692161246100097295492	PORTOLA HOTEL AND SPA MONTEREY CA	\$870.40
09/23	09/26	PPLN01	24202981267030034432049	CALIFORNIA SPECIAL DISTRI 916-442-7887 CA	\$65.00

**Cardholder Account Summary**

SCOTT SEAR [REDACTED]	Payments & Other Credits	Purchases & Other Charges	Cash Advances	Total Activity
	\$0.00	\$1,452.43	\$0.00	\$1,452.43

**Cardholder Account Detail**

Trans Date	Post Date	Plan Name	Reference Number	Description	Amount
08/31	09/01	PPLN01	24492151243743145190219	LYFT 1 RIDE 08-30 855-865-9553 CA	\$18.99
09/03	09/05	PPLN01	24692161247100927681647	PORTOLA HOTEL AND SPA MONTEREY CA	\$433.04
09/02	09/05	PPLN01	24692161246100097295450	PORTOLA HOTEL AND SPA MONTEREY CA	\$870.40
09/21	09/23	PPLN01	24202981265030031629292	CALIFORNIA SPECIAL DISTRI 916-442-7887 CA	\$65.00

**Cardholder Account Detail Continued**

Trans Date	Post Date	Plan Name	Reference Number	Description	Amount
09/21	09/23	PPLN01	24202981265030031629300	CALIFORNIA SPECIAL DISTRI 916-442-7887 CA	\$65.00

**Cardholder Account Summary**

DEBRA CANERO [REDACTED]	Payments & Other Credits	Purchases & Other Charges	Cash Advances	Total Activity
	\$0.00	\$1,253.44	\$0.00	\$1,253.44

**Cardholder Account Detail**

Trans Date	Post Date	Plan Name	Reference Number	Description	Amount
09/03	09/05	PPLN01	24692161247100927681621	PORTOLA HOTEL AND SPA MONTEREY CA	\$423.04
09/02	09/05	PPLN01	24692161246100097295484	PORTOLA HOTEL AND SPA MONTEREY CA	\$830.40

**Cardholder Account Summary**

BRANDEN RODRIGUEZ [REDACTED]	Payments & Other Credits	Purchases & Other Charges	Cash Advances	Total Activity
	\$0.00	\$455.29	\$0.00	\$455.29

**Cardholder Account Detail**

Trans Date	Post Date	Plan Name	Reference Number	Description	Amount
09/04	09/05	PPLN01	24492151247743557912510	SEAMLSSGOODYSCAFE SEAMLESS.COM NY	\$71.29
09/24	09/26	PPLN01	24801971268690659141798	CALIFORNIA WATER ENVIRON 510-382-7800 CA	\$192.00
09/24	09/26	PPLN01	24801971268690659159576	CALIFORNIA WATER ENVIRON 510-382-7800 CA	\$192.00

**Cardholder Account Summary**

HOLLY GOULD [REDACTED]	Payments & Other Credits	Purchases & Other Charges	Cash Advances	Total Activity
	\$0.00	\$1,302.84	\$0.00	\$1,302.84

**Cardholder Account Detail**

Trans Date	Post Date	Plan Name	Reference Number	Description	Amount
09/01	09/02	PPLN01	24207851244170800443875	MUNICIPAL MANAGEMENT ASSO 877-3147080 CA	\$90.00
09/03	09/03	PPLN01	24492161246000007395428	NEOGOV HTTPSWWWW.NEOG CA	\$130.00
09/08	09/09	PPLN01	24055231251083723743388	WALMART.COM AT 800-966-6546 AR	\$217.11
09/10	09/12	PPLN01	24943011254010183627636	THE HOME DEPOT #6874 INDIO CA	\$16.06
09/13	09/14	PPLN01	24231681257837000038086	SMART AND FINAL 490 LA QUINTA CA	\$223.17
09/19	09/20	PPLN01	24492161262000011324157	NEOGOV HTTPSWWWW.NEOG CA	\$199.00
09/20	09/21	PPLN01	24240981264600141010610	FMCSA D&A CLEARINGHOUSE 202-366-0928 DC	\$12.50
09/28	09/29	PPLN01	24492161271000029159107	NEOGOV HTTPSWWWW.NEOG CA	\$125.00
09/28	09/29	PPLN01	24492151272852822043700	PAYPAL *CALIFORNIAW 402-935-7733 CA	\$290.00

**Cardholder Account Summary**

ANNA BELL [REDACTED]	Payments & Other Credits	Purchases & Other Charges	Cash Advances	Total Activity
	\$0.00	\$2,137.00	\$0.00	\$2,137.00

**Cardholder Account Detail**

Trans Date	Post Date	Plan Name	Reference Number	Description	Amount
09/14	09/15	PPLN01	24801971258690595009283	CALIFORNIA WATER ENVIRON 510-382-7800 CA	\$192.00
09/14	09/15	PPLN01	24801971258690595027640	CALIFORNIA WATER ENVIRON 510-382-7800 CA	\$96.00
09/14	09/15	PPLN01	24801971258690595147604	CALIFORNIA WATER ENVIRON 510-382-7800 CA	\$91.00

**Cardholder Account Detail Continued**

Trans Date	Post Date	Plan Name	Reference Number	Description	Amount
09/20	09/21	PPLN01	24492161263000019183844	GT MOLECULAR, LLC WWW.GTMOLECUL CO	\$1,475.00
09/29	09/30	PPLN01	24801971273690690409041	CALIFORNIA WATER ENVIRON 510-382-7800 CA	\$192.00
09/29	09/30	PPLN01	24801971273690690418547	CALIFORNIA WATER ENVIRON 510-382-7800 CA	\$91.00

**Cardholder Account Summary**

JIMMY GARCIA [REDACTED]	Payments & Other Credits \$249.04-	Purchases & Other Charges \$1,418.18	Cash Advances \$0.00	Total Activity \$1,169.14
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**Cardholder Account Detail**

Trans Date	Post Date	Plan Name	Reference Number	Description	Amount
09/01	09/02	PPLN01	24435651244839149479984	FERGUSON ENT HVA 568 844-872-3857 CA	\$506.59
09/07	09/08	PPLN01	24692161250100254650821	LOWES #00208* LA QUINTA CA	\$249.04
09/07	09/08		74692161250100342301689	CREDIT VOUCHER LOWES #00208* LA QUINTA CA	\$249.04-
09/07	09/09	PPLN01	24692161251100650042804	LOWES #00208* LA QUINTA CA	\$346.91
09/07	09/09	PPLN01	24943011251010183802299	THE HOME DEPOT #6874 INDIO CA	\$43.41
09/09	09/10	PPLN01	24231681253837000094596	SMART AND FINAL 718 COACHELLA CA	\$78.94
09/14	09/15	PPLN01	24431061257206983400015	PADILLA & SONS, INC INDIO CA	\$45.00
09/15	09/16	PPLN01	24431061259091456000023	ACE HARDWARE COACHELLA COACHELLA CA	\$90.18
09/15	09/16	PPLN01	24431061259091456000064	ACE HARDWARE COACHELLA COACHELLA CA	\$8.65
09/24	09/26	PPLN01	24943011268010179552107	THE HOME DEPOT #6874 INDIO CA	\$49.46

**Cardholder Account Summary**

DANIEL A MILLS [REDACTED]	Payments & Other Credits \$0.00	Purchases & Other Charges \$59.13	Cash Advances \$0.00	Total Activity \$59.13
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**Cardholder Account Detail**

Trans Date	Post Date	Plan Name	Reference Number	Description	Amount
09/03	09/05	PPLN01	24755421246282467499698	BURRTEC WASTE INDUSTRIES COCHELLA CA	\$59.13

**Additional Information About Your Account**

IT IS NOT NECESSARY TO MAIL YOUR PAYMENT. YOUR ACCOUNT WILL BE AUTOMATICALLY PAID THROUGH A DIRECT DEBIT OF YOUR CHECKING OR SAVINGS ACCOUNT ON 10/10/21 PER YOUR AGREEMENT WITH US. THE DEBIT AMOUNT THIS MONTH IS \$18388.76

**Finance Charge Summary / Plan Level Information**

Plan Name	Plan Description	FCM <sup>1</sup>	Average Daily Balance	Periodic Rate *	Corresponding APR	Finance Charges	Effective APR Fees **	Effective APR	Ending Balance
<b>Purchases</b>									
PPLN01 001	PURCHASE	E	\$0.00	0.06024%(D)	21.9900%	\$0.00	\$0.00	0.0000%	\$18,388.76
<b>Cash</b>									
CPLN01 001	CASH	A	\$0.00	0.06572%(D)	23.9900%	\$0.00	\$0.00	0.0000%	\$0.00

\* Periodic Rate (M)=Monthly (D)=Daily

\*\* includes cash advance and foreign currency fees

Days In Billing Cycle: 30

APR = Annual Percentage Rate

<sup>1</sup> FCM = Finance Charge Method

(V) = Variable Rate If you have a variable rate account the periodic rate and Annual Percentage Rate (APR) may vary.





**Valley Sanitary District  
Board of Directors Meeting  
October 26, 2021**

**TO:** Board of Directors  
**FROM:** Beverli A. Marshall, General Manager  
**SUBJECT: Authorize Tuition Reimbursement for Beverli A. Marshall, General Manager, Per District Policy, in the Amount of \$866**

<input checked="" type="checkbox"/> Board Action	<input type="checkbox"/> New Budget Approval	<input type="checkbox"/> Contract Award
<input type="checkbox"/> Board Information	<input checked="" type="checkbox"/> Existing FY Approved Budget	<input type="checkbox"/> Closed Session

**Executive Summary**

The purpose of this report is to present the request for reimbursement.

**Strategic Plan Compliance**

This item complies with VSD Strategic Plan Objective 1: Fully staffed with a highly trained and motivated team.

**Fiscal Impact**

The total reimbursement request is \$866 and is included in the FY 2021/22 Budget.

**Background**

VSD’s Education & Training policy authorizes the reimbursement of up to \$1,000 per quarter, semester, or course with a maximum tuition reimbursement of \$3,000 per employee in a single fiscal year. The attached request is the first request submitted for Fiscal Year 2021/22, for a total of \$866 FY to date.

To qualify for reimbursement, the employee must provide proof of payment and evidence that the employee received a passing grade [“C” or equivalent or better]. The attached transcript shows that the employee received a grade of Credit for the course (the course was graded Credit/No Credit). Approval by the Board of Directors is necessary for the General Manager to receive the requested reimbursement.

**Recommendation**

Staff recommends that the Board authorize the reimbursement as submitted.

**Attachments**

- Attachment A: Reimbursement Request Form,
- Attachment B: Unofficial Transcript showing grades
- Attachment C: Proof of Payment

**VALLEY SANITARY DISTRICT  
TUITION AND TRAINING REIMBURSEMENT APPLICATION  
FOR EMPLOYEE USE: Tuition and Training Expense Plan ( Complete in advance of Enrollment)**

Employee Name:	Beverli A. Marshall
Department:	Administrative Services
Date of Request:	10/15/2021 (Request #1 for FY 2021/22)

School	Allian International University
Mailing Address	10455 Pomerado Rd
City , State and Zip	San Diego, CA 92131

Signature of Payee: *Beverli A. Marshall*

By signing I affirm that the reimbursement requested is within the guidelines of the tuition and training reimbursement program

Course Titles	Course Dates (From - To )	Number of Units	Costs (attach receipts)
BUS99800 Dissertation 1A	July - August, 2021	1.5	\$1,425.00
Service Fees			\$ 65.00
Founder's Grant			\$ (624.00)

\$866.00

Are Books Eligible for Reimbursement ? (CIRCLE ONE) YES NO

List Books Purchased (include Receipts)

Text Books Utilized	Cost

**Grand Total to be Reimbursed** **\$866.00**

**Unofficial Transcript**

10455 Pomerado Rd.  
San Diego, CA 92131  
(866)825-5426

[www.alliant.edu](http://www.alliant.edu)

**Student:** Beverli A Marshall

**Student ID:** 645978

**DOB:** 4/7

Course Code	Course Title	Credits Attempted	Credits Earned	Grade	Quality Points	Course Code	Course Title	Credits Attempted	Credits Earned	Grade	Quality Points
<b>Program: Doctor of Business Administration</b>  <b>CA School of Mgmt &amp; Leadership</b>  <b>Enrollment #: MA19128446</b> <b>Status: Active</b>  <b>Start Date: 10/21/19</b>						<b>Term: 20_T_07JUL      2020 July Term</b> MGT80210      Contemporary Readings In Strategy      3.00      3.00      A      12.00 MGT80220      Management, Strategy And Leadership      3.00      3.00      A      12.00 <hr/> 3.00      3.00      24.00 <b>Term GPA: 4.00      Cum GPA: 4.00</b>					
<b>Term: 19_T_10OCT      2019 October Term</b> BUS7035      Advanced Statistics I      3.00      3.00      A      12.00 <hr/> 3.00      3.00      12.00 <b>Term GPA: 4.00      Cum GPA: 4.00</b>						<b>Term: 20_T_08AUG      2020 August Term</b> BUS70360      Advanced Statistics II      3.00      3.00      A      12.00 LDR87800      Creating Change And Innovation      3.00      3.00      A      12.00 <hr/> 6.00      6.00      24.00 <b>Term GPA: 4.00      Cum GPA: 4.00</b>					
<b>Term: 20_T_01JAN      2020 January Term</b> BUS8011      Organizational Behavior And Development      3.00      3.00      A      12.00 <hr/> 3.00      3.00      12.00 <b>Term GPA: 4.00      Cum GPA: 4.00</b>						<b>Term: 20_T_10OCT      2020 October Term</b> BUS70540      Research Scholars Community      3.00      3.00      A      12.00 ELM88320      Law, Ethics And Equity      3.00      3.00      A      12.00 <hr/> 6.00      6.00      24.00 <b>Term GPA: 4.00      Cum GPA: 4.00</b>					
<b>Term: 20_T_03MAR      2020 March Term</b> BUS7062      Cross Cultural Management And Global Issues      3.00      3.00      A      12.00 DAT7024      Qualitative And Survey Research      3.00      3.00      A      12.00 <hr/> 6.00      6.00      24.00 <b>Term GPA: 4.00      Cum GPA: 4.00</b>						<b>Term: 21_T_01JAN      2021 January Term</b> BUS70110      Foundations And Critical Issues In Global Business      3.00      3.00      A      12.00 BUS80640      Competency Project I      3.00      3.00      A      12.00 <hr/> 6.00      6.00      24.00 <b>Term GPA: 4.00      Cum GPA: 4.00</b>					
<b>Term: 20_T_05MAY      2020 May Term</b> BUS70250      Foundations Of Research      3.00      3.00      A      12.00 <hr/> 3.00      3.00      12.00 <b>Term GPA: 4.00      Cum GPA: 4.00</b>											

\*\* Indicates Retaken Course  
♦ Indicates Associated Course

**Unofficial Transcript**

10455 Pomerado Rd.  
 San Diego, CA 92131  
 (866)825-5426  
[www.alliant.edu](http://www.alliant.edu)

**Student:** Beverli A Marshall

**Student ID:** 645978

**DOB:** 4/7

Course Code	Course Title	Credits Attempted	Credits Earned	Grade	Quality Points	Course Code	Course Title	Credits Attempted	Credits Earned	Grade	Quality Points
<b>Term: 21_T_03MAR 2021 March Term</b>											
BUS80650	Competency Project II	3.00	3.00	A	12.00						
		<u>3.00</u>	<u>3.00</u>		<u>12.00</u>						
<b>Term GPA: 4.00</b>		<b>Cum GPA: 4.00</b>									
<b>Term: 21_T_05MAY 2021 May Term</b>											
BUS80660	Competency Project III	3.00	3.00	A	12.00						
ORG62080	Motivation, Employee Engagement, and Retention	3.00	3.00	A	12.00						
		<u>6.00</u>	<u>6.00</u>		<u>24.00</u>						
<b>Term GPA: 4.00</b>		<b>Cum GPA: 4.00</b>									
<b>Term: 21_T_07JUL 2021 July Term</b>											
BUS99800A	Dissertation Research 1A	1.50	1.50	CR	0.00						
		<u>1.50</u>	<u>1.50</u>		<u>0.00</u>						
<b>Term GPA: 0.00</b>		<b>Cum GPA: 4.00</b>									
<b>Term: 21_T_08AUG 2021 August Term</b>											
BUS99800B	Dissertation Research 1B	0.00	0.00		0.00						
<i>In Progress</i>											
Doctor of Business Administration Concentration(s): Management		<b>GPA: 4.00</b>	49.50	49.50							

\*\*\* End of Transcript \*\*\*

\*\* Indicates Retaken Course  
 ♦ Indicates Associated Course

# Student Registration Bill Summary by Term

10/15/2021  
12:21:32PM

**Student Name** Beverli Marshall  
**Student ID** 645978  
**Term(s)** 2019 October Term,2020 August Term,2020 January Term,2020 July Term,2020 March Term,2020 May Term,2020 October Term,2020 Spring Semester,2021 August Term,2021 January Term,2021 July Term,2021 March Term,2021 May Term,2021 October Term

Description	Amount	Date	Term Description
<b>Charges:</b>			
Tuition (Pending)	\$1,425.00	09/15/2021	2021 October Term
Institutional Services Fee (Pending)	\$65.00	09/15/2021	2021 October Term
Institutional Service Fee October Session '19-GRAD	\$65.00	10/21/2019	2019 October Term
Tuition - CSML October Session '19-GRAD	\$2,850.00	10/21/2019	2019 October Term
Tuition	\$2,850.00	01/22/2020	2020 January Term
Institutional Services Fee	\$65.00	01/22/2020	2020 January Term
Tuition	\$5,700.00	03/18/2020	2020 March Term
Institutional Services Fee	\$65.00	03/18/2020	2020 March Term
Tuition	\$2,850.00	05/13/2020	2020 May Term
Institutional Services Fee	\$65.00	05/13/2020	2020 May Term
Tuition	\$5,700.00	07/08/2020	2020 July Term
Institutional Services Fee	\$65.00	07/08/2020	2020 July Term
Tuition	\$5,700.00	09/01/2020	2020 August Term
Institutional Services Fee	\$65.00	09/01/2020	2020 August Term
Tuition	\$5,700.00	10/27/2020	2020 October Term
Institutional Services Fee	\$65.00	10/27/2020	2020 October Term
Tuition	\$5,700.00	01/20/2021	2021 January Term
Institutional Services Fee	\$65.00	01/20/2021	2021 January Term
Tuition	\$2,850.00	03/16/2021	2021 March Term
Institutional Services Fee	\$65.00	03/16/2021	2021 March Term
Tuition	\$5,700.00	05/11/2021	2021 May Term
Institutional Services Fee	\$65.00	05/11/2021	2021 May Term
Tuition	\$1,425.00	07/07/2021	2021 July Term
Institutional Services Fee	\$65.00	07/07/2021	2021 July Term

# Student Registration Bill Summary by Term

10/15/2021  
12:21:32PM

**Student Name** Beverli Marshall  
**Student ID** 645978  
**Term(s)** 2019 October Term,2020 August Term,2020 January Term,2020 July Term,2020 March Term,2020 May Term,2020 October Term,2020 Spring Semester,2021 August Term,2021 January Term,2021 July Term,2021 March Term,2021 May Term,2021 October Term

Description	Amount	Date	Term Description
Tuition	\$1,425.00	08/31/2021	2021 August Term
Institutional Services Fee	\$65.00	08/31/2021	2021 August Term
<b>Total:</b>	\$50720.00		

**Anticipated Financial Aid:**

Student Cash Payment Plan	\$745.00
Founder's Grant	\$624.00
Student Cash Payment Plan	\$745.00
<b>Total:</b>	\$2114.00

**Payments:**

# Student Registration Bill Summary by Term

10/15/2021  
12:21:32PM

**Student Name** Beverli Marshall  
**Student ID** 645978  
**Term(s)** 2019 October Term,2020 August Term,2020 January Term,2020 July Term,2020 March Term,2020 May Term,2020 October Term,2020 Spring Semester,2021 August Term,2021 January Term,2021 July Term,2021 March Term,2021 May Term,2021 October Term

Description	Amount	Date	Term Description
Web Payment on Account	\$1,490.00	10/15/21	2020 Spring Semester
Founder's Grant 2021-22	\$624.00	9/9/21	2021 August Term
Web Payment on Account	\$866.00	8/23/21	2021 August Term
Web Payment on Account	\$121.00	7/19/21	2021 July Term
Founder's Grant 2021-22	\$624.00	7/9/21	2021 July Term
Web Payment on Account	\$745.00	6/22/21	2021 July Term
Web Payment on Account	\$1,634.50	6/3/21	2021 May Term
Founder's Grant 2020-21	\$2,496.00	5/12/21	2021 May Term
Web Payment on Account	\$1,634.50	5/3/21	2021 May Term
Founder's Grant 2020-21	\$1,248.00	3/17/21	2021 March Term
Web Payment on Account	\$1,667.00	2/28/21	2021 March Term
Founder's Grant 2020-21	\$2,496.00	1/20/21	2021 January Term
Web Payment on Account	\$3,269.00	1/11/21	2021 January Term
Founder's Grant 2020-21	\$2,496.00	10/29/20	2020 October Term
Web Payment on Account	\$3,269.00	10/13/20	2020 October Term
Founder's Grant 2020-21	\$2,496.00	9/3/20	2020 August Term
Web Payment on Account	\$3,269.00	8/27/20	2020 August Term
Founder's Grant 2020-21	\$2,496.00	7/9/20	2020 July Term
Web Payment on Account	\$3,269.00	7/1/20	2020 July Term
Web Payment on Account	\$833.50	5/28/20	2020 May Term
Founder's Grant 2019-20	\$1,248.00	5/15/20	2020 May Term
Web Payment on Account	\$833.50	5/4/20	2020 May Term
Stipend - CASH	(\$1,248.00)	3/23/20	2020 March Term
Founder's Grant 2019-20	\$2,496.00	3/19/20	2020 March Term
Web Payment on Account	\$4,517.00	3/2/20	2020 March Term
Founder's Grant 2019-20	\$1,248.00	1/29/20	2020 January Term
Web Payment on Account	\$1,667.00	1/15/20	2020 January Term
Founder's Grant Financial Aid	\$1,248.00	10/29/19	2019 October Term
Online Payment - CC	\$1,667.00	10/17/19	2019 October Term
<b>Total:</b>	<b>\$50720.00</b>		

# Student Registration Bill Summary by Term

10/15/2021  
12:21:32PM

**Student Name** Beverli Marshall  
**Student ID** 645978  
**Term(s)** 2019 October Term,2020 August Term,2020 January Term,2020 July Term,2020 March Term,2020 May Term,2020 October Term,2020 Spring Semester,2021 August Term,2021 January Term,2021 July Term,2021 March Term,2021 May Term,2021 October Term

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Description	Amount	Date	Term Description
-------------	--------	------	------------------

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**Account Summary:**

Charges:	\$50720.00
Financial Aid:	\$2114.00
Payments:	\$50720.00
<b>Amount due or (due to Student) :</b>	<b>(\$2114.00)</b>

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**Valley Sanitary District  
Board of Directors Meeting  
October 26, 2021**

**TO:** Board of Directors  
**THROUGH:** Beverli A. Marshall, General Manager  
**FROM:** Anna Bell, Acting Facilities Operations Manager  
**SUBJECT: Authorize the Disposition of the Idexx Quanti-Sealer**

<input type="checkbox"/> Board Action	<input type="checkbox"/> New Budget Approval	<input type="checkbox"/> Contract Award
<input checked="" type="checkbox"/> Board Information	<input type="checkbox"/> Existing FY Approved Budget	<input type="checkbox"/> Closed Session

**Executive Summary**

The purpose of this report is for the Board to approve the disposition of the idexx quanti-tray sealer.

**Strategic Plan Compliance**

This item complies with VSD Strategic Plan Goal 3: Excellent Facilities.

**Background**

In Summer of 2013, the laboratory changed analysis methods for the Coliform MPN reporting requirements for the NPDES. The method change was an update in technology away from the traditional multi-tube fermentation technique to the Idexx Quanti-tray method. The method was a cost savings to the District in time and cost of supplies. The only cost of equipment for the method transition was a quanti-sealer.

This fall, Idexx representatives notified users that our 2013 model will be considered an obsolete product with no future support for parts and service, as of the end of this year. To assist users to make the transition to the updated, supported model, Idexx is offering a trade-in promotional credit towards the purchase of a new model. This piece of equipment was originally scheduled for replacement in this FY budget due to age and performance issues.

**Recommendation**

Staff recommends that the Board of Directors authorize the General Manager to allow Laboratory staff to complete the disposition request per District policy, so that staff may send in the obsolete equipment to the vendor to complete the trade-in promotional requirement.

**Attachments**

Attachment A: Equipment Disposition Form

## VALLEY SANITARY DISTRICT EQUIPMENT DISPOSITION FORM

(This form is to be completed upon the disposition of fixed assets, including equipment for surplus)

Date of Disposition: 10/26/2021	
Department: Laboratory	Location: VSD

Justification for Disposition: Replacement of ancient laboratory equipment.

Item #	Asset Tag #	Serial #	Description	Current Location	Value \$	
1		13-161-07941	Idexx Quanti – Sealer	VSD Lab	\$0	Trade-In
2						
3						
4						
5						
6						
7						
8						
9						
10						

<p>Check One:</p> <p><input type="checkbox"/> Sold (Please attach supporting documentation and sale value.)</p> <p><input type="checkbox"/> Lost (Please include complete description of circumstances surrounding loss.)</p> <p><input type="checkbox"/> Donated to outside organization (Please attach supporting documentation.)</p> <p><input checked="" type="checkbox"/> X Traded In (Please attach supporting documentation.)</p> <p><input type="checkbox"/> Reassigned for use as source of parts</p> <p><input type="checkbox"/> Stolen (Please attach police report or complete description of circumstances.)</p> <p><input type="checkbox"/> Destroyed (Please include complete description of circumstances.)</p> <p><input type="checkbox"/> Declared Surplus (Please attach documentation of Board Action)</p> <p><input type="checkbox"/> Other, Please explain:</p>
---

Department Supervisor: Anna Bell	General Manager:
District Board Action:	



**Valley Sanitary District  
Board of Directors Meeting  
October 26, 2021**

**TO:** Board of Directors

**THROUGH:** Jeanette Juarez, Business Services Manager

**SUBJECT:** **Authorize General Manager to purchase an Agenda and Meeting Management Software, Video Streaming Software, and Two (2) 75” Interactive Display Systems.**

<input checked="" type="checkbox"/> Board Action	<input type="checkbox"/> New Budget Approval	<input type="checkbox"/> Contract Award
<input type="checkbox"/> Board Information	<input checked="" type="checkbox"/> Existing FY Approved Budget	<input type="checkbox"/> Closed Session

**Executive Summary**

The purpose of this report is for the Board of Directors to authorize the General Manager to purchase an agenda and meeting management software, video streaming software, and two (2) 75” interactive display systems.

**Strategic Plan Compliance**

This item complies with VSD Strategic Plan Objective 6.6: Improve Governance.

**Fiscal Impact**

The fiscal impact is \$45,020 spread over three (3) years.

Pricing	Year 1	Year 2	Year 3
Agenda and Meeting Management Subscription Fee	\$ 4,100	\$ 4,305	\$ 4,520
Video Set Up Fee	\$ 5,300		
Annual Video Subscription	\$ 5,352	\$ 5,620	\$ 5,901
Two (2) 75" Display System	\$ 9,923		
<b>Total</b>	<b>\$ 24,675</b>	<b>\$ 9,925</b>	<b>\$ 10,421</b>

**Background**

The licensing contract with the current agenda creation program the District uses expires on November 29, 2021. Staff has actively searched for alternatives that can better meet the District's needs. After researching more interactive and efficient options, staff recommends implementing the Peak Agenda Management program from Granicus. Granicus is used by more than 2,500 cities, counties, special districts, and school districts to streamline their agenda process and inform citizens. Peak Agenda Management is designed to simplify the agenda creation process by using a built-in template system to create agendas and minutes. It routes items through a review and

approval process and publishes agendas and minutes with one click. The program also includes iLegislate, which optimizes accessibility and transparency by publishing to an online, searchable web portal that can generate and publish ADA-friendly agendas and minutes. The program can also enable social media sharing, send subscriber notifications, and allow the public to receive agendas and minutes through a digital mailing list.

Granicus also offers govMeetings Video. govMeetings is a video solution that provides convenient access to live and archived streaming video. It can stream public meetings in real-time through the District's website. The indexed video is fully searchable, making it easy for the community to access meeting videos using keywords of the topics that are of interest to them. The program offers closed captioning for ADA accessibility.

Peak Agenda Management and govMeetings Video will provide a seamless public meeting experience for Directors, staff, and the community, as well as a comprehensive public record that includes videos that are easily navigated with hyperlinked agendas and minutes.

To further enhance the meeting experience the District will purchase two (2) 75" interactive display boards. The interactive display boards have built in wireless connectivity for wireless presentations, IR touchscreen technology, and the capability to display, write, and share information.

### **Recommendation**

Staff recommends that the Board of Directors authorize the purchase of an Agenda and Meeting Management Software, Video Streaming Software, and Two (2) 75" Interactive Display Systems.

### **Attachments**

- Attachment A: PowerPoint Presentation
- Attachment B: Granicus Terms and Conditions
- Attachment C: SHARP AQUOS BOARD Pricing and Specs
- Attachment D: Three (3) Quotes



# BOARD MEETING UPGRADES

Presented by Jeanette Juarez  
October 21, 2021

# Agenda



Management Software -  
Peak Agenda  
Management



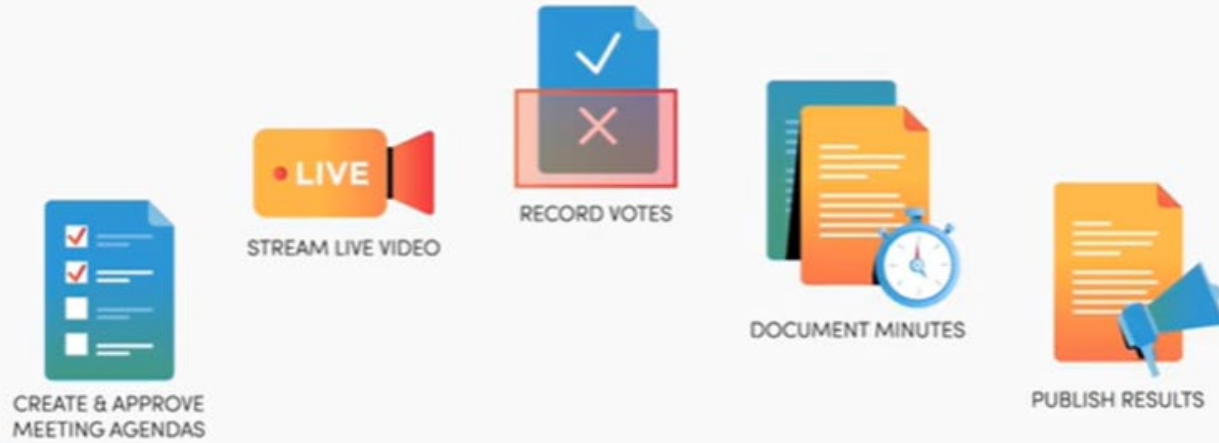
Video Streaming Software -  
govMeetings Video



Two (2) 75" Interactive  
Display Systems – SHARP  
AQUOS BOARD PN-CE701H



Questions

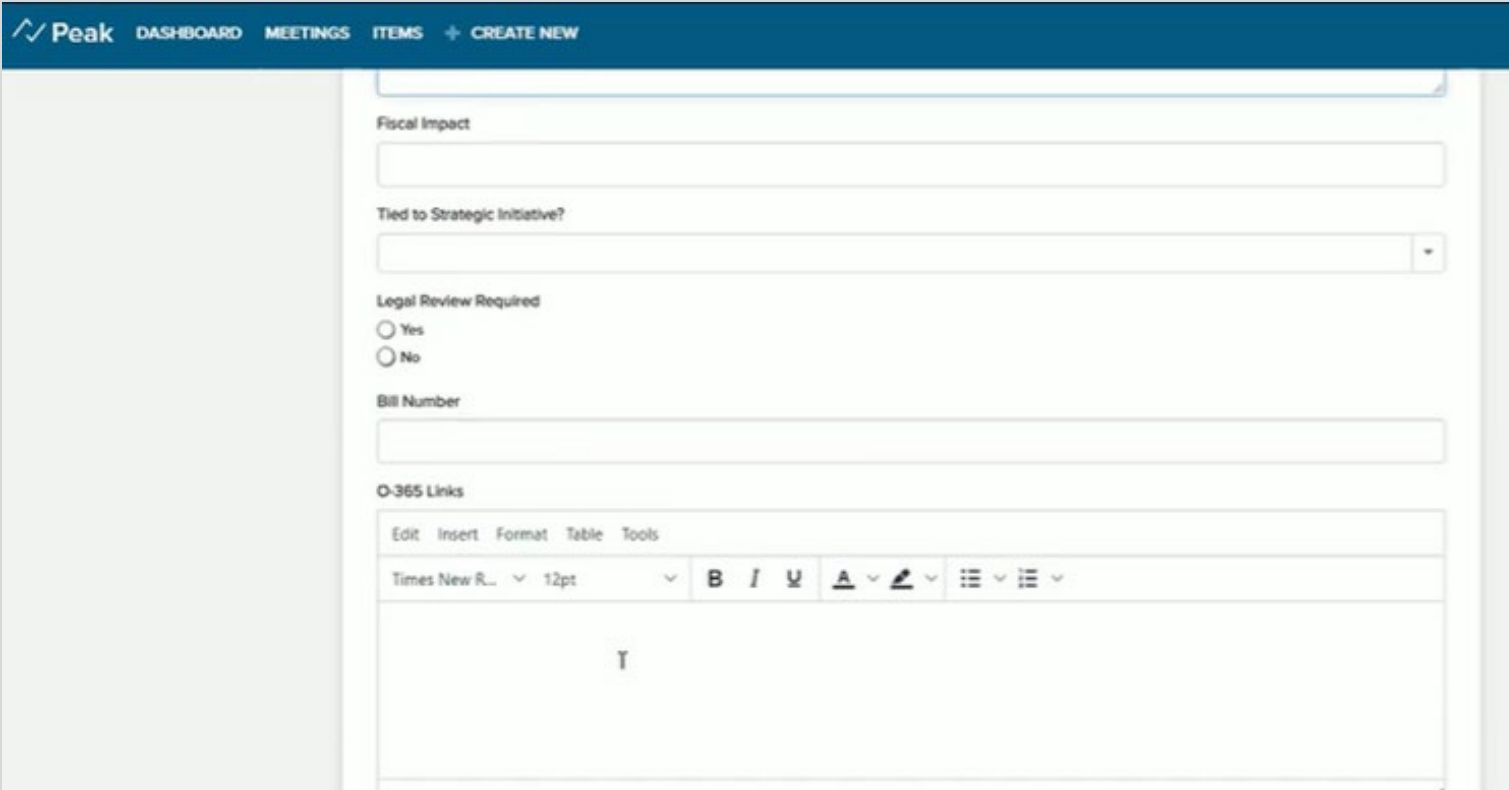


# Granicus Streamline Process

- Simplify Agenda Creation
- Move from Paper to Digital
- Optimize Accessibility and Transparency

# Creating Board Reports

- Custom Built Templates
- Fill and Create

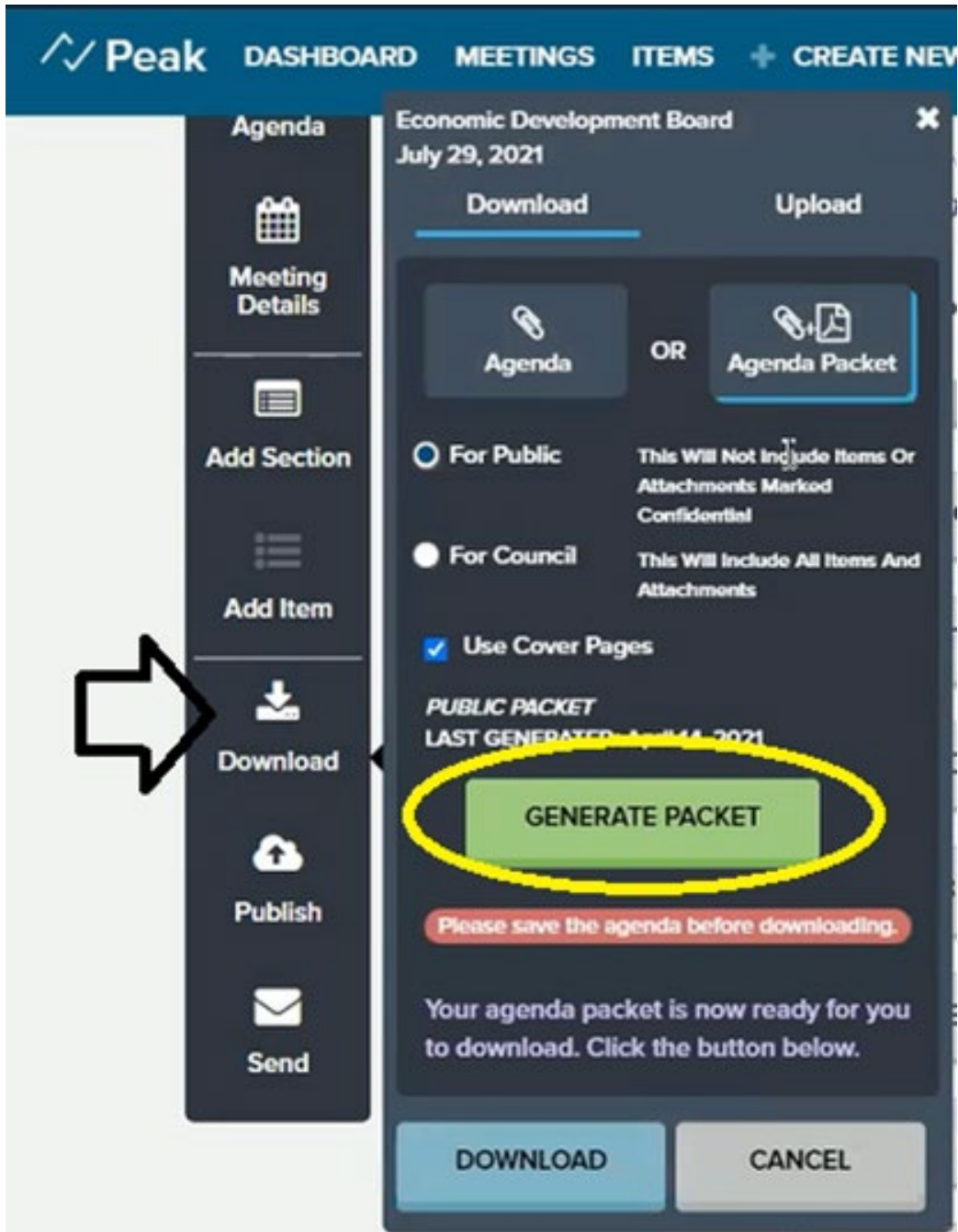




# Creating Board Reports continued

- Approval and Review Process

The screenshot displays the Peak software interface for creating board reports. The top navigation bar includes 'Peak', 'DASHBOARD', 'MEETINGS', 'ITEMS', and 'CREATE NEW'. On the right, there are 'ADMIN' and 'chat' icons. The main content area is titled 'Set Up' and shows a 'Draft Seq Wkflw' item. A 'Download' button is visible on the left. The approval process is shown as a vertical flow of three 'Pending' items, each with a user profile and name: 'Legal' (Larry Legal), 'Finance' (Freddy Finance), and 'City Manger' (Alice Approve). Arrows indicate the flow from top to bottom. On the right, there is an 'Item Discussion' panel with a 'Newest First' sort order, a text input field for comments, a character count of '500 characters left', a dropdown menu for 'In reference to attachment', and a 'COMMENT' button. At the bottom right, there is a watermark for 'Activate Windows'.



# Creating Board Reports continued

- ❑ Single button packet creation for building PDF
- ❑ One button process to create board packets
- ❑ Easy page renumbering for 23rd hour item additions or subtractions
- ❑ Helps ensure Brown compliance
- ❑ One-click ability to publish agendas and minutes to website
- ❑ Agenda Send Tool to mass email Agenda/Package links to a subscriber list

# Real Time Minute Capture

Motion   Notes

Motion Text

Edit   Insert   Format   Table   Tools

Times New R...   12pt   **B**   *I*   U   A

Motion To

Authorize

Result

Passed

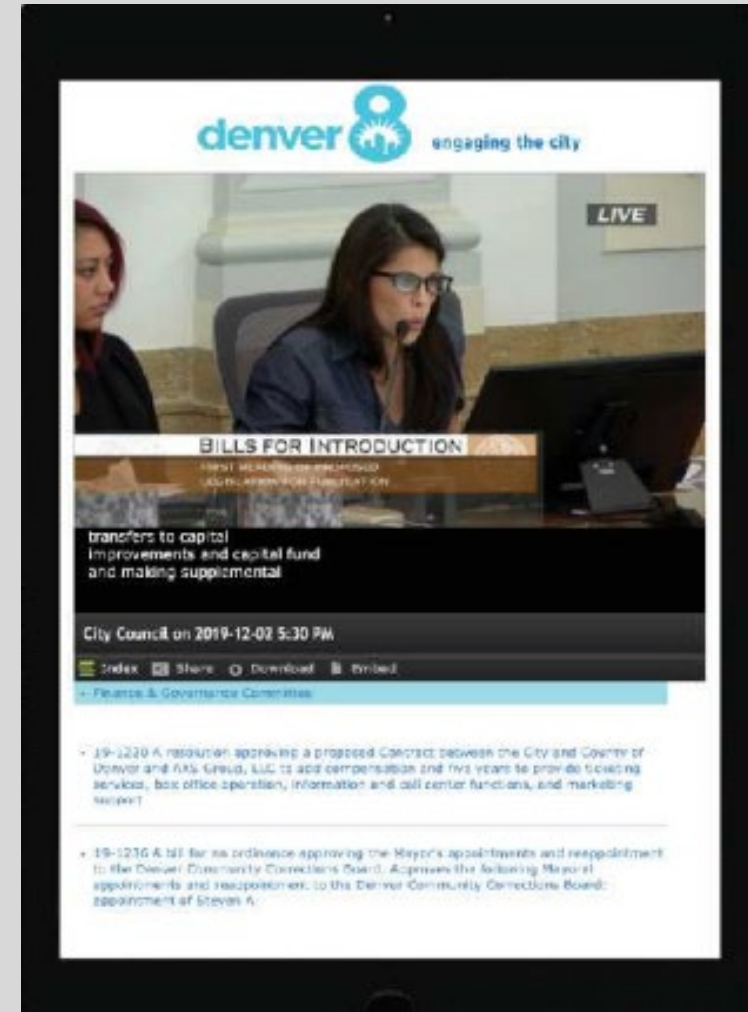
Voting

	Mover	Seconder	For	Against	Abstain	Absent	abstain	Yes	no	recuse
1. Billy Boardmember	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Larry Legal	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Debbie Drafter	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Fred Finance	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Clayton Walker	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Haleigh Doyle	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Mark All "For"   Clear All

# Video

- Videos are easily navigated with hyperlinked agendas and minutes
- Provides a verbatim meeting record without the need for long-form minute
- Citizens can search by keyword and find the exact point where a topic was discussed
- Enable Closed Captioning for ADA accessibility
- Grow meeting audience and automate meeting and agenda notifications




# Accessibility and Search Engines

**Upcoming Events**

Name	Date	Agenda
Transportation Authority	Sep 2, 2021 - 05:00 PM	
TA Citizens Advisory Committee	Sep 7, 2021 - 04:30 PM	
SMC Express Lanes JPA	Sep 10, 2021 - 09:00 AM	

**Search Archives:**

[Advanced](#) [RSS feeds](#)  [Agenda](#) | [Minutes](#)

[Search](#)

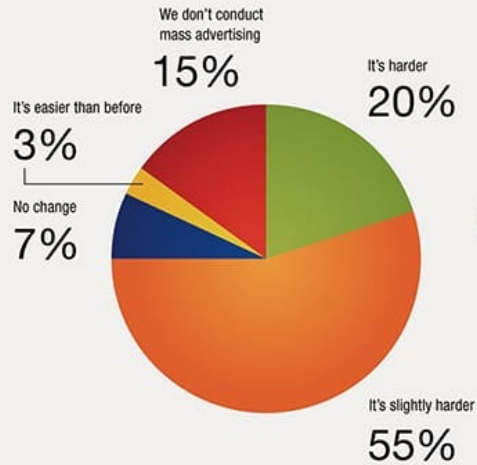
**Available Archives**

Name	Date	Agenda	Minutes	Video
SMC Express Lanes JPA	Aug 13, 2021 - 09:00 AM			<a href="#">Video</a>
Transportation Authority	Aug 5, 2021 - 05:00 PM	<a href="#">Agenda</a>		<a href="#">Video</a>
TA Citizens Advisory Committee	Aug 3, 2021 - 04:30 PM	<a href="#">Agenda</a>		<a href="#">Video</a>
SMC Express Lanes JPA	Jul 9, 2021 - 09:00 AM			<a href="#">Video</a>
Transportation Authority	Jul 1, 2021 - 05:00 PM	<a href="#">Agenda</a>		<a href="#">Video</a>
TA Citizens Advisory Committee	Jun 29, 2021 - 04:30 PM	<a href="#">Agenda</a>		<a href="#">Video</a>
SMC Express Lanes JPA	Jun 11, 2021 - 09:00 AM			<a href="#">Video</a>

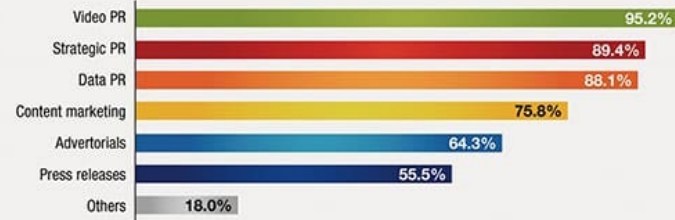
- Unlimited archived video
- Searchable, indexed video of all archived meetings
- Can be used to reference when subjects were covered in meetings

## Promotion of Digital Strategies

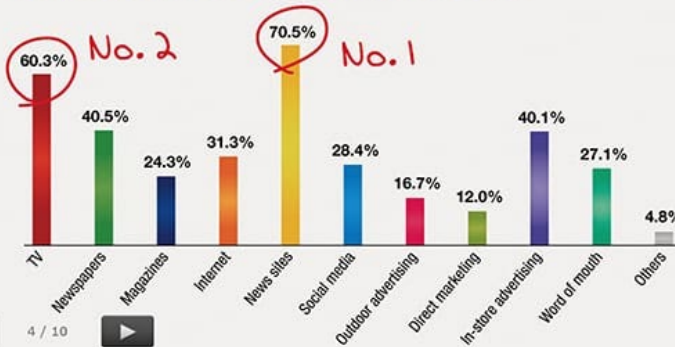
Is it getting harder for mass advertising to reach targeted customers?



Common PR measures



How do you obtain product information?



# SHARP AQUOS BOARD Interactive Display System

- Built-In Whiteboard
- Display, Write, and Share Information
- Interactive Touchscreen
- Wireless Connectivity
- 4K Ultra HD Quality



Questions?



408 Saint Peter Street, Suite 600  
Saint Paul, MN 55102  
United States

**THIS IS NOT AN INVOICE**

Order Form  
Prepared for  
Valley Sanitary District

## Granicus Proposal for Valley Sanitary District

### ORDER DETAILS

**Prepared By:** Dave Marich  
**Phone:**  
**Email:** dave.marich@granicus.com  
**Order #:** Q-158959  
**Prepared On:** 10/04/2021  
**Expires On:** 11/28/2021

### ORDER TERMS

**Currency:** USD  
**Payment Terms:** Net 30 (Payments for subscriptions are due at the beginning of the period of performance.)  
**Period of Performance:** The term of the Agreement will commence on the date this document is signed and will continue for 36 months.



## PRICING SUMMARY

The pricing and terms within this Proposal are specific to the products and volumes contained within this Proposal.

One-Time Fees			
Solution	Billing Frequency	Quantity/Unit	One-Time Fee
Peak - Setup & Configuration	Up Front	1 Each	\$0.00
Peak Online Group Training	Upon Delivery	8 Hours	\$0.00
Open Platform - Setup and Configuration	Up Front	1 Hours	\$0.00
Send Agenda (Peak) Set up and Config	Up Front	1 Each	\$0.00
govDelivery for Integrations Set Up and Config	Up Front	1 Each	\$0.00
<b>SUBTOTAL:</b>			<b>\$0.00</b>

New Subscription Fees			
Solution	Billing Frequency	Quantity/Unit	Annual Fee
Peak Agenda Management	Annual	1 Each	\$4,100.00
iLegislate	Annual	1 Each	\$0.00
Open Platform Suite	Annual	1 Each	\$0.00
Send Agenda (Peak)	Annual	1 Each	\$0.00
govDelivery for Integrations	Annual	1 Each	\$0.00
<b>SUBTOTAL:</b>			<b>\$4,100.00</b>

## FUTURE YEAR PRICING

Solution(s)	Period of Performance	
	Year 2	Year 3
Peak Agenda Management	\$4,305.00	\$4,520.25
iLegislate	\$0.00	\$0.00
Open Platform Suite	\$0.00	\$0.00
Send Agenda (Peak)	\$0.00	\$0.00
govDelivery for Integrations	\$0.00	\$0.00
<b>SUBTOTAL:</b>	<b>\$4,305.00</b>	<b>\$4,520.25</b>

## PRODUCT DESCRIPTIONS

Solution	Description
Peak Agenda Management	<p>Peak Agenda Management is a Software-as-a-Service (SaaS) solution that enables government organizations to simplify the agenda management and minutes recording process of the clerk's office. Peak Agenda Management allows clerks to streamline the way they compile and produce agendas and record minutes for public meetings and includes:</p> <ul style="list-style-type: none"> <li>• Unlimited user accounts</li> <li>• Unlimited meeting bodies and meeting types</li> <li>• Access to up to one (1) Peak Agenda Management site</li> </ul>
iLegislate	<p>iLegislate® enables government officials to review meeting agendas, supporting documents, and archived videos on any tablet or desktop that supports iOS, Android, Windows, or OS X. iLegislate seamlessly connects all agenda data to a tablet or desktop, automatically updating it with the latest information when online, and is available for review when offline. Elected members and staff can review agendas and PDF attachments, and bookmark items of interest, while offline (currently tablet only). Changes are automatically backed up to the Granicus cloud when an internet connection is established. iLegislate includes:</p> <ul style="list-style-type: none"> <li>• Automated updates through desktop application</li> <li>• Ability to download agendas</li> <li>• Annotations</li> <li>• Cloud stored data</li> <li>• Ability to utilize on IOS, Android, Windows, and Mac OSX</li> <li>• eComment integration (if jurisdiction also has eComment)</li> <li>• Upload of upcoming agendas</li> <li>• Convenient access to meeting agendas and supporting documents</li> <li>• Review agendas and attachments offline and on-the-go</li> <li>• Review indexed, archived meeting videos</li> <li>• Public opinion placed at elected officials' fingertips</li> </ul>
Open Platform Suite	<p>Open Platform is access to MediaManager, upload of archives, ability to post agendas/documents, and index of archives. These are able to be published and accessible through a searchable viewpage.</p>

Solution	Description
Send Agenda (Peak)	Send Agenda is dependent on an active subscription to the relevant govMeetings agenda.
Peak - Setup & Configuration	Setup and Configuration for Peak Agenda Management includes implementation of: <ul style="list-style-type: none"> <li>• Up to one (1) meeting body's Standard Agenda, Cover Page and Minutes report template</li> <li>• Up to one (1) public view page portal</li> </ul>
Peak Online Group Training	Peak Agenda Management - Online Group Training is for Group training of Peak Agenda Management, which allows clients to have up to six (6) users participate in online Group sessions with a Granicus trainer and other client users, to learn how to use the system.
Open Platform - Setup and Configuration	Setup and configuration for Open Platform
govDelivery for Integrations	Send notification bulletins directly to constituents who subscribe to receive updates directly through Granicus (powered by govDelivery). Recieve a monthly metrics report delivered via email to show subscriber growth and engagement activity for the past month of bulletin sends, and grow subscribers through access to the Granicus Advanced Network. <p>Note: govDelivery intergrations is dependent on an active subscription to the relevant govMeetings agenda or govAccess CMS solutions.</p>

## GRANICUS ADVANCED NETWORK AND SUBSCRIBER INFORMATION

- **Granicus Communications Suite Subscriber Information.**
  - Data provided by the Client and contact information gathered through the Client's own web properties or activities will remain the property of the Client ('Direct Subscriber'), including any and all personally identifiable information (PII). Granicus will not release the data without the express written permission of the Client, unless required by law.
  - Granicus shall: (i) not disclose the Client's data except to any third parties as necessary to operate the Granicus Products and Services (provided that the Client hereby grants to Granicus a perpetual, non-cancelable, worldwide, non-exclusive license to utilize any data, on an anonymous or aggregate basis only, that arises from the use of the Granicus Products by the Client, whether disclosed on, subsequent to, or prior to the Effective Date, to improve the functionality of the Granicus Products and any other legitimate business purpose, including the right to sublicense such data to third parties, subject to all legal restrictions regarding the use and disclosure of such information).

- **Data obtained through the Granicus Advanced Network.**
  - Granicus offers a SaaS product, known as the Communications Cloud, that offers Direct Subscribers recommendations to subscribe to other Granicus Client's digital communication (the 'Advanced Network'). When a Direct Subscriber signs up through one of the recommendations of the Advanced Network, that subscriber is a 'Network Subscriber' to the agency it subscribed to through the Advanced Network.
  - Network Subscribers are available for use while the Client is under an active subscription with Granicus. Network Subscribers will not transfer to the Client upon termination of any Granicus Order, SOW, or Exhibit. The Client shall not use or transfer any of the Network Subscribers after termination of its Order, SOW, or Exhibit placed under this agreement. All information related to Network Subscribers must be destroyed by the Client within 15 calendar days of the Order, SOW, or Exhibit placed under this agreement terminating.
  - Opt-In. During the last 10 calendar days of the Client's subscription, the Client may send an opt-in email to Network Subscribers that shall include an explanation of the Client's relationship with Granicus terminating and that the Network Subscribers may visit the Client's website to subscribe to further updates from the Client in the future. Any Network Subscriber that does not opt-in will not be transferred with the subscriber list provided to the Client upon termination.

## **UPDATES TO SHARED SHORT CODES FOR SMS/TEXT MESSAGING (US CLIENTS ONLY):**

- Granicus will be migrating all clients with SMS/Text Messaging Solutions using a shared short code option to a unique standard toll-free number within the United States (International numbers not supported). Short Codes are recommended for Text-to-Subscribe functionalities, if enabled where available, for an additional fee.
- Client must have explicit opt-in for all destinations sent to and adhere to all CTIA guidelines for the duration of its use.

## TERMS & CONDITIONS

- Link to Terms: [https://granicus.com/pdfs/Master\\_Subscription\\_Agreement.pdf](https://granicus.com/pdfs/Master_Subscription_Agreement.pdf)
- This quote is exclusive of applicable state, local, and federal taxes, which, if any, will be included in the invoice. It is the responsibility of Valley Sanitary District to provide applicable exemption certificate(s).
- Granicus certifies that it will not sell, retain, use, or disclose any personal information provided by Client for any purpose other than the specific purpose of performing the services outlined within this Agreement.
- Any lapse in payment may result in suspension of service and will require the payment of a setup fee to reinstate the subscription.
- Notwithstanding anything to the contrary, Granicus reserves the right to adjust pricing at any renewal in which the volume has changed from the prior term without regard to the prior term's per-unit pricing.

## BILLING INFORMATION

<b>Billing Contact:</b>		<b>Purchase Order Required?</b>	[ <input type="checkbox"/> ] - No [ <input type="checkbox"/> ] - Yes
<b>Billing Address:</b>		<b>PO Number:</b> <i>If PO required</i>	
<b>Billing Email:</b>		<b>Billing Phone:</b>	

**If submitting a Purchase Order, please include the following language:**

*The pricing, terms, and conditions of quote Q-158959 dated 10/04/2021 are incorporated into this Purchase Order by reference and shall take precedence over any terms and conditions included in this Purchase Order.*

## AGREEMENT AND ACCEPTANCE

By signing this document, the undersigned certifies they have authority to enter the agreement. The undersigned also understands the services and terms.

Valley Sanitary District	
<b>Signature:</b>	
<b>Name:</b>	
<b>Title:</b>	
<b>Date:</b>	

### ClearCaster Terms & Conditions

The ClearCaster products are subject to the following terms:

**Permitted Use.** Granicus hereby grants during each Order Term or as otherwise specified in the Order, and Customer hereby accepts, solely for its internal use, a worldwide, revocable, non-exclusive, non-transferrable right to use the ClearCaster products to the extent allowed in the relevant Order (collectively the “Permitted Use”). The Permitted Use shall also include the right, subject to the conditions and restrictions set forth herein, to use the ClearCaster products up to the levels limited in the applicable Order.

**Data Sources.** Data uploaded into ClearCaster products must be brought in from Customer sources (interactions with end users and opt-in contact lists). Customer cannot upload purchased contact information into the ClearCaster products without Granicus’ written permission and professional services support for list cleansing.

**Passwords.** Passwords are not transferable to any third party. Customer is responsible for keeping all passwords secure and all use of the the ClearCaster products accessed through Customer’s passwords.

**Content.** Customer can only use the ClearCaster products to share content that is created by and owned by Customer and/or content for related organizations provided that it is in support of other organizations but not as a primary communication vehicle for other organizations that do not have a Granicus subscription. Any content deemed inappropriate for a public audience or in support of programs or topics that are unrelated to Customer, can be removed or limited by Granicus.

**Disclaimers.** Any text, data, graphics, or any other material displayed or published on Customer’s website must be free from violation of or infringement of copyright, trademark, service mark, patent, trade secret, statutory, common law or proprietary or intellectual property rights of others. Granicus is not responsible for content migrated by Client or any third party.

**Advertising.** The ClearCaster products shall not be used to promote products or services available for sale through Customer or any third party unless approved in writing, in advance, by Granicus. Granicus reserves the right to request and review the details of any agreement between Customer and a third party that compensates Customer for the right to have information included in Content distributed or made available through the ClearCaster products prior to approving the presence of Advertising within the ClearCaster products.

**Restrictions.** Customer shall not:

- Misuse any Granicus resources or the ClearCaster products or cause any disruption, including but not limited to, the display of pornography or linking to pornographic material, advertisements, solicitations, or mass mailings to individuals who have not agreed to be contacted;
- Use any process, program, or tool for gaining unauthorized access to the systems, networks, or



accounts of other parties, including but not limited to, other Granicus customers;

- Customer must not use the Granicus products, services or the ClearCaster products in a manner in which system or network resources are unreasonably denied to other Granicus clients;
- Customer must not use the services or ClearCaster products as a door or signpost to another server.
- Access or use any portion of the ClearCaster products, except as expressly allowed by this Order;
- Copy, distribute, sublicense, or otherwise share, software provided on the ClearCaster products;
- Disassemble, decompile, or otherwise reverse engineer all or any portion of the ClearCaster products; or add or remove software on the ClearCaster products without Granicus consent;
- Use the ClearCaster products for any unlawful purposes;
- Export or allow access to the ClearCaster products in violation of U.S. laws or regulations;
- Except as expressly permitted in this Order, subcontract, disclose, rent, or lease the ClearCaster products, or any portion thereof, for third party use; or
- Modify, adapt, or use the ClearCaster products to develop any software application intended for resale which uses the ClearCaster products in whole or in part.

**Customer Feedback.** Customer assigns to Granicus any suggestion, enhancement, request, recommendation, correction or other feedback provided by Customer relating to the use of the ClearCaster products. Granicus may use such submissions as it deems appropriate in its sole discretion.

**Reservation of Rights.** Subject to the limited rights expressly granted hereunder, Granicus and/or its licensors reserve all right, title and interest in the ClearCaster products, the documentation and resulting product including all related intellectual property rights. Further, no implied licenses are granted to Customer. The Granicus name, the Granicus logo, and the product names associated with the services are trademarks of Granicus or its suppliers, and no right or license is granted to use them.

**License to Content; Access.** Customer hereby grants Granicus and its vendors a limited right and license to view, access, use, modify, adapt, reproduce, transmit, distribute, display, and disclose Content for the sole purpose of providing the ClearCaster products. Customer agrees that Granicus and its vendors may remotely access the ClearCaster products for the sole purpose of providing Granicus products and services, and the ClearCaster products.

**Warranties and Disclaimers.** The ClearCaster products are provided "AS IS" and as available. EACH PARTY HEREBY DISCLAIMS ANY AND ALL OTHER WARRANTIES OF ANY NATURE WHATSOEVER WHETHER ORAL AND WRITTEN, EXPRESS OR IMPLIED, INCLUDING, WITHOUT LIMITATION, THE IMPLIED WARRANTIES OF MERCHANTABILITY, TITLE, NON-INFRINGEMENT, AND FITNESS FOR A PARTICULAR PURPOSE. NEITHER GRANICUS NOR ITS SUPPLIERS WARRANT THAT THE CLEARCASTER PRODUCTS WILL MEET CUSTOMER'S REQUIREMENTS NOR THAT THE OPERATION THEREOF WILL BE UNINTERRUPTED OR ERROR FREE.

Notwithstanding the foregoing and subject to payment of all applicable fees, Granicus will provide a three (3) year warranty with respect to required hardware. Within the three (3) year warranty period, Granicus shall repair or replace any required hardware provided directly from Granicus that fails to function properly due to normal wear and tear, defective workmanship, or defective materials.

**EXCLUSION OF CONSEQUENTIAL AND RELATED DAMAGES.** UNDER NO CIRCUMSTANCES SHALL GRANICUS NOR ITS SUPPLIERS BE LIABLE FOR ANY SPECIAL, INDIRECT, PUNITIVE, INCIDENTAL, OR CONSEQUENTIAL DAMAGES, WHETHER AN ACTION IS IN CONTRACT OR TORT AND REGARDLESS OF THE THEORY OF LIABILITY, EVEN IF A PARTY HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. FURTHER, GRANICUS NOR ITS SUPPLIER SHALL BE LIABLE FOR: (A) ERROR OR INTERRUPTION OF USE OR FOR LOSS OR INACCURACY OR CORRUPTION OF CUSTOMER DATA; (B) COST OF PROCUREMENT OF SUBSTITUTE GOODS, SERVICES, TECHNOLOGY, OR HARDWARE; (C) LOSS OF BUSINESS; (D) DAMAGES ARISING OUT OF ACCESS TO OR INABILITY TO ACCESS THE SERVICES, SOFTWARE, CONTENT, HARDWARE, CLEARCASTER PRODUCTS, OR RELATED TECHNICAL SUPPORT; OR (E) FOR ANY MATTER BEYOND GRANICUS' REASONABLE CONTROL, EVEN IF A PARTY HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES.

**LIMITATION OF LIABILITY.** IN NO INSTANCE SHALL EITHER PARTY'S LIABILITY TO THE OTHER PARTY FOR DIRECT DAMAGES RESULTING EXCLUSIVELY FROM THE CLEARCASTER PRODUCTS (WHETHER IN CONTRACT OR TORT OR OTHERWISE) EXCEED THE FEES PAID BY CUSTOMER FOR GRANICUS PRODUCTS AND SERVICES DURING THE SIX (6) MONTHS IMMEDIATELY PRECEDING THE DATE THE DAMAGED PARTY NOTIFIES THE OTHER PARTY IN WRITING OF THE CLAIM FOR DIRECT DAMAGES. NEITHER PARTY MAY INSTITUTE AN ACTION IN ANY FORM ARISING OUT OF NOR IN CONNECTION WITH THE CLEARCASTER PRODUCTS MORE THAN TWO (2) YEARS AFTER THE CAUSE OF ACTION HAS ARISEN.



408 Saint Peter Street, Suite 600  
Saint Paul, MN 55102  
United States

**THIS IS NOT AN INVOICE**

Order Form  
Prepared for  
Valley Sanitary District

## Granicus Proposal for Valley Sanitary District

### ORDER DETAILS

**Prepared By:** Dave Marich  
**Phone:**  
**Email:** dave.marich@granicus.com  
**Order #:** Q-159693  
**Prepared On:** 10/04/2021  
**Expires On:** 12/03/2021

### ORDER TERMS

**Currency:** USD  
**Payment Terms:** Net 30 (Payments for subscriptions are due at the beginning of the period of performance.)  
**Period of Performance:** The term of the Agreement will commence on the date this document is signed and will continue for 36 months.

## PRICING SUMMARY

The pricing and terms within this Proposal are specific to the products and volumes contained within this Proposal.

<b>One-Time Fees</b>			
<b>Solution</b>	<b>Billing Frequency</b>	<b>Quantity/Unit</b>	<b>One-Time Fee</b>
GovMeetings Live Cast SetUp and Config	Up Front	1 Each	\$0.00
Encoding Appliance HDW - WOWZA ClearCaster	Upon Delivery	1 Each	\$2,950.00
Granicus Video - Online Training	Upon Delivery	6 Hours	\$1,350.00
Granicus ClearCaster Setup and Configuration	Up Front	1 Each	\$875.00
US Shipping Charge C - Large Item	Upon Delivery	1 Each	\$125.00
Open Platform - Setup and Configuration	Up Front	1 Hours	\$0.00
<b>SUBTOTAL:</b>			<b>\$5,300.00</b>

<b>New Subscription Fees</b>			
<b>Solution</b>	<b>Billing Frequency</b>	<b>Quantity/Unit</b>	<b>Annual Fee</b>
GovMeetings Live Cast	Annual	1 Each	\$3,852.00
Granicus ClearCaster Software	Annual	1 Each	\$1,500.00
Open Platform Suite	Annual	1 Each	\$0.00
<b>SUBTOTAL:</b>			<b>\$5,352.00</b>

## FUTURE YEAR PRICING

Solution(s)	Period of Performance	
	Year 2	Year 3
GovMeetings Live Cast	\$4,044.60	\$4,246.83
Granicus ClearCaster Software	\$1,575.00	\$1,653.75
Open Platform Suite	\$0.00	\$0.00
<b>SUBTOTAL:</b>	<b>\$5,619.60</b>	<b>\$5,900.58</b>

## PRODUCT DESCRIPTIONS

Solution	Description
GovMeetings Live Cast	govMeetings LiveCast provides the ability to manage public meetings from anywhere, on almost any device using cloud based software and a Granicus ClearCaster encoder. It will stream public meetings in HD, allow users to live index items, record and publish minutes, and provide archive videos for on-demand viewing.
Encoding Appliance HDW - WOWZA ClearCaster	WOWZA ClearCaster encoder is the hardware appliance used convert the video feed for video streaming on the web. It also records the video and provides the MP4 file for archive playback.
Granicus Video - Online Training	Granicus Video - Online Training
Granicus ClearCaster Software	<p>Granicus ClearCaster Software will convert the video feed for video streaming on the web which will also record video and provides the MP4 file for archive playback.</p> <p><i>Only used with the ClearCaster encoder hardware and LiveCast solution.</i></p>
Open Platform Suite	Open Platform is access to MediaManager, upload of archives, ability to post agendas/documents, and index of archives. These are able to be published and accessible through a searchable viewpage.
US Shipping Charge C - Large Item	US shipping of a large item
Open Platform - Setup and Configuration	Setup and configuration for Open Platform

## THIRD PARTY DISCLAIMER

**ClearCaster and LiveCast Services:** Client and Granicus agree that a third party will provide services under this Agreement. Client expressly understands that the third party is an independent contractor and not an agent or employee of Granicus. Granicus is not liable for acts performed by such an independent third party.

## TERMS & CONDITIONS

- Link to Terms: [https://granicus.com/pdfs/Master\\_Subscription\\_Agreement.pdf](https://granicus.com/pdfs/Master_Subscription_Agreement.pdf)
- ClearCaster Terms & Conditions attached to this quote are incorporated herein by reference.
- This quote is exclusive of applicable state, local, and federal taxes, which, if any, will be included in the invoice. It is the responsibility of Valley Sanitary District to provide applicable exemption certificate(s).
- Granicus certifies that it will not sell, retain, use, or disclose any personal information provided by Client for any purpose other than the specific purpose of performing the services outlined within this Agreement.
- Any lapse in payment may result in suspension of service and will require the payment of a setup fee to reinstate the subscription.
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## BILLING INFORMATION

<b>Billing Contact:</b>		<b>Purchase Order Required?</b>	[ ] - No [ ] - Yes
<b>Billing Address:</b>		<b>PO Number:</b> <i>If PO required</i>	
<b>Billing Email:</b>		<b>Billing Phone:</b>	

**If submitting a Purchase Order, please include the following language:**

*The pricing, terms, and conditions of quote Q-159693 dated 10/04/2021 are incorporated into this Purchase Order by reference and shall take precedence over any terms and conditions included in this Purchase Order.*

## AGREEMENT AND ACCEPTANCE

By signing this document, the undersigned certifies they have authority to enter the agreement. The undersigned also understands the services and terms.

Valley Sanitary District	
<b>Signature:</b>	
<b>Name:</b>	
<b>Title:</b>	
<b>Date:</b>	



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**Disclaimers.** Any text, data, graphics, or any other material displayed or published on Customer’s website must be free from violation of or infringement of copyright, trademark, service mark, patent, trade secret, statutory, common law or proprietary or intellectual property rights of others. Granicus is not responsible for content migrated by Client or any third party.

**Advertising.** The ClearCaster products shall not be used to promote products or services available for sale through Customer or any third party unless approved in writing, in advance, by Granicus. Granicus reserves the right to request and review the details of any agreement between Customer and a third party that compensates Customer for the right to have information included in Content distributed or made available through the ClearCaster products prior to approving the presence of Advertising within the ClearCaster products.

**Restrictions.** Customer shall not:

- Misuse any Granicus resources or the ClearCaster products or cause any disruption, including but not limited to, the display of pornography or linking to pornographic material, advertisements, solicitations, or mass mailings to individuals who have not agreed to be contacted;
- Use any process, program, or tool for gaining unauthorized access to the systems, networks, or

accounts of other parties, including but not limited to, other Granicus customers;

- Customer must not use the Granicus products, services or the ClearCaster products in a manner in which system or network resources are unreasonably denied to other Granicus clients;
- Customer must not use the services or ClearCaster products as a door or signpost to another server.
- Access or use any portion of the ClearCaster products, except as expressly allowed by this Order;
- Copy, distribute, sublicense, or otherwise share, software provided on the ClearCaster products;
- Disassemble, decompile, or otherwise reverse engineer all or any portion of the ClearCaster products; or add or remove software on the ClearCaster products without Granicus consent;
- Use the ClearCaster products for any unlawful purposes;
- Export or allow access to the ClearCaster products in violation of U.S. laws or regulations;
- Except as expressly permitted in this Order, subcontract, disclose, rent, or lease the ClearCaster products, or any portion thereof, for third party use; or
- Modify, adapt, or use the ClearCaster products to develop any software application intended for resale which uses the ClearCaster products in whole or in part.

**Customer Feedback.** Customer assigns to Granicus any suggestion, enhancement, request, recommendation, correction or other feedback provided by Customer relating to the use of the ClearCaster products. Granicus may use such submissions as it deems appropriate in its sole discretion.

**Reservation of Rights.** Subject to the limited rights expressly granted hereunder, Granicus and/or its licensors reserve all right, title and interest in the ClearCaster products, the documentation and resulting product including all related intellectual property rights. Further, no implied licenses are granted to Customer. The Granicus name, the Granicus logo, and the product names associated with the services are trademarks of Granicus or its suppliers, and no right or license is granted to use them.

**License to Content; Access.** Customer hereby grants Granicus and its vendors a limited right and license to view, access, use, modify, adapt, reproduce, transmit, distribute, display, and disclose Content for the sole purpose of providing the ClearCaster products. Customer agrees that Granicus and its vendors may remotely access the ClearCaster products for the sole purpose of providing Granicus products and services, and the ClearCaster products.

**Warranties and Disclaimers.** The ClearCaster products are provided "AS IS" and as available. EACH PARTY HEREBY DISCLAIMS ANY AND ALL OTHER WARRANTIES OF ANY NATURE WHATSOEVER WHETHER ORAL AND WRITTEN, EXPRESS OR IMPLIED, INCLUDING, WITHOUT LIMITATION, THE IMPLIED WARRANTIES OF MERCHANTABILITY, TITLE, NON-INFRINGEMENT, AND FITNESS FOR A PARTICULAR PURPOSE. NEITHER GRANICUS NOR ITS SUPPLIERS WARRANT THAT THE CLEARCASTER PRODUCTS WILL MEET CUSTOMER'S REQUIREMENTS NOR THAT THE OPERATION THEREOF WILL BE UNINTERRUPTED OR ERROR FREE.

Notwithstanding the foregoing and subject to payment of all applicable fees, Granicus will provide a three (3) year warranty with respect to required hardware. Within the three (3) year warranty period, Granicus shall repair or replace any required hardware provided directly from Granicus that fails to function properly due to normal wear and tear, defective workmanship, or defective materials.

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**LIMITATION OF LIABILITY.** IN NO INSTANCE SHALL EITHER PARTY'S LIABILITY TO THE OTHER PARTY FOR DIRECT DAMAGES RESULTING EXCLUSIVELY FROM THE CLEARCASTER PRODUCTS (WHETHER IN CONTRACT OR TORT OR OTHERWISE) EXCEED THE FEES PAID BY CUSTOMER FOR GRANICUS PRODUCTS AND SERVICES DURING THE SIX (6) MONTHS IMMEDIATELY PRECEDING THE DATE THE DAMAGED PARTY NOTIFIES THE OTHER PARTY IN WRITING OF THE CLAIM FOR DIRECT DAMAGES. NEITHER PARTY MAY INSTITUTE AN ACTION IN ANY FORM ARISING OUT OF NOR IN CONNECTION WITH THE CLEARCASTER PRODUCTS MORE THAN TWO (2) YEARS AFTER THE CAUSE OF ACTION HAS ARISEN.

## Sourcewell Contract #030321-SEC

### PN-CE701H / PN-C751H / PN-C861H

### Sharp AQUOS BOARD® Interactive Display System

- ◆ 70" Class (69 1/2" diagonal) / 75" Class (74 1/2" diagonal) / 86" Class (85 9/16" diagonal) screen size
- ◆ Brilliant Ultra-HD (3840 x 2160) LED Direct Lit Display
- ◆ Display, Write and Share information
- ◆ IR Touch Screen Technology
- ◆ 10-Point Multi-Touch Screen (PN-CE701H)  
20-Point Multi-Touch Screen (PN-C751H & PN-C861H)
- ◆ Simultaneous writing allows up to 4 people to write on the screen at the same time using touch pens or fingers
- ◆ Built-in SoC controller with Arm® Cortex®- A53 Processor (quad core)
- ◆ Built-in Whiteboard application
- ◆ OPS (Open Pluggable Specification) - Compliant Expansion Slot
- ◆ Built-in Wireless LAN connectivity for wireless presentations\*
- ◆ 350 cd/m<sup>2</sup> Brightness; 4,000:1 Contrast Ratio (PN-CE701H)  
400 cd/m<sup>2</sup> Brightness; 1,200:1 Contrast Ratio (PN-C751H & PN-C861H)
- ◆ One-Touch Operability (frequently used buttons are located on the front bezel)
- ◆ Built-in 10W per Channel Stereo Audio System
- ◆ 3-Year Limited Warranty; engineered for 16 hours per day use



\* Compatible with Windows® and Android™ operating systems.

Model Number	Description	Contract Pricing
PN-CE701H	<i>Looking for a smart, interactive display for your office or classroom? Meet the all-in-one Sharp PN-CE701H, PN-C751H and PN-C861H AQUOS BOARD interactive display systems that make all your visual communications more lively and productive. Available in three sizes - 70" Class (69 1/2" diagonal), 75" Class (74 1/2" diagonal) and 86" Class (85 9/16" diagonal), respectively - this series opens up an affordable path to pristine 4K Ultra HD resolution. A pre-installed launcher makes it quick and easy to start up and use the interactive whiteboard. Your lecture, presentation, or lesson can now be more creative and involving.</i>	\$3,259.00
PN-C751H		\$4,248.00
PN-C861H		\$7,455.00

#### Options & Accessories

PN-SPCi5W10C8GB	Optional Standard PC for use with all Sharp AQUOS BOARD displays. Intel® Coffee Lake Core™ i5 processor with Windows® 10 Pro and 8GB RAM. Attaches to rear of display.	1,357.00
PN-SPCi7W10C	Optional Enhanced PC for use with all Sharp AQUOS BOARD displays. Intel® Coffee Lake Core™ i7 processor with Windows® 10 Pro and 16GB RAM. Attaches to rear of display.	1,748.00
PN-SU01	Advanced Feature License for Sharp Pen Software v.3.7 and above	66.00
PN-SR780M	Rolling Cart Floor Stand	664.00
PN-SR763ACC1	Optional PC/keyboard accessory shelf for use with PN-SR780M	94.00

Agenda and Meeting

	Software Annual Cost	Video Streaming Software Subscription
Board Sync (Limited to 5)	\$ 3,588	N/A
Granicus	\$ 4,100	\$ 5,352
Diligent	\$ 3,307	N/A



**Valley Sanitary District  
Board of Directors Meeting  
October 26, 2021**

**TO:** Board of Directors

**THROUGH:** Beverli A. Marshall, General Manager

**SUBJECT:** **Authorize the General Manager to Execute a Contract with CV Strategies for Communication and Outreach Services in an Amount Not to Exceed \$60,000**

<input checked="" type="checkbox"/> Board Action	<input type="checkbox"/> New Budget Approval	<input type="checkbox"/> Contract Award
<input type="checkbox"/> Board Information	<input checked="" type="checkbox"/> Existing FY Approved Budget	<input type="checkbox"/> Closed Session

**Executive Summary**

The purpose of this report is for the Board to discuss the need for assistance in developing and implementing a communications and outreach plan.

**Strategic Plan Compliance**

This item complies with VSD Strategic Plan Objective 4.1: Increase community understanding and support for the District and its programs.

**Fiscal Impact**

The cost for these services, excluding the hard costs associated with printing, publishing, and mailing materials to customers, is approximately \$60,000 and is included in the adopted Comprehensive Budget for Fiscal Year 2021/22.

**Background**

It is in the District’s best interest to develop a communications and outreach plan that informs the rate payers of the services and benefits provided by the District. The NPDES permit requires that the District performs education and outreach on a variety of water quality topics. In addition, the SSMP requires that the District publish a newsletter or annual report. Currently, the District does not regularly publish a newsletter or perform outreach activities on water quality topics.

As part of the Strategic Plan process, the Board identified Goal 4: Increase Community Understanding and Support. To do this, the District needs to have: 1) a brand identity, 2) a communications plan, and 3) a platform for implementation. The District has created its brand identity by adopting a more modern logo, tagline, and brand use policy. Now it is time to develop the communications plan and identify the platform for its implementation.

There are a variety of agencies that perform outreach and education services. The District published a Request for Proposals (Attachment C) on its website and emailed it to five agencies that had previously expressed an interest in providing these services. The District received two proposals: CV Strategies (Attachment A) and Tripepi Smith (Attachment B). What is clear in the examples provided by both firms is that similar public agencies spend between \$60,000 and \$200,000 per year on communications and outreach services.

After evaluating the two proposals, staff believes that the best fit with the District's needs and budget is CV Strategies. This firm has relationships with other Coachella Valley agencies and their residents, businesses, and stakeholders. It also has a broad experience with water and wastewater topics and issues that can be beneficial in assisting VSD with developing content for newsletters and outreach materials. The key deliverables for this contract are:

- ✓ Develop a Communications Strategy and Outreach Plan
- ✓ Regular social media posts on wastewater industry and VSD topics, including monitoring and responding to comments
- ✓ Develop a design and write content for three quarterly newsletters
- ✓ Develop a design and write content for one State of the District report
- ✓ Develop and assist with outreach materials such as flyers, fact sheets, and promotional materials
- ✓ Write and disseminate press releases and media alerts
- ✓ Provide a monthly communications update report including social media analytics

The services will be ongoing throughout the fiscal year and, based on the input from the consultants and analytics received, staff will develop a budget for Fiscal Year 2022/23 in compliance with the Strategic Plan.

### **Recommendation**

Staff recommends that the Board of Directors authorize the General Manager to execute a contract with a consultant for communication and outreach services in an amount not to exceed \$60,000.

### **Attachments**

- Attachment A: Proposal from CV Strategies
- Attachment B: Proposal from Tripepi Smith
- Attachment C: Request for Proposals Issued September 13, 2021

SUBMISSION OF PROPOSAL

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# VALLEY SANITARY DISTRICT

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To provide communication and public outreach services.



SUBMITTED FRIDAY, OCTOBER 8, 2021, BY:

*Erin Kaiman*

Erin Kaiman  
Founder & President, CV Strategies  
erin@cvstrat.com | ph: 760.641.0739







October 8, 2021

Beverli A. Marshall  
General Manager  
Valley Sanitary District  
45-500 Van Buren  
Indio, CA 92201

Dear Ms. Marshall:

Thank you for providing CV Strategies the opportunity to present this proposal to provide public outreach assistance for Valley Sanitary District. We understand you are looking for an overall communications strategy, including an annual public outreach plan, social media, newsletters, e-blasts, and media relations assistance.

CV Strategies is well positioned to support Valley Sanitary District in this effort. Our firm, founded in 2007, is based in Palm Desert, with offices in Los Angeles and Sacramento. Our staff of more than 20 has extensive experience crafting successful outreach campaigns and providing support for public agencies across the Coachella Valley, including Coachella Valley Water District, Indio Water Authority, Coachella Water Authority and Sanitary District, Mission Springs Water District, Desert Water Agency, the cities of Palm Desert, Coachella, Desert Hot Springs and La Quinta, and Riverside County.

As a fully-integrated firm, our internal staff handles all writing, graphic and web design, Spanish translation and video production in-house without the need for outside consultants. The principal contact for this project is our account manager, Nisha Wade, Account Manager, who can be reached directly at 360.481.0391 or [nisha@cvstrat.com](mailto:nisha@cvstrat.com).

We are confident we can assist you with this project and look forward to exceeding your communication expectations. This proposal is valid for 90 days from the date of the letter. CV Strategies will provide all required insurance documentation and indemnification required per Valley Sanitary District's Professional Services Agreement.

Sincerely,



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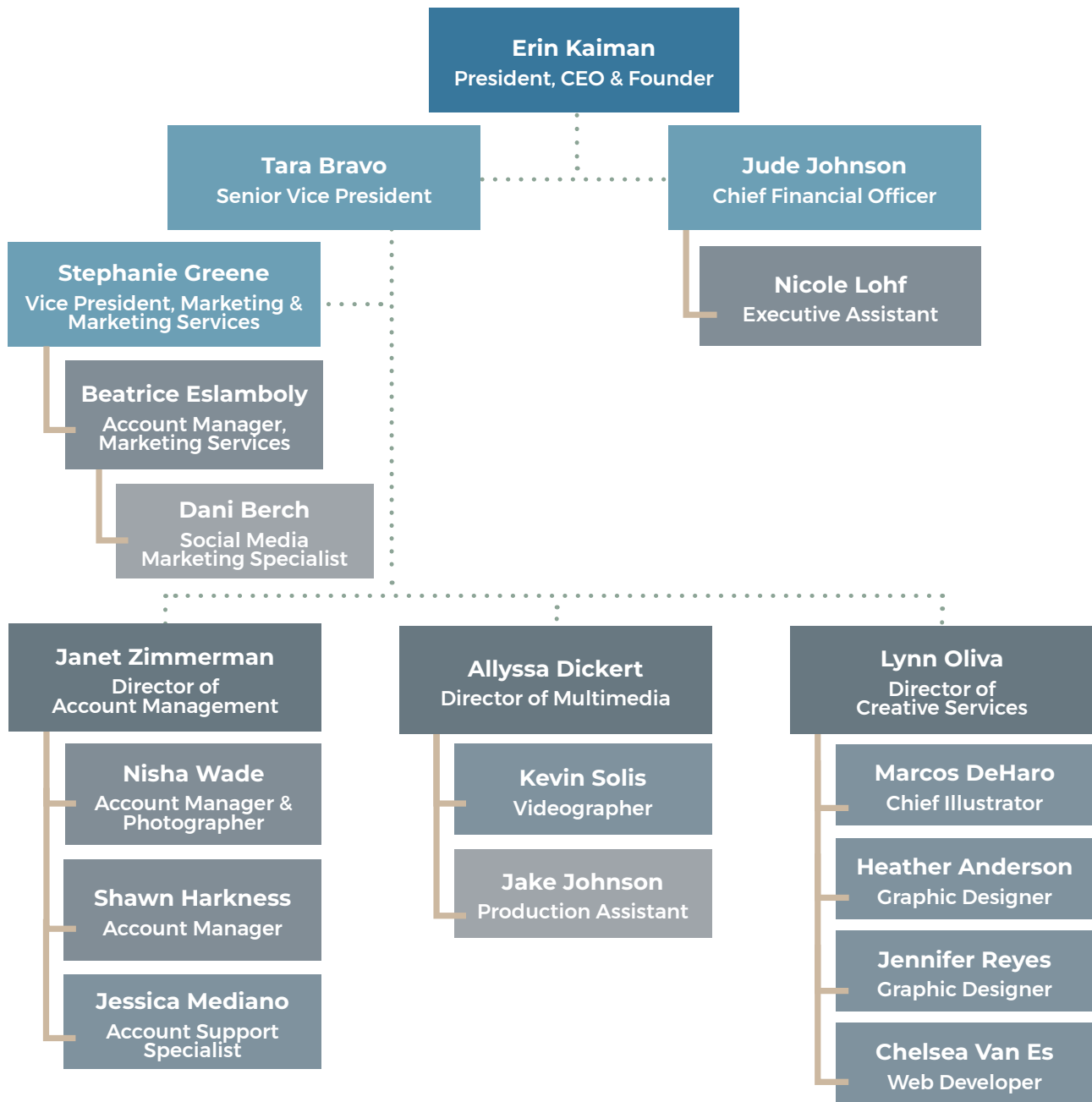
Erin Kaiman  
Founder, President  
CV Strategies  
73700 Dinah Shore Drive  
Palm Desert, CA 92211

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[erin@cvstrat.com](mailto:erin@cvstrat.com) | ph: 760.641.0739

# PROJECT TEAM INFORMATION

## ORGANIZATIONAL STRUCTURE



## KEY PERSONNEL

The team for this project will include:

- **Project Director:** Erin Kaiman
- **Project Director:** Tara Bravo
- **Content Editor:** Janet Zimmerman
- **Project Manager:** Nisha Wade
- **Video Director:** Allyssa Dickert
- **Creative Director:** Lynn Oliva
- **Graphics Support:** Marcos DeHaro

## QUALITY ASSURANCE

CV Strategies will ensure staff quality through regular review of work performed. All deliverables undergo a series of management reviews and edits prior to final approval by the Project Director. In addition to the project team identified, the talent and experience of our staff allows for backup if necessary, so deadlines are always met.

No subconsultants will be used on this project.

# OPTIONAL SERVICES OFFERED



**Strategic Counsel** - CV Strategies provides valuable insight on operations, communications and government relations. This high-level support will help guide outreach and stakeholder-relations efforts.

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**Legislative Support** - We know local and regional players. Working with staff to prepare legislative documents and research relevant policy will help create an atmosphere for successful policy development and implementation.

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**Media Relations** - Staff members at CV Strategies have years of experience in newsrooms and with print media, as well as close relationships with local journalists. We understand how to develop press releases and media alerts that will stand above the rest and achieve results.

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**Collateral Development** - CV Strategies sees the value in creating compelling, engaging pieces that connect with customers. Our expertise yields a professional product guided by the agency's communications strategy and vision.

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**Design Services** - From web to advertisements to document design, CV Strategies' in-house design team turns copy into dramatic visual storytelling.



**Community Meetings** - CV Strategies provides event support to increase community engagement and customer attendance.

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**Photography and Video Services** - Given the importance of visual communication, CV Strategies staffs both a photographer and videographer to create and enhance images and video content that complement compelling written content to tell a complete story.

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**Training** - Focused sessions help staff and elected officials hone in on skills that are foundational for agency communication efforts. We build employee confidence and competence through training that includes role-play, practice, and guide materials for ongoing support.

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**Surveys and Analysis** - CV Strategies' pollsters will design and conduct large-scale surveys designed to gauge the interest, knowledge and satisfaction among customers and stakeholders. The information is reviewed and analyzed to identify trends and develop outreach recommendations.

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**Translation** - Our skilled translator on staff can quickly transform written content into Spanish, or assist with community meetings by providing on-the-fly translation services.

# PROJECT UNDERSTANDING



Valley Sanitary District provides safe, reliable wastewater services to customers with the City of Indio.

We understand that Valley Sanitary District is seeking an outside consulting firm to support and advance its communications objectives. We will collaborate with staff to draft and edit content and graphics for newsletters, press releases, the website and collateral items. The CV Strategies team will manage all aspects of social media for all the District's platforms, including monitoring, creating a monthly schedule of posts and images and providing monthly analytics to assess performance. CV Strategies will also work with staff to organize, promote and facilitate community events, developing any necessary signage, materials and invites and

ensuring a good turnout. Our staff photographer and videographer will be on hand to produce assets that can be used on the web, social media and eblasts. Staff and the Board of Directors will be kept abreast of all project developments with a monthly communications update.

To create cohesive and impactful messaging, our team uses a proven, four-phase process that involves research, planning, implementation and evaluation.

## RESEARCH



Work on this project will begin with the research phase, which builds the foundation for all communications. We will coordinate with staff to set goals and priorities, audit existing outreach materials and resources, and provide a summary of findings. Together, staff and CV Strategies will determine markers to guide engagement and allow for course correction, maximizing effectiveness and ensuring the broadest possible reach.

## IMPLEMENTATION



We will ensure that all assets are delivered and distributed on time and implement strategies for gaining maximum exposure for the District. Project management is key to a successful project, which is why CV Strategies uses an online platform to ensure all involved parties remain on the same page and are notified when changes are made and deliverables are completed.

## PLANNING

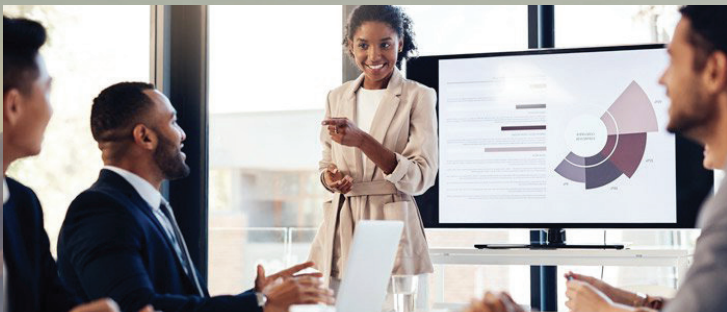


In the second step, the CV Strategies team will collaborate with staff to identify key messages and target audiences and develop strategies for outreach. Work at this stage includes planning stories for the monthly newsletter, identifying topics and creating graphics for social media, shooting photos and b-roll, and laying the groundwork for upcoming events or stories. We will also identify strategies for the most effective use of outreach materials. CV Strategies will remain in contact with staff through regular calls, in-person meetings and emails, and will track project notes and deliverables for the District's project manager through our online platform.

## EVALUATION



None of this effort matters if the needle does not move, and to do that, we need to define the dial. Constant feedback and use of analytics can determine the effectiveness of outreach. CV Strategies will use this information to alter assumptions and guide outreach on an on-going basis.



# PROJECT APPROACH

## PHASE I RESEARCH

At the launch of the project, CV Strategies will collaborate with staff to identify goals, priorities, a workplan and schedule. We will undertake a deep-dive research exercise to identify what Valley Sanitary District already knows about its outreach and engagement strategies.

To do this, CV Strategies will review printed materials and assess the District's electronic outreach, including its website, email blasts, newsletters and social media, to evaluate threats, opportunities, weaknesses and strengths. Reviewing current media coverage and reporting that has had lasting effects helps our analysts gauge public perception and identify openings for improved communications practices. In addition to reviewing articles in local print and online sources, our specialists will study the interaction between the District and these outlets. We will discuss media relationships with staff, review press releases, social media interaction and other aspects of media relations. Working in concert with staff, CV Strategies will determine if the District has a recognizable brand identity. Our team will assess whether District messages are consistent and if they effectively and accurately communicate the Board's approach to governance and building community. Thoughtful research and analysis of messages and delivery methods will lay the foundation for the remaining tasks outlined in this project proposal. The findings will be condensed into a formal report and used to help us plan and execute the most effective communications.

## PHASE II PLANNING

Using the information gathered in Phase 1, CV Strategies' specialists will craft key messaging themes to ensure all communications align with the organization's mission and vision. Work at this stage includes planning stories for the monthly newsletter, identifying topics and graphics for social media, shooting photos and b-roll, and laying the groundwork for upcoming events. Additionally, our team will work with staff to integrate social media platforms into our preferred social media management software to facilitate advance scheduling and compilation of detailed analytics.

We will also develop metrics to track and measure success, as well as an associated timeline with completion and performance indicators. CV Strategies will work continuously with staff using virtual and in-person progress meetings, phone calls and email, as well as our project management software that allows the client to see and comment on changes in real time. Our team will happily make presentations to staff and the Board of Directors.

### DELIVERABLES

- Materials Audit
- Website Review
- Media Landscape Analysis
- Social Media Review
- Brand Analysis
- Audience Identification
- Findings Report



### DELIVERABLES

- Timeline
- Key Messages
- Branding Strategies
- Social Media Integration
- Key Performance Indicators
- Update meetings
- Presentations

# PROJECT APPROACH

## PHASE III IMPLEMENTATION

This stage of the project is geared toward maximizing awareness and conveying accurate information. With our familiarity of water audiences, we will collaborate with staff to generate content that reflects industry trends, updates from the District and other important information. In addition to writing content for the newsletter, we recommend expanding the substance by creating a title, including design elements and utilizing eblast distribution.

We will also provide a month-long schedule of social media posts with images to ensure the District is sharing news and information about projects and services with its stakeholders. CV Strategies has staff dedicated to social media monitoring and response, and should a comment require additional attention, we will work with staff to determine the best course of action. Detailed social media analytics will be provided to the District each month to determine which posts resonate with the public and identify opportunities for boosting.

CV Strategies will collaborate with staff to develop collateral and outreach materials including flyers, fact sheets, and other promotional materials such as door hangers, bill inserts and postcards. Each chosen element will be designed and executed in a timely manner, with original graphics and compelling copy, allowing time for staff revisions as needed and always meeting the deadline, even on quick turnarounds. All copy and content will be crafted with repurposing in mind, to leverage the messaging into all relevant elements. Additionally, CV Strategies will oversee and coordinate printing, mailing/delivery on all collateral as needed and can provide editing services for consistent style and grammatical correctness.

Press releases and media alerts are also an important tool in your communications toolbox. Our staff, which includes former print and television news reporters and producers, will ensure the materials get to the right media outlets for the widest possible distribution. Should it be determined that you require additional services such as an educational video or Proposition 218 Notice, our team is standing by and ready to help. We will also work with staff to provide tactical support for events, including planning, materials and outreach. All activities will be summarized in a monthly communications update report.

### DELIVERABLES

- Content
- Graphics
- Press Releases
- Collateral
- Editing
- Social Media Content/Posting
- Photography
- Video
- Event Support
- Monthly Reports



## PHASE IV EVALUATION

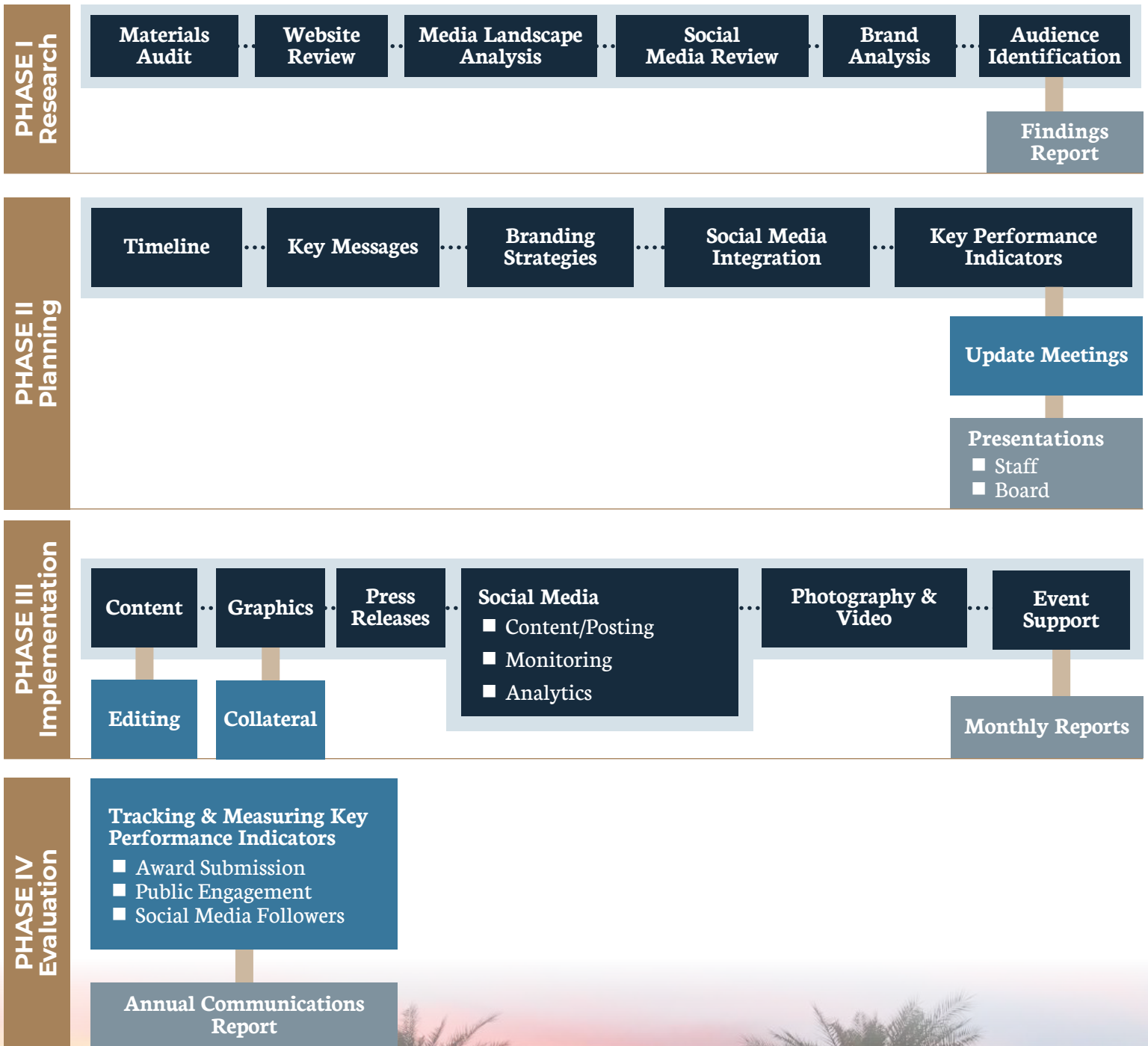
CV Strategies will assist the District with building in an internal evaluation method that offers feedback and checks and balances on communications efforts. Success metrics will be determined in collaboration with staff but could include increased social media engagement, media coverage of Valley Sanitary District news, event attendance and website visits. Throughout the process, we will keep staff informed through regular phone calls, emails and progress meetings. The end result will be impactful outreach and communications that demonstrate measurable success.

### DELIVERABLES

- Tracking & Measuring Key Performance Indicators
  - » Award Submission
  - » Public Engagement
  - » Social Media Followers
- Quarterly Communications Report



# PROCESS FLOW CHART





# WORK BY OTHERS

TASKS	ESTIMATED CONSULTANT HOURS	ESTIMATED STAFF TIME
<b>Task 1: Communications Strategy and Public Outreach Plan</b> (To be complete in month 1)	45	15
<b>Task 2: Social Media</b> (\$2,500 per month) (Completed monthly by the 20th of each month)	85	21
<b>Task 3: Newsletters</b> (To be completed each quarter)	64	8
<b>Task 4: Press Releases</b> (To be completed and distributed monthly)	21	3.5
<b>Task 5: E-mail Campaign</b> (To be completed and distributed monthly)	56	4
<b>Optional Task: Video &amp; Photography</b> (1-day shoot for social media assets) (To be completed in month 1)	32	9

The only tasks expected of Valley Sanitary District will be to provide direction and any assets currently available to the District, e.g. photography, video footage, branding style guide, collateral, etc.

**CV Strategies keeps all work in house, so will not require the use of any sub-contractors for this work.**

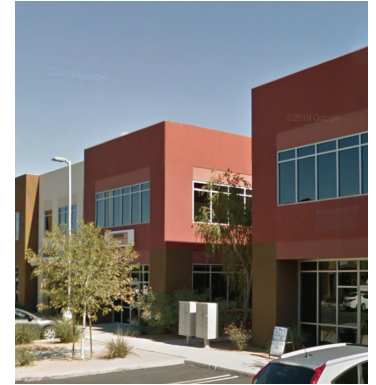
# FIRM'S QUALIFICATIONS

CV Strategies is a communications and community engagement firm that leverages expertise, influence and instincts to enhance the ways public agencies tell their stories. Founded in 2007 by former television news director Erin Kaiman, CV Strategies helps clients blend media, messaging and audiences to connect with communities and drive support on the issues that matter. CV Strategies' staff of 22 is made up of former journalists, news executives, marketing experts and designers who use their storytelling skills to provide value to clients.

The firm is currently involved in active, ongoing communications initiatives with more than 100 public agencies throughout California. Our strategists provide support on issues as diverse as branding, website design, strategic planning, crisis communications, public education campaign architecture, and tactical outreach implementation. Our extensive experience makes us adept at crafting effective messaging for organizations with varying stories to tell.

The firm has developed conservation, education and engagement campaigns for clients across California. With offices in Palm Desert, Los Angeles, and Sacramento, our team members leverage their diverse expertise, contacts, and skill sets to support water industry, energy and government clients. Our firm is deadline-oriented and driven to deliver updates and results that identify measurable targets and achieve progress throughout a project's scope.

We provide our clients with a diverse set of tactics to help them meet their outreach objectives with a wide variety of audiences. Through careful research, planning and strategic implementation, our specialists work closely with staff to create effective and innovative solutions to communication challenges. CV Strategies unites these elements to fulfill the organization's vision and ensure achievement of communication goals.



## THE CV STRATEGIES NEXUS



### WE UNDERSTAND PUBLIC AGENCIES.

With more than 100 current public agency clients across the state, CV Strategies consultants have an intimate knowledge of municipalities and special districts, and are well versed in the tactics that enhance customer engagement and messaging success.



### WE KNOW THE REGION.

We understand the unique relationships, communities, and issues of the region, as well as the messages that resonate with stakeholders. In addition, an extensive portfolio of strategic communication initiatives for public sector clients throughout the state has fostered a deep understanding of the issues that impact California communities.



### WE ARE SKILLED STORYTELLERS.

Our backgrounds in journalism, advertising, design, film production and social media marketing have honed keen storytelling instincts that help create dynamic visuals and compelling copy.



### WE THINK HOLISTICALLY.

Our professionals are experienced in gathering and analyzing information in pursuit of a comprehensive and holistic strategic approach. The guidance and counsel we provide is engineered out of an in-depth understanding of client nuance and need.



### WE DO ALL OUR WORK IN HOUSE.

CV Strategies offers a full suite of in-house creative services - concepting, copywriting, design, web production, photography, videography, social and digital media. This combined-services approach improves control of costs and deadlines, while close interaction between designers, copywriters and account coordinators results in deliverables that are cohesive, targeted, and harmonious.

# PARTIAL CLIENT LIST

Below is a brief list of pertinent agencies and cities for which CV Strategies has developed websites, outreach or messaging campaigns.

## **SPECIAL DISTRICTS**

- Beaumont-Cherry Valley Water District
- Bellflower-Somerset Mutual Water Company
- Byron-Bethany Irrigation District
- Casitas Water District
- Castro Valley Sanitary District
- Chino Basin Water Conservation District
- Coachella Valley Water District
- Coachella Water Authority & Sanitary District
- Crescenta Valley Water District
- Cucamonga Valley Water District
- Diablo Water District
- Eastern Municipal Water District
- East Valley Water District
- Elsinore Valley Municipal Water District
- Glenn-Colusa Irrigation District
- Helix Water District
- Hidden Valley Lake Community Services District
- Hi-Desert Water District
- Indio Water Authority
- Jurupa Community Services District
- Lakeside Fire Protection District
- Mission Springs Water District
- Moulton Niguel Water District
- Myoma Dunes Water Company
- Palmdale Water District
- Palmdale Recycled Water Authority
- Pico Water District
- Puente Basin Water Agency
- Rancho California Water District
- Rowland Water District
- San Bernardino Municipal Water Department
- San Bernardino Valley Municipal Water District
- San Gabriel County Water District
- San Gabriel Valley Municipal Water District
- San Geronio Pass Water Agency
- SCV Water
- Solano Irrigation District
- Turlock Irrigation District
- United Water Conservation District
- Valley County Water District
- Valley of the Moon Water District

- Valley Sanitary District
- Walnut Valley Water District
- West County Wastewater District
- Western Municipal Water District
- Zone 7 Water Agency/Alameda County

## **MUNICIPALITIES**

- City of Banning
- City of Beaumont
- City of Chino
- City of Chino Hills
- City of Coachella
- City of Corona
- City of Desert Hot Springs
- City of Eastvale
- City of Eureka
- City of Indio
- City of La Quinta
- City of Menifee
- City of Ontario
- City of Oxnard
- City of Palm Desert
- City of Palm Springs
- City of Rancho Cucamonga
- City of Rialto
- City of San Carlos
- City of San Diego
- City of Santa Ana
- City of Vallejo

## **ASSOCIATIONS & GOVERNMENTAL AGENCIES**

- Association of California Water Agencies
- ACWA/JPIA - Association of California Water Agencies Joint Powers Insurance Authority
- American Water Works Association CA-NV
- CALAFCO - California Association of Local Agency Formation Commissions
- California Dates Commission
- CalMutuals - California Association of Mutual Water Companies
- Chino Basin Watermaster
- Coachella Valley Regional Water Management Group - CV Water Counts
- CSDA - California Special Districts Association

- CUEMA - California Utility Executive Management Association
- Main San Gabriel Basin Watermaster
- Orange County LAFCO
- Rivers and Lands Conservancy
- Riverside County Department of Public Social Services
- Salton Sea Action Committee
- San Gabriel Basin Water Quality Authority
- San Gabriel Valley Water Association
- Santa Ana Watershed Project Authority
- SCVGSA - Santa Clarita Valley Groundwater Sustainability Agency

## **HEALTHCARE/MEDICAL**

- Arrowhead Regional Medical Center
- Desert Regional Medical Center
- Desert Healthcare District
- Desert Oasis Health Care
- Heritage Victor Valley Health Care
- Hi-Desert Medical Center

## **ATTRACTIONS/TOURISM/RETAIL**

- Augustine Casino
- Big Rock Pub
- City of Indian Wells - The Vue
- El Paseo Jewelers
- El Paseo Shopping District
- Fashion Island
- Mitch's on El Paseo
- Palm Desert Aquatic Center
- Palm Springs Art Museum
- Spotlight 29 Casino
- The Living Desert
- Westin Mission Hills
- Westminster Mall

## **EDUCATION**

- College of the Desert
- College of the Desert Alumni Association
- College of the Desert Foundation
- Inland Empire/Desert Regional Consortium
- Norco Community College
- San Bernardino County Superintendent of Schools
- San Diego Miramar College

# ERIN KAIMAN

## PRESIDENT, CEO & FOUNDER

### EDUCATION

**University of Southern California**  
Los Angeles, California  
Bachelor of Arts Degree //  
*Broadcast Journalism*

### AFFILIATIONS

**The California Club** //  
Board Member

**FIND Food Bank** //  
Board Member

**California Utility Executive Management Association** //  
Board Member

**Jim Murray Memorial Foundation** //  
Board Member

### SELECT AWARDS

**Pacific Southwest Chapter Emmy** // June 2003  
*Best Newscast Winner*

**Pacific Southwest Chapter Emmy** // June 2004  
*Best Newscast Winner*

**Communicator Award Winner** // January 2006  
*Breaking News*

**Bill Stout Memorial Award of Excellence Winner** //  
March 2006

**Best Spot News Coverage Winner** // March 2006

An Emmy Award-winning journalist with over 25 years in the communications industry, Erin Kaiman is the President and Founder of CV Strategies, a Southern California strategic communications and public engagement firm serving corporate, government and non-profit clients. Erin is an experienced media veteran, having led newsroom operations at network television affiliates KESQ, KMIR and KUNA in the Coachella Valley and KFVB news radio in Los Angeles, as well as KROQ-FM. Her news background and insights offer a highly valuable service that is difficult to match. Erin has led the communications and public affairs support team and overseen graphics development for myriad cities, water districts, and nonprofit organizations across the state for more than a decade. A talented mediator, she has provided guidance to numerous government agencies through the strategic planning process, leading workshops and providing key messaging strategies to gain positive public perception. Her insights into the minds of reporters and editors are often one step ahead of the story of the day, offering a highly valuable service that is difficult to match.

### PROJECT EXPERIENCE

**Western Municipal Water District** – Strategic Communications, Riverside, California. Led development of the District’s Strategic Communications Plan based on interviews with Board members, management and staff and evaluation of goals. Assisted with creation of the District’s Strategic Plan. Provided ongoing communications assistance, including videos, rates outreach and website development.

**Turlock Irrigation District** – FERC Relicensing, Turlock, California. Created a successful campaign to engage media, the community and ultimately the State Water Resources Control Board to support a science-based approach for relicensing Don Pedro Dam. The project involved a media-focused website, videos, factsheets and press relations.

**Coachella Valley Water District** – Chromium-6 Outreach, Palm Desert, California. Crafted direct mail pieces, quarterly updates and factsheets to educate customers about new state reporting threshold for drinking water. Facilitated community meetings, prepared public presentations and directed videos.

**Elsinore Valley Municipal Water District** – Variable Rates Outreach, Lake Elsinore, California. Led an extensive educational campaign for the District’s move to variable sewer rates. The project included online content, FAQs, infographics, newsletter articles, bill inserts, mailers, social media and more.

**Desert Healthcare District** – COVID-19 Outreach, Palm Springs, California. Directed and managed a comprehensive educational effort that includes creation of an online Coachella Valley COVID-19 Resource Center, news releases, newsletter content, social media and media coverage.

**Hi-Desert Water District** – Sewer Assessment District, Yucca Valley, California. Guided the Hi-Desert Water District Water Reclamation Facility and sewer system outreach effort, securing a voter turnout of more than 50% and overwhelming total assessment voter approval of more than 70%. Tactics included designed ads and billboards, media ad buys, legislative document development, microsite creation and video production.

**College of the Desert** – State of the College, Palm Desert, California. Directed all outreach and strategic planning related to the president/superintendent’s annual State of the College event for more than 200 regional thought leaders and influencers. The project involved advertising, content and design of a 60-page annual report, event planning, speech writing and numerous videos for the event presentation.

# TARA BRAVO

## SENIOR VICE PRESIDENT

### EDUCATION

**California State University,  
East Bay**  
Hayward, California

Bachelor of Science // Business  
Administration  
*Graduated Cum Laude*

**Cogswell Polytechnical  
College**  
Sunnyvale, California  
*Computer Arts Focus*

### AFFILIATIONS

**Association of California  
Water Agencies //**  
Communications Committee

### SELECT AWARDS

**ABA Stevie Award //**  
iEfficient  
*Water Conservation Website*

**PRSA Capella Award //**  
Elsinore Valley Municipal  
Water District  
*Notice of Public Hearing*

**PRSA Capella Award //**  
iEfficient  
*Water Conservation Campaign*

**CAPIO Award of Distinction //**  
East Valley Water District  
*Transitioning to Budget Based Rates*

**CAPIO Award of Merit //**  
Rowland Water District  
*Strategic Plan*

**CAPIO Award of Distinction //**  
Elsinore Valley Municipal  
Water District  
*Variable Sewer Outreach Plan*

Tara has been key in translating highly technical information into visual materials that are accessible and compelling. She has served as the architect of multiple, complex strategic outreach efforts that include enhanced website design and development and brand implementation. Her knack for designing public engagement material has created award-winning collateral and user-friendly government documents.

In addition to running her own graphic design business for seven years, Tara Bravo has managed marketing teams, coordinated sales campaigns, developed relationships with vendors and built new ones with clients before joining CV Strategies in 2010.

### PROJECT EXPERIENCE

**United Water Conservation District** – Water Sustainability Summit 2020, Oxnard, California. Organized and facilitated a regional sustainability summit to foster collaboration in Ventura County. Speakers included Dorene D’Adamo, State Water Resources Control Board; Vic Nguyen, California Department of Water Resources; Assemblymember Jacqui Irwin (D-Thousand Oaks) and Catherine Freeman, Chief Consultant to the California State Assembly Water, Parks and Wildlife Committee. CV Strategies designed the event materials and presentations, as well as produced the historical and event recap videos.

**San Bernardino County Superintendent of Schools** – Rebrand and Website, San Bernardino, California. When one of the largest educational providers in California needed a new look, it turned to CV Strategies. Tara led the effort to rebrand the organization starting with employee focus groups and progressing to a new website, logo, collateral material templates and a style guide.

**West County Wastewater District** – Strategic Planning, Richmond, California. Led the strategic planning process, which included in-depth work sessions with executive staff and board members to identify priorities and initiatives. Those strategic elements were later incorporated into all district communications, including videos, newsletter articles and community events.

**Mission Springs Water District** – Assessment District, Desert Hot Springs, California. Implemented multiple successful assessment district outreach campaigns. Created “meeting-to-go” video, door hangers, bill inserts and surveys.

**California Special Districts Association** – Video Production and Outreach Plan, Sacramento, California. Directed a series of videos titled “What are Special Districts?” The educational segments were based on scripts and video shoots highlighting the work of special districts in the community.

**Helix Water District** – Rates & COVID-19 Outreach, La Mesa, California. Developed campaign framework elements including key messages, infographics and board talking points, provided media engagement strategies and campaign outreach plan, adjusting to current events with agility and alacrity.

**SCV Water** – Creation of a New Water Agency, Santa Clarita, California. Developed and facilitated community outreach regarding a potential merger and eventual dissolution of four agencies, creating a new larger agency in the process. Tactics included a microsite, townhall meetings with individualized workstations, branded campaign and surveys. This led to a complete branding process, including a new logo, website, letterhead, etc.

# JANET ZIMMERMAN

## DIRECTOR OF ACCOUNT MANAGEMENT

### EDUCATION

**California State University**  
Long Beach, California  
Bachelor of Arts // Journalism

**University of California**  
Los Angeles  
Undergraduate

### AFFILIATIONS

**Public Relations Society of America, Inland Empire Chapter** //  
*Board Member, Secretary*  
2018-2020

### SELECT AWARDS

**California Newspaper Publishers Association** //  
*Better Newspapers Contest*  
First Place, Feature Story:  
"Autism: The Struggle Within"

**Pulitzer Prize Nominee** //  
*Coverage and special projects:*  
"Reckoning With Homelessness," "Crisis on Tap," about California's water issues, and "Breaking the Silence," about sexual assault.

With decades of journalism experience, Janet brings strong storytelling and editing skills to her work with public agency clients. Janet's ability to transform complicated, technical information into content that is relevant, readable, and compelling has been recognized nationally, with a Pulitzer Prize nomination for water reporting.

Along with her wide-ranging media connections and story instincts, Janet is skilled at delivering information on multiple platforms, and creating engaging written content that empowers and influences diverse audiences. Janet's all-encompassing experience helps her in crafting successful strategic planning for clients in a variety of industries.

### PROJECT EXPERIENCE

**Solano Irrigation District** – Managed crisis communications following the electrocution deaths of two teenagers in a district-owned canal. The situation required internal strategy discussions, immediate communications with staff, media relations, rumor control, on-camera and newspaper interviews and a press release once a settlement on a civil lawsuit in the case was reached.

**Hi-Desert Water District** – Organized a ribbon cutting for the opening of the district's first wastewater treatment plant, part of a multi-year effort to eliminate septic tanks. The project included a site visit, pricing for rentals and giveaways, printing photography, and day-of assistance.

**San Bernardino County Superintendent of Schools** – Conducted an email survey and dozens of focus group interviews for a Wellness Initiative focusing on the organization's 2,000-plus employees. Utilized focus group responses to develop the survey; findings will be compiled into a final report with recommendations on programming and increasing participation and satisfaction with health and wellness offerings.

**Desert Healthcare District** – Led a COVID-19 outreach campaign to educate and provide resources for the public and position the district as a trusted source of information. The campaign included a comprehensive microsite with hyperlinks to web resources, press relations, social media content, newsletters, radio and newspaper advertising, and a weekly video update and message from the district CEO.

**Coachella Valley Water District** – Managed customer communications for a 10-year, 44-mile pipeline replacement project in Sun City Palm Desert. The outreach campaign includes weekly construction team meetings, weekly e-blasts, newsletter ads, PowerPoint presentations, community meetings and signage.

**Basin Technical Advisory Committee** – Led the 19-agency, \$466,000 efficient conservation campaign that spanned two counties and was a model for regional cooperation among water agencies. The award-winning campaign included a mobile app to report water waste; earned media coverage; billboards; theater, print, radio and geotargeted digital ads; PSAs, sponsorships; collateral, giveaways, signage and activities for event booths; and original content such as kids' activities and videos. In addition to a four-fold increase in social media followers, surveys throughout the 4-year campaign showed significant increases in awareness of the importance of conservation.

# ALLYSSA DICKERT

## DIRECTOR OF MULTIMEDIA

EDUCATION

College of Communications,  
California State University  
Fullerton, California

Bachelor of Arts //  
Entertainment Studies and  
Tourism/Radio TV Film

**Certifications //**  
FAA Certified Drone Pilot  
FAA Airman Knowledge Test,  
UAS Part 107

TECHNOLOGY

**Software //**      **Cameras //**  
*Final Cut Pro X*      *Canon DSLR*  
*Edius*                      *Sony JVC*  
*Adobe Premiere*      *DJI Mavic Mini*  
*Pro*  
*Adobe Photoshop*

**Microsoft Office //**  
*Excel*  
*PowerPoint*  
*Word*

SELECT AWARDS

**Upper Midwest Emmy Nominee**  
// 2017  
Continuing Coverage, Dakota  
Access Pipeline Protests

**Eric Sevareid Awards // 2016**  
First Place, Spot News  
Merit Award, Continuing Coverage,  
Dakota Access Pipeline Protests

**Associated Press Great Plains  
Award // 2016**  
Second Place, Documentary/Series

With 10 years of experience in television news, Allyssa Dickert is an experienced multimedia journalist with extensive proficiency in video production. Her ability to develop innovative, high-quality content, combined with her creative energy, enthusiasm, and advanced technical skills, makes her an integral part of the CV Strategies team.

Allyssa is adept at transforming concepts into results that exceed clients' expectations. She successfully manages and leads projects from start to finish, including identifying story ideas, conducting research, writing, interviewing and producing. Her experience as an influential news reporter, producer and writer gives her a knack for storytelling, allowing her to create content that engages the viewer. She is adept at turning complex topics into digestible, compelling information and generating content that can be shared across multiple platforms, while also promoting the client's brand and visual identity.

### PROJECT EXPERIENCE

**California Club** - Worked with the CV Strategies team to edit and produce a video updating members on the State of the Club and highlighting a variety of new Club features.

**Helix Water District** - Managed the production and editing process for a series of videos aimed at educating customers on the importance of the District and its role in providing water to customers, as well as the value of water to the community.

**Liquid Heart of Florida: Beneath the Algae** - Co-created a documentary series that delves into the history, causes, impact, and solutions of algae

**Fox 4 | E.W. Scripps Company** - Multimedia Journalist (MMJ), Fill-in Anchor/Storyteller- Fort Myers, FL (2018-2019). Researched, pitched, filmed, wrote and edited enterprise news stories appealing to a target audience. Creatively broke down complex topics into comprehensible news reports. Shared stories across all social media platforms.

**Hello SWFL** - Digital Journalism Research Project: Assembled a team of reporters to write and produce 45 minutes of content, sell advertising for the special segment, and developed a comprehensive web article containing nine stories, which is one of the most viewed articles on the website. Developed research prototypes of creative storytelling to stations for implementation across the enterprise, becoming the in-house expert on this topic. Spearheaded team coverage of the one year anniversary of Hurricane Irma.

**KFYR-TV** - Anchor, Producer, Reporter/Multimedia Journalist, Bismarck, ND (2015-2018). Morning news anchor for 2-hour live broadcast, full production responsibilities for "AM Adventures" morning show segment, and breaking news reporter. Reporting responsibilities included: interviewing state officials, maintaining relationships with media teams, and researching, shooting, writing and editing unique feature stories for broadcast and web. Promoted to morning anchor 6-months after being hired as a news reporter, garnering highest ratings during this time period. Covered local story which broke nationally, earning three awards and an Emmy nomination. Research and report on various topics, paying close attention to detail to ensure accuracy.

**KABC-TV** - Traffic Producer, Los Angeles (2013-2015). Managed all production aspects for daily newscasts. Generated graphics for morning news traffic segments, developed story leads, coordinated traffic hits with Air7, and maintained social media accounts.

**Cougar News** - Reporter, Anchor, Editor, Photographer, Santa Clarita, CA (2014-2015). Live on-air anchoring, including a three-hour Election Show Special on SCVTV Channel 20 and live interviews on Santa Clarita's local channel.

# LYNN OLIVA

## DIRECTOR OF CREATIVE SERVICES

EDUCATION

**Art Institute of California**  
Inland Empire, California  
Bachelor of Science //  
*Graphic Design*

With a deep understanding of the graphic design industry, Lynn combines professionalism and creativity to tap into her clients' visions and help them realize their goals. Working closely with various public agencies has helped Lynn develop an understanding of the intricacies of diverse communications techniques. With attention to detail and deadlines, Lynn's expertise flourishes in a communications environment.

A graduate of the Art Institute of California, Lynn is skilled in Photoshop, Illustrator, InDesign and After Effects, among others. Lynn understands the aesthetic value and care that must be put into print and web design to maximize business and customer satisfaction.

TECHNOLOGY

<b>Adobe Creative Suite //</b>	<b>Microsoft Office //</b>
<i>After Effects</i>	<i>Access</i>
<i>Audition</i>	<i>Excel</i>
<i>Flash</i>	<i>PowerPoint</i>
<i>Illustrator</i>	<i>Word</i>
<i>InDesign</i>	
<i>Photoshop</i>	
<i>Premier Pro</i>	
<b>Website Design //</b>	
<i>HTML/CCS</i>	
<i>Wix/Squarespace</i>	

### PROJECT EXPERIENCE

**PRSA Capella Award //**  
Elsinore Valley Municipal  
Water District  
*Notice of Public Hearing*

**PRSA Polaris Award //**  
Elsinore Valley Municipal  
Water District  
*Water Quality Report*

**CAPIO Award of Excellence //**  
Elsinore Valley Municipal  
Water District  
*Water Quality Report*

**CAPIO Best in Show //**  
Rowland Water District  
*Newsletter*



**City of Banning** – Designed logo and branded outreach materials for the “Inspire Banning” city beautification campaign; created new logo for revamp of city transit system; designed outreach materials for several ballot measures that included presentations, ads, flyers and lobby posters.



**Coachella Water Authority & Sanitary District** – Led visual rebranding effort for newly combined agencies, including new logo, collateral and stylesheet, calendars that doubled as a consumer confidence report, and annual report concepts and design; also provided Spanish translation.



**College of the Desert** – Advanced the 2018 and 2019 annual reports, creating a themed design thread to pull the audience through the piece. Crafted a marketing campaign look behind “Create Tomorrow” to bridge the reflective Annual Report with the forward focused State of the College event collateral and invites, harmonizing a look that allows the audience to look to the past while envisioning the future.



**Elsinore Valley Municipal Water District** – Creates graphics and overall look for numerous ongoing projects, including redesign of the district’s Integrated Resources Plan, supporting collateral and graphics, conservation website graphics, quarterly newsletters and bill inserts. Provides Spanish translation as needed.



**Jurupa Community Services District** – Created a series of strategic planning collateral to create a framework for conversation, leveraging the JCSD brand. Built a workbook that led the team through a complex series of questions easily through targeted icons and white space indicators. Using that overall look, the Strategic Plan was developed tying the creation process to the final product.



**Website Design** – Designs web pages in close collaboration with project teams, creates infographics and iconography, provides photo editing services, and assists with layouts and assets for websites, such as [wcd.org](http://wcd.org), [UnitedWater.org](http://UnitedWater.org), and [northcountytransportationcoalition.org](http://northcountytransportationcoalition.org)

SELECT ACCOMPLISHMENTS



# NISHA WADE

## ACCOUNT MANAGER & PHOTOGRAPHER

EDUCATION

**Pacific Lutheran University**

Tacoma, Washington

Bachelor of Arts in  
Communication //

Public Relations Concentration

Bachelor of Arts // Global Studies  
Minor in Spanish

TECHNOLOGY

**Microsoft Office //**

Excel

Outlook

PowerPoint

Word

**Adobe Creative Suite //**

Photoshop

Illustrator

InDesign

Dreamweaver

Nisha brings strong communication instincts and skillful writing to the CV Strategies team. Her ability to develop dynamic content helps public and private sector clients realize their goals and objectives. Nisha specializes in the tactical implementation of targeted community outreach and education efforts that foster public engagement and support.

Nisha builds outreach planning strategies and communications campaigns. She writes and facilitates engaging social media campaigns, press releases, and collateral. Whether the agency is a small special district or a large city government, Nisha is able to provide tactical and practical communications counsel to tackle any outreach challenges. Her unique talents, enthusiasm and knowledge of public agencies make her a valuable strategist.

### PROJECT EXPERIENCE

**Beaumont-Cherry Valley Water District** – Planned and facilitated a community meeting to educate the public on proposed rate changes. The result was widespread community understanding of the reasons behind the proposed increases, positive feedback and fewer oral protests at the 218 Public Hearing.

**Beaumont-Cherry Valley Water District** – Developed training sessions and materials to aid customer service, field staff and Board members in community engagement around proposed rate changes. Resulted in a more confident, comfortable and knowledgeable staff and Board, leading to improved public and stakeholder interactions.

**Hadley Date Gardens** – Led factory and product photography sessions to build visual portfolio and support website development for client. Drafted website content designed to engage visitors. Resulted in a high-quality, professional site that tells the organization’s story by weaving together visuals and words.

**West County Wastewater** – Developed a Strategic Communications plan that ties agency objectives to strategies and tactics. Engaged executive leadership in the process through workshops and ongoing interaction, resulting in a plan that aligns with the overarching organization goals and guides the agency in thoughtful communication efforts.

**Crescenta Valley Water District** – Created thorough social media plan, policies and protocols that allowed the agency to garner Board support and take its first steps in engaging the public and stakeholders via various social media platforms.

**Castro Valley Sanitation District** – Developed extensive communications assessment that allowed the agency to evaluate strengths, weaknesses, opportunities and threats and make an action plan for moving forward with both internal and external communication and organizational efforts.

# MARCOS DEHARO

## CHIEF ILLUSTRATOR

EDUCATION

**Art Institute of California**  
Inland Empire, California

Bachelor of Science //  
Graphic Design

**Training Connection**  
Los Angeles, California

Cerification // Video Editing

TECHNOLOGY

<b>Adobe Creative Suite //</b>	<b>Microsoft Office //</b>
Audition	Excel
Illustrator	PowerPoint
InDesign	Word
Photoshop	
Premier	

**Website Design //**  
HTML/CCS

SELECT ACCOMPLISHMENTS

**Ambassador & Peer Mentor //**  
2009 - 2013  
Art Institute of California -  
Inland Empire

**ADDY Award //**  
Human Rights Foundation -  
Discrimination Outdoor Campaign

**ADDY Award //**  
Branding and personalized  
Stationery for local non-profit  
organization

**ADDY Award //**  
Redesigned brand identity for  
the family-owned produce & wine  
company Ojai Foods

**ADDY Award //**  
Poster advertisement

**ADDY Award //**  
Personalized stationery set

Marcos is a visual communicator who brings an edgy and innovative style to graphics and video at CV Strategies. He utilizes his unique artistic sense to create eye-catching illustrations and layouts for custom marketing materials and advertising.

Prior to working with CV Strategies, Marcos was the Art Director for a printing company in Riverside, where he was born and raised. As Art Director, Marcos supervised all creative design and facilitated print efforts with expert knowledge of color, texture, and dimension to produce high-quality print and design materials for clients. He perfected his pioneering approach at the Art Institute of California, where he mastered Photoshop, Illustrator, InDesign and Audition.

### PROJECT EXPERIENCE



**California Date Commission** – Integrated the look of the 2020 California Date Commission and BNP Tennis Tournament aesthetics to create an ad touting the health benefits of California dates. The campaign resulted in extensive earned media coverage.



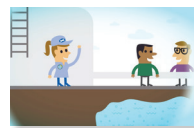
**Recognize: 50 Days of Devotion** – Designed the original cover art and inside page layouts for a paperback book now sold on Amazon and in booksellers nationwide. Designed a series of social media graphics and marketing campaign advertisements to promote and engage interested audiences.



**Farmer Boys** – Designed a new hire manual and training guide for the multi-state, 90-store restaurant chain. Created a series of advertisements for their “Family Tree” campaign and worked with video footage to develop animated graphics for rebranded theme.



**Rowland Water District** – Designed the microsite, yourwaterfootprint.org, for a comprehensive “What’s Your Water Footprint?” conservation campaign; illustrated and animated a video for the site using custom-designed campaign mascot. The microsite inspired the entire promotion’s aesthetic across all collateral and resulted in industry and general media coverage.



**City of Santa Ana** – Illustrated infographics and produced supporting visuals to animate a series of informational videos for the “Where Does Your Water Come From?” campaign. This campaign was an extension of outreach materials highlighting the logic behind newly adopted rate increases.



**Indio Water Authority** – Designed original mascot concepts for Professor Agua, the agency’s mascot for all conservation and rebate materials.

# RELEVANT EXPERIENCE & REFERENCES

## COACHELLA WATER AUTHORITY AND SANITARY DISTRICT "CONSERVE COACHELLA"

53990 Enterprise Way, Coachella, CA 92236

### CONTACT

**Berlinda Blackburn**

Environmental/Regulatory Programs Manager

bblackburn@coachella.org | Ph: 760.501.8114

As California faced one of the worst droughts in its history, the Coachella Water Authority and Sanitary District hired CV Strategies to develop an outreach effort to encourage water efficiency. The Conserve Coachella campaign was tailored to the interests and needs of this largely Spanish-speaking community and were centered around the charming and engaging mascot - Carla the Aquapotamus. The kickoff Conservation Fair at a community park was attended by thousands of families. We used a passport book to encourage a visit to each of the different booths, where participants could play games, pick up a branded kid's activity book and get expert advice related to conservation from representatives of local landscape and irrigation companies and hardware stores. We also created a campaign-specific loteria, a traditional Mexican card game, for one of the booths. Passport holders who completed the circuit were eligible for prizes donated by local businesses. The foundation of the campaign was the ConserveCoachella.com website we created with information about turf removal rebates, smart controller installation, indoor and outdoor conservation tips, and a water savings challenge activity.

### PROJECT TEAM:

**Project Manager: Shawn Harkness**

Erin Kaiman, Tara Bravo, Janet Zimmerman, Lynn Oliva, Nisha Wade, Marcos DeHaro

### ANNUAL SPEND:

\$50,207.50

### WEBSITE:

<https://conservecoachella.com/>

## INDIO WATER AUTHORITY

83101 Avenue 45, Indio, California 92201

### CONTACT

**Trish Rhay, General Manager**

trhay@indio.org | Ph: 760.391.4038

Over the years, Indio Water Authority has come to trust CV Strategies to fulfill its public outreach and education needs. Our firm has assisted IWA with the branded design and copy for a range of documents, including Consumer Confidence Reports, bill inserts, fact sheets, newsletters and budget reports. Our firm designed IWA's unique and distinctive mascot, Professor Aqua, who helps spread water-saving wisdom on conservation campaign materials. In addition, we write and post the Authority's social media and monitor for comments, as well as manage crisis communications and messaging. Most recently, we helped IWA develop a comprehensive emergency preparedness brochure for the community.

### PROJECT TEAM:

**Project Manager: Shawn Harkness**

Erin Kaiman, Tara Bravo, Janet Zimmerman, Lynn Oliva, Nisha Wade, Marcos DeHaro

### ANNUAL SPEND:

\$86,383.48

### WEBSITE:

[https://indio.org/your\\_government/water/default.htm](https://indio.org/your_government/water/default.htm)



# RELEVANT EXPERIENCE & REFERENCES

## WEST COUNTY WASTEWATER

2910 Hilltop Dr, Richmond, CA 94806

**CONTACT** Lisa Malek-Zadeh, General Manager  
lmalek-zadeh@wccd.org | Ph: 510.662.3612

CV Strategies is the strategic communications partner for West County Wastewater. Our firm led the district through a complete rebrand, with a new logo and name, development of a Strategic Plan and Communications Master Plan, and outreach materials that reflect an updated vision and core values. We redesigned the website and rewrote the content to reveal an updated organization. Our firm is in the process of launching major campaigns on fats, oils and grease and a program to provide financial assistance to customers to encourage them to replace failing sewer lines. In addition to these major endeavors, we create social media content, newsletters, graphics and direct customer contact tools, provide GM support, and produced a series of short videos about district culture.

**PROJECT TEAM:** Project Manager: Nisha Wade  
Erin Kaiman, Tara Bravo, Janet Zimmerman, Lynn Oliva,  
Allyssa Dickert, Marcos DeHaro

**ANNUAL SPEND:** \$211,498.75

**WEBSITE:** <https://www.wccd.org/>



## COLLEGE OF THE DESERT

43 500 Monterey Ave, Palm Desert, CA 92260

**CONTACT** Jessica Enders, Ed.D.,  
Interim Executive Director of Institutional Advancement  
jenders@collegeofthedesert.edu | Ph: 760.636.7972

From major enrollment campaigns to everyday press release, CV Strategies has been the one-stop-shop for College of the Desert's communication needs. We have negotiated highly competitive ad buys and delivered dynamic videos, creative ads and compelling earned media strategies that secured increased donations and registrations. We continue to act as the outreach arm for this key Coachella Valley institution, as it continues to evolve under new leadership.

**PROJECT TEAM:** Project Managers: Erin Kaiman & Tara Bravo  
Erin Kaiman, Tara Bravo, Janet Zimmerman,  
Lynn Oliva, Shawn Harkness, Nisha Wade, Allyssa Dickert,  
Marcos DeHaro, Heather Anderson

**ANNUAL SPEND:** \$235,573.75

**WEBSITE:** <https://www.collegeofthedesert.edu/>



# MISSION SPRINGS WATER DISTRICT

66575 2nd St, Desert Hot Springs, CA 92240

## CONTACT

**Brian Macy, PE, Assistant General Manager**  
bmacy@mswd.org | Ph: 760.660.4397

CV Strategies has advanced the Mission Springs Water District narrative for nearly a decade. Working in collaboration with the Public Information Department, we have crafted a five-year Strategic Communications Plan, as well as developed multiple campaigns on the value of water, conservation, assessment districts, wastewater treatment facility projects and meter replacements. We offer communications counsel in times of crisis and have deftly navigated the District through critical periods of community concern.

## PROJECT TEAM:

**Project Manager: Shawn Harkness**  
Erin Kaiman, Tara Bravo, Janet Zimmerman,  
Lynn Oliva, Nisha Wade, Marcos DeHaro

## ANNUAL SPEND:

**\$37,813.75**

## WEBSITE:

<https://www.mswd.org/>



# PROJECT & FEE SCHEDULE

## HOURLY RATES FOR SERVICES

- » President - \$225/hour
- » Vice-President - \$200/hour
- » Account Manager/Specialist - \$175/hour
- » Graphic Design/Video/Photography - \$150/hour
- » Translator - \$125/hour
- » Support Staff - \$100/hour

TASKS	HOURS	TOTAL*
Task 1: Communications Strategy and Public Outreach Plan	45	\$8,775
Task 2: Social Media (\$2,500 per Month)	85	\$17,500
Task 3: Newsletters	64	\$11,200
Task 4: Press Releases	21	\$4,095
Task 5: E-mail Campaign	56	\$9,800
<b>SUB-TOTAL</b>	<b>271</b>	<b>\$51,370</b>
Optional Task: Video & Photography (1-day shoot for social media assets)	32	\$5,920
<b>Not-to-Exceed Cost</b>		<b>\$57,290</b>

\* Costs based on hourly rates provided above.

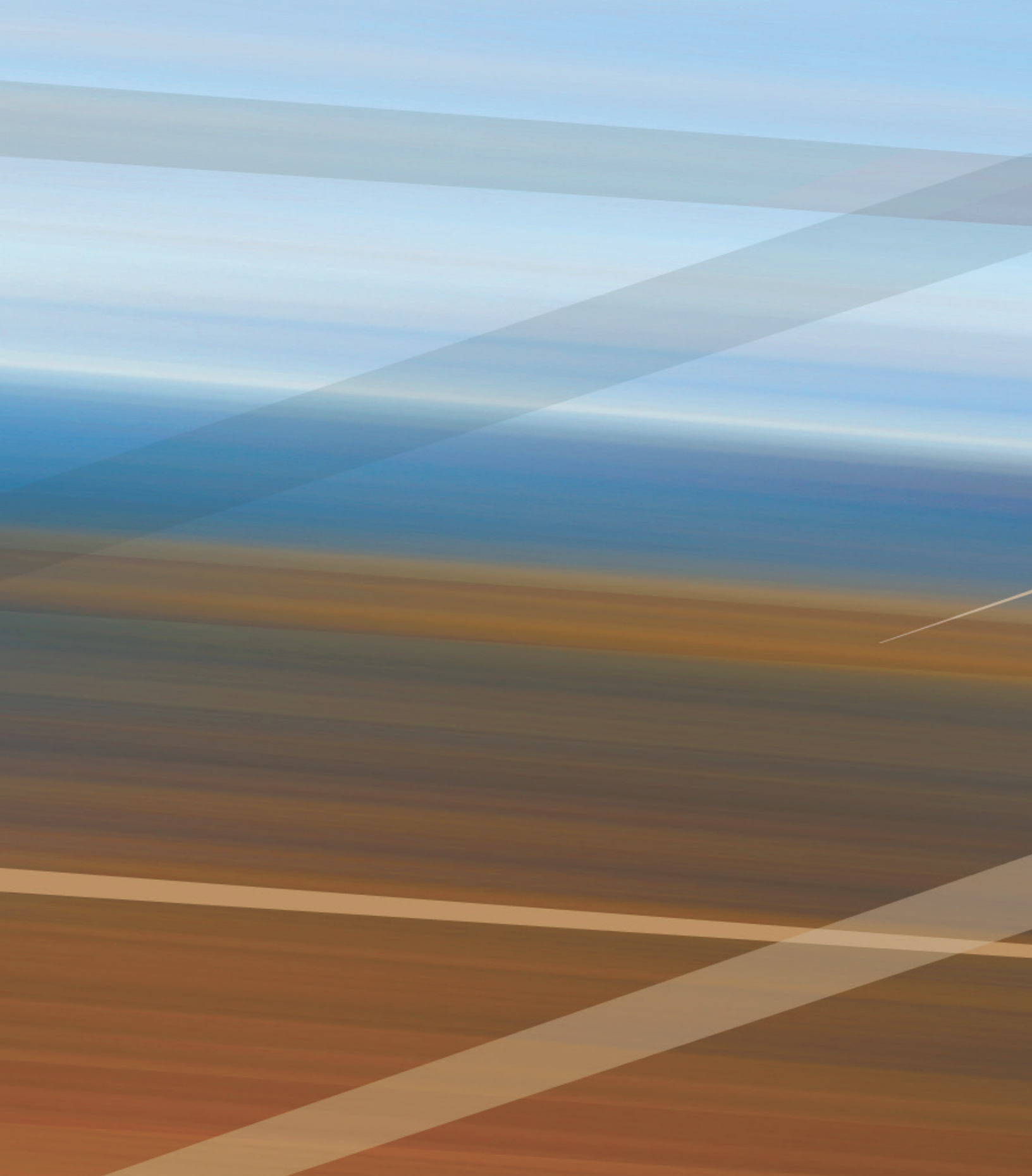
## CONTRACT TERMS & CONDITIONS

CV Strategies is prepared to begin work on this project immediately. Either party may end this agreement by providing written notice to the other party. In the event of termination, CV Strategies shall be paid for all hours and expenses accrued up to the date of termination. CV Strategies will notify Glenn-Colusa Irrigation District as we approach estimated costs.

Our firm owns and maintains all of its own equipment and supplies are included in the cost so there would be no additional charge to the client. Optional services or any variability in services rendered by CV Strategies will be billed to the client based on the hourly rate for communications services and will be agreed to by providing a signed written notice.

Hard costs incurred by CV Strategies will be billed to the client with a nominal service charge of 10% (not to exceed \$250 per item). This includes all anticipated hard costs such as printing, mailing, photography, video, advertising, etc. Required travel mileage will be billed at the published IRS rate. Travel time is billed at half time.

All services and hard costs will be billed monthly. Invoices should be paid in full upon receipt.



Response submitted for:  
RFP for Communications and Public Outreach Services

# Valley Sanitary District



Submission Date: October 8, 2021  
VALID FOR 90 DAYS  
By: Ryder Todd Smith, Co-Founder & President







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### Tripepi Smith Testimonial



**Tripepi Smith has consistently delivered high-quality writing, impressive visuals and constructive insights that benefit our residents.**

Indian Wells wants to ensure we communicate with both residents and businesses, and Tripepi Smith has helped improve and heighten our outreach and engagement efforts for each of those groups.



#### **Chris Freeland**

City Manager,  
City of Indian Wells





## A. COVER LETTER

Thank you for the opportunity to present Tripepi Smith’s offerings in response to the Valley Sanitary District’s (VSD/District) RFP for Communications and Public Outreach Services. This proposal offers the full array of Tripepi Smith services related to delivery on the requested needs of the District. This proposal is good for 90 days.

Tripepi Smith is a team of 35 communications experts—robust enough to offer experienced and effective professionals for the job, yet small enough to be nimble and responsive. We offer a spectrum of skills that allows us to match the appropriate resource to the task at hand, letting us execute faster and reduce engagement costs. These resources vary by both years of experience and core hard skills (graphic design versus videography versus writing versus social media, for example). The result: we have an ability to tell a complete story across mediums, all within our one team. The District will only need one communications partner.

Tripepi Smith is a force multiplier for the communication operations in local governments across California. From Napa to Pismo Beach to Costa Mesa Sanitary District to Carlsbad and out to Indian Wells, Tripepi Smith is actively working with dozens of public agencies. We gain insights from the breadth of our work and share that knowledge with our clients. No other communications firm has the client depth and diversity that Tripepi Smith offers. We are willing and able to comply with the insurance requirements of the District.

We look forward to the opportunity to help tell the story of Valley Sanitary District for the benefit of its customers, businesses and partners.

I affirm that I have the authority to bind Tripepi Smith for this proposal. (Exhibit B has corporate resolution)

Regards,

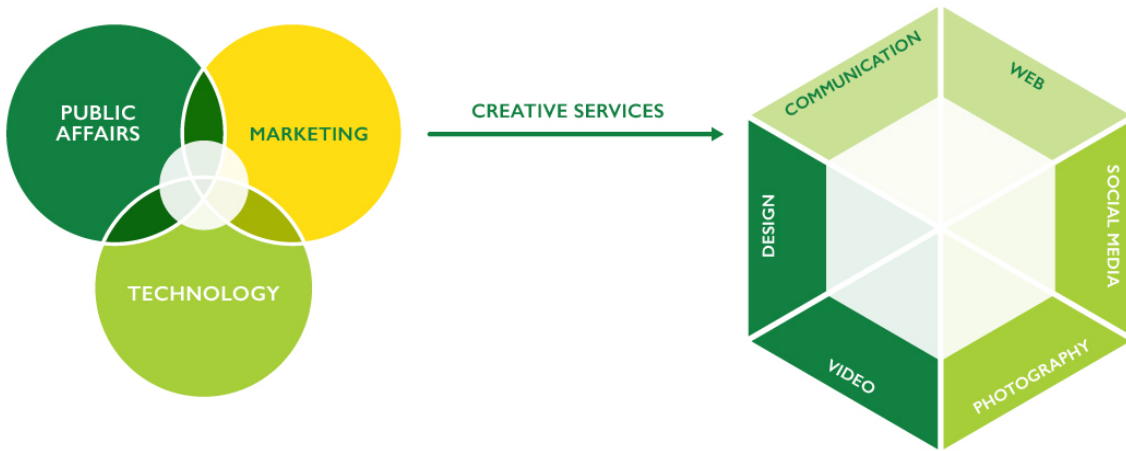
Ryder Todd Smith  
Co-Founder & Chief Executive Officer

Tripepi Smith & Associates, Inc.  
PO Box 52152, Irvine, CA 92619  
(626) 536-2173 • ryder@tripepismith.com • FAX: (949) 679-8371



## Firm Background

Tripepi Smith excels at public affairs. We work in a complex environment where successful communications go hand-in-hand with marketing and technical expertise. As a full-service public affairs and creative services firm, Tripepi Smith delivers strategy, outreach and design tailored for local government, public agencies, nonprofits and private companies—each strongly represented in our client list.





At Tripepi Smith, experienced Directors and Analysts drive strategy and implement messaging. Full-time creative professionals generate compelling branding, websites, design, social media, photography and video. The collaboration between Creative Services and Analysts keeps communications engaging and on-message, and a diversity of skillsets and expertise allows Tripepi Smith to offer clients exactly the level of service they need.

- 2 Principals / Co-Founders
  1 Senior Graphic Artist
- 6 Directors
  7 Business Analysts
- 1 Art Director
  15 Junior Business Analysts
- 3 Senior Business Analysts

Our firm operates in a virtual office environment. Being virtual allows us to engage the right talent at the right time, and it enables us to operate more efficiently to save money for our clients. Additionally, sometimes for video work, printing, niche website development needs or mailing we may use subcontractors. These are often determined at the time of the need, so it is difficult to predict who that will be. However, here is a list of potential firms or people we routinely subcontract with:

- InfoSend – Print and Mail House Services
- EMP Media – Supplemental Video Production Support and Event A/V



-  DLS Printer Services – High-end Printing for Collateral
-  Emily Baker – Voiceover Work

**Grounded in civic affairs:** Co-founder and CFO Nicole Smith is a 2<sup>nd</sup>-generation civic affairs professional (her father was a city manager for 30 years). Meanwhile, co-founder and president of Tripepi Smith, Ryder Todd Smith, brings over a decade of public agency marketing and communications experience to the table.

**Legal Structure and Financial Matters**

Tripepi Smith is a California S Corporation. Ownership is equally split between Co-Founders Nicole D. Smith and Ryder Todd Smith.

Tripepi Smith has been incorporated since 2002 and has generated a profit every year it has been in operation. We have never had a legal claim filed against us and have never failed to fulfill a contract commitment. Tripepi Smith will provide the insurance and indemnification required.

**Tripepi Smith Testimonial**

“ Thanks to Tripepi Smith, we’ve made significant strides in our outreach. In four years, we’ve achieved several milestones with the team.

Tripepi Smith fully immerses themselves in our situations to get a clear understanding of the developments and challenges that the Paramount community faces. They then provide input and recommendations which I have found to be immensely valuable for our City’s communication efforts. The team at Tripepi Smith have truly become a valued partner in our City’s ongoing success. ”

**John Moreno**  
City Manager, Paramount





## Our Services

### Strategy, Marketing, Communications

- Strategic development, research, surveys, messaging
- Social media management
- Web and social media strategy, optimization (SEO), metrics
- Web hosting and support
- Email campaigns
- Relations (media, stakeholders, public, government)
- Support and training for events, presentations and virtual gatherings
- Google AdWords, LinkedIn and Facebook advertising

### Creative Services

- Full-service graphic design for digital, print and outdoor
- Brand and logo development
- Content generation, writing and editorial
- Output services (digital distribution, print management, mail management)
- Photography, illustration and information graphics
- Video and animation
- Web design and implementation

### Tripepi Smith Testimonial

“ Being transparent about water quality with our residents and addressing their questions is important to the City of Lomita. Tripepi Smith brought technical skills and an understanding of water policy in California to the table that enabled the City to complete the website in less than four weeks.

**Tripepi Smith offered a quick single-stop solution to the City’s needs, and they were a great partner to us.** ”



**Ryan Smoot**  
City Manager, Lomita



## Client Roster

Tripepi Smith has been selected to work with over 60 local government agencies to help with their communications. We can provide you with contacts at any of these clients and are confident you will find them to be quite happy with our services. City or city-related clients we are actively supporting are **bolded**.

**California City Management Foundation**

- City of Aliso Viejo
- City of American Canyon**
- City of Azusa
- City of Bellflower**
- City of Burlingame**
- City of Claremont
- City of Coronado
- (City of) Culver City**
- City of Cupertino**
- (City of) Daly City**
- City of Danville
- City of Duarte**
- City of El Cerrito
- City of Fountain Valley
- City of Foster City**
- City of Fullerton**
- City of Gilroy**
- City of Grover Beach**
- City of Hawaiian Gardens**
- City of Huntington Beach**
- City of Indian Wells**
- City of Industry**
- City of Irvine
- City of La Cañada Flintridge**
- City of La Palma
- City of La Puente
- City of La Verne**
- City of Lake Forest**
- City of Laguna Hills
- City of Laguna Niguel
- City of Lancaster**
- City of Livermore
- City of Lomita**

- City of Lynwood
- City of Manhattan Beach**
- City of Manteca**
- City of Martinez**
- City of Millbrae
- City of Morgan Hill**
- City of Murrieta
- City of Napa**
- City of Norwalk
- City of Orange
- City of Orinda**
- City of Palm Desert**
- City of Palmdale**
- City of Paramount**
- City of Pismo Beach
- City of Placentia
- City of Pomona**
- City of Rancho Palos Verdes**
- City of Rancho Mirage**
- City of Riverbank
- City of Rolling Hills Estates**
- City of Santa Ana
- City of Santa Clarita
- City of Santa Cruz
- City of Santa Paula**
- City of Saratoga
- City of Stanton**
- City of South Gate**
- City of Tracy**
- City of Vallejo**
- City of Vista
- City of Walnut
- (City of) Yuba City
- Town of Windsor
- County of Merced**

- County of Fresno**
- County of Sonoma**
- County of Santa Barbara**
- County of Kings**
- California Contract Cities Association**
- CalChoice Energy CCA**
- California Joint Powers Insurance Authority**
- Citrus Heights Water District
- Claremont McKenna College
- Costa Mesa Sanitary District**
- El Toro Water District
- Independent Cities Association**
- Independent Cities Finance Authority**
- Inland Empire Utilities Agency
- Institute for Local Government
- League of California Cities
- Municipal Management Association of Northern California**
- Municipal Management Association of Southern California**
- Orange County City Manager Association**
- Orange County Sanitation District
- Palmdale Water District
- Rowland Water District
- San Gabriel Valley City Managers' Association**
- Bellflower-Somerset Mutual Water Company**
- South Orange County Wastewater Authority



## Local Government Affiliation and Support

Tripepi Smith is firmly committed to the local government world and actively supports the local government association and professional staff who make cities work. Our sponsorship and affiliation with professional industry groups includes:

-  California City Management Foundation
-  California Association of Public Information Officials
-  California Special Districts Association
-  League of California Cities
-  California Contract Cities Association
-  Independent Cities Association
-  Orange County City Manager Association
-  Cal-ICMA
-  San Gabriel Valley City Managers' Association
-  Municipal Management Association of Northern California
-  Municipal Management Association of Southern California
-  Institute for Local Government
-  University of Southern California City/County Management Fellowship
-  Washington City/County Management Association

### Tripepi Smith Testimonial

“ Tripepi Smith was a critical partner who helped us inform voters about Measure F-20. The firm got up and running quickly and outlined an appropriate plan to ensure transparency and public awareness of this local matter.

**The results were even noticed in neighboring cities who approached me asking for guidance on how they could do the same to inform their community.** ”



**Matthew Bronson**  
City Manager, Grover Beach



## B. PROJECT TEAM INFORMATION

### Proposed Team

It is anticipated that Jennifer Fitzgerald will be the project lead. Tripepi Smith Principal Ryder Todd Smith will make leadership presentations, collaborate with senior and executive staff in ideation and brainstorming and help address crises. Ryder will also provide his cell phone number to staff and remain available 24-7 to answer questions, develop strategies and otherwise advance the engagement. Junior Business Analyst Danielle Rodriguez will act as support on project management, the platforms review and the strategic communications plan. She will also advise staff on email marketing best practices, stakeholder outreach, communication and engagement initiatives and relations with sister agencies and community partners. Junior Business Analyst Kevork Kurdoghlian will provide editorial calendar maintenance, social media coordination, social media and media monitoring, writing support, metric dashboard creation and other duties as assigned. Lastly Melanie James, Senior Business Analyst, will handle any graphic design work spanning the District’s miscellaneous newsletters.

Of course, Tripepi Smith is a collaborative firm, with many available skillsets. Resources will be brought to the table when necessary to aid the District in telling its story.

### Team Details

(See the Resume Attachment A for full professional experience, education and degrees)

Team Member	Role Description
<p><b>Ryder Todd Smith</b> Principal <i>Role: Strategy</i></p> <p>Based in Tustin, CA</p>	<p><b>Ryder</b> has a mixed background in the worlds of government relations, technology and marketing. He served as the SVP of Operations and Chief Information Officer for a software-as-a-service startup in the financial services sector. Prior to that, he was the technology manager for a regional staffing firm. Ryder leads Tripepi Smith and is the ultimate project owner on all work handled by the firm. He is the creator of the City Internet Strategies Study, publisher of the Civic Business Journal, publisher of PublicCEO and a frequent speaker on the local government circuit. His insights have been published in Western City and PM magazines. He volunteers his time as vice chair of the Rose Institute of State and Local Government Board of Governors and previously served as a Planning Commission for the City of Tustin. Ryder graduated from Claremont McKenna College with a Bachelor of Arts in Philosophy, Politics, Economics and a dual degree in Economics.</p>





<p><b>Jennifer Fitzgerald</b> Director <i>Role: Oversight and Q/A on strategic communications plan</i></p> <p>Based in Argyle, TX</p>	<p>A passionate public servant and public affairs professional, Jennifer has nearly three decades of public affairs experience. She has served in senior leadership roles within public affairs firms and operated her own fundraising company helping elected officials and nonprofits raise funds to achieve their goals. Jennifer’s experience includes major work on massive infrastructure programs, entitlement matters and public works initiatives. Concurrent with her public affairs work, Jennifer was a community leader in the city of Fullerton where she was an elected councilmember and mayor. She was also a regional leader in Orange County, CA having been president of the Association of California Cities, Orange County, a founding board member of OC United and served as a Board Trustee of the Orange County Mosquito and Vector Control District. Jennifer is a graduate of Biola University. She is also the founder and facilitator for the California Mayors Coalition.</p> <p>Her client work is focused on collaboration with city council members, advancing public policy ideas and serving as a senior spokesperson for Tripepi Smith clients.</p>
<p><b>Melanie James</b> Senior Business Analyst <i>Role: Graphic artist</i></p> <p>Based in Costa Mesa, CA</p>	<p>Melanie James is a talented graphic artist, expert on the WordPress platform and a skilled project manager. She has managed and delivered dozens of successful website development projects and has a full suite of creativity skills rooted in her formal graphic arts education. Her skills cover the full Adobe Creative Suite and into HTML and CSS. In addition, she has managed an array of projects ranging from robust digital advertising campaigns to comprehensive video production projects.</p> <p>Her clients include City of Tracy, City of Daly City, City of Bellflower, City of Huntington Beach, City of Fullerton, City of La Cañada Flintridge, Santa Clara County Fire Department, Rowland Water District, Placer Mosquito Vector Control District, Palmdale Water District, and Inland Empire Utilities Agency.</p>



<p><b>Danielle Rodriguez</b> Junior Business Analyst <i>Role: Project management lead, strategic communications plan support</i></p> <p>Based in Diamond Bar, CA</p>	<p>Danielle has previous experience in several industries: transportation, public affairs, and non-profit. She graduated from California State Polytechnic University, Pomona (Cal Poly Pomona) with a Bachelor of Science degree in Communication with a minor in Public Relations. She developed her leadership and writing skills at Cal Poly Pomona with on-campus experience as Sports Editor of Cal Poly Pomona’s campus newspaper, The Poly Post, and as a Public Relations Intern for Patti Stanger from Bravo’s “Millionaire Matchmaker.” After graduating, Danielle developed her media and community relations skills at Metrolink and Arellano Associates, where she provided strategic communication support for transportation, private and non-profit clients. She has specific experience with large capital projects where she has addressed proactive communications, staffed hotlines and developed routine processes to receive public feedback and address community concerns.</p> <p>Danielle is a certified Hootsuite Social Marketing Professional. Her clients include Foster City, City of Manteca, CalChoice and City of Duarte.</p>
<p><b>Kevork Kurdoghlian</b> Junior Business Analyst <i>Role: Communications support</i></p> <p>Based in Glendale, CA</p>	<p>Kevork Kurdoghlian is a concise communicator with experience in the journalism, public relations and local government industries. He brings insights from each of those experiences to provide holistic solutions for clients. He developed a passion for public service as a Youth Council member for his hometown of La Canada Flintridge. As a young reporter, he was assigned to the city hall beat for a local newspaper, taking a greater interest in local government. Consequently, he decided to study public administration at the University of Southern California, where he was a City/County Management Fellow. As a public relations professional serving charter public schools, Kevork sharpened his skills in content development, internal communications, and graphic design, while developing skills in media relations and digital marketing.</p> <p>Kevork is a certified Hootsuite Social Marketing Professional. His clients include the County of Santa Barbara and the City of Cupertino.</p>

Resumes for this team who would be assigned to the Valley Sanitary District (VSD) engagement are included as Attachment A in the back of this response.



## C. PROJECT UNDERSTANDING AND INNOVATION

Tripepi Smith has read the entire request for qualifications; we understand the requests that are being made and are qualified to execute on this project. We are bidding on this project with the intent to provide communications and public outreach services to the Valley Sanitary District.

### Firm Background

Founded in 2000 and incorporated in 2002 as a California Corporation, Tripepi Smith is based in Orange County. Our firm understands California, the people, the nuances and differences between the various regions, both politically and personally.

We operate in a virtual office environment. Being virtual allows us to engage the right talent at the right time, enabling us to operate more efficiently to save money for our clients. That said, the team—35 members strong and composed of policy wonks, creative message developers, technology gurus and graphic and fine artists—is located throughout California (32), Arizona (1), New Mexico (1) and Texas (1).

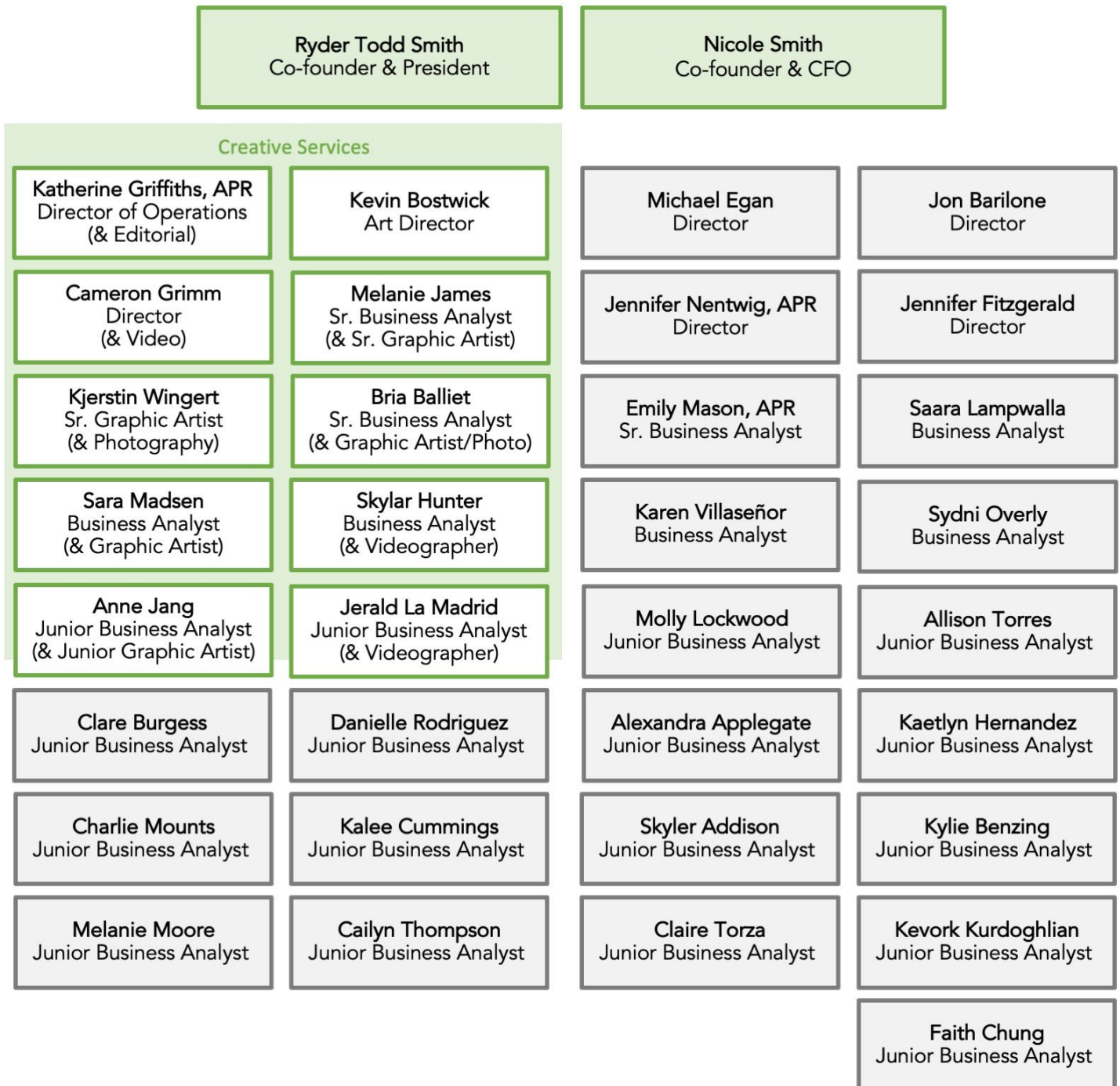
Tripepi Smith is unique in its mix of three key areas: marketing, technology and public affairs. The firm’s clients include a number of nonprofits, public agencies and private companies that operate within the public sector. Much of messaging, outreach and advancing policy happens through digital communications—an area traditional public affairs firms have not been quick to adopt. Yet, Tripepi Smith has jumped in deep with online technologies to bring tools that are more common in the private sector to public agencies. Of note is that the Tripepi Smith team includes people who are certified in social media marketing by Hootsuite, are Facebook Blueprint Certified, and have been certified in Google Analytics and Google Ads through Google—and our firm, as a whole, has achieved Google Partner status.

Despite a focus on technologies, the firm is deeply committed to understanding our clients and key messaging. Through regular conference participation, training and formal classroom work, members of the Tripepi Smith team are sanguine about public policy and California’s political landscape. Our ongoing enrichment in matters of local government and policy enables us to execute more efficiently and craft messaging that is impactful, providing value to our clients.

Tripepi Smith is robust enough to offer experienced and effective professionals for the job, yet small enough to be nimble and responsive. Tripepi Smith offers a spectrum of skills that allows us to match the appropriate resource to the task at hand, letting us execute faster and reduce engagement costs. These resources vary by both years of experience and core hard skills (graphic design versus videography versus writing versus social media, for example). The result: we have an ability to tell a complete story across mediums, all within our one team. Tripepi Smith also has a series of trusted vendors we’ve worked with for years, who supplement our in-house talent’s efforts to execute on our clients’ photo, video and web development needs.



Team Tripepi Smith – Org Chart



**Implementing Strategy and Engaging Audiences**

Tripepi Smith recognizes the important interplay of public affairs across communication mediums. It’s about presenting ideas that advance communities and public institutions. An important corollary to this is providing the creative services that can build materials to engage audiences and make ideas resonate. Tripepi Smith’s multi-faceted design team enables us to reach these goals and lead effective creative strategy.



**Strategic**

Tripepi Smith is a provider of technology, communications and public affairs services. We leverage our skills and experiences in each of these areas to deliver efficient, technologically driven communication solutions that reflect our deep understanding of local government. Our team has a strong record of working with public agencies, special districts, joint powers authorities and not-for-profit organizations throughout California to better engage and connect with their stakeholders and community.

**"...solutions that reflect our deep understanding of local government."**

**Creative**

Tripepi Smith’s creative professionals have worked with public and private clients on imagery, colors and graphic design in an array of projects. Our firm offers creative services that address not only traditional media such as print, websites, logo design and advertising but also non-traditional marketing services around email campaigns, social media, blogging, SEO, video production and more. This integrated approach to content development makes the process more efficient and more effective for clients.

**Content x Distribution = IMPACT**

Tripepi Smith was born in the digital era and brings significant technical skills to the table. Members of our team carry technical certifications in Hootsuite Social Media Marketing, Facebook Blueprint, Google Advertising, Google Analytics and Twitter Flight School, among others. We take digital seriously and recognize how critical it is to not only develop great visuals and messaging, but to ensure the audiences we want to reach actually see that content. Without content distribution, there is no impact.





## Performing the Services

Tripepi Smith begins all engagements with a kickoff meeting with the client to: introduce personnel to one another, define Key Performance Indicators (metrics, goals and timelines); review project management processes and tools; and ensure each team member has a full understanding of their responsibilities.

Tripepi Smith primarily uses the following tools to manage projects:

- Google Suite for email, creating real-time collaborative documents, and instant messaging;
- Dialpad Meetings or Zoom for conference calls;
- Hootsuite and Sprout Social for social media management;
- Meltwater for social media and media monitoring;
- Mavenlink for project/task management, internal project status updates, and time entry.

These project management tools enable project manager(s) to quickly determine a project's budget status, review the schedule of tasks and send rapid notifications to the whole team if issues arise.

Outside of regular check-in calls, the District may contact Jennifer Fitzgerald, lead project manager, with any questions, requests or issues. Jennifer will then swiftly relay instructions to the rest of the team. Should a serious issue arise that could impact a deliverable, she will arrange a meeting with all team members to discuss potential solutions. For example: if more resources are needed to execute on a deliverable or speed up a process, Tripepi Smith can immediately tap into its internal talent pool.

Principal Ryder Todd Smith will also be available 24-7 to address the District's needs.



## D. WORK PLAN/SCOPE OF WORK

### Fixed (One-Time) Deliverables

#### Platforms Review





The Tripepi Smith team will conduct an audit of the District’s current communication tools. This will include carefully reviewing all communication platforms to thoroughly understand the District’s communications channels and evaluate how effectively the channels are being utilized. These observations will be summarized in a report that will help inform and feed into the strategic communication plan (discussed next).

#### Strategic Communications Plan

Many elements of a strategic communications plan will depend on the Platforms Review findings described above, so it is impossible for Tripepi Smith to list all potential tasks involved. Across multiple tasks, collaboration between Tripepi Smith and the District may include meetings, workshops, virtual whiteboarding sessions, asynchronous document collaboration and surveys.

#### Social Media Policy

Tripepi Smith is experienced in developing social media policies that cover:

-  Digital governance of not only social media assets but all communication tools in keeping with best practices—setup, security, approval process, etc.
-  Expected social media behavior of the District’s social media managers
-  Expected social media behavior of the District’s elected officials and members of Boards, Commissions and Committees—specifically, compliance with the Brown Act
-  Expected social media behavior of “users” of the District’s social media sites

### Retainer Engagement

#### Bi-Weekly Strategy Discussions

To coordinate our efforts with District Staff and sustain momentum on projects, Tripepi Smith will schedule a recurring, one-hour bi-weekly phone call that will include a District-designated lead for our engagement. These weekly calls will help drive content planning for various communications channels, including website articles, press releases and social media posts and stories. Call content will focus on story plans, new issues or concerns that need to be communicated, identification of major themes or ideas to address in the coming weeks, review of recent media mentions and social media comments. This will be a working call during which Tripepi Smith will manage an agenda and provide notes for each call. After each call, the client will receive an action summary email about decisions made on the phone call and related action steps. We will produce work, such as press releases, article drafts and email drafts, in a shared workspace where the District can see our progress in real time and provide instant feedback as needed. These tools allow for enhanced collaboration and expedite the production process.

#### Social Media Management



**Content Creation:** Social media content creation involves: planning, fact-checking, sourcing graphics, grammar checking and scheduling the post. Tripepi Smith will create up to three (3) posts per week over the course of a month (or generally 12 a month) and distribute them.

**Monitoring:** Tripepi Smith will monitor posts and inboxes for questions and comments. When appropriate, responses will be drafted, which will occasionally require fact-checking and seeking out guidance from the District. Additionally, ongoing general online monitoring of local Facebook Groups and blogs will be conducted to track community needs, priorities and issues. Lastly, the team will track the social media of sister agencies, local utilities and community organizations to identify opportunities to engage with them.

**Additional:** Our work also includes optimizing social media accounts to boost performance and keeping up to date on the latest social media platform updates and options. Boosted posts and targeted ads are also helpful in disseminating information to community members, and Tripepi Smith is fully capable of running and tracking these paid campaigns (fees to be agreed upon and paid by the District).

**Monthly Dashboard Metrics Report**

Each month, Tripepi Smith will provide a summary report in PDF format of the basic metrics (reach, posts, engagement, etc.) related to District-controlled social media platforms and other key metrics if available, such as website visits and e-newsletter platform metrics. This will help us evaluate the success of our efforts as well as serve as an ongoing feedback mechanism for gathering valuable insights that can help inform ongoing communication strategy.

**Quarterly Communications Calendar Planning Sessions**

The main goal during these two-hour meetings is that each department identifies key communication opportunities and wins to celebrate in the next 6-12 months. We document all this into a shared spreadsheet/editorial calendar that can then serve as a roadmap for the organization to track communications opportunities—or to hand off to the communications team to execute. The exercise breaks down barriers between departments and often helps senior staff recognize communications opportunities they were simply unaware of before. The process also includes Tripepi Smith preparing and giving a presentation that covers notable communications wins to review what has worked well. We conduct these meetings on a quarterly process to refresh our 12-month calendar and stay apprised of the upcoming communication priorities. Additionally, Tripepi Smith will curate a content calendar with staff that can be shared with media contacts.

**One-Time (Fixed Cost) Deliverables – Implementation Schedule**

**Platforms Review**

Task	Tentative Timeframe
Kickoff Meeting	Week 1
Gain Access to All District Communication Tools and Assets	Weeks 1-2
Analysis of Communications Methods, Tools and Assets	Weeks 1-2
Conduct Staff Interview	Weeks 1-2
Draft Written Report	Weeks 1-3
Deliver Draft Report	Week 3
District Provides Input on Draft Report	Weeks 4





Deliver Final Report

Weeks 4

**Strategic Communications Plan**

This project schedule will depend on the findings from the Platforms Review and may be affected by the District’s preferred level of stakeholder involvement. Unlike the Platforms Review, which requires a sequential process, we can develop some elements of the Strategic Communications Plan simultaneously. Therefore, the schedule below includes heavy overlap and maximum timeframes that may be shortened after further discussion.

Task	Tentative Timeframe
Kickoff Meeting / Discuss Communication Platforms Review Findings	Week 1
Identify Branding Gaps, Develop Brand/Style Guide	Weeks 1-6
Develop Internal Communications Plan	Weeks 2-8
Create External Audiences/Messaging Framework	Weeks 4-6
Update External Communications Strategies	Weeks 6-10
Media Relations Plan	Weeks 8-12
Draft Written Plan	Weeks 8-12
Deliver Draft Plan	Week 12
District Provides Input on Draft Plan	Weeks 12-13
Deliver Final Plan, Including Implementation Plan & Cost	Week 14

**Social Media Policy**

Depending on the social media policy offering the District chooses, the process may take 4-13 weeks. Below are potential schedules for both types of offerings (template only and comprehensive).

**Template Only**

Task	Tentative Timeframe
Two-Hour Kickoff Meeting with All Stakeholders	Week 1
Delivery of Draft Policy Template	Weeks 2-3
Check-In Meeting to Review Current Draft	Weeks 3-4
Delivery of Final Draft Policy Template	Weeks 4-6

**Comprehensive**

Task	Tentative Timeframe
Two-Hour Kickoff Meeting with All Stakeholders	Week 1
Check-In Meeting	Week 3
Stakeholder Meeting #1 to Review Current Draft	Week 4
Check-In Meeting	Week 5
Stakeholder Meeting #2 to Review Current Draft	Week 6



Check-In Meeting	Week 7
Delivery of Draft Policy	Week 8
Check-In Meeting	Week 9
Final Stakeholder Meeting to Review Current Draft	Weeks 10
Check-In Meeting	Week 11
Delivery of Final Policy	Week 12
Presentation to Council	Week 13

### Ongoing (Retainer) Deliverables – Implementation Schedule

The following chart outlines the general frequency of each deliverable proposed within each task.

Frequency	Task	Details
Bi-Weekly	<b>Bi-Weekly Strategy Discussions</b>	<ul style="list-style-type: none"> <li>• Max. of 60 minutes per call</li> <li>• Recap email to be sent after each call</li> </ul>
Weekly	<b>Social Media Management</b> (3/week)	<ul style="list-style-type: none"> <li>• Create and publish social media post content</li> <li>• English only</li> <li>• Monitor online chatter (max. 3 hours per week)</li> <li>• Respond to questions/comments as needed</li> </ul>
Monthly	<b>Press Releases</b>	<ul style="list-style-type: none"> <li>• 1 press release per month</li> <li>• May rely on staff for subject matter expertise</li> </ul>
Monthly	<b>Monthly Dashboard Metrics Report</b>	<ul style="list-style-type: none"> <li>• 1 report per month (PDF file)</li> </ul>
Quarterly	<b>Newsletter</b>	<ul style="list-style-type: none"> <li>• 1 per quarter</li> <li>• Print/layout of quarterly newsletters and Annual State of the District</li> </ul>
Quarterly	<b>Email Newsletter</b>	<ul style="list-style-type: none"> <li>• Building email list, up to 2 templates</li> <li>• 1 per month</li> </ul>
Quarterly	<b>Quarterly Communications Calendar Planning Sessions</b>	<ul style="list-style-type: none"> <li>• 1 meeting every 3 months</li> <li>• Max. of 2 hours per meeting</li> <li>• Maintain and implement centralized "Content Calendar"</li> </ul>

### Ad Hoc Work (if needed)

If there comes the need for any additional ad hoc services, Tripepi Smith is ready to provide those services and is providing our hourly rates for the full array of our resources to support District communication efforts. Examples of these ad hoc projects include but are not limited to video production, photography services, virtual meetings/events, website development and a wide array of graphic design and branding services.



## Work Samples

The following examples highlight work that speaks to the scope of work as outlined in your Communications and Public Outreach RFP.

Larger RFP samples available online:

[www.TripepiSmith.com/VSD-RFP](http://www.TripepiSmith.com/VSD-RFP)





We encourage you to see all the work we have done for clients through our online portfolio at

[www.TripepiSmith.com/Work](http://www.TripepiSmith.com/Work)

## E. SUB-CONSULTANT & WORK BY OTHERS

### Sub-Consultants

Sometimes for video work, printing, niche website development needs or mailing we may use subcontractors. These are often determined at the time of the need, so it is difficult to predict who that will be. However, here is a list of potential firms or people we routinely subcontract with:

-  InfoSend – Print and Mail House Services
-  EMP Media – Supplemental Video Production Support and Event A/V
-  DLS Printer Services – High-end Printing for Collateral
-  Emily Baker – Voiceover Work

### VSD Staff Time

The following chart outlines tasks and estimated number of hours VSD Staff may need to provide to fulfill the requested scope of services.

Frequency	Task	Details
Bi-Weekly	<b>Bi-Weekly Strategy Discussions</b>	<ul style="list-style-type: none"> <li>• Participate in discussions 2 hours per month</li> </ul>
Weekly	<b>Social Media Management</b>	<ul style="list-style-type: none"> <li>• Advise on responses to questions/comments as needed Up to 1 hour per month</li> </ul>
Monthly	<b>Press Releases</b>	<ul style="list-style-type: none"> <li>• Review one press release per month Up to 1 hour per month</li> </ul>
Monthly	<b>Monthly Dashboard Metrics Report</b>	<ul style="list-style-type: none"> <li>• Review 1 report per month (PDF file) Up to 30 minutes per month</li> </ul>









Quarterly	<b>Newsletter</b>	<ul style="list-style-type: none"><li>• Review 1 newsletter per quarter, collaborate on content</li><li>• Up to 3 hours per issue</li></ul>
Quarterly	<b>Email Newsletter</b>	<ul style="list-style-type: none"><li>• Review 1 newsletter per month</li><li>• 30 minutes per month</li></ul>
Quarterly	<b>Quarterly Communications Calendar Planning Sessions</b>	<ul style="list-style-type: none"><li>• Participate in strategy discussions</li><li>• Max. of 2 hours per meeting</li></ul>




## F. RELEVANT EXPERIENCE AND REFERENCES


### Projects of Similar Scope


Tripepi Smith is currently actively engaged with dozens of local government agencies throughout California. The following are just four sample engagements that align with the services and scope the District has requested in its RFP. Names in **bold** are those anticipated to work on this engagement.

1. The **City of Indian Wells** has been a client of Tripepi Smith’s since 2018, tapping into the breadth of our team’s skillset. Our scope of services primarily entails graphic design, news article and press release writing, website content updates and social media. We also provide a quarterly detailed metrics report to the client on the overall outreach numbers for the City to ensure clarity on both the quality of content *and* the overall distribution of that content to members of the community. Additionally, we provide support on editorial calendar creation and maintenance, media relations, strategic messaging, quarterly strategy meetings and video production. Indian Wells first engaged Tripepi Smith for an express communications assessment.
  -  Project Team: Principal **Ryder Todd Smith**, Director Cameron Grimm, Senior Business Analyst Bria Balliet, Junior Business Analyst Kaetlyn Hernandez
  -  Date Completed: Ongoing retainer
  -  Total Project Cost: \$87,120 per year
  
2. Tripepi Smith has supported the **Costa Mesa Sanitary District (CMSD)** for nearly two years now. Initially, CMSD tapped Tripepi Smith for an express communications assessment. CMSD later engaged Tripepi Smith for ongoing communications support in the form of the development of a communications plan, culling an email list, curation of a 12-month social media calendar, outreach regarding four awareness campaigns, metric reporting, quarterly onsite trainings, video productions, stock photography services and general communications advice.
  -  Project Team: Director Jen Nentwig; Business Analysts Sara Madsen, Skylar Hunter and Karen Villaseñor; Junior Business Analyst Kaetlyn Hernandez
  -  Date Completed: Ongoing retainer
  -  Total Project Cost: \$63,816 per year; \$18,462 for express communications assessment
  
3. In the **City of Duarte**, Tripepi Smith works with the city manager’s office in a broad and consistent engagement to advance communications and augment the work of staff. The baseline engagement includes writing press releases and articles, updating the City website, managing social media, redesigning and creating the quarterly *City News* newsletter, developing a style guide, hosting quarterly strategy meetings with department heads, delivering monthly metric reports, advising staff on the City’s upcoming website redesign and auditing City communications in an express assessment report. Duarte previously engaged Tripepi Smith for its first communications assessment as well as for videography, photography, drone, graphic design and email marketing services.




-  Project Team: Director Jon Barilone, Director Cameron Grimm, Senior Business Analyst **Melanie James**, Senior Graphic Artist Kjerstin Wingert, Business Analyst Saara Lampwalla, Junior Business Analysts Clare Burgess, Danielle Rodriguez and Claire Torza


-  Date Completed: Ongoing retainer

-  Total Project Cost: \$115,860 per year; \$2,250 for newsletter redesign, \$7,250 for style guide; \$5,250 for express communications assessment

4. Tripepi Smith has been engaged with the **City of La Cañada Flintridge (LCF)** for more than five years as their contract PIO service. LCF is a small contract city with less than 30 full-time staff. They contract for an array of services, such as public safety, engineering and inspection services. LCF conducts weekly phone calls with Tripepi Smith to plan communications regarding upcoming community issues and for social media posts. Tripepi Smith monitors community Facebook groups to identify emerging issues early on. A core deliverable of our engagement is a quarterly newsletter that is mailed to every household in the city. The LCF Vista is a three-panel, 8.5" x 11" format newsletter that the City completely relies upon Tripepi Smith to produce. Tripepi Smith plans the editorial calendar with senior leadership, interviews subject matter experts to write the stories, designs all layout and custom graphics, and lastly, manages the printing and mail house process to ensure timely delivery to residents. This print newsletter is one of the primary drivers for community education and outreach. In late 2019, LCF selected Tripepi Smith as its website developer of choice through an RFP process. Our team executed and launched a new WordPress website for the City. LCF has also called on Tripepi Smith for additional graphic design, custom stock photography, video production and video livestreaming to social media.

-  Project Team: Senior Business Analyst Cameron Grimm, Senior Business Analyst **Melanie James**, Senior Graphic Artist Kjerstin Wingert, Business Analysts Karen Villaseñor and Skylar Hunter, Junior Business Analyst Molly Lockwood

-  Date Completed: Ongoing retainer; website redo (December 2019)

-  Total Project Cost: \$61,260 per year currently; \$22,550 for website build/redesign and hosting



References

	Description
<p><b>City of Indian Wells</b>  <b>Chris Freeland</b>                      City Manager                      760.346.2489                      cfreeland@indianwells.com                      44950 El Dorado Drive, Indian Wells, CA 92210</p>	<p>Express Communications Assessment, strategy and action items, social media management, social media and media monitoring, videography, quarterly metrics reporting, photography, graphic design, bi-weekly client calls and quarterly strategy discussions.</p> <p><b>Period:</b> 2018 to present</p>
<p><b>Costa Mesa Sanitary District</b>  <b>Nabila Guzman</b>                      Management Analyst                      949.645.8400 ext. 230                      nguzman@cmsdca.gov                      290 Paularino Avenue, Costa Mesa, CA92626</p>	<p>Express Communications Assessment, graphic design, content production support, video production support, photography services, media outreach, social media management, communications and leadership strategy, metric reporting, website content updates, copywriting services, quarterly communications calendar planning, professional development training.</p> <p><b>Period:</b> 2020 to present</p>
<p><b>City of Duarte</b>  <b>Dan Jordan</b>                      City Manager                      626.590.4633                      djordan@accessduarte.com                      1600 Huntington Drive, Duarte, CA 91010</p>	<p>Tripepi Smith conducted a full communications assessment for the City of Duarte in 2014. After ad hoc video, photo and email outreach work over a few years, the City engaged Tripepi Smith in 2020 to refresh the 2014 communications assessment, create a style guide, consult in creating a new website and to redesign its quarterly newsletter. Additionally, the City entered a retainer agreement for social media services, writing news articles and press releases, updating the website, delivering monthly metrics reports, conducting weekly project management calls as well as quarterly strategy calls with leadership and to produce the quarterly newsletter.</p> <p><b>Period:</b> 2014 to present</p>
<p><b>City of La Cañada Flintridge</b>  <b>Carl Alameda</b>                      Assistant City Manager                      818.790.8880                      calameda@lcf.ca.gov                      One Civic Center Dr., La Cañada Flintridge, CA 91011</p>	<p>Communications assessment, and on-demand communications support. Community newsletter generation, media relations management, videography and strategic message development.</p> <p><b>Period:</b> 2016 to present</p>



## G. FEE PROPOSAL

The District’s RFP has requested a wide range of services and potential add-on services. Tripepi Smith is providing our hourly rates (both standard and discounted retainer) and fixed prices for all of the services requested. Should the District determine Tripepi Smith is the most qualified and responsive vendor, but has a budget number that must be hit, then Tripepi Smith remains open to collaborating with District Staff to narrow the scope engagement or refine our understanding of the scope needs and will modify our pricing accordingly.

### Estimated Cost of Fixed Deliverables

#### Platforms Review

Tripepi Smith offers three approaches for public agencies seeking to understand their existing outreach processes and tools before charting a new path forward. The research that goes into each of these reports and the depth of the interview process varies. This chart provides a comparison of the three options.

	Full Communications Assessment	Express Communications Assessment	Platforms Review
<b>Fixed Cost</b>	<b>\$46,565</b>	<b>\$18,200</b>	<b>\$7,750</b>
<b>TS Resources</b>	Principal, Director, Business Analyst, Junior Business Analyst	Director, Business Analyst, Junior Business Analyst	Director, Business Analyst, Junior Business Analyst
Interviews with District Staff	12	8	1
Interviews with District Board	5	0	0
Interviews with Key Members of the Public	5	0	0
Department Communications Documentation Details	✓		
Org. Communications Process Summary	✓	✓	
Website Platform Review	✓	✓	✓
Social Media Platforms Reviews	✓	✓	✓
Key Observations	✓	✓	✓
Recommendations and Tactical Execution Steps	✓	✓	✓
Presentation to Senior Staff	✓	✓	✓
Brand and Identity Evaluation	✓		
Presentation to District Board	✓		
Executive Summary Report Version	✓		
Drafts	2 (First Draft, Final)	2 (First Draft, Final)	2 (First Draft, Final)





Report Length	50 Pages	15 Pages	5 Pages
Project Timeline	5 Months	2 Months	1 Month

Based upon the District’s requested scope, the **Platforms Review** appears to be likely applicable scope of work. **Please note that Tripepi Smith is flexible on the make-up of this scope of work and is open to further scope customization upon the District’s consideration. Adjusting the scope listed above could affect pricing.**

Additionally, we anticipate this project happening via video conference call and interviews as the pandemic situation remains uncertain. An option to include an onsite interview process and attendance in-person at a District meeting is also provided.

Alternatively, the District also has the option of a payment schedule with three milestones: 30% at kickoff, 30% upon draft delivery and 40% upon final acceptance of the report.

	Full Communications Assessment	Express Communications Assessment	Platforms Review
<b>Total</b>	\$46,565	\$18,200	\$7,750
<b>Kickoff (30%)</b>	\$13,970	\$5,460	\$2,325
<b>Draft Delivery (30%)</b>	\$13,970	\$5,460	\$2,325
<b>Final Acceptance of Report (40%)</b>	\$18,625	\$7,280	\$3,100

**Strategic Communications Plan**

As mentioned above, the scope of work for the strategic communications plan will depend on the findings from the Platforms Review and may be affected by the District’s preferred level of stakeholder involvement. So, Tripepi Smith is offering a cost estimate based on a potential maximum scope of work for the plan development, which is **\$13,895.00**. There is opportunity to bring down this cost based on the findings of the Review and the District’s preferences regarding stakeholder involvement. In any case, Tripepi Smith would provide a maximum of two drafts of the Plan (first draft and final).

The District has the option of a payment schedule with two milestones: 50% at kickoff and 50% after delivering the final plan, or thirty (30) days after delivering the draft plan, whichever occurs first.

Strategic Communications Plan	
<b>Total</b>	\$13,895
<b>Kickoff (50%)</b>	\$6,947.50






Final Delivery/30 Days after Draft Delivery (50%)	\$6,947.50
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Tripepi Smith understands that the District may desire sequential implementation of the requested scope for services with the Platforms Review and Strategic Communications Plan work being done before the retainer engagement. Indeed, findings and recommendations uncovered during the Review and Planning process may impact the District’s desired scope for the retainer engagement. As such, we recommend putting payments for the proposed retainer toward the Review and Planning portion of the engagement until these reports are finished.

**Social Media Policy**

Tripepi Smith has two policy offerings, providing either a policy template or engaging in a comprehensive process to craft a policy. Regardless of the offering, Tripepi Smith conducts a kickoff meeting. In our broader offering, Tripepi Smith will also conduct stakeholder meetings, engage in collaborative drafting and make a final presentation to the Board of Directors.

Below are Tripepi Smith’s cost estimates for two options regarding our social media policy offerings:

-  1. Template only – **\$2,250.00**
  - Includes one (1) one-hour kickoff meeting.
-  2. Stakeholder meetings, collaborative drafting and final Board presentation – **\$9,960.00**
  - Assumes a project length of three (3) months, and that all conversations and presentations will be virtual.
  - One (1) two-hour kickoff meeting with all stakeholders, half-hour check-in calls every two weeks, up to three (3) additional one-hour meetings with stakeholders, and one (1) half-hour presentation and Q&A to the Board.
-  The District has the option of a payment schedule with two milestones: 50% at kickoff and 50% after delivering the final plan, or thirty (30) days after delivering the draft plan, whichever occurs first.

	Template Only	Full Policy
<b>Total</b>	\$2,250	\$9,960
<b>Kickoff (50%)</b>	\$1,225	\$4,980
<b>Final Delivery/30 Days after Draft Delivery (50%)</b>	\$1,225	\$4,980



## Estimated Cost of Retainer Engagement

Deliverable	Quantity/Notes
<b><u>Bi-Weekly Strategy Discussions</u></b>	Leverages Director and Junior Business Analysts
Conduct bi-weekly check-in calls, provide check-in call recap outlining action items and deadlines, advise on media relations and strategy	Max. of 60 minutes per call
<b>TOTAL TASK COST</b>	<b>\$2,100.00</b>
<b><u>Social Media Management &amp; Monitoring</u></b>	Leverages Junior Business Analyst with occasional support from Director
Create and publish social media post content	Up to 3 unique posts per week Social media graphic design included English only
Monitor local community-run social media	Max. of 3 hours per week
Respond to comments and messages and otherwise engage with pages of sister agencies and organizations serving the community	Unlimited
<b>TOTAL TASK COST</b>	<b>\$2,075.00</b>
<b><u>Newsletters</u></b>	Leverages Junior Business Analyst with occasional support from Senior Business Analyst
Prepare 3 newsletters and 1 Annual District Report for electronic delivery	Print/layout May rely on staff for subject matter expertise
<b>TOTAL TASK COST</b>	<b>\$1,700.00<sup>1</sup></b>
<b><u>Emails</u></b>	Leverages Junior Business Analyst with occasional support from Senior Business Analyst
Recommendations on email campaign, up to 2 email templates and one year of monthly emails consistent with email campaign	Story curation Layout
<b>TOTAL TASK COST</b>	<b>\$585.00</b>
<b><u>Metrics Reporting</u></b>	Leverages Junior Business Analyst with review support from Director
Produce regular report on key performance metrics for external communication channels: social media, email, etc.	1 report per month (PDF file)
<b>TOTAL TASK COST</b>	<b>\$500.00</b>

<sup>1</sup> To determine monthly pricing, Tripepi Smith has taken our expected costs to production four issues of the newsletter and amortized those costs over a 12-month period.



Deliverable	Quantity/Notes
<b><u>Press Releases</u></b>	Leverages Director with support from Junior Business Analyst
Produce stories regarding VSD accomplishments, milestones and programs	1 press release per month May rely on staff for subject matter expertise
<b>TOTAL TASK COST</b>	<b>\$800.00</b>
<b><u>Strategic Communications Planning</u></b>	Leverages Director with support from Junior Business Analyst
Quarterly meeting with Dept. heads to plan next year of communication opportunities	1 meeting every 3 months Max. of 2 hours per meeting
Keeping centralized "Content Calendar" updated throughout the year for staff's reference	Via Google Sheets
<b>TOTAL TASK COST</b>	<b>\$570.00</b>
<b>TOTAL MONTHLY COST</b>	<b>\$8,330.00</b>

### Time and Materials Work

Sometimes, the nature of the work we do cannot be included in a retainer and is best handled on a project price basis or a time & materials basis if sufficient details are not available to fix price a solution. In these cases, Tripepi Smith will use the following information and rates to price this additional work with the District.

In certain instances where insufficient details are available to confidently estimate a project price or confirm a not-to-exceed amount, we can offer a discount of thirty percent (30%) on any time over the estimate to mitigate cost and time overruns due to scope creep. Tripepi Smith can provide regular updates on the budget use and how it is being spent, depending on the nature of the engagement or project.

### Billing

Time at Tripepi Smith is billed in 15-minute increments – i.e. we invoice our time in the following examples: 1.25, 0.75, 4.0 or 6.5 hours. Retainers are billed on the 15<sup>th</sup> of each month. Ad hoc work is billed on the last day of each month.

### Annual Increase

Tripepi Smith will increase the hourly rates and retainer fees for all resources by five percent (5%) or the regional CPI index–whichever is higher–each year on the anniversary of the contract, starting in the calendar year 2022.

### Retainer Discount

When client monthly retainers exceed six-thousand-five-hundred dollars (\$6,500) a month, have access to our reduced Hourly – Retainer rates noted below. Otherwise, any ad hoc work done outside the scope of the Retainer would be at the Hourly – Standard rates.



Resource	Hourly - Standard	Hourly - Retainer
Principal	\$285.00	\$245.00
Director	\$200.00	\$175.00
Art Director	\$200.00	\$175.00
Senior Business Analyst	\$160.00	\$140.00
Business Analyst	\$110.00	\$100.00
Junior Business Analyst	\$85.00	\$75.00
Senior Videographer/Animator	\$160.00	\$145.00
Photographer/Videographer	\$110.00	\$100.00
Senior Graphic Designer	\$145.00	\$130.00
Graphic Designer	\$110.00	\$100.00
Web Developer	\$160.00	\$140.00
Drone Operator	\$160.00	\$145.00

### Payment Schedule

All non-ad hoc work requested by the District will be on a retainer basis with a net 30-day payment term. Tripepi Smith will invoice the District on the 15th of every month for that month’s service. Any ad hoc work performed during the prior month will be invoiced on the last day of the month.

Tripepi Smith will email an invoice to the designated email address(es) of the person overseeing our contract and will accept payment by check. Preference is for payment with net 30-day terms.

Fixed price project work will be invoiced per the above noted payment schedule.

### Other Costs

Because Tripepi Smith offers a broad set of services, including extensive content production, we have some other content production-related fees that may come up during our engagement that we want to tell you about.

#### Travel Costs

Travel costs must be pre-authorized and then will be reimbursed by the District for any requested travel. Travel costs to be covered are for airfare, lodging and car rental. If Tripepi Smith is requested to be onsite, we will invoice for travel time at half rate of the resource’s Standard Hourly Rate. However, if the resource is onsite for at least six (6) hours of billable time in a day, we will not invoice for travel time.

#### Equipment Costs

Tripepi Smith offers some services that require equipment, such as drone operations and video production. As such, in those cases, the following rates apply:



	Half Day	Full Day
Video Equipment	\$350	\$550
Drone Equipment	N/A	\$500

- Five-hundred-fifty dollars (\$550) for a full day of video equipment use (includes full set of video equipment). Full day is defined as a shoot lasting four (4) or more hours.
- Three-hundred-fifty dollars (\$350) for a half day of video equipment use. Half day is defined as anything under four (4) hours of video production. All such expenses will be authorized by the District prior to fee being assessed.
- Five-hundred dollars (\$500) per day drone fee applies and is not inclusive of the drone operator time (Drone Operator rate).

**Service Fees**

	Client Pays Directly	Client Reimburses TS
Print costs, digital advertising, media placement, voiceover/captions	No Fees	10%

Typically, Tripepi Smith prefers to have service providers bill the client directly to avoid additional administrative costs and because we have no economic interest in the service provider selection. If Tripepi Smith is asked to pay the bill for the client, we will apply a ten percent (10%) agency fee to the reimbursement expense. Typical services include, but are not limited to:

**Print Costs:** Tripepi Smith is happy to use a printer of the client’s choosing for print production work, or to recommend a printer with whom we have experience.

**Digital Advertising:** Tripepi Smith is a Google Partner and Constant Contact Solution Provider and has Facebook Certified staff. We consider digital platforms to be a cornerstone element of any outreach strategy; often this comes with digital advertising fees.

**Media Placement:** Tripepi Smith can help liaise on behalf of the District for advertising space within various mediums, such as newspapers, magazine or websites.

**Voiceover, Translation and Closed Caption Fees:** Tripepi Smith occasionally uses third-party resources to record voiceovers for videos, generate closed captions for videos, and for non-English language translations.

**Tripepi Smith Partnership Discounts**

Tripepi Smith has financial interest in certain related entities. These partnerships allow Tripepi Smith to offer clients extra media reach or additional services at partner pricing. Partnerships include:

**PublicCEO**

- digital news about public affairs, reaching over 10,000 California government executives  
<https://www.publicceo.com>

**Civic Business Journal**

- digital interest stories about the people in local government  
<https://www.civicbusinessjournal.com>



**FlashVote**

– planning, implementing, measuring civic surveys  
<https://www.flashvote.com>

**TS Talent Solutions**

– talent search services for local government and related agencies  
<https://tstalentsolutions.com>

**Pricing Estimates for Other Communication Support**

The District has noted a need for supplemental communications support that can span several areas of work and is outside the fixed scope of work requested in the RFP. The simplest way to price this is on an ad hoc basis where the District calls upon Tripepi Smith as needed to execute work.

With our ad hoc approach, if we are on retainer at a minimum of six-thousand-five-hundred dollars (\$6,500) per month, then we will use our discounted Retainer Rates. The following estimates are based upon the assumption we are on retainer with the District for at least \$6,500 a month.

**Photoshoot**

Assumes a six-hour event, with one-hour pre-planning, travel time, post-shoot photo editing, delivery to client photo portal. This includes all equipment fees – except drone work – and uses a Senior Graphic Artist / Photographer to complete the work.

***\$1,680 / shoot including travel***

**Video Production**



Assuming that Tripepi Smith handles all work and the video involves scripting, use of teleprompter, full camera setup, a single day of production shooting, b-roll shooting on same day, pre-planning, post-production video editing, music licensing, voice over, transcription and upload to appropriate channels.

***\$4,940 / video including travel***

**Graphics**

Tripepi Smith uses Canva extensively for basic social media graphics and therefore can use our Junior Business Analyst resources for that work. Where more extensive design is required, Tripepi Smith has an Art Director, Senior Graphic Artists and Graphic Artists. In our experience, these costs can vary widely based on iteration count, number of pages of content to layout or desired number of logo options or extent of a particular branding process. In all cases, we assume written content is being provided; this estimate is for design costs only.

Given all these factors, here are some guidelines:

-  **Print/Digital Banner - \$725**
-  **Print/Digital Flyer - \$950**



**General Communications Advice**

There may be cases where the District may need advice on stakeholder outreach, communication efforts and public engagement initiatives. While the proposed project team can advise on such matters during regular check-in calls and quarterly strategy meetings, there may be instances when a separate, longer discussion is needed. Additionally, there may instances when a serious, emergency issue arises warranting collaboration among the proposed project team, including Principal Ryder Todd Smith (available 24-7) and District leadership throughout the crisis management period. This includes responding to emergencies through coordinated communications efforts with key external stakeholders.

*\$2,040 / instance*

**Website Development and Fees**

Tripepi Smith has built websites for cities and other public agencies and can discuss our role as either and RFP advisor or bidder with the District for a website project. As a point of reference, our costs to build a website for a District are about twenty-two-thousand-five-hundred dollars (\$22,500) with an optional monthly unlimited support fee of \$375. Hosting fees are \$580 a year, which includes \$200 for SSL certification. Domain names fees are \$30 a year per domain name and hosted on our premium Amazon Web Services DNS account.





## H. ATTACHMENTS

### Exhibit A: Resumes

# RYDER TODD SMITH

#### TRIEPEI SMITH – PRESIDENT

11/00 – PRESENT

- Provide communications advice, strategy and execution services to a range of small to mid-sized public and private sector clients spanning local government, real estate, finance, technology and healthcare verticals

#### MAVENT INC – SENIOR VICE PRESIDENT, OPERATIONS

5/05 – 11/09

- Responsible for quality assurance, technology operations and internal infrastructure organizations
- Built team of technology professionals to manage multi-site production environment at co-location facilities.
- Managed vendor relationships and reviewed all invoices
- Brought focus to key areas, including: system documentation, knowledge sharing with other employees, schedule management for finite resources and enhanced security
- Developed and managed the departmental budgets for three groups

#### MAVENT INC – VICE PRESIDENT, MARKETING

08/04 – 05/05

- Managed the Company's outside PR firm relationship, creative firm relationship, corporate website, ad campaigns, conference schedule, conference logistics and internal employee communications
- Developed and managed the marketing budget

#### MAVENT INC – VICE PRESIDENT, GOVERNMENT RELATIONS

02/03 – 08/04

- Monitored nationwide political activities that were pertinent to Mavent's interests
- Developed relationships with third-party interest groups that impacted the Company's product
- Participated in industry conferences and represented the Company at industry events

#### OLYMPIC STAFFING SERVICES – INFORMATION TECHNOLOGY MANAGER

01/98 – 11/00

- Managed and controlled all aspects of the technology environment at this five-location, 35-employee company

#### NORTHROP GRUMMAN CORPORATION – GOV'T REPRESENTATIVE

07/97 – 12/97

- Worked directly with the Director of State and Local Government Relations to research issues of concern to Northrop Grumman
- Developed agendas to target upcoming legislative issues
- Assisted in lobbying work and development of testimony

## EDUCATION

#### CLAREMONT MCKENNA COLLEGE – CLAREMONT, CA

- Bachelor of Arts in Politics – Philosophy – Economics with Dual in Economics
  - Cum Laude Honors



# JENNIFER FITZGERALD

## TRIPEPI SMITH – DIRECTOR

07/21 – PRESENT

- Provide account leadership and project management for an array of clients
- Develop client engagement plans and map out strategies to help clients achieve their public affairs objectives
- Engage with city councils to maximize their effectiveness and optimize the management arrangements to ensure an effective relationship with the city manager

## CURT PRINGLE & ASSOCIATES – SENIOR VICE PRESIDENT

05/14 – 5/21

- Executive responsible for government relations, reputation, brand building, public affairs expert for several sectors.
- Thought leaders and subject matter expert on advocating for required municipal agreements and entitlement permits, and public policy adoption
- Served as a champion of complex projects and initiatives to opinion leaders and community groups with the intent to shape legislation, regulations and support client objectives.
- Collaborated with external stakeholders (e.g. local elected and appointed officials, local influencers, media, industry and community organizations) to ensure that client messages, initiatives, interests and objectives were met.
- Developed strategic recommendations for clients’ executives on emerging policy issues, political landscape, non-profit partnerships and support.
- Tracked legislative proposals, summarizing impacts on clients, and recommended action.

## CL7 COMMUNICATIONS, INC – PRESIDENT & CEO

12/04 – 5/14

- Founded and led corporation whose body of work spanned membership association management, political action committee formation and management, and fundraising for local, state and federal political candidates.
- Organized and executed fundraising campaigns; raised over \$5 million for various political causes
- Developed statewide expansion plans for non-profit membership organization, taking it from one organization chapter to five active chapters throughout the State of California.

## PUBLIC SERVICES

- Mayor and Councilmember, City of Fullerton 2012-2020
- Founder and Facilitator, California Mayors Coalition 2020 – Present
- Board Trustee, Orange County Mosquito and Vector Control District 2016 – 2020
- President and Board Member, Association of California Cities, Orange County 2015 – 2020
- Founding Board Member, OC United 2013-2019
- Chair, Fullerton Women’s Leadership Forum 2013 – 2020

## EDUCATION

### BIOLA UNIVERSITY – LOS ANGELES, CA

- Communication Studies, Minor, Biblical Studies

## AWARDS AND HONORS

- 2016 Housing Champion honor by the California Apartment Association
- 2016 and 2020 Red Tape to Red Carpet Award, Orange County Business Council



# MELANIE JAMES

## TRIPEPI SMITH – SENIOR BUSINESS ANALYST/GRAPHIC ARTIST

07/16 – PRESENT

- Graphic artist on layout and concept design of brand consistent print and web graphics
- Provide project management and account support for numerous clients
- Setup, assistance and publication of e-newsletter campaigns and additional email marketing
- Website design, modification, and maintenance

## SVA ARCHITECTS – EXECUTIVE ASSISTANT

06/14 – 07/16

- Scheduled and managed meeting calendar for executive management team
- Assisted the marketing department with occasional graphic design projects, email blasts and copy writing
- Provided office management support including HR and payroll support

## THE DESIGN OFFICE – GRAPHIC DESIGN INTERN

01/16 – 05/16

- Created infographics, business cards, postcards, book covers, photobooks, magazines and logos
- Assisted in printing processes from concept to completion
- Coached in areas of business development, marketing strategies, campaign development and execution

## EDUCATION

- Associate of Arts in Digital Arts – Golden West College – Huntington Beach, CA
- Bachelor of Arts in Anthropology – California State University, Long Beach – Long Beach, CA -
  - Dean’s List Recipient

## PROFESSIONAL DEVELOPMENT

- UCI Extension Public Policy Making Academy II 03/18
- USC Executive Education Forum for Policy and Administration 03/17

## CERTIFICATIONS

- Constant Contact Certified Solutions Provider 10/19
- Hootsuite Social Marketing 12/16

## SOFTWARE

<ul style="list-style-type: none"> <li>• Adobe Illustrator</li> <li>• Adobe InDesign</li> <li>• Adobe Photoshop</li> </ul>	<ul style="list-style-type: none"> <li>• WordPress</li> <li>• HTML and CSS</li> <li>• Hootsuite</li> </ul>	<ul style="list-style-type: none"> <li>• Constant Contact</li> <li>• Canva</li> <li>• Microsoft Office</li> </ul>
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# KEVORK KURDOGHLIAN

- TRIPEPI SMITH – JUNIOR BUSINESS ANALYST** **09/21 – PRESENT**

  - Conduct market research to provide client insights
  - Manage social media platforms and media relations
  - Write stories and press releases for the firm’s website and city clients
  
- THE SANTA CLARITA VALLEY SIGNAL – POLITICS AND GOVERNMENT REPORTER** **03/21 – 09/21**

  - Wrote informative stories about topics in local, state and federal government
  - Developed story ideas based on strong relationships with the community, elected officials and city staff
  - Captured photos for stories and created digital content for the news website and social media platforms
  
- LARSON COMMUNICATIONS – ACCOUNT EXECUTIVE** **09/19 – 03/21**

  - Produced social media assets and video content that facilitated high follower engagement
  - Executed proactive communications campaigns, writing press releases and conducting media outreach
  - Designed graphics and edited video for social media and created layouts for reports and flyers
  
- CITY OF GLENDALE – MANAGEMENT INTERN** **07/17 – 08/19**

  - Developed and managed digital content for city platforms, including city website and microsities, newsletters and social media accounts
  - Led city website content process optimization to improve workflow and user experience
  - Composed scripts for and co-hosted a public-access television show and hosted a technology podcast
  
- SAN MARINO TRIBUNE – ASSISTANT EDITOR, NEWS** **04/16 – 07/17**

  - Organized social media calendars and campaign concepts
  - Authored news articles, press releases and media alerts on behalf of the Orange County Chapter
  - Provided social and print media support for all annual events

## EDUCATION

- Bachelor of Arts in Political Science – University of California, Los Angeles – Los Angeles, CA
- Master of Public Administration – University of Southern California – Los Angeles, CA

## CERTIFICATIONS

- Hootsuite Social Marketing 09/21

## SOFTWARE

- |   |  |  |
|---|--|--|
| <ul style="list-style-type: none"> <li>● Adobe Premiere Pro</li> <li>● Adobe InDesign</li> <li>● Adobe Spark</li> </ul> | <ul style="list-style-type: none"> <li>● Microsoft Office</li> <li>● WordPress</li> <li>● Canva</li> </ul> | <ul style="list-style-type: none"> <li>● Google Suite</li> <li>● MailChimp</li> <li>● Instapage</li> </ul> |
|---|--|--|



# DANIELLE RODRIGUEZ

## TRIPEPI SMITH – JUNIOR BUSINESS ANALYST

02/21 – PRESENT

- Conduct market research to develop market intelligence for clients
- Manage and monitor social media for public agencies and private clients
- Write stories and press releases for clients

## ARELLANO ASSOCIATES – ASSISTANT PROJECT COORDINATOR

01/19 – 01/21

- Provide strategic public outreach services for a variety of transportation, planning and construction projects
- Collaborate with a team to develop collateral materials, communications programs and public comment forums related to projects
- Manage stakeholder databases and create reports for all project meetings and events

## METROLINK – MEDIA RELATIONS ASSISTANT, GRADUATE ON CAREER TRACK PROGRAM

05/18 – 01/19

- Monitor media platforms to create daily news clips, press releases and media advisories
- Manage website content and assist with implementing media campaigns
- Successfully planned events which received extensive media coverage in coordination with Amtrak, Metro and other member agencies

## THE POLY POST – SPORTS EDITOR

06/16 – 06/17

- Manage a team of freelance journalists
- Create weekly newspaper layouts, write articles, pitch story ideas
- Copyedit weekly sports section stories

## THE MILLIONAIRE’S CLUB – PUBLIC RELATIONS INTERN

05/14 – 08/14

- Provide website and social media support for CEO Patti Stanger of Bravo’s “Millionaire Matchmaker”
- Provide logistical support including going on runs, organizing and completing administrative tasks

## EDUCATION

- Bachelor of Science in Communication – California State Polytechnic University, Pomona – Pomona, CA

## CERTIFICATIONS

- Hootsuite Social Marketing 02/21

## SOFTWARE

- |   |  |   |
|---|--|---|
| <ul style="list-style-type: none"> <li>• Constant Contact</li> <li>• Adobe Pro</li> </ul> | <ul style="list-style-type: none"> <li>• Meltwater</li> <li>• Adobe Premier Pro</li> </ul> | <ul style="list-style-type: none"> <li>• Adobe Acrobat</li> <li>• Microsoft Office</li> </ul> |
|---|--|---|



## Exhibit B: Letter of Transmittal

Letter of transmittal signed by an individual authorized to bind the respondent, stating that the respondent has read and will comply with all terms and conditions of the RFP.

Valley Sanitary District  
45-500 Van Buren  
Indio, CA 92201

Dear Ms. Marshall,

Thank you for this opportunity to submit on the Valley Sanitary District RFP for Communications and Public Outreach Services. Tripepi Smith has read the RFP in its entirety and understands the requirements. We agree to fully comply with the terms and conditions of the RFP.

I affirm I have the authority to bind Tripepi Smith.

Regards,

Ryder Todd Smith  
Co-Founder & President  
Tripepi Smith



CORPORATE RESOLUTION

I, Nicole D. Smith, CFO and Treasurer of Tripepi, Smith & Associates, Inc., do hereby certify that the following is a true and correct copy of a resolution adopted by the Board of Directors of said Corporation at its meeting duly called at 2 Pearleaf, Irvine, CA 92618 on May 12, 2002, at which a quorum was present and acting throughout; and that said resolution has not been modified, amended or rescinded and continues in full force and effect.

WHEREAS, the Corporation is determined to grant signing authority to certain persons described hereunder.

RESOLVED, that the Board of Directors is hereby authorized and approved to authorize and empower the following individuals to make, execute, endorse and deliver in the name of and on behalf of the corporation, but shall not be limited to, any and all written instruments, agreements, documents, execution of deeds, powers of attorney, transfers, assignments, contracts, obligations, certificates and other instruments of whatever nature entered into by this Corporation.

Name: Nicole D. Smith  
Position/Title: CFO and Treasurer  
Telephone Number: 949-278-8261  
Email Address: [nicole@tripepismith.com](mailto:nicole@tripepismith.com)

Name: Ryder Todd Smith  
Position/Title: CEO and President  
Telephone Number: 626-536-2173  
Email Address: [ryder@tripepismith.com](mailto:ryder@tripepismith.com)

The undersigned certifies that she is the properly elected and qualified Secretary of the books, records and seal of Tripepi, Smith & Associates, Inc. a corporation duly conformed pursuant to the laws of the State of California, and that said meeting was held in accordance with state law and with the Bylaws of the above-named corporation.

This resolution has been approved by the Board of Directors of Tripepi, Smith & Associates, Inc. on May 12<sup>th</sup>, 2002.

I, as authorized by the Company hereby certify and attest that all of the above information is true and correct.

Secretary



**REQUEST FOR PROPOSALS (RFP)  
for  
“COMMUNICATIONS AND PUBLIC OUTREACH SERVICES”**

***Proposals will not be opened and read publicly***

Dear Proposer:

September 13, 2021

The Valley Sanitary District (VSD or District) is soliciting written proposals from qualified firms or individuals to provide communications and public outreach services.

As a Request for Proposal (RFP) this is not an invitation to bid and, although price is very important, other factors will be taken into consideration. The scope of services and content of proposal are summarized in this document. **VSD must receive the proposals no later than 4:00 pm, Friday, October 8, 2021.** All responses must be in an envelope with “**Communications and Public Outreach Services**” clearly marked on the outside of the envelope. Please mail or hand deliver **one original, one copy, and one electronic copy** to:

Valley Sanitary District  
Attn: Beverli A. Marshall  
45-500 Van Buren  
Indio, CA 92201

The District reserves the right to reject any or all Proposals. No firm shall withdraw its Proposal for a period of 90 days after the date set for the submission of the Proposal. More than one Proposal from an individual, firm, partnership, corporation, or combination thereof under the same or different names will not be considered.

Reasonable grounds for believing that any individual, firm, partnership, corporation, or combination thereof is interested in more than one Proposal for the work contemplated may cause the rejection of the Proposal in which such individual, firm, partnership, corporation or combination thereof is interested.

All questions must be submitted in writing via email to: [bmarshall@valley-sanitary.org](mailto:bmarshall@valley-sanitary.org).

Respectfully,

A handwritten signature in blue ink that reads 'Beverli A. Marshall'. The signature is written in a cursive, flowing style.

General Manager



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## **REQUEST FOR PROPOSALS** **Communications and Public Outreach**

### **SECTION 1 — INTRODUCTION**

The Valley Sanitary District (VSD or District) is soliciting proposals from consultants to provide professional communications and public outreach services. In general, the work will consist of developing an overall communications strategy, developing an annual public outreach plan, and overall responsibility for implementing that strategy and plan.

VSD will use a “Qualifications Based Selection” process in determining which consultant to be selected for the contract. The process will include an evaluation and ranking of Consultants based on set evaluation criteria. Top ranking consultants may be asked to participate in an oral interview.

VSD reserves the right to retain all proposals submitted and to use any ideas in a proposal regardless of whether that proposal is selected.

Proposals submitted will be evaluated by individuals from VSD and/or outside agencies. During the evaluation process, VSD reserves the right, where it may serve VSD’s best interest, to request additional information from proposers, or to allow corrections of errors or omissions.

Submission of a proposal indicates acceptance by the firm of the conditions contained in this RFP, unless clearly and specifically noted in the proposal submitted and confirmed in the contract between VSD and the firm selected. VSD reserves the right, without prejudice, to reject any or all proposals

#### **1.1 General Description of RFP**

This RFP describes the general Scope of Services, necessary RFP components, consultant selection process, and required format of the RFP, as well as a sample copy of VSD’s Professional Services Agreement.

#### **1.2 RFP Schedule**

- |   |                    |
|---|--------------------|
| <input type="checkbox"/> RFP published                            | September 13, 2021 |
| <input type="checkbox"/> Questions due from potential firms       | September 24, 2021 |
| <input type="checkbox"/> Response to questions                    | September 30, 2021 |
| <input type="checkbox"/> Proposals due                            | October 8, 2021    |
| <input type="checkbox"/> Board Approval of Contract               | November 9, 2021   |
| <input type="checkbox"/> Contractor notified of award of contract | November 10, 2021  |
| <input type="checkbox"/> Contract Effective Date                  | December 1, 2021   |

#### **1.3 General Selection Process**

VSD intends to select a consultant based on demonstrated competence and qualifications for the types of services to be performed at a fair and reasonable price to the public. VSD will review all proposals and evaluate them according to

the following criteria:

- Qualifications of Team
- Project Understanding and Innovation
- Work Plan / Scope of Work
- Project Schedule
- Similar Experience / References

Consultant may be either selected based on information included in the proposal or the Consultant may be requested to interview prior to final selection.

## **SECTION 2 — SCOPE OF SERVICES**

The Consultant shall provide communications and public outreach services necessary to develop and implement an overall communications strategy and annual public outreach plan. A typical scope is anticipated to include the following tasks:

### Task 1: Communications Strategy and Public Outreach Plan

In conjunction with VSD staff develop an overall communication strategy and annual public outreach plan. VSD's objectives for communications and public outreach are to share information about VSD, its mission, and the value of clean water; inform customers regarding VSD activities; and communicate with customers about VSD improvement projects. VSD currently uses direct mail, website, and Facebook page to communicate with customers. The Communications Strategy and Public Outreach Plan will address integrating these and other methods of communication. The consultant shall provide monthly schedule updates in conjunction with submittal of invoices.

Deliverables:

- Communications Strategy, including key topics that should be highlighted in social media posts, newsletters, and press releases
- Annual Public Outreach Plan

### Task 2: Social Media

Develop and maintain VSD's social media presence. Develop social media policy for Board adoption. VSD's social media presence currently consists of a Facebook page. The Facebook page is used to share information regarding water line breaks, upcoming meetings, and legislative issues. Currently, the General Manager has the primary responsibility for the content on the Facebook page. The District is open to more than just Facebook and the selected consultant should make recommendations on which media channels would be best suited for VSD content.

Deliverables:

- Social media policy for Board adoption
- Recommendations on a social media strategy
- Recommendation and development of email list on behalf of VSD
- One year of social media postings consistent with the recommended strategy

### Task 3: Newsletters

Prepare three quarterly newsletters and one Annual District Report pamphlet. All four documents will be electronically delivered. Consultant shall work with VSD staff to develop concepts and content. VSD is not currently publishing newsletters.

Deliverables:

- Three quarterly newsletters
- One annual State of the District newsletter

### Task 4: Press Releases

Prepare press releases as necessary. Consultant shall work with VSD staff to develop concepts and content. VSD currently issues electronic press releases for important upcoming meetings and announcements. The General Manager has the primary responsibility for preparing and issuing press releases. VSD staff will prepare initial press releases.

Deliverables:

- Recommendations on press release frequency
- Review, editing, and distribution of press releases consistent with recommendations

### Task 5: E-mail Campaign

Develop recommendations on e-mail campaign strategy. Prepare e-mails to customers to further objectives of Annual Public Outreach Plan. Consultant shall work with VSD staff to develop concepts and content. VSD does not have an e-mail distribution list. Consultant will assist with developing an e-mail distribution list.

Deliverables:

- Recommendations on e-mail campaign
- One year of e-mails consistent with e-mail campaign.

## **SECTION 3 — RFP SUBMITTAL REQUIREMENTS**

The intent of these requirements is to assist proposers in the preparation of their proposal and to simplify the review process for VSD. VSD must receive and date stamp one signed original, one copy, and one electronic copy of the proposal no later than **October 8, 2021, at 4:00 PM**. If a proposal is sent by mail or other delivery system, the sender is totally responsible for the mail or delivery system delivering the proposal to VSD on or before the deadline.

Proposals shall be clearly marked "Request for Proposals for Communication & Public Outreach Services," and submitted to:

Valley Sanitary District  
45-500 Van Buren  
Indio, CA 92201

Note: Late submittals or submittals delivered to the wrong location will be rejected.

VSD requires the proposer to submit a concise proposal clearly addressing all the requirements outlined in this RFP. The proposal must be signed by proposer's representative authorized to execute a contract between VSD and proposer. The proposal must include, at a minimum, the following sections; however, the proposer is encouraged to expand on the scope as needed:

**A. Cover Letter**

- List the name, address, and telephone number of the firm.
- Signed by an authorized representative of the consultant. The Consultant shall furnish documentation that the person signing the proposal is empowered with signatory authority for the Consultant. The form could be a Corporate Resolution.
- State the proposal is firm for a 90-day period from the proposal submission deadline.
- Provide the name, title, address, and telephone number of the individual to whom correspondence and other contacts should be directed during the Consultant selection process.
- Provide the location of the Consultant's headquarters. In addition, provide the location of any local support offices, which will provide service to VSD.
- Acknowledge that the Consultant will provide the insurance and indemnification required per the attached Professional service agreement.

**B. Project Team Information**

Consultant must provide the names and positions of all staff proposed including staff for proposed sub-consultants. The proposal should also designate who will be the project manager in charge of the project, and who will be VSD's contact throughout the project. It is allowable for a single individual to fulfill multiple roles by the Consultant's staff.

**C. Project Understanding and Innovation**

Include visions or concepts for performing the services.

**D. Work Plan / Scope of Work**

Include a work plan/scope of work meeting the minimum requirements of the projects listed in the Scope of Services. Consultant is encouraged to modify or expand the minimum Scope of Services if they believe it is necessary to achieve the goals.

**E. Sub-consultant & Work by Others**

This section shall include a matrix showing the estimate of time (in hours) to perform the work, detailed by tasks, listed in the Scope of Work.

Identify all sub-consultant proposed to serve on the project, with background information for each and experience of key personnel, including project descriptions and resumes.

This section should describe all work not included in the proposal. Any work that is needed to complete the project that is not listed in the "Work Done by Others" will be

considered part of the work provided by the Consultant and included in the proposal. Please include a list of tasks which the Consultant expects VSD staff to perform, information the Consultant expects VSD to provide, and an estimated amount of VSD staff time required for each task of the scope of work.

#### **F. Relevant Experience and References**

The Consultant must state the qualifications and experience of the proposed team, emphasizing the specific qualifications and experience acquired while providing services like those being sought by VSD, particularly for the Project Manager and other key project staff members assigned to the project. Except under circumstances beyond the Consultant's control, VSD will not accept substitutions of key members of the team put forth as part of the winning proposal.

For all staff members, describe their role giving not only their title but also the specific services they will perform and clearly illustrate the applicability of the individual's background, education, and experience to his or her assigned role.

Provide a brief description of at least three similar projects for which the Consultant has provided services during the past five years. For all referenced projects list the:

- Client (contact person, address, and phone number)
- Project description and location
- Description of services by Consultant
- Total value of services provided by Consultant
- Consultant's project manager
- Key personnel involved
- Sub consultant employed

#### **G. Fee Proposal**

Include a fee proposal listing the total cost and the cost associated with each task. Fee proposal must include an hourly rates schedule and should be on a time and materials, not to exceed basis. The rates quoted will remain in effect for the duration of the Agreement, unless approved by VSD. Rates shall be included for all employment categories necessary to perform the work outlined in this RFP in accordance with applicable State of California Industrial Labor Rate Standards.

### **SECTION 4 — SELECTION PROCESS AND EVALUATION CATEGORIES**

Proposals submitted will be evaluated by individuals from VSD and/or outside agencies. During the evaluation process, VSD reserves the right, where it may serve VSD's best interest, to request additional information from proposers, or to allow corrections of errors or omissions.

#### **4.1 Selection Criteria**

VSD intends to select a Consultant based on demonstrated competence and qualifications for the types of services to be performed at a fair and reasonable price to the public. VSD will review all proposals and evaluate them according to the following criteria:

- Qualifications of team
- Project Understanding and Innovation
- Similar Experience / References
- Work Plan / Scope of Work
- Project Schedule

Consultant may be either selected based on information included in the proposal or the Consultant may be requested to interview prior to final selection.

## **SECTION 5 — GENERAL TERMS AND CONDITIONS**

### **5.1 Limitation**

This RFP does not commit VSD to award a contract, to pay any cost incurred in the preparation of the Consultant's RFP response, or to procure or contract for services or supplies. VSD is not responsible for proposals that are delinquent, lost, mismarked, and sent to an address other than that given above, or sent by mail or courier service. VSD reserves the right to accept or reject any or all RFP responses received because of this request or to cancel all or part of this RFP.

### **5.2 Public Records**

All proposals shall become the property of VSD and will become public records and, as such, may be subject to public review.

### **5.3 Contract Agreement**

VSD intends to award an agreement with an initial term of one year, subject to annual renewals for a maximum 3-year term. The agreement amounts for the second and third years will be developed during each fiscal year's budget process. Once a proposed contract agreement is accepted, the Consultant will be required to sign the Agreement for Consultant Services and submit all other required certifications and documentation within 10 calendar days of the Notice of Selection from VSD.

The contents of the submitted proposal will be relied upon and incorporated into the awarded contract and shall become a contractual obligation. Failure of the Consultant to agree to include the proposal as part of the contractual agreement will result in the cancellation of the award. VSD reserves the right to reject those parts that do not meet with the approval of VSD, or to modify the Scope of Services, as agreed by Consultant, in the final negotiated contract.

A sample agreement that will be used for this contract is included as Attachment A. VSD will require the selected Consultant to provide the indemnification and insurance required per the attached sample agreement. Consultant is advised to pay close attention to the indemnification and insurance requirements.

## **SECTION 6 — QUESTIONS**

If you have any questions regarding this RFP, prior to September 24, 2021, please send an e-mail to Beverli A. Marshall, General Manager, [bmarshall@valley-sanitary.org](mailto:bmarshall@valley-sanitary.org).



**Valley Sanitary District  
Board of Directors Meeting  
October 26, 2021**

**TO:** Board of Directors  
**THROUGH:** Beverli A. Marshall, General Manager  
**SUBJECT:** **Cancel Regular Board Meetings on Tuesday, November 23, and December 28, 2021, Due to Proximity to District Observed Holidays**

<input checked="" type="checkbox"/> Board Action	<input type="checkbox"/> New Budget Approval	<input type="checkbox"/> Contract Award
<input type="checkbox"/> Board Information	<input type="checkbox"/> Existing FY Approved Budget	<input type="checkbox"/> Closed Session

**Executive Summary**

The purpose of this report is for the Board to discuss the cancellation of these regularly scheduled meetings.

**Strategic Plan Compliance**

This item complies with VSD Strategic Plan Objective 6.6: Improve Governance.

**Fiscal Impact**

There is a nominal savings for cancelling these meetings.

**Background**

The regular board meetings are scheduled for the second and fourth Tuesday of every month at 1:00 P.M. In November, the fourth Tuesday is two days before the Thanksgiving holiday. In December, the fourth Tuesday is the day after a four-day weekend due to the observances of Christmas Eve and Christmas Day.

Many staff and directors travel for the holidays, which can affect attendance at the meetings. In addition, scheduled staff vacations make it difficult to prepare the staff reports and required documents for the agenda packets at least 72 hours in advance of the meetings for compliance with the Brown Act. By cancelling the meeting, this allows everyone the opportunity to take full advantage of the holiday week to prepare for or travel during the holidays.

**Recommendation**

Staff recommends that the Board of Directors cancel the regular Board meetings scheduled for November 23 and December 28, 2021.

**Attachments**

None





**Valley Sanitary District  
Board of Directors Meeting  
October 26, 2021**

**TO:** Board of Directors  
**THROUGH:** Beverli A. Marshall, General Manager  
**SUBJECT:** **VSD Redistricting Process in Preparation for the 2022 General Election**

<input checked="" type="checkbox"/> Board Action	<input type="checkbox"/> New Budget Approval	<input type="checkbox"/> Contract Award
<input type="checkbox"/> Board Information	<input type="checkbox"/> Existing FY Approved Budget	<input type="checkbox"/> Closed Session

**Executive Summary**

The purpose of this report is to outline the process and timeline for redistricting as required by California law.

**Strategic Plan Compliance**

This item complies with VSD Strategic Plan Objective 6: Improve Planning, Administration, and Governance.

**Fiscal Impact**

There is a nominal savings for cancelling these meetings.

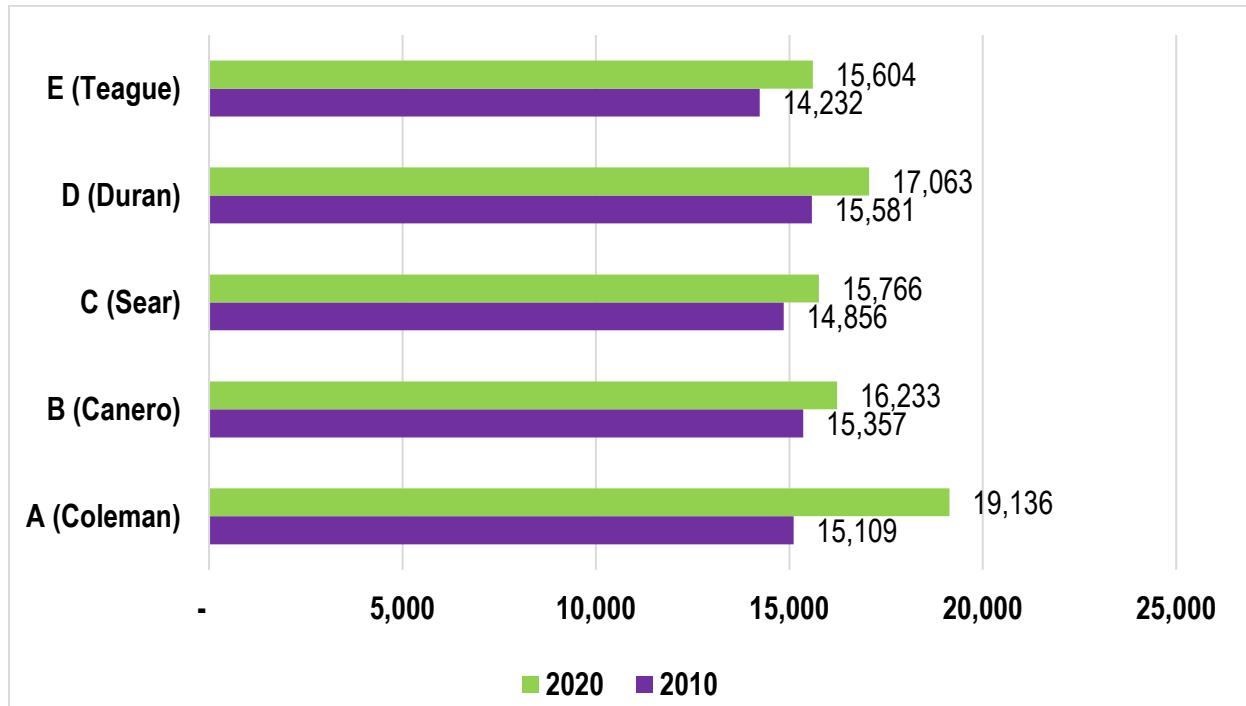
**Background**

The California Voting Rights Act (CVRA) was enacted in 2001 to address disparities between ethnic demographics and elected officials. The CVRA prohibits special districts like VSD from using the “at-large” method of election that may impair the ability of a protected class from electing candidates of its choice or influencing the outcome of an election to their benefit. In other words, without ward-based elections, their voice might be diluted by the combined total of all voters.

In October 2019, the Board of Directors adopted a resolution indicating the District’s intent to move from At-Large to By-Ward (Division) elections as the first step in the process. In April 2020, the Board adopted an ordinance providing for the election of members of the Board by five wards (divisions), establishing the boundaries and identification number of each ward (Attachment B), establishing the election order of each ward, and directing staff to notify the Riverside County Registrar of Voters.

Every ten years, local governments use new census data to redraw their voting district lines to reflect how local populations have changed. In the case of special districts, these districts are referred to as divisions to avoid confusion. The divisions must be

redrawn so that each one is substantially equal in population. This process, called redistricting, is important in ensuring that each elected official represents about the same number of constituents. Redistricting is done using U.S. Census data, which was released in September. The following chart shows the change in overall population within the District boundaries and within each division.



The division with the most significant variance (+/- 10%) is Division A, which is 14% larger than the average size of 16,760. To balance out the divisions, approximately 2,000 population will be reallocated from Division A to other divisions. As with the current division population allocations, it will not be exact because there are other demographic data and considerations that must be evaluated.

To the extent practicable, VSD election division boundaries will be adopted using the following criteria: (1) geographically contiguous divisions (each division should share a common border with the next), (2) geographic integrity of local neighborhoods or communities, (3) easily identifiable boundaries that follow natural or artificial barriers (rivers, streets, highways, rail lines, etc.), and (4) encourage geographic compactness. Boundaries will not be drawn *specifically* to ensure that incumbents retain their positions, but will be considered when assessing the other criteria.

California law requires that special districts engage their communities in the redistricting process by holding public hearings workshops and doing public outreach. VSD will reach out to local media to publicize the redistricting process. Also, it will make a good faith effort to notify community groups of various kinds about the redistricting process. The District will notify the public about redistricting hearings, post maps online before adoption as well as all relevant information about the redistricting process. The current map of VSD's election divisions is located on the District's website at [www.valley-sanitary.org/board-directors](http://www.valley-sanitary.org/board-directors).

Senate Bill 594, approved by Governor Newsom on September 27, 2021, requires that VSD complete its redistricting process and adopt a resolution defining the new division boundaries no later than April 17, 2022. The Board of Directors will hold a public hearing to receive public input on where district lines should be drawn. The timeline for the process, with a target of the November 2022 General Election, is as follows.

January 11, 2022	Public Hearing #1 Consider Draft Maps of Revised Election Division Boundaries
March 22, 2022	Public Hearing #2 Approve a Map Establishing Revised Election Division Boundaries
March 31, 2022	District notifies Riverside County Registrar of Voters of Revised Election Division Boundaries
November 8, 2022	General Election for Divisions A (Coleman) and C (Sear)

Public Hearing #1 will be held on January 11, 2022, at the VSD Board Room at 1:00 p.m. Public comments, including suggesting draft maps, can be emailed to the Board Clerk at [hevans@valley-sanitary.org](mailto:hevans@valley-sanitary.org).

### **Recommendation**

Staff recommends that the Board of Directors direct staff to publish a notice of a Public Hearing for January 11, 2022, to consider draft maps of revised Election Division Boundaries, conduct outreach to inform the public of the redistricting process and opportunity to provide input.

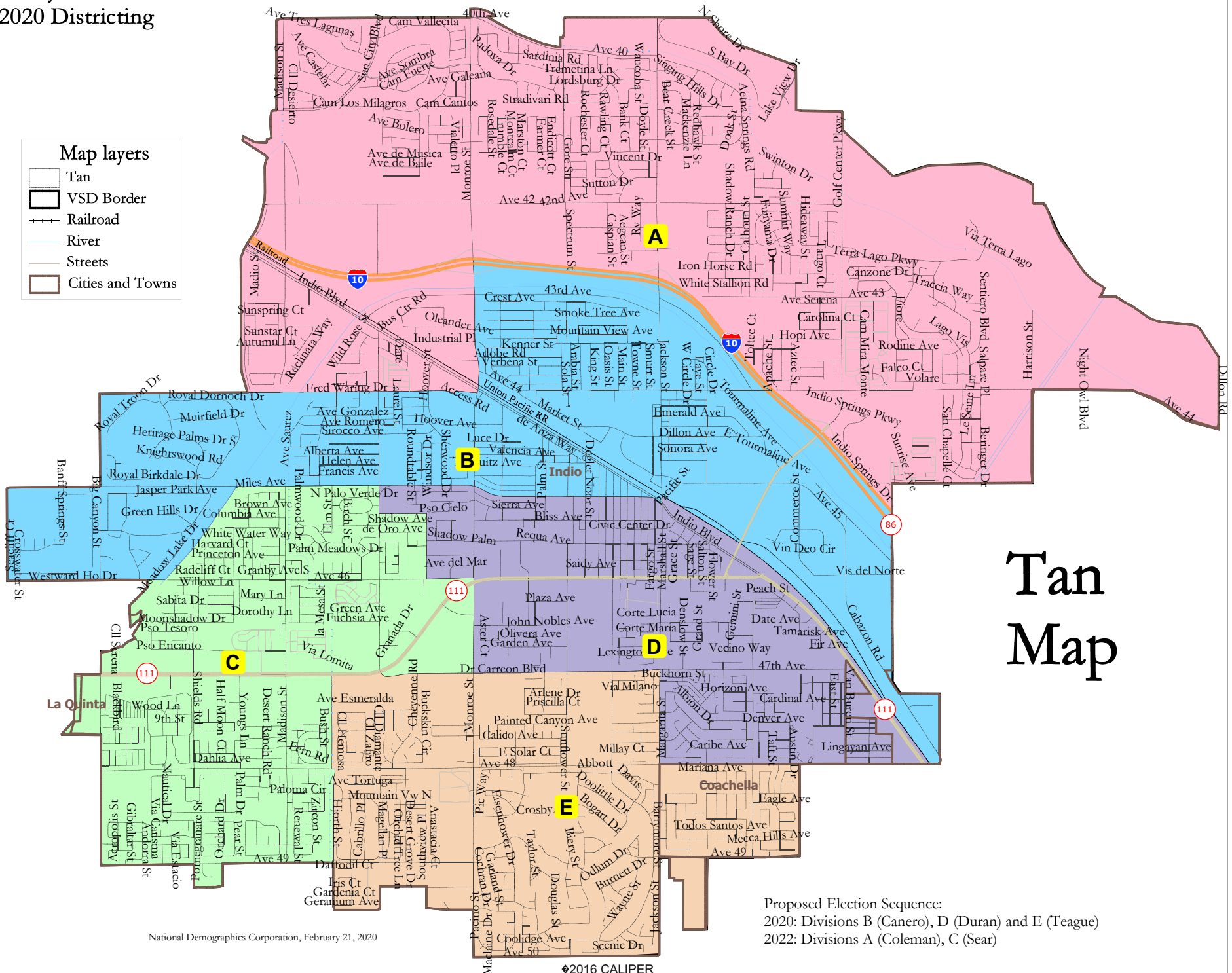
### **Attachments**

- Attachment A: Current Election Division Map
- Attachment B: California Common Cause Redistricting Requirements for Special Districts

# Valley Sanitation District 2020 Districting

**Map layers**

- Tan
- VSD Border
- Railroad
- River
- Streets
- Cities and Towns



# Tan Map

Proposed Election Sequence:  
 2020: Divisions B (Canero), D (Duran) and E (Teague)  
 2022: Divisions A (Coleman), C (Sear)

National Demographics Corporation, February 21, 2020

## Redistricting Requirements for:

# County Boards of Education, School Boards, & Special Districts

## Who Draws the Lines?

County Boards of Education: The county committee on school district organization (2/3 vote requirement).

School Boards: The governing board of each school district.

Community College Districts: The governing board of each community college district.

Special Districts: The governing board of each special district.



School districts, community college districts, and special districts can create independent, advisory, or hybrid redistricting commissions to lead their redistricting process.

## What is the deadline for adopting maps?

County Boards of Education: March 1, 2022.

School Boards: Feb 28, 2022. If the school board doesn't redistrict by this date, the county committee on school district organization must adjust district boundaries before April 30, 2022.

Community College Districts: Feb 28, 2022. If the community college districts doesn't redistrict by this date, the county committee on school district organizations must adjust district boundaries before April 30, 2022.

Special Districts: 180 days before the first election in which the special district uses the new district lines. That deadline is May 12, 2022 for special districts holding elections on Nov. 8, 2022.

## What are the redistricting criteria applicable to new district maps?

Districts must comply with the following line-drawing criteria:

- the US Constitution, which requires roughly equal population in all districts, and
- the federal Voting Rights Act, which requires majority-minority districts under specific circumstances.



County boards of education, school boards, community college districts, and special districts are not required to comply with other criteria under state law. However, they may redistrict based on other factors, including geography, contiguity, compactness of territory, and communities of interest in the jurisdiction. If used effectively, these criteria can create maps that honor communities on the ground and keep people and neighborhoods with similar characteristics, needs, and interests together, so they are empowered to speak with one voice in local politics.

## What are the public meeting and outreach requirements?

County Boards of Education: One hearing is required to discuss and approve a new map.

School Boards: One hearing is required to discuss and approve a new map.

Community College Districts: One hearing is required to discuss and approve a new map.

Special Districts: Two hearings are required, one to consider a map and a second to approve the map.



All local governments should hold a meaningful number of redistricting hearings so the public can get involved and submit testimony and input.



There are no formal public outreach requirements for county board of education, school board, community college districts and special district redistricting. However, these jurisdictions are encouraged to conduct a transparent redistricting process that invites public input and testimony.



**REGULAR MEETING**  
**October 19, 2021**  
**MINUTES**

President Glenn Miller called to order the Regular Meeting of the East Valley Reclamation Authority at 3:01 p.m. in the Valley Sanitary District Board Room located at 45-500 Van Buren Street, Indio, California.

**1. CALL TO ORDER**

1.1 Roll Call

Directors Present: President Glenn Miller (*City of Indio*)  
Vice President Dennis Coleman (*Valley Sanitary District*)  
Secretary Elaine Holmes (*City of Indio*)  
Treasurer William Teague (*Valley Sanitary District*)

Staff Present: Beverli Marshall – General Manager, *Valley Sanitary District*  
Rey Trejo – Interim General Manager, *Indio Water Authority*  
Holly Gould – EVRA Clerk of the Board, *Valley Sanitary District*  
Brian Kinder – Manager of Finance & Customer Service, *Indio Water Authority*

1.2 Pledge of Allegiance

**2. PUBLIC COMMENT - NONE.**

**3. CONSENT CALENDAR**

3.1 Minutes of June 29, 2021 **Recommendation:** Approve

It was moved by Secretary Holmes, seconded by Treasurer Teague, and unanimously carried to **ADOPT** the Consent Calendar as submitted.

**4. ADMINISTRATIVE ITEMS**

4.1 Recycled Water Project Update **Recommendation:** Information

Reymundo Trejo, Interim General Manager for Indio Water Authority, explained that the Geoscience study found that spreading at the VSD site is not feasible and the most feasible option is injection. The geophysical survey found that there are fault locations at the site, but injection is still feasible. Mr. Trejo explained that staff has met with regulators. From that meeting, it was determined that Reverse Osmosis (R.O.) Treatment is needed for the injection project. The cost of treatment would be approximately \$70 million and the O&M for R.O. would be approximately \$4 million annually. Staff is continuing with the March 2020 recommendation of exploring tertiary water replenishment along the discharge stormwater channel. Staff would like to invite Coachella Valley Regional Water Management Group members to participate in the project as Technical Reviewers to engage stakeholder collaboration. The next steps for staff are to prepare an RFP for the feasibility study of tertiary recycling water percolation along

the stormwater channel. Beverli Marshall, General Manager, Valley Sanitary District also updated the Board on the Recycled Water Project currently underway at VSD. VSD continues to move in the direction of tertiary. Within the next two (2) years, Phase 1 of the Recycled Water Project will be complete. Phase 2 will consist of decommissioning the ponds and then the design will begin for what is needed for the EVRA Recycled Water Project. A discussion took place on public outreach.

**5. GENERAL MANAGERS' REPORT**

Trish Rhay has resigned as General Manager of Indio Water Authority. Reymundo Trejo is serving as Interim General Manager. Mr. Trejo stated that Ms. Rhay had briefed him on this project and that he is up to date with the information regarding this project.

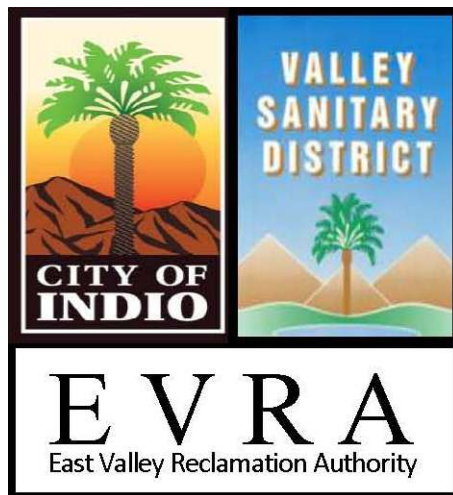
**6. AUTHORITY BOARD MEMBER COMMENTS AND/OR QUESTIONS**

Secretary Coleman congratulated President Glenn Miller on receiving the Above and Beyond Award from Angel Light Academy's Leadership Training Institute.

**7. ADJOURN**

There being no further business to discuss, the meeting **ADJOURNED** at 3:51 p.m.

**Holly Gould**  
**EVRA Clerk of the Board**  
**Approved:**



# Recycled Water Project Update

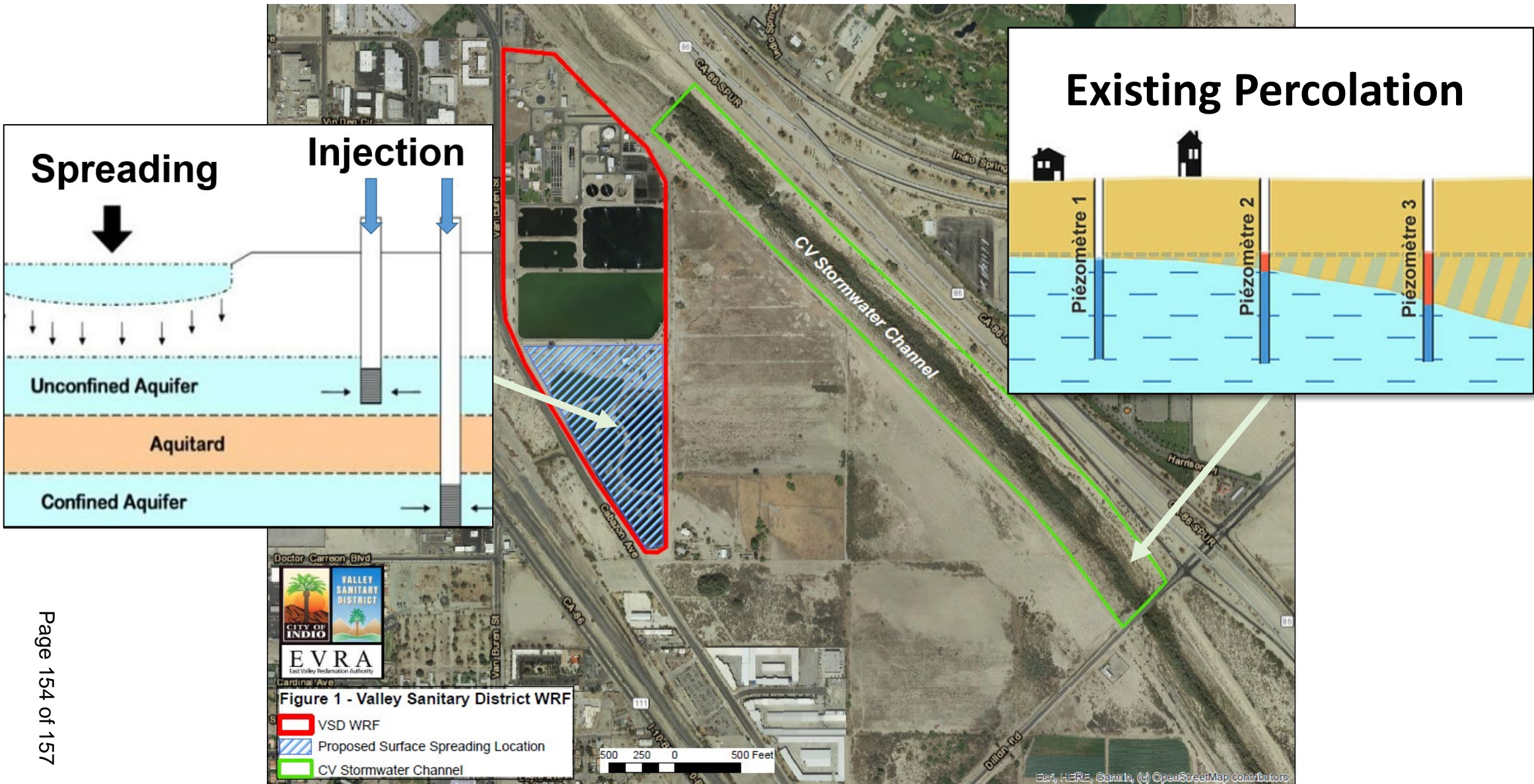
10/19/2021



# 2020-21 Activities

- Geoscience Study – spreading study at VSD site – Not feasible
- Geophysical Survey – fault locations may offer injection options
- Introductions with Regulators – Zoom Meeting
  - Reverse Osmosis (R.O.) Treatment Needed for Injection Project
  - Cost of Treatment ~\$70 Million
  - O&M for R.O. ~ \$4 Million Annually
  - Extensive Regulatory, Environmental and Stakeholder Requirements
- Continue with March 2020 recommendation and fully explore tertiary water replenishment along the discharge stormwater channel

# Focus of Study – Presented March 3, 2020



# Next Steps

- Invite CVRWMG members to participate as Technical Reviewers
- Prepare RFP for the Feasibility Study of Tertiary Recycled Water Percolation Along the Stormwater Channel
- Provide Board Update early 2022

# Feasibility Study Schedule

- November 2021 – Form Technical Review Group
- December 2021 – Advertise Feasibility RFP
- February 2022 – Board Approval for Feasibility Study
- March 2022 Kick-off with Consultant
- April 2022 – Installation of Analytical Equipment
- Summer/Fall 2022 – data collection confirming percolation
- Complete first Technical Report by Fall 2022 with initial findings
- Report Action Plan to the Board Pending Findings

