

PALMDALE RECYCLED WATER AUTHORITY (PRWA)
HELD AT CITY OF PALMDALE
CITY HALL COUNCIL CHAMBER
38300 SIERRA HIGHWAY, SUITE B
PALMDALE, CALIFORNIA
REGULAR MEETING AGENDA NO. 51
OCTOBER 21, 2019
7:00 P.M.
www.cityofpalmdale.org
www.palmdalewater.org

WELCOME

NOTE: Materials related to an item on this Agenda submitted to the Palmdale Recycled Water Authority Board of Directors, or after distribution of the agenda packet, are available for public inspection at the City of Palmdale City Hall, located at 38300 Sierra Highway, Suite A, Palmdale, California, and at the Palmdale Water District, 2029 East Avenue Q, Palmdale, California during normal business hours and will also be available at the meeting. Those items provided by others at the meeting will be available at City Hall during normal business hours.

A **three-minute time limit** will be imposed on all speakers other than staff members.

In accordance with the Americans with Disabilities Act of 1990, if you require a disability-related modification or accommodation to attend or participate in this meeting, including auxiliary aids or services, please call the City of Palmdale Office of the City Clerk at least 48 hours prior to the meeting.

Your courtesy is requested to help our meeting run smoothly. If you'll be kind enough to follow these simple rules, we can make the best possible use of your time and ours:

- Please refrain from public displays or outbursts such as unsolicited applause, comments, cheering, foul language, or obscenities.
- Any disruptive activities that substantially interfere with the ability of the Board of Directors to carry out its meeting will not be permitted and offenders will be requested to leave the meeting.
- Please turn off or mute your cell phones and mobile devices.

1. CALL TO ORDER.

2. **PLEDGE OF ALLEGIANCE.**

3. **ROLL CALL: CHAIR JUAN CARRILLO, DIRECTORS VINCENT DINO, KATHY MAC LAREN, AUSTIN BISHOP AND HELEN VELADOR**

4. **CONSENT CALENDAR – PUBLIC COMMENTS ONLY:** If you wish to comment on any item(s) listed on the Consent Calendar on this agenda, please come forward to the podium and state the item number(s) and your comments. **PLEASE NOTE: A three-minute time limit** will be imposed on each speaker other than staff members.

5. **CONSENT CALENDAR:**

NOTICE: All matters listed under the Consent Calendar will be enacted by one motion unless an item(s) is pulled by the Board, in which case the item(s) will be removed from the Calendar and will be considered separately following this portion of the Agenda.

5.1 Approve receipt and filing of the Treasurer's Report for the eight months ending August 31, 2019. (Staff Reference: Treasurer-Auditor Williams)

5.2 Approve the Minutes from the previous meeting held on August 19, 2019. (Staff Reference: Secretary Smith)

Staff Recommendation: Move to approve the recommendations and findings on all items listed under this Consent Calendar. (Voice Vote - Requires a majority to approve.)

6. **ACTION CALENDAR:**

6.1 Discussion and possible action to award a contract to CV Strategies for branding and website services, Agreement No. PRWA-013. (Staff Reference: Executive Director LaMoreaux)

Call for Public Comments

Staff Recommendation: Approve a professional services agreement with CV Strategies for branding and website services detailed in a proposal dated September 9, 2019 and authorize the Executive Director to sign subject to the final review and approval of the PRWA attorney, Agreement No. PRWA-013. (Voice Vote - Requires a majority to approve.)

7. **NON-AGENDA ITEMS - PUBLIC COMMENTS:** This portion of the Agenda allows an individual the opportunity to address the Board of Directors on any subject regarding Palmdale Recycled Water Authority business. Under state legislation, no action can be taken on items not specifically referenced on the Agenda. **PLEASE NOTE: A three-minute time limit** will be imposed on each speaker other than staff members.
 8. **REQUESTS FOR NEW AGENDA ITEMS:**
 9. **INFORMATIONAL REPORT OF THE BOARD OF DIRECTORS, EXECUTIVE DIRECTOR, AND ASSISTANT EXECUTIVE DIRECTOR.**
 10. **ADJOURNMENT** to November 18, 2019 at 7:00 p.m. at the City of Palmdale City Hall Council Chamber located at 38300 Sierra Highway, Suite B, Palmdale, California.
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Complete packets can be viewed at City Hall, located at 38300 Sierra Highway, Suite A, Palmdale, California; Palmdale Water District, 2029 East Avenue Q, Palmdale, California, and the Main Library, located at 700 East Palmdale Boulevard, Palmdale, California. You can also view the Agenda for the Palmdale Recycled Water Authority on the City's website at www.cityofpalmdale.org or the Palmdale Water District website at www.palmdalewater.org.

Thank you for attending your Palmdale Recycled Water Authority meeting. If you have any further questions, please contact the Secretary's Office at (661) 267-5151, Monday through Thursday, 7:30 a.m. to 6:00 p.m., closed every Friday.

PALMDALE RECYCLED WATER AUTHORITY

BOARD MEMORANDUM

DATE: October 14, 2019 **October 21, 2019**
TO: BOARD OF DIRECTORS **Board Meeting**
FROM: Michael Williams, Treasurer-Auditor, PRWA
VIA: Mr. Dennis LaMoreaux, Executive Director, PRWA

RE: AGENDA ITEM NO 5.1 – TREASURER’S REPORT FOR AUGUST 2019

Recommendation:

Palmdale Recycled Water Authority (PRWA) staff recommends the Board of Directors to receive and file the Treasurer’s Report for the eight months ending August 31, 2019.

Background:

To comply with provisions required by Section 4.13 of the Joint Powers of Authority Agreement and responsibilities of Treasurer, a Financial Report is prepared and submitted to the Board of Directors who certifies the availability of funds for the reports presented. These reports are hereby submitted to the Board of Directors for ratification.

Financial Impact:

As of August 31, 2019, the PRWA has \$2,150,289.24 in cash and investments. PRWA earned \$3,190.13 in interest, received \$2,435.15 in receivables, and there were \$1,399.36 in expenses and fees paid for the month.

Supporting Documents:

Treasurer’s Report for month ending August 31, 2019.
Balance Sheet for period ending August 31, 2019.
Income Statement for period ending August 31, 2019.

**Palmdale Recycled Water Authority
Treasurer's Report
Month Ended August 31, 2019**

Cash/Funds Available and held at Bank of America, Citizens Business Bank, & UBS Financial Svcs:	
Bank Balance, beginning August 1, 2019	2,147,220.01
Less: Expenses Paid	(1,399.36)
Less: Bank Fees Paid (Analysis Fees & Credit Card Processing)	-
Add: Deposits Made	2,435.15
Add: Interest Earned & Market Adjustment on Investments	3,190.13
Add: Deposit in Transit	-
Less: Outstanding Check (Ledger Tie-Out)	(1,156.69)
Bank Balance, ending August 31, 2019	2,150,289.24
Less: Accounts Payable	(17,497.36)
Less: Accrued Purchases	-
Less: Accrued Payroll Taxes	-
Less: Deposits - Customer	(3,000.00)
Add: Accounts Receivable	14,117.06
Add: Interest Receivable	-
Adjusted Bank Balance, ending August 31, 2019	2,143,908.94

Outstanding Checks (Prior Month(s)):

August Checks Issued:

Deposit Refund - Power Washing of Yuma, Inc.	1,376.40
Director Pay - Meetings & Business Expense Reimbursement	138.52
Deposit Refund - FS Contractors Inc	1,018.17

Total Checks Issued	<u><u>2,533.09</u></u>
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Palmdale Recycled Water Authority
Balance Sheet
For the Eight Months Ending 8/31/2019

	<u>YTD</u>
ASSETS	
UBS- Investment Funds	\$1,620,901
Bank of America - Checking	\$40,682
Citizens Business Bank - Checking	\$488,706
Prepaid Memberships	
Prepaid Insurance	4,022
Accounts Receivable	
- Water	14,117
- Government Agency	
Interest Receivable	
Property, Plant and Equipment, net	<u>1,766,884</u>
Total Assets	<u><u>\$3,935,313</u></u>

LIABILITIES AND FUND BALANCE

LIABILITIES	
Accounts Payable	\$17,497
Accrued Expense	
Deposits - Customer	<u>3,000</u>
Total Liabilities	<u>20,497</u>
FUND BALANCE	
Unassigned	<u>3,914,815</u>
Total Fund Balance	<u>3,914,815</u>
Total Liabilities and Fund Balance	<u><u>\$3,935,313</u></u>

**Palmdale Recycled Water Authority
Income Statement - Current and YTD
For the Eight Months Ending 8/31/2019**

	<u>August</u>	<u>YTD</u>
REVENUES:		
Contributions - Palmdale Water District		\$300,000.00
Contributions - City of Palmdale		300,000.00
Grant Funds		
Water Sales	6,917.21	31,860.52
Interest Earnings	2,101.91	10,138.29
Market Adjustment on Investments	1,088.22	7,684.32
Total Revenue	\$10,107.34	\$649,683.13
EXPEDITURES:		
General Government		
Public Representative - Payroll Tax Expense (Employer)	11.48	57.38
Public Representative - Travel & Meeting	150.00	750.00
Banking Fees		364.84
Provision for Bad Debt		
Insurance		4,021.76
Memberships		3,129.75
Operating Supplies		
Marketing & Outreach		
Travel & Meeting		
Permits & Fees		
Utilities - Purchased Water	10,485.16	10,485.16
Materials & Supplies		
Maint. & Repair - Water System		
	<u>\$10,646.64</u>	<u>\$18,808.89</u>
Public Resource		
Contracted Services - Professional Svcs		
Contracted Services - Audit		8,000.00
		<u>8,000.00</u>
	<u>\$10,646.64</u>	<u>\$26,808.89</u>
Non-Cash Operating Expense		
Depreciation	4,450.59	35,604.72
Non-Operating Revenue		
Capital Contribution		
	<u>(\$4,450.59)</u>	<u>(\$35,604.72)</u>
Change in Net Position	<u><u>(\$4,989.89)</u></u>	<u><u>\$587,269.52</u></u>
Net Position - Beginning of Year		3,327,545.72
Net Position - End of Year	<u><u>(\$4,989.89)</u></u>	<u><u>\$3,914,815.24</u></u>

PALMDALE RECYCLED WATER AUTHORITY

BOARD MEMORANDUM

DATE: October 21, 2019
TO: BOARD OF DIRECTORS
FROM: Mr. Chuck Heffernan, Assistant Executive Director, PRWA
VIA: Mr. Dennis LaMoreaux, Executive Director, PRWA

RE: AGENDA ITEM NO. 6.1 – DISCUSSION AND POSSIBLE ACTION TO AWARD A CONTRACT TO CV STRATEGIES FOR BRANDING AND WEBSITE SERVICES

Recommendation:

Staff recommends Board approve a professional services agreement with CV Strategies for branding, public outreach and website services detailed in a proposal dated September 9, 2019, and authorize the Executive Director to sign subject to the final review and approval of the PRWA attorney.

Background:

The City of Palmdale and Palmdale Water District formed the Authority to cooperatively provide the community with a variety of beneficial uses of recycled water. PRWA has made several important steps since its formation in September 2012. Highlights include:

January 16, 2013	First Meeting
January 23, 2013	Recycled Water Training
June 19, 2013	Approved establishing website (later taken down due to lack of support and use)
January 21, 2015	Adopted PRWA Recycled Water Facilities Master Plan
March 18, 2015	Awarded Phase II design contract
May 20, 2015	Authorization to apply for State Revolved Fund grant and loan for Phase II Project
June 3, 2015	Awarded \$75,000 planning grant for Phase II Project
August 19, 2015	Established third-party recycled water rates
September 18, 2017	Approved Community Workforce Agreement

These steps received little, if any, attention from the public. We are now nearing the bidding and construction of a very substantial part of our future recycled water system. The Phase II Project will bring PRWA into the public's attention during construction. Earlier this year, the Board expressed an interest in getting ahead of the attention by developing a brand, establishing a useful and useable website, and planning general public outreach about the use of recycled water and our activities.

Board directed staff to seek proposals from qualified consultants for evaluation and possible contracting. Staff drafted and distributed a request for proposals for this scope of work and received four proposals in September 2019. The proposals were evaluated, and an interview was held with the highest-ranking firm. Based on this work, staff recommends awarding a contract to CV Strategies.

CV Strategies will provide logo, branding and the website, and provide public outreach. Costs will range from \$20,000 to \$50,000, depending on our request of services.

Financial Impact:

The financing would be from PRWA's General Government Account. Staff time of both JPA member agencies will be utilized to secure an agreement with CV Strategies.

Supporting Documents:

Agreement No. PRWA-013
CV Strategies Submission of Proposal
Communicating the value of Water

AGREEMENT NO. PRWA-013

CONTRACT FOR ENVIRONMENTAL PROFESSIONAL SERVICES
BETWEEN THE PALMDALE RECYCLED WATER AUTHORITY
AND CV Strategies

THIS CONTRACT FOR ENVIRONMENTAL PROFESSIONAL SERVICES ("Contract" herein) is made and entered into this _____ day of _____, 2019 by and between the Palmdale Recycled Water Authority a public body corporate and politic, (hereinafter called "AUTHORITY") and CV Strategies (hereinafter called "CONSULTANT").

RECITALS

WHEREAS, AUTHORITY desires to engage CONSULTANT to provide **Website design, logo, brand development Services** for AUTHORITY, as provided herein, in connection with the proposal submittal by CV Strategies proposal dated September 9, 2019.

WHEREAS, CONSULTANT represents that CONSULTANT has the expertise and is qualified to perform the services described in this Contract and is duly registered under the laws of the State of California.

WHEREAS, CONSULTANT desires to accept such engagement.

NOW, THEREFORE, the parties agree as follows:

1 DESCRIPTION OF WORK

- 1.1 The AUTHORITY hereby engages CONSULTANT, and CONSULTANT accepts such engagement, to provide services set forth in the "**Scope of Services**" attached hereto as Exhibit "A" and incorporated herein by reference. CONSULTANT shall perform and complete all such work and services in a manner satisfactory to AUTHORITY.
- 1.2 Project deliverables shall be reviewed and approved by AUTHORITY to determine acceptable completion. AUTHORITY shall have the right to review and inspect the work during the course of its performance at such times as may be specified by AUTHORITY.
- 1.3 CONSULTANT shall not accept any change of scope, or change in Contract provisions, unless issued in writing, as a Contract change order or amendment

and signed by AUTHORITY. Any extensions of time must be mutually agreed upon in writing and executed by both parties.

- 1.4 AUTHORITY shall provide to CONSULTANT, without charge, all data, program information, including reports, records, maps and other information, now in AUTHORITY's possession, which may facilitate the timely performance of the work.

2 AUTHORITY PROJECT MANAGER

To provide the environmental professional services required by this Contract, CONSULTANT shall act under the authority and approval of a Project Manager appointed by the AUTHORITY'S Executive Director. The AUTHORITY Project Manager will oversee the work under this Contract, assist CONSULTANT with any necessary information, audit billings, and approve payments. CONSULTANT shall channel reports, deliverables and special requests through the AUTHORITY Project Manager.

3 CONSULTANT'S KEY PERSONNEL

CONSULTANT's Team and Key Personnel are set forth in Exhibit B which is attached hereto and incorporated herein by reference. This Environmental Professional Services Contract has been awarded to CONSULTANT based on its representation that those personnel and subcontractors submitted as listed in Exhibit B attached hereto and incorporated herein by reference will perform the portions of the work listed on said Exhibit C. CONSULTANT shall not deviate nor substitute any of these team members without prior written approval by AUTHORITY.

4 COMMENCEMENT AND COMPLETION OF WORK

The execution of this Contract by the parties does not constitute an authorization to proceed. The services of CONSULTANT shall commence when AUTHORITY, acting by and through its Project Manager, has issued an Authorization to Proceed. CONSULTANT shall complete all the work described in Exhibits "A" and submit all final deliverables within One Hundred and Twenty (120) calendar days following CONSULTANT's receipt of Authorization to Proceed. CONSULTANT shall have no claim for compensation for any services or work, which has not been authorized by AUTHORITY's Authorization to Proceed.

5 TAXES

- 5.1 CONSULTANT shall pay all sales, consumer, use, and other similar taxes required to be paid by CONSULTANT in accordance with state and local laws.

- 5.2 CONSULTANT is an independent contractor and shall have no power or authority to incur any debt, obligation or liability on behalf of AUTHORITY. No person employed by CONSULTANT or acting on its behalf, in connection with this Contract shall be considered the Agent or employee of AUTHORITY.

6 PATENT FEES AND ROYALTIES

CONSULTANT shall pay all license fees and royalties and assume all costs incident to the use, in the performance of the work or the incorporation in the work of any invention, environmental, process, product or device which is the subject of patent rights or copyrights held by others. If a particular invention, process, product or device is specified by AUTHORITY for use in the performance of the work and if, to the actual knowledge of AUTHORITY, its use is subject to patent rights or copyrights calling for the payment of any license fee or royalty to others, the existence of such rights shall be disclosed by AUTHORITY in the contract documents. CONSULTANT shall indemnify and hold harmless AUTHORITY and anyone directly or indirectly employed by AUTHORITY from and against all claims, damages, losses and expenses (including attorneys' fees) arising out of any infringement of patent rights or copyrights incident to the use in the performance of the work, or resulting from the incorporation in the work of any invention, environmental, process, product or device not specified by AUTHORITY, and shall defend all such claims in connection with any alleged infringement of such rights.

7 STANDARDS OF PERFORMANCE

- 7.1 CONSULTANT shall be responsible for the completeness and accuracy of its services and work and documents resulting there from, and AUTHORITY shall not be responsible for discovering deficiencies therein. CONSULTANT shall correct any such deficiencies or errors without additional compensation and without cost to AUTHORITY, except to the extent any such deficiency is directly attributable to deficiencies in AUTHORITY-furnished information.
- 7.2 CONSULTANT shall be familiar with AUTHORITY's relevant AUTHORITY regulations.

8.0 CONSULTANT'S PERSONNEL

- 8.1 All services required under this Contract shall be performed by CONSULTANT, or under CONSULTANT's direct supervision, and all personnel shall possess the qualifications, permits and licenses required by State and local law to perform such services.
- 8.2 CONSULTANT shall be solely responsible for the satisfactory work performance of all personnel engaged in performing services required by this Contract, and compliance with all reasonable performance standards established by AUTHORITY.
- 8.3 CONSULTANT shall be responsible for payment of all CONSULTANT's employees' and subcontractor's wages and benefits, and shall comply with all requirements pertaining to the employer's liability, workers' compensation, unemployment insurance, and Social Security.
- 8.4 CONSULTANT shall indemnify and hold harmless AUTHORITY, and its respective officers, agents and employees from and against all claims, demands, damages or costs arising from CONSULTANT's acts or omissions with respect to any liability, damages, claims, costs and expenses of any nature arising from alleged violations of personnel practices.
- 8.5 CONSULTANT shall pay, if required by applicable law, not less than the general prevailing hourly wage rates, as determined by the Director of the Department of Industrial Relations pursuant to the California Labor Code, for each craft, classification, or type of worker needed to perform the Contract. Copies of the prevailing rate of per diem wages are on file in the office of the Director of Public Works for the City of Palmdale.

9.0 COMPENSATION

- 9.1 For all of work and services including the various phases of tasks as described in Exhibit A, Scope of Services, AUTHORITY shall pay to CONSULTANT an amount not to exceed the sum of thirty two thousand five hundred and fifty dollars (\$32,550), in accordance with the Fee Schedule attached hereto as Exhibit "C" and incorporated herein by reference. CONSULTANT shall perform no work in excess of the total contract price without prior approval of AUTHORITY. Total contract price includes expenses related to travel to and

from AUTHORITY to meet with AUTHORITY and to appear before AUTHORITY's Board or any other board or commission of AUTHORITY.

- 9.2 An application and certification for payment form must be submitted to AUTHORITY which shall include the following: a clear, detailed invoice reflecting hours being billed for, a summary sheet showing percentage of work completed to date, amount/percent billed to date and current status of all tasks within the project; any/all backup documentation supporting the above items. Work schedule updates must also be included in the monthly progress payment requests.
- 9.3 CONSULTANT shall maintain adequate records and shall permit inspection and audit by AUTHORITY of CONSULTANT's charges under this Contract. CONSULTANT shall make such records available to AUTHORITY during normal business hours upon reasonable notice. Nothing herein shall convert such records into public records, and they will be available only to AUTHORITY and any specified public agencies. Such records shall be maintained by CONSULTANT for one (1) year following completion of the work under this Contract unless a longer period of time is required by state or federal law, in which event CONSULTANT shall retain its records for the time required by such laws.
- 9.4 No payment made hereunder by AUTHORITY to CONSULTANT, shall be construed as an acceptance by AUTHORITY of any work or materials, nor as evidence of satisfactory performance by CONSULTANT of its obligations under this Contract.

10.0 INDEMNIFICATION

CONSULTANT agrees to indemnify, defend and hold harmless AUTHORITY, and its respective officers, agents and employees, from and against all claims, losses, obligations, or liabilities which arise out of, or are in any way related to, CONSULTANT's negligence, recklessness, or willful misconduct under this Contract.

11.0 INSURANCE

- 11.1 CONSULTANT, at its expense, shall maintain in effect at all times during the performance of work under this Contract not less than the following coverage and limits of insurance, which shall be maintained with insurers listed "A" or better in the Best's Insurance Guide and authorized to do business in the State of California. **Proof of Insurance, as identified in Section 11.8, must be reviewed and accepted by the AUTHORITY Attorney.**

11.1.1 Workers' Compensation and Employer's Liability

- Workers' Compensation—coverage as required by the State of California
- Employer's Liability -- \$1,000,000.00 each accident
 - \$1,000,000.00 policy limit bodily injury
 - \$1,000,000.00 each employee bodily injury by disease

11.1.2 Professional Liability Insurance*

- \$2,000,000 with no deductible, or;
- Comparable alternative as determined by the AUTHORITY Attorney; and
- Policy form on a claim-made basis

11.1.3 Commercial General Liability

- \$2,000,000.00 limit on per occurrence basis
- \$5,000,000.00 general aggregate limit

11.1.4 Commercial Automobile Liability

- \$1,000,000.00 combined single limit including owned, non-owned and hired automobile coverage

11.2 All of CONSULTANT's policies shall contain an endorsement providing that written notice shall be given to AUTHORITY at least thirty - (30) calendar days prior to termination, cancellation or reduction of coverage in the policy.

11.3 Policies providing for bodily injury and property damage coverage shall contain the following:

- A. An endorsement extending coverage to the AUTHORITY as an additional insured, in the same manner as the named insured, as respects liability arising out of the performance of any work under the Contract. Such insurance shall be primary insurance, as respects the interest of the AUTHORITY, and any other insurance maintained by the AUTHORITY shall be considered excess coverage and not contributing insurance with the insurance required hereunder. The Certificate and endorsements shall state that: "The Palmdale Recycled Water Authority, their officers, agents, employees and volunteers are named as additional insured".

11.4 Promptly on execution of this Contract, and prior to commencement of any work, CONSULTANT shall deliver to AUTHORITY certificates of insurance and endorsements to all required policies demonstrating that CONSULTANT has the

required coverage and showing the required named insureds. Within five (5) days of written request from AUTHORITY, CONSULTANT shall deliver to AUTHORITY full and complete copies of all insurance policies required by this Contract.

11.5 The requirements as to the types and limits of insurance to be maintained by CONSULTANT are not intended to and shall not in any manner limit or qualify CONSULTANT's liabilities and obligations under this Contract.

11.6 Any policy or policies of insurance that CONSULTANT elects to carry as insurance against loss or damage to its equipment and tools or other personal property used in the performance of this Contract shall include a provision waiving the insurer's right of subrogation against AUTHORITY.

11.7 All insurance coverages must be maintained throughout the duration of this Contract.

11.8 Acceptable Proof of Insurance:

11.8.1 ACORD Certificate of Insurance listing all coverages, limits, deductibles and insureds; and endorsements for all applicable coverages if agent has authority to issue it; Additional insured Form CG20101185 or CG20100707 and CG20370704 or equivalent must be provided for general liability coverage. Additional insured form CA0001 must be provided for automobile liability coverage.

11.8.2 Agents must confirm that policy endorsements have been ordered from the respective insurance companies. Upon issuance, policy endorsements listing all insurers must be submitted to the AUTHORITY'S Attorney.

11.8.3 *When coverage is provided on a "claims made basis", CONTRACTOR will continue to renew the insurance for a period of five (5) years after this Agreement expires or is terminated. Such insurance will have the same coverage and limits as the policy that was in effect during the term of this Agreement, and will cover CONTRACTOR for all claims made by AUTHORITY arising out of any acts or omissions of CONTRACTOR, or its officers, employees or agents during the time this Agreement was in effect.

11.9 Notwithstanding any other provision of this Contract, AUTHORITY may immediately terminate this Contract if, at any time CONSULTANT fails to maintain the required insurance for any period of time or fails to comply with any of the insurance requirements listed above.

12.0 TERMINATION WITHOUT CAUSE

AUTHORITY reserves the right to terminate this Contract or any part thereof for its sole convenience with fifteen (15) days written notice. In the event of such termination, CONSULTANT shall immediately stop all work hereunder, and shall immediately cause any of its suppliers and sub-consultants to cease such work. CONSULTANT shall also surrender to AUTHORITY all finished or unfinished documents or programs and other materials, which shall be AUTHORITY's property. As compensation in full for services performed to the date of such termination, the CONSULTANT shall receive an amount equal to the value of the work completed as of the termination date in accordance with the fee schedule or as negotiated between the parties. In no event shall the amount payable upon termination exceed the total maximum compensation provided for in this Contract.

13.0 TERMINATION FOR CAUSE

- 13.1 If the AUTHORITY determines that the CONSULTANT has failed to supply an adequate working force, or to provide services of proper quality, or has failed in any other respect to satisfactorily perform the services specified in this Contract, the AUTHORITY shall give written notice to the CONSULTANT specifying all defaults to be remedied within thirty (30) days. Such notice shall set forth the basis for the AUTHORITY's dissatisfaction and suggest corrective measures. If, after thirty days, the CONSULTANT has failed to implement the corrective measures, the AUTHORITY may elect to terminate this Contract, in whole or in part.
- 13.2 In the event the AUTHORITY terminates this Contract in whole or in part as provided herein above, the AUTHORITY may procure, upon such terms and in such manner, as it may deem appropriate, services similar to those terminated.
- 13.3 If this Contract is terminated as provided above, the AUTHORITY may require the CONSULTANT to provide all finished or unfinished documents, data, studies, software, drawings, maps, photographs, reports, etc., prepared by the CONSULTANT. Upon such termination, the CONSULTANT shall be paid an amount equal to the value of the services provided and work performed as of the date of termination. Such payment by the AUTHORITY may take into consideration the costs associated with hiring another CONSULTANT to complete the services. In the event no new CONSULTANT is employed, the CONSULTANT shall be paid an amount equal to the value of the work performed. In ascertaining the value of the work performed up to the date of termination, consideration shall be given to both completed work and work in progress and to other documents when such documents are delivered to AUTHORITY, and documentation to authorized reimbursement expenses.

The above is in addition to any other remedies available by law or equity to the AUTHORITY.

- 13.4 If, after Notice of Termination of the Contract under the provisions of this Section 13, it is determined, for any reason, that the CONSULTANT was not in default, or that the default was excusable, then the rights and obligations of the parties shall be the same as if the Notice of Termination had been issued pursuant to Section 12.

14 DISPUTE RESOLUTION

All claims, disputes and other matters in question between AUTHORITY and CONSULTANT arising out of, or relating to this Contract, or the breach thereof shall, to the extent reasonably feasible, be resolved through good faith negotiations between the parties.

15.0 OWNERSHIP OF DOCUMENTS

All documents, including, but not limited to, tracings, drawings, plans, specifications, original mylars, estimates, field notes, investigations, environmental analysis and studies which are prepared in the performance of this Contract are to be, and remain the property of, AUTHORITY. CONSULTANT shall furnish AUTHORITY, upon its request, originals or reproducible or electronic copies of technical specifications and of all other documents listed above. CONSULTANT shall endorse, by his professional seal, all plans and data furnished by him.

16.0 RE-USE OF DOCUMENTS

The parties agree the documents, although the property of the AUTHORITY, are prepared for a specific project and are not intended nor represented by CONSULTANT to be suitable for re-use for any other project. Any reuse without written verification or adaptation by CONSULTANT for the specific purpose intended will be at AUTHORITY's sole risk and without liability or legal exposure to CONSULTANT.

17.0 SUBCONTRACTING, DELEGATION AND ASSIGNMENT

- 17.1 CONSULTANT shall not delegate, subcontract or assign its duties or rights hereunder, either in whole or in part, without the prior written consent of AUTHORITY; provided, however, that claims for money due or to become due to CONSULTANT from AUTHORITY under this Contract may be assigned to a bank, trust company or other financial institution without such approval. Any proposed delegation, assignment or subcontract shall provide a description of the services covered, identification of the proposed assignee, delegee or

subcontractor, and an explanation of why and how the same was selected, including the degree of competition involved. Any proposed agreement with an assignee, delegee or subcontractor shall include the following:

- A. The amount involved, together with CONSULTANT's analysis of such cost or price; and
- B. A provision requiring that any subsequent modification or amendment shall be subject to the prior written consent of AUTHORITY.
- C. The requirement to hire only those persons authorized by federal law to work in the United States.

17.2 Any assignment, delegation or subcontract shall be made in the name of CONSULTANT and shall not bind or purport to bind AUTHORITY and shall not release CONSULTANT from any obligations under this Contract including, but not limited to, the duty to properly supervise and coordinate the work of employees, assignees, delegees and subcontractors. No such assignment, delegation or subcontract shall result in any increase in the amount of total compensation payable to CONSULTANT under this Contract.

18.0 NON-DISCRIMINATION AND EQUAL EMPLOYMENT OPPORTUNITY

18.1 In performance of this Contract, CONSULTANT shall not discriminate against any employee, subcontractor or applicant for employment because of sex, color, race, religion, ancestry, national origin, disability, medical condition, marital status, sexual orientation or age. CONSULTANT will take affirmative action to ensure that applicants are employed, and that employees are treated during employment, without regard to their race, color, religion, ancestry, sex, national origin, handicap or age. Affirmative action relating to employment shall include, but not be limited to the following: employment, upgrading, demotion or transfer; recruitment; layoff or termination; rates of pay or other forms of compensation; and selection for training, including apprenticeship.

18.2 The provisions of subsection 18.1 above shall be included in all solicitations or advertisements placed by or on behalf of CONSULTANT for personnel to perform any services under this Contract. AUTHORITY shall have access to all documents, data and records of CONSULTANT and its subcontractors for purposes of determining compliance with the equal employment opportunity and non-discrimination provisions of this Section, and all applicable provisions of Executive Order No. 11246 which is incorporated herein by this reference. A copy of Executive Order No. 11246 is available for inspection at, and on file with, the Palmdale City Clerk's Office.

19 FINANCIAL INTEREST CERTIFICATION

- 19.1 CONSULTANT warrants that no person has been employed or retained to solicit or secure this Contract upon an agreement or understanding for a commission, percentage, brokerage or contingent fee; and that no officer or employee of the AUTHORITY has any interest, financially or otherwise, in CONSULTANT's firm.
- 19.2 For breach or violation of this warranty, AUTHORITY shall have the right to annul this Contract without liability, or at its discretion to deduct from the Contract Price or consideration, the full amount of such commission, percentage, brokerage or contingent fee.

20.0 CONFLICT OF INTEREST

- 20.1 CONSULTANT stipulates that its officers and employees do not now have a conflict of interest and it further agrees for itself, its officers and its employees that it will not contract for or accept employment for the performance of any work or services with any individual business, corporation or government unit that would create a conflict of interest in the performance of its obligations pursuant to this Contract or which would cause CONSULTANT to be "financially interested" (as provided in California Government Code Section 1090 et seq. or 87100 et seq.) in any contract or decision made by AUTHORITY on any matter.
- 20.2 CONSULTANT shall not employ any AUTHORITY official or employee to perform any work required pursuant to this Contract.
- 20.3 If CONSULTANT is a registered professional engineer or licensed land surveyor and the scope of work requires CONSULTANT's recommendation of the actual formula to spread the costs of an assessment district's improvements, then CONSULTANT shall not participate in making that recommendation if the additional elements set forth in Government Code section 87100.1(c) apply. Those additional elements are: (1) CONSULTANT has received income of \$250 or more for professional services in connection with any parcel included in the benefit assessment district within 12 months prior to the creation of the district; and (2) the district includes other parcels in addition to those parcels for which CONSULTANT received the income. In the event a conflict of interest does arise in that context, AUTHORITY shall select a different CONSULTANT to recommend the actual formula to spread the costs of the assessment district's improvements and the costs of such services shall be deducted from the compensation to be paid to CONSULTANT.
- 20.4 To the extent required by the Authority's Executive Director, CONSULTANT shall complete and file with the City Clerk a Form 700 Statement of Economic

Interests disclosing any reportable property interests, income, gifts, investments or business positions.

21.0 COMPLIANCE WITH LAW

- 21.1 CONSULTANT shall comply with all state and federal laws, including but not limited to, the requirement to hire only those persons authorized by federal law to work in the United States. If CONSULTANT uses any subcontractors to complete this Contract, this same requirement shall be included in all subcontracts and strictly enforced by CONSULTANT.
- 21.2 The law of the state of California shall govern this Contract. The venue of any legal action, either formal or informal, shall be the County of Los Angeles.

22.0 NOTICES

Any notice required under this Contract shall be in writing, addressed to the appropriate party at its address on the signature page and given personally or by registered or certified mail postage prepaid, or by a commercial courier service. All notices shall be effective upon the date of receipt.

23.0 ENTIRE CONTRACT AND AMENDMENTS

- 23.1 This Contract is the complete agreement between the parties and supersedes all prior proposals, agreements, and understandings between the parties and may not be modified or terminated orally.
- 23.2 No attempted waiver of any of the provisions hereof, nor any modification in the nature, extent or duration of the work to be performed by CONSULTANT hereunder, shall be binding unless in writing and signed by the party against whom the same is sought to be enforced.
- 23.3 The failure of any party to enforce against another party any provision of this Contract shall not constitute a waiver of that party's right to enforce such a provision at a later time, and shall not serve to vary the terms of this Contract.

24 ATTORNEY'S FEES

If any action at law or in equity is brought to enforce or interpret any provisions of this Contract, the prevailing party in such action shall be entitled to reasonable attorney's

fees, costs and necessary disbursements, in addition to such other relief as may be sought and awarded.

In Witness Whereof, the parties hereto have caused this Contract to be executed and attested by their respective officers thereunto duly authorized.

**PALMDALE RECYCLED WATER
AUTHORITY**

CONSULTANT:

Dennis LaMoreaux Date
Executive Director

Tara Bravo, Date
Vice President; CV Strategies

ADDRESS FOR NOTICE:
62 CV Strategies
73700 Dinah Drive, Suite 402
Palm Desert, CA 92211

APPROVE AS TO FORM:

Wm. Matthew Ditzhazy
Authority Attorney

ATTEST:

ATTEST: If Corporation

Rebecca J. Smith
Board Clerk

Secretary

EXHIBIT A

SCOPE OF WORK

Task 1 // Logo Concept and Design

- Project management
- Logo landscape assessment
- Logo concept options
- Final logo for use on branded materials

Task 2 // New Business Materials

- Project management
- Branded materials
- Style guide

Task 3 // Website Development

- Project management
- CMS selection
- Site map
- Wireframe options
- Design concepts
- Website development
- Code & browser tests
- Final website design
- CMS training

Task 4 // Public Outreach Plan and Implementation

- Project management
- Public outreach goals
- Target audience identification
- Key message development
- Messaging & delivery strategies
- Public outreach plan
- Evaluation methodology
- Outreach calendar
- Plan implementation

Exhibit B
Key Personnel

Team

- ***Erin Gilhuly***, President, Project Director
- ***Tara Bravo***, Vice President, Project Manager
- ***Janet Zimmerman***, Director of Client Services, Copywriting
- ***Shawn Harkness***, Account Manager, Copywriting
- ***Nisha Wade***, Account Manager, Copywriting
- ***Lynn Oliva***, Sr. Graphic Designer, Graphic Design
- ***Marcos DeHaro***, Chief Illustrator, Graphic Design, Video Production, Illustration
- ***Greg Galindo***, Web Specialist, Website Development

Exhibit C: Not to Exceed Cost

1 // Logo Concept and Design: \$3,500

2 // New Business Materials: \$7,000

3 // Website Development: \$9,800

4 // Public Outreach Plan and Implementation: \$12,250

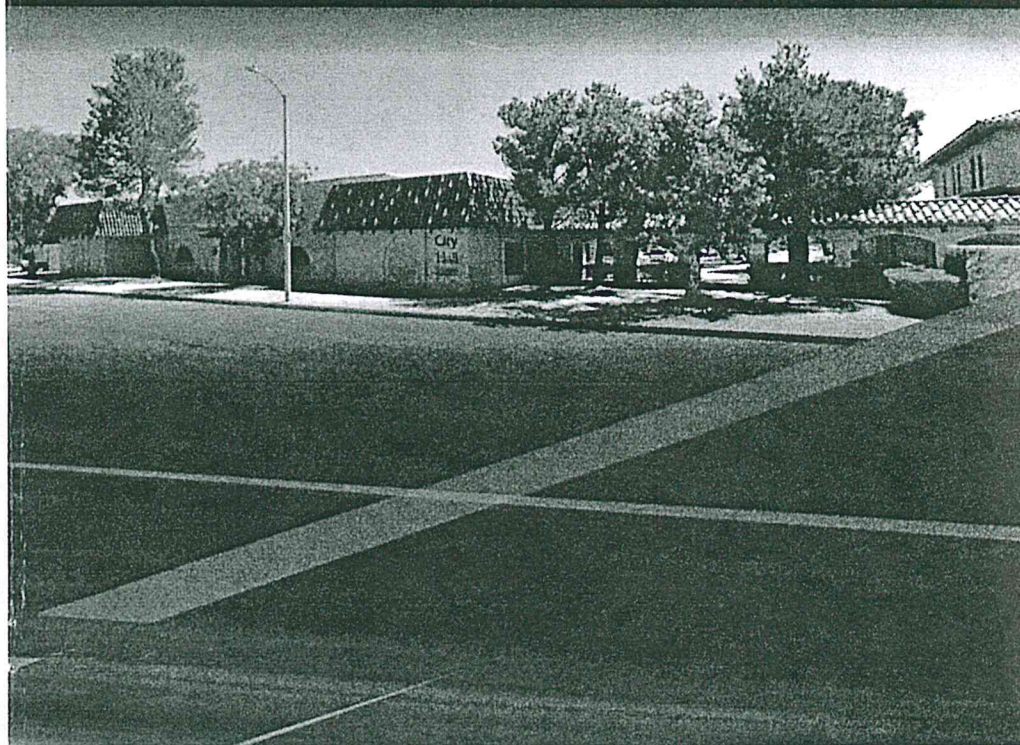
Sub-Total: \$32,550

Not-to-Exceed Cost – Without optional services or any variability in service: \$32,550

Additional Services by Request:

Video & photography services	\$3,500
Web style guide	\$1,500
Content creation	\$4,500

Submission of Proposal
CITY OF PALMDALE
For logo, copyright and brand development with
new business materials, as well as website
design and public outreach services



Submitted Monday, September 9, 2019, by:

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

CV STRATEGIES
PRECISION IN PERCEPTION™

Palm Desert | Los Angeles | Sacramento

cvstrategies.com | info@cvstrat.com | 760.776.1766

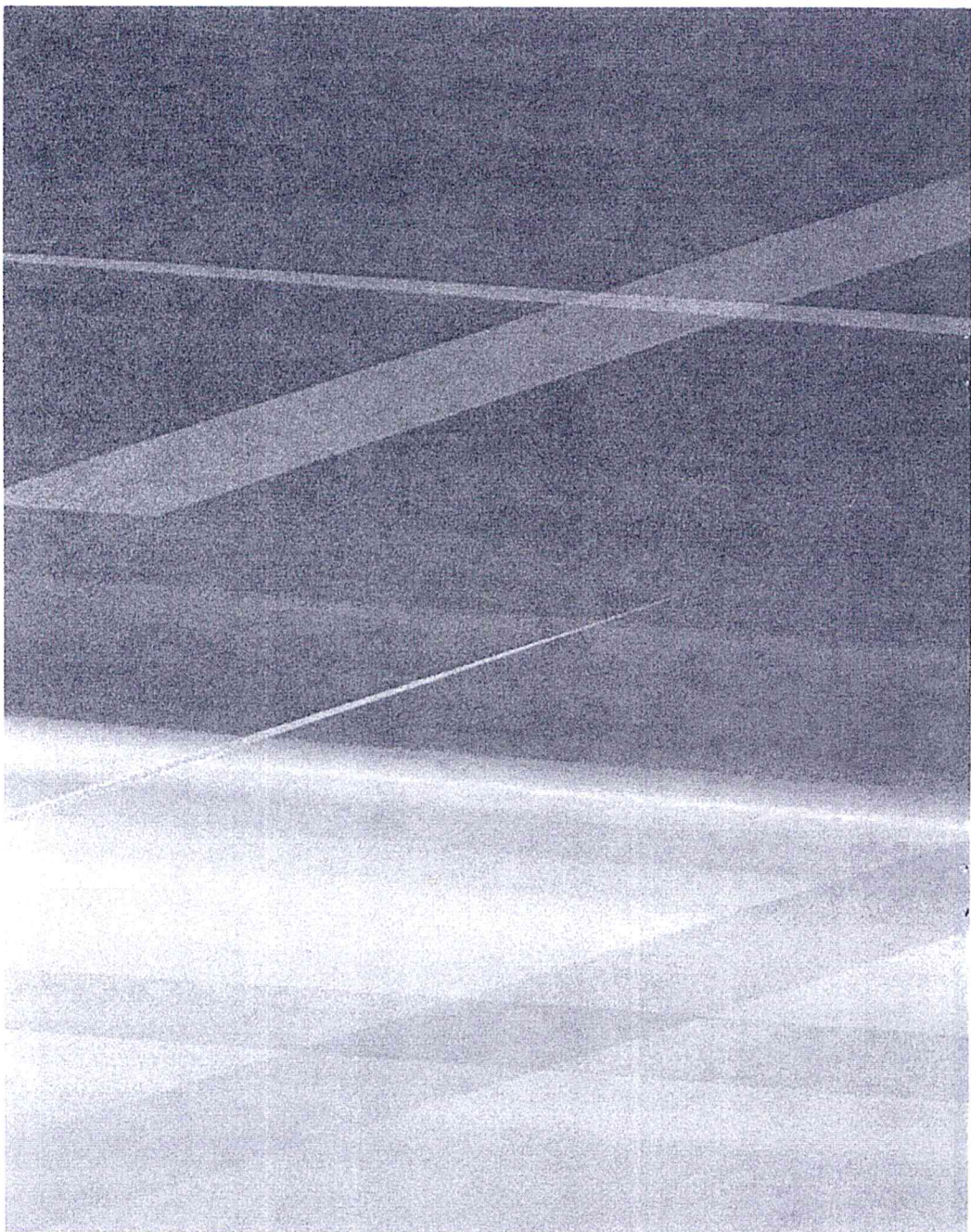




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OPTIONAL SERVICES OFFERED



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.



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.



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.



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.



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.



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



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.



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.



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.

Proposed Project Cost //

TASKS	TOTAL
1 // Logo Concept and Design	\$3,500
2 // New Business Materials	\$7,000
3 // Website Development	\$9,800
4 // Public Outreach Plan and Implementation	\$12,250
SUB-TOTAL	\$32,550
Not-to-Exceed Cost — Without optional services or any variability in services*	\$32,550

*Cost based upon hourly rates below

OPTIONAL TASKS	TOTAL
Video & photography services	\$3,500
Web style guide	\$1,500
Content creation	\$4,500

— Rates for Communications Services —

» President — \$225/hour	» Graphics/Photography/Video — \$150/hour
» Vice-President — \$185/hour	» Translator — \$125/hour
» Account Manager/Specialist — \$175/hour	» Support Staff — \$100/hour

— Contract Terms & Conditions —

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 the City of Palmdale as we are approaching the estimated cost above. CV Strategies 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.

Statement of Qualifications

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

Key Project Contact: Tara Bravo
Vice President, CV Strategies
Ph: 510.300.5843 | Email: tara@cvstrat.com

Legal Name: CV Strategies
An S-Corporation, established in 2007

Number of years in business: 12
Number of employees: 12

CV Strategies Headquarters (Corporate/local office)
73700 Dinah Shore Drive, Suite 402
Palm Desert, CA. 92211

Ph: 760.776.1766
Fax: 760.776.1760
cvstrategies.com
info@cvstrat.com

PROJECT APPROACH

Task 1 // Logo Concept and Design

CREATE A LOGO CONCEPT TO REFLECT PRWA'S BRAND VISION AND CULTIVATE A BRAND IDENTITY FOR THE AUTHORITY

CV Strategies' team of brand, design and outreach experts is well equipped to develop a logo concept that reflects the brand identity that Palmdale Recycled Water Authority (PRWA) aims to convey to the public and its stakeholders. Our expertise in working with water agencies, including Palmdale Water District, special districts and joint powers authorities across California allows us to bring a unique skillset to PRWA's logo and brand development process.

To start the project, CV Strategies will facilitate a kick-off meeting with PRWA representatives to discuss goals, review sources of inspiration and gain insight to inform the project. Our team will also assess the brand landscape by conducting an audit of any existing materials and researching local industry trends.

Using this evaluation and the information gathered during the kick-off meeting, CV Strategies will develop three logo concept options for review by PRWA. Once a concept is chosen, CV Strategies will design and deliver a final logo pack that includes a variety of file types for use in print, digital and other mediums.

Creating a logo concept that embodies PRWA's brand vision will support the agency's overall communication efforts, including a new website and public outreach plan.

Goals:

- ❑ Create a visually and aesthetically pleasing logo concept
- ❑ Establish a brand identity
- ❑ Effectively convey the PRWA mission
- ❑ Inspire public trust and recognition

Deliverables:

- ❖ Project management
- ❖ Logo landscape assessment
- ❖ Final logo and logo pack for use on branded materials
- ❖ Kick-off meeting
- ❖ Logo concepts

SUBTASK	APPROACH
PROJECT MANAGEMENT	CV Strategies will meet with PRWA representatives to discuss project goals and current brand status and gain perspective to inform brand and logo development. CV Strategies will present three logo concepts to the PRWA Contract Officer and work with PRWA to finalize the logo.
LOGO LANDSCAPE ASSESSMENT	Our team of brand experts will evaluate PRWA's current brand and logo status, including researching the regional brand landscape by assessing logos and brand identities of similar nearby organizations.
LOGO CONCEPT OPTIONS	Using the information gathered in the kick-off meeting and assessment, CV Strategies will create three logo concept options for review by PRWA.
FINAL LOGO FOR USE ON BRANDED MATERIALS	Once a final logo concept is approved by PRWA, CV Strategies will design and deliver a final logo to be used on branded materials. CV Strategies will provide copyright facilitation and a logo pack that includes: <ul style="list-style-type: none">– A packaged logo folder with logo fonts, Pantone colors and outlined version included– EPS vectors– PNG files (dual use - digital or print) without background– JPG files – folder with digital RGB files and folder for printable CMYK files The logo pack will include high-resolution and low-resolution files that are geometrically balanced for use in various media.

Pricing

Client References //

CV Strategies has broad experience working with agencies in the Antelope Valley, which affords us a unique perspective on the region. Most recently, our firm assisted Palmdale Water District with public outreach related to new rates. We provided strategy for the legally required Proposition 218 process and developed a handout to educate customers about proposed rate changes. CV Strategies is also handling outreach for the Santa Clarita Valley Groundwater Sustainability Agency, of which L.A. County Waterworks District 36 is a member. Our work for the agency involves website development and content generation, collateral creation, meeting and workshop facilitation and support, advertising placement, media outreach, and key messages and work plan development.

REFERENCE 1

CLIENT INFORMATION	Association of California Water Agencies Joint Powers Insurance Authority (ACWA/JPIA) 2100 Professional Drive, Roseville, CA 95661
CONTACT	Andy Sells, Chief Executive Officer asells@acwajpia.com Ph: 916.786.5742

REFERENCE 2

CLIENT INFORMATION	City of Coachella // Coachella Water Authority & Sanitary District 1515 Sixth Street, Coachella CA 92236
CONTACT	Berlinda Blackburn, Environmental/Regulatory Programs Manager bblackburn@coachella.org Ph: 760.501.8114

REFERENCE 3

CLIENT INFORMATION	Cucamonga Valley Water District 10440 Ashford Street, Rancho Cucamonga, CA 91730
CONTACT	Erin Morales, Government & Public Affairs Supervisor ErinM@cvwdwater.com Ph: 909.987.2591

REFERENCE 4

CLIENT INFORMATION	Puente Basin Water Agency 271 S. Brea Canyon Road, Walnut, California 91789
CONTACT	Erik Hitchman, Administrative Officer erik@puentebasin.com Ph: 909.595.1268

REFERENCE 5

CLIENT INFORMATION	San Bernardino County Superintendent of Schools 601 North E Street, San Bernardino, CA 92415
CONTACT	Barbara Alejandre, Chief Intergovernmental Relations Officer Barbara.Alejandre@sbcss.net Ph: 909.386.2947

REFERENCE 6

CLIENT INFORMATION	Santa Clarita Valley Water Agency 26521 Summit Circle, Santa Clarita, CA 91350
CONTACT	Kathie Martin, Public Information Officer kmartin@scvwa.org Ph: 661.568.8018

Task 2 // New Business Materials

DEVELOP A TOOLKIT OF COLLATERAL AND BUSINESS MATERIALS TO RAISE AWARENESS OF PRWA THROUGH EFFECTIVE LOGO IMPLEMENTATION AND CONSISTENCY OF BRAND

Using the final logo concept developed in Task A, CV Strategies' team of designers will create branded business materials, including two design options, for the following collateral pieces:

- Letterhead
- Envelopes
- Business Cards
- PowerPoint Template
- Billing Invoice
- Apparel
- Hats

Goals:

- ❑ Ensure consistent branding across all visual assets
- ❑ Effectively convey the organization's purpose

The materials will reflect the brand vision of PRWA as identified in the discussions and market research in Task A. In addition, CV Strategies will develop an easy-to-use style guide that describes visual and graphic standards, including proper logo uses. Creating a style guide will ensure consistency of brand across PRWA communication and outreach efforts and aid the development of the website and tools for public outreach.

Deliverables:

- ◆ Project management
- ◆ Style guide
- ◆ Branded materials, including letterhead, envelopes, business cards, PowerPoint template, billing invoice, apparel and hats

SUBTASK	APPROACH
PROJECT MANAGEMENT	Prior to finalization and delivery of the branded materials, CV Strategies will meet with PRWA representatives to review and gain feedback.
BRANDED MATERIALS	CV Strategies will use the final logo concept to create business materials, including letterhead, envelopes, business cards, PowerPoint template, billing invoice, apparel and hats, that reflect the PRWA brand.
STYLE GUIDE	A simple and easy-to-understand style sheet will be created, offering recommendations and guidance on use of the logo and visual elements to promote consistency across all communications.

PROJECT APPROACH

Task 3 // Website Development

DEVELOP A WEBSITE THAT SUPPORTS THE PRWA BRAND AND PROVIDES A VISUALLY COMPELLING, INFORMATIONAL EXPERIENCE AIMED AT EDUCATING THE COMMUNITY

CV Strategies team of web, content and design experts will work with PRWA to create a website that is relevant, informative, contemporary and visually appealing. The site will be cohesive with the brand identity developed in Tasks A and B. To start the project, CV Strategies will meet with PRWA representatives to assess the Authority's vision for the website, gather design input, and establish goals and priorities.

Using the information gained during the meeting, CV Strategies will recommend a content management system (CMS) that best meets the needs of PRWA. The CMS will be a platform that is user friendly, intuitive and allows the Authority to easily incorporate future changes and additions. After site completion, the CV Strategies web specialist will train PRWA staff on how to use the system. Ongoing support is also available on an as-needed basis. Costs for website maintenance are based on hourly rates for design services (see hourly rates on page 36).

Our team of specialists will develop a site map and basic wireframe to show layout options for staff review. After a layout is selected, CV Strategies will present two design concepts to PRWA. From there, our team will create all pages and subpages as outlined in the site map. Required graphics will be built out and designed, including buttons and style elements. Strong visual elements will be incorporated using video and photography to support the PRWA story and promote the brand. CV Strategies will recommend and integrate tools and features that support the website objectives outlined during the initial meeting. Tools such as email list management, social media integration, RSS feeds, embedded videos and event calendars will be considered.

The responsive site design will offer both desktop and mobile users a pleasing, productive experience while complying with all state and federal legal requirements including ADA accessibility guidelines. CV Strategies will conduct code and browser tests and fix any bugs prior to design completion.

CV Strategies recommends the creation of a web style guide to ensure ongoing content and brand cohesiveness. As an additional, optional service, our team of writers is available to work with PRWA representatives to craft compelling content that ensures the website effectively communicates information about PRWA, its mission and the value of recycled water. CV Strategies can also provide videography, photography and supplemental graphic design, such as infographics.

The final result will be a modern, easy-to-navigate website that educates stakeholders with interactive tools and presents information in a clear, concise way that is consistent with the PRWA brand.

Deliverables:

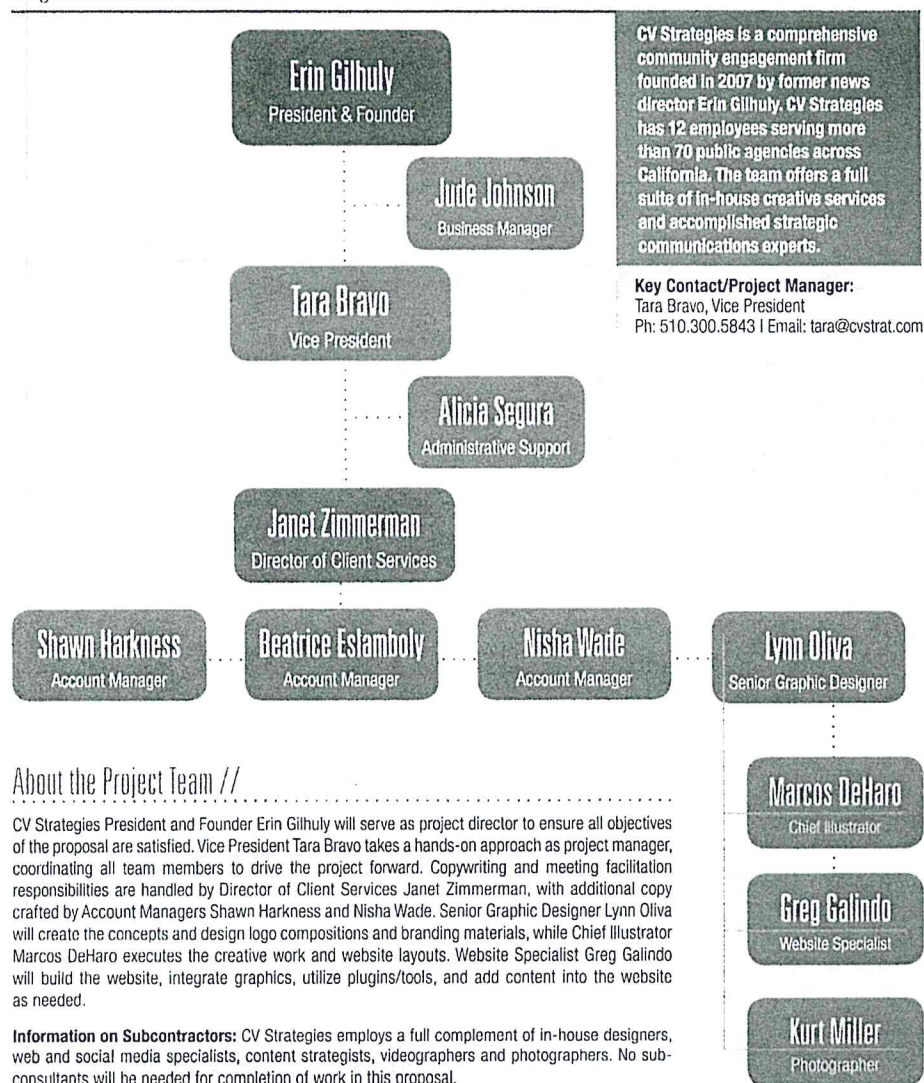
◆ Project management	◆ Design concepts	◆ Web style guide (optional)	◆ Video & photography services (optional)
◆ CMS selection	◆ Website development	◆ Content creation (optional)	◆ CMS training
◆ Site map	◆ Code & browser tests		
◆ Wireframe options	◆ Final website design		

Goals:

- Develop a website that is modern, user-friendly, easy to update and promotes the PRWA brand
- Use the website to educate the community about PRWA and recycled water

References

Organizational Chart //



About the Project Team //

CV Strategies President and Founder Erin Gilhuly will serve as project director to ensure all objectives of the proposal are satisfied. Vice President Tara Bravo takes a hands-on approach as project manager, coordinating all team members to drive the project forward. Copywriting and meeting facilitation responsibilities are handled by Director of Client Services Janet Zimmerman, with additional copy crafted by Account Managers Shawn Harkness and Nisha Wade. Senior Graphic Designer Lynn Oliva will create the concepts and design logo compositions and branding materials, while Chief Illustrator Marcos DeHaro executes the creative work and website layouts. Website Specialist Greg Galindo will build the website, integrate graphics, utilize plugins/tools, and add content into the website as needed.

Information on Subcontractors: CV Strategies employs a full complement of in-house designers, web and social media specialists, content strategists, videographers and photographers. No sub-consultants will be needed for completion of work in this proposal.

Task 3 // Website Development (CONTINUED)

SUBTASK	APPROACH
PROJECT MANAGEMENT	CV Strategies will work with PRWA representatives throughout the website development process to ensure the final result is a site that meets the needs of the organization. The project will start with a kick-off meeting with CV Strategies' web and content specialists and PRWA representatives to gain insight, gather design ideas and discuss goals.
CMS SELECTION	CV Strategies will guide PRWA in selecting a content management system that is easy to use, best meets the needs of the Authority and gives PRWA the flexibility to make updates as necessary.
SITE MAP	Using information gained in the initial web meeting, CV Strategies will develop a site map that will be used to create the site wireframe.
WIREFRAME OPTIONS	CV Strategies will create basic wireframes to show layout options for PRWA to review and approve.
DESIGN CONCEPTS	Our web specialist and design team will prepare two branded design options for review by PRWA, allowing the organization to choose the one that best fits their vision.
WEBSITE DEVELOPMENT	CV Strategies will develop a branded website, including graphics such as buttons and style elements. Available videos and photography will be incorporated. Following the site map, CV Strategies will create all pages and subpages. CV Strategies will recommend tools and features to support PRWA's website goals, and those will be integrated into the design.
CODE & BROWSER TESTS	Our website specialist will conduct code and browser tests to ensure the site functions properly in multiple platforms for both mobile and standard views and fix any bugs that are discovered.
FINAL WEBSITE DESIGN	Once testing is complete, CV Strategies will deliver the final design of the website, ready for content to be uploaded. The final website will be modern, easy-to-navigate and present information in a format that promotes the PRWA brand.
CMS TRAINING	CV Strategies will provide a training session to teach PRWA representatives how to use the content management system. This will give PRWA the ability to make updates and changes without relying on an outside source.
VIDEO & PHOTOGRAPHY SERVICES (optional)	CV Strategies recommends videography and photography as an optional item to create a visually compelling website that promotes the PRWA brand and story. CV Strategies can accomplish these items with our in-house creative services.
WEB STYLE GUIDE (optional)	CV Strategies recommends building a web style guide to ensure ongoing consistency and cohesiveness of the PRWA brand across the website.
CONTENT CREATION (optional)	CV Strategies suggests crafting compelling content that supports the goals and vision of the PRWA website and effectively communicates relevant, timely information with the public and PRWA stakeholders.

PROJECT APPROACH

Task 4 // Public Outreach Plan and Implementation

DEVELOP AND IMPLEMENT AN OUTREACH PLAN TO CREATE AND MAINTAIN POSITIVE PUBLIC PERCEPTION OF PRWA AND BUILD A FOUNDATION FOR ONGOING COMMUNITY ENGAGEMENT AND EDUCATION

CV Strategies will work with PRWA staff to develop a public outreach plan that engages the community and shares information about PRWA, its mission and the value of recycled water resources and facilities. CV Strategies has a history of providing high-level support to guide strategic outreach and stakeholder relations efforts in the public utilities sector. Our expertise yields an effective, professional approach and strategies that will raise awareness of PRWA and its purpose in the community.

With the help of PRWA staff, our messaging experts will identify target audiences, goals and objectives, key messages, and messaging and delivery strategies. Tactics in the outreach plan will be designed to convey the brand identity of the Authority and support the goals identified. The end goals of increasing brand awareness and public engagement must be measurable and attainable. Realistic goals will be established and measurement and tracking methods will be identified.

Thoughtful implementation is a key component of a successful outreach plan. CV Strategies will develop an outreach calendar to accomplish the tactics outlined in the plan over a six-month timeframe. We will support PRWA in carrying out the plan, ensuring success in engaging with the community and increasing education about the Authority and recycled water.

Deliverables:

- | | | |
|----------------------------------|---------------------------|-----------------------|
| ◆ Project management | ◆ Key message development | ◆ Outreach calendar |
| ◆ Public outreach goals | ◆ Public outreach plan | ◆ Plan implementation |
| ◆ Target audience identification | ◆ Evaluation methodology | |

SUBTASK	APPROACH
PROJECT MANAGEMENT	CV Strategies will facilitate a kick-off meeting with PRWA representatives to assess goals for the public outreach project. CV Strategies will provide updates throughout the plan development and implementation process.
PUBLIC OUTREACH GOALS	Using the information gathered during the kick-off meeting, CV Strategies will work with PRWA to develop public outreach goals and objectives that support PRWA's mission and communicate the value of recycled water.
TARGET AUDIENCE IDENTIFICATION	Working with PRWA, CV Strategies will identify key audiences and any specific issues that pertain to them.
KEY MESSAGE DEVELOPMENT	Our messaging experts will develop key messages that support PRWA's public outreach goals and objectives.
MESSAGING & DELIVERY STRATEGIES	CV Strategies will provide guidance on messaging tactics and delivery methods to effectively reach target audiences. To be considered: effective use of electronic platforms, media outreach and collateral materials.

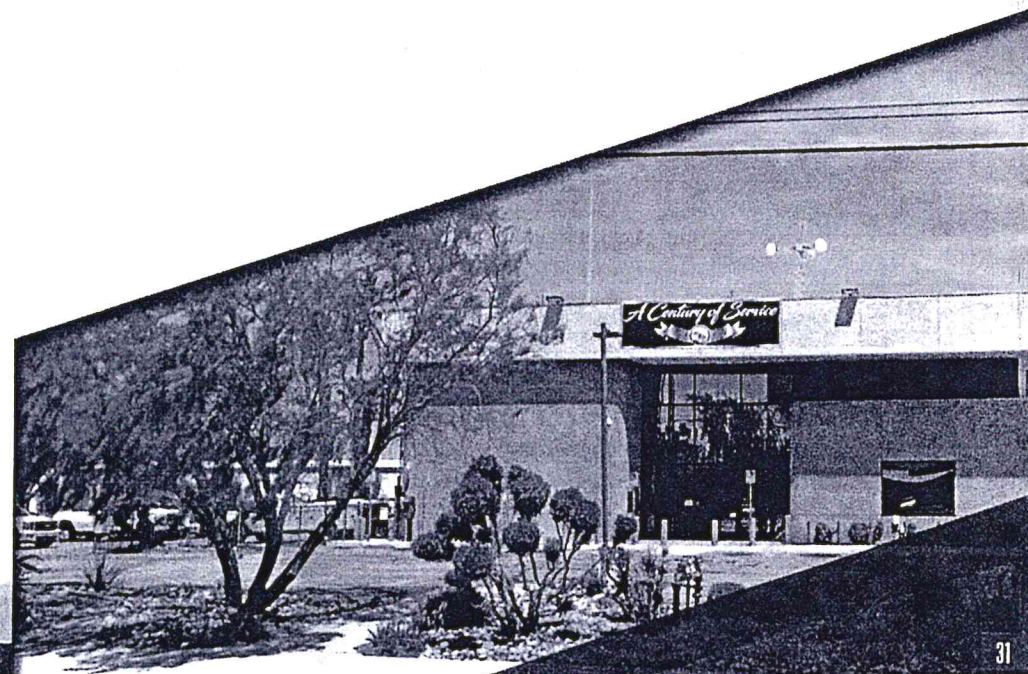
Goals:

- ❑ Assist PRWA with public outreach and engagement
- ❑ Educate the community about the PRWA mission and value of recycled water
- ❑ Ensure communication efforts meet target audiences
- ❑ Provide strategic guidance on messaging
- ❑ Track and evaluate success

Availability

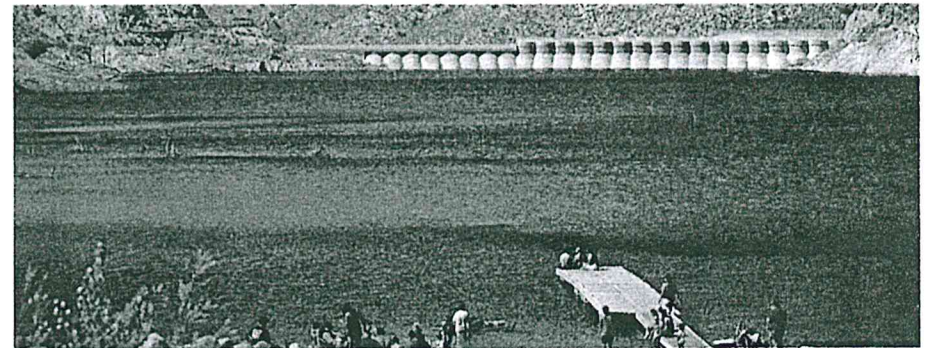
Key personnel will be available to the extent proposed for the duration of the project. No person designated as "key" to the project shall be removed or replaced without the prior written concurrence of the organization.

While CV Strategies works with multiple clients, we balance these demands to ensure that all objectives are completed in a timely manner and to the satisfaction of the organization.



Task 4 // Public Outreach Plan and Implementation (CONTINUED)

PUBLIC OUTREACH PLAN	Develop a six-month PRWA Public Outreach Plan that incorporates the elements outlined above and promotes the Authority's brand and mission, the value of PRWA and the importance of recycled water. Various recommended strategies and communication tools such as the website, social media and media outreach will be included in the plan in an effort to engage all target audiences.
EVALUATION METHODOLOGY	Develop tracking and measurement methods to assess the effectiveness of the public outreach plan on an ongoing basis.
OUTREACH CALENDAR	Create a timeline for implementation of tactics identified in the public outreach plan. Outreach will take place over a six-month timeframe.
PLAN IMPLEMENTATION	Assist PRWA in implementing the public outreach plan. Support will align with tactics identified in the plan and could include graphics and content development, social media and media outreach, community events and additional engagement activities.



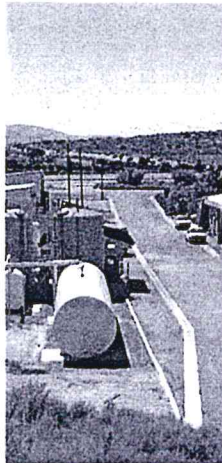
Firm's Qualifications //

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 Gilhuly, CV Strategies corporation helps clients blend media, messaging and audiences to connect with communities and drive support on the issues that matter. CV Strategies' staff of 12 is made up of former journalists, news executives 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 70 public agencies throughout California. Our strategists provide support on issues as diverse as branding, 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 performed comprehensive strategic communications plans for water industry, energy and government 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 clients across the state. 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 craft plans with a diverse set of tactics that help clients meet their communications objectives with a wide variety of audiences. Our team works to develop innovative solutions to unique outreach challenges. Through planning, research and strategic facilitation, we create cohesive outreach campaigns that generate community awareness and foster support. Continuously educating customers is a part of building a bank of goodwill and credibility with stakeholders. To build the most effective outreach program possible, our consultants collaborate with staff, elected officials and key players. We evaluate past shortcomings and also leverage past success. CV Strategies unites these strategic elements into a tactical framework that reflects the organization's vision and ensures the achievement of communication goals.



THE CV STRATEGIES NEXUS



WE KNOW PUBLIC AGENCIES. With over 70 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 UNDERSTAND CALIFORNIA. An extensive portfolio of strategic communication initiatives for public sector and renewable energy 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, video and digital production have honed keen storytelling instincts that help create dynamic visuals and compelling copy.



WE THINK BIG. 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 – conceiving, 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.

EDUCATION

College of the Desert
Palm Desert, California

Studied communications

Mount San Antonio College
Walnut, California

Studied communications

TECHNOLOGY

Adobe Creative Suite //
Illustrator
Photoshop

Website Design //
HTML/HTML5
CSS/CSS3
XML
PHP
Javascript
WordPress

GREG GALINDO

Web Specialist

Greg is a coding specialist with strong design instincts and aesthetic sense. His deep technical background in HTML, CSS, XML, and Javascript, as well as a wide range of technical platforms and languages, ensures that the right tool for the job is always at hand.

He is accomplished at web design, database integration and construction, complex coding, and quality assurance functions. Greg's extensive experience includes payment collection, custom unique design work, incorporating stock images, sliders, sitemaps, social media page designs and complete deployment.

Work Experience

CV Strategies // 2017 -- Present
Web Designer

- Responsible for web development, coding, and consistency with transferring outreach materials into designed themes.
- Maintains website information up to date in timely and relevant manner.
- Updates rate data for clients including but not limited to Mission Springs Water District and Lisinore Valley Municipal Water District.

Selected Website Accomplishments // 2017 -- Present

Rivers & Lands Conservancy

riversandlands.org

Redesigned website to add section for visitors to support the organization. This includes direct donations and through PayPal and information about setting up recurring donations, corporate matches and more.

We are TID

wearetid.com

Created separate Turlock Irrigation District sub-branding website that incorporates video and social media. A mobile version was also created, and both feature infographics and buttons so content can be shared on social media.

SCV Water

yourscvwater.com

Created full website design for the newly created Santa Clarita Valley Water Agency, integrating content from smaller districts that were dissolved to form the new agency.

Additional Website Work:

ACWA/JPIA

acwa-jpia.com

Coachella Water Authority

coachellawaterauthority.com

Coachella Water Authority & Sanitary District

coachellawaterauthority.com

Turlock Irrigation District

turlockirrigation.com

Growing Coachella Valley

growingcoachellavalley.com

Elsinore Valley Municipal

Water District

elvalleywater.com

Coachella Water Authority & Sanitary District

coachellawaterauthority.com

California Utility Executive

Management Association

cuema.org

MH Water Treatment

mhwater.com

Puerto Basin Water Agency

puertobasinwater.com

Deloach & Associates

deloachassociates.com

iEfficient

iefficient.com

MARCOS DEHARO

Chief Illustrator

Art Institute of California
Inland Empire, California

Bachelor of Science // Graphic Design

EDUCATION

Adobe Creative Suite //

Audition
Illustrator
InDesign
Photoshop
Premier

Website Design //

HTML / CSS

Microsoft Office //

Excel
PowerPoint
Word

TECHNOLOGY

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

ADDY Award // 2013

Human Rights Foundation - Discrimination
Outdoor Campaign

ADDY Award // 2013

Branding and personalized Stationery for local
non-profit organization

ADDY Award // 2014

Redesigned brand identity for the family-owned
produce & wine company Ojai Foods

ADDY Award // 2014

Poster advertisement

ADDY Award // 2014

Personalized stationery set

SELECT ACCOMPLISHMENTS

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.

Work Experience

CV Strategies // 2017 – Present

Chief Illustrator

- Edits and assembles video footage and animations to ensure logical sequencing, smooth transitions, and crisp audio.
- Assists in the artistic development of various outreach materials, including posters, handouts, advertisements, and reports.
- Designs essential branding collateral for clients, including the City of Coachella, Rivers and Lands Conservancy and Basin Technical Advisory Committee (BTAC).
- Assists in brainstorming sessions and the development of advertising campaigns.
- Facilitates printing efforts from simple to sophisticated documents.

Printing Connection, Inc. // 2015 – 2017

Art Director

Managed and approved artwork produced in-house. Maintained excellent customer service relationships between clients, design team, pressmen, deliveries and accounting.

Picture People // 2015

Photographer

As a photographer for an established chain-studio, conceptualized photography themes, provided excellent customer service and managed client appointments.

Artworx Print // 2014 – 2015

Graphic & Web Designer

Designed the company's branding collateral (such as the website, social media compositions, & print collateral) and created artwork for clients.

Neverland Fabrics // 2014 – 2015

Textile Designer

Conceptually designed textile patterns used for fabric prints and played an active role in client services and customer surveys.

County of San Bernardino: Elections Office // 2014 – 2015

Graphic & Web Designer

Designed graphics and implemented iconography throughout individualized website extensions for voting records in the San Bernardino County.

Partial Client List //

Below is a brief list of pertinent agencies and cities for which CV Strategies has developed outreach and messaging campaigns:

- American Water Works Association, CA-NV
- Association of California Water Agencies Joint Powers Insurance Authority
- Beaumont-Cherry Valley Recreation and Park District
- Beaumont-Cherry Valley Water District
- Basin Technical Advisory Committee - iEfficient
- Bellflower-Somerset Mutual Water Company
- Byron-Bethany Irrigation District
- California Association of Local Agency Formation Commissions
- California Association of Mutual Water Companies
- California City Management Foundation
- California Product Stewardship Council
- California Utility Executive Management Association
- Castaic Lake Water Agency
- Castro Valley Sanitary District
- Chino Basin Conservation District
- Chino Basin Watermaster
- City of Banning
- City of Beaumont
- City of Chino
- City of Chino Hills
- City of Coachella
- City of Colton
- City of Corona
- City of Desert Hot Springs
- City of Eureka
- City of Indio
- City of La Quinta
- City of Ontario
- City of Oxnard
- City of Redlands
- City of Rialto
- City of Riverside Public Utilities
- City of San Carlos
- City of Santa Paula
- City of Vallejo
- Coachella Valley Regional Water Management Group
- Coachella Valley Water District
- Coachella Water Authority & Sanitary District
- Crescenta Valley Water District
- Cucamonga Valley Water District
- Castro Valley Sanitary District (CVSan)
- Desert Water Agency
- Desert Healthcare District
- Eastern Municipal Water District
- East Valley Water District
- Elsinore Valley Municipal Water District
- First Solar
- Hi-Desert Water District
- Indio Water Authority
- Jurupa Community Services District
- La Entrada – New West Communities
- La Puente Valley County Water District
- Large-Scale Solar Association
- Main San Gabriel Basin Watermaster
- Mission Springs Water District
- NextEra Energy Resources
- Pico Water District
- Pioneers Memorial Healthcare District
- Rialto Water Services
- Rivers and Lands Conservancy
- Rowland Water District
- Salton Sea Action Committee
- Salton Sea Authority
- San Bernardino County Superintendent of Schools
- San Bernardino Municipal Water Department
- San Bernardino Valley Municipal Water District
- San Bernardino Valley Water Conservation District
- San Gabriel County Water District
- San Gabriel Valley Water Association
- San Geronimo Pass Water Agency
- Santa Ana Sucker Fish Task Force
- Santa Ana Watershed Project Authority
- Santa Clarita Water Division
- Santa Clarita Valley Groundwater Sustainability Agency
- Scotts Valley Water District
- SCV Water
- Spadra Basin Groundwater Sustainability Agency
- Southern California Association of Governments
- Turlock Irrigation District
- United Water Conservation District
- Valley County Water District
- Valley Sanitary District
- Walnut Valley Water District
- West County Wastewater District
- West Valley Water District
- Western Municipal Water District
- Yucaipa Valley Water District
- Zone 7 Water Agency

Summary of Relevant Branding Experience //

CV Strategies has successfully completed numerous public sector marketing and branding projects, which have included logo, tagline and branding implementation components. Such projects require initial research to define marketing and branding needs in the specific region and industry, and developing messaging strategies that resonate with customers.

As a full-service agency, we pride ourselves on our team of former journalists, web designers, social media specialists and graphic designers. This diversity of knowledge and experience allows us to offer all of our services in-house without the need for outside subcontractors. Our clients benefit from a team unified with a consistent brand message and a unique understanding of the needs for each project. Focusing on a holistic approach instead of just checking off tasks affords a consistent level of quality through every detail. This demonstrates why CV Strategies is well suited to create relevant messaging and visual elements that will effectively communicate the PRWA's emerging identity to target audiences.

CASE STUDY // CITY OF COACHELLA

CV Strategies fulfills a wide variety of communications needs for the City of Coachella, including numerous branding and outreach projects. Our firm was tasked with design and implementation of the Conserve Coachella campaign for the City's water utility. This effort involved logo design, bill inserts, mailings, postcards and compelling social media posts. CV Strategies also created the branding campaign for Community Clean Up Day with the Clinton Foundation, Coachella Water Authority & Sanitary District, and CV Water Counts.



CASE STUDY //

SAN BERNARDINO COUNTY SUPERINTENDENT OF SCHOOLS

After completing a communications audit for the 2,200-plus employees of San Bernardino County Superintendent of Schools, CV Strategies created a strategic communications plan for the organization and collaborated on development of a logo, website design, and suite of rollout materials.



CASE STUDY // CITY OF INDIO

When Indio Water Authority sought a community-friendly approach to its branding, CV Strategies worked with the agency to develop a series of logo and tagline options that employees voted and commented on. The end result: "Your Water. Our Responsibility."



CASE STUDY // SCV WATER

In 2017, when the Santa Clarita Valley Water Agency -- SCV Water -- was formed by dissolving three smaller water districts, development of a branding strategy and website became crucial. CV Strategies coordinated with agency staff to create the SCV Water logo and tagline, develop a website incorporating information from each of the former districts, and migrate customers to the new, unified platform. The campaign helped to successfully and seamlessly launch the new agency and ease the transition for customers.



EDUCATION

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

TECHNOLOGY

Adobe Creative Suite //
After Effects
Audition
Flash
Illustrator
InDesign
Photoshop
Premier Pro

Website Design //
HTML/CSS
Wix/Squarespace

Microsoft Office //
Access
Excel
PowerPoint
Word

SELECT ACCOMPLISHMENTS

PRSA Capella Award // November 2015
Elsinore Valley Municipal Water District
Notice of Public Hearing

PRSA Polaris Award // November 2016
Elsinore Valley Municipal Water District
Water Quality Report

CAPIO Award of Excellence // April 2017
Elsinore Valley Municipal Water District
Water Quality Report

LYNN OLIVA

Senior Graphic Designer

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.

Work Experience

CV Strategies // 2015 – Present
Senior Graphic Designer

- Develops a multitude of engaging and creative collateral, including strategic plans, award-winning Proposition 218 notices and Consumer Confidence Reports, newsletters, bill inserts, legislative documents, posters, and handouts.
- Designs strategic communications plans and branding campaigns for clients, including the City of Rancho Cucamonga, San Bernardino County Community Vital Signs Initiative, and Rivers and Lands Conservancy.
- Builds original and successful outreach concepts and advertising campaigns.
- Develops effective branding strategies and design elements associated with brand implementation – including logos, infographics, maps, iconography, and color swatches.
- Creates brand manuals and graphic libraries to ensure consistency, protect brand equity and identity, and increase brand awareness across all platforms.
- Assists in designing website content and graphics.
- Assists in the translation of newsletters, CCRs, Public Hearing Notices and more.

The Home Depot // 2014 – 2015

Sign Captain

Designed promotional posters and banners for the HR department and developed a series of hand-made poster art as an in-store designer.

E-Works Media // 2014 – 2015

Graphic Designer

As a contracted designer, developed layout and editorial designs, infographics, illustrations, logo designs, and truck wraps.

MOSA Wellness Center // 2011 – 2012

Receptionist & Data Entry Clerk

Enlisted and assisted 60 patients daily along with data entry upkeep.

Black & White Ink // 2007 -- 2009

Medical Biller

Coded daily hospital, doctor and worker's compensation visits. Maintained patient demographics current. Computed all payments, collections issues and charges.

Target Corp. // 2005 – 2007

Cash Office Specialist

Audited and balanced safe and cashier's change banks; ordered, maintained and distributed change of \$175 for about 25 registers. Prepared bank deposits and submitted bank withdrawals. Guest Services Supervisor, Front End Team Lead, and Hospitality Trainer.

NISHA WADE

Account Manager

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.

Work Experience

CV Strategies // 2018 – Present
Account Manager

- Strategic communications consultant for Inland Empire's largest communications firm, with offices across the state.
- Has coordinated and facilitated strategic messaging plans for cities and public agencies such as the Crescenta Valley Water District and Indio Water Authority.
- Copywriter for various forms of outreach collateral, including social media, newsletters, advertisements, bill inserts, and more.
- Manages client websites, social media accounts and other online presence
- Builds strategic communication plans, outreach strategies and tactical implementation.
- Facilitates and implements outreach campaigns and public engagement efforts.

Nisha Wade Photography and Nisha Wade Communications // 2015 – 2018
Owner

Facilitated strategic communication planning and built comprehensive communication plans, created press releases, developed talking points and key messages, wrote social media and website content, and provided media relations.

Attended photography sessions, took and edited pictures, delivered final galleries. Sessions included event photography, portraits, lifestyle and documentary.

Department of Commerce, Community Services and Housing Division // 2010 – 2014
Communications Manager

Developed, managed, and executed comprehensive communication plans – both division wide and at the program level. Examples include: Earned Income Tax Credit Campaign, Foreclosure Fairness Program Campaign, Housing Trust Fund Campaigns.

Department of Commerce, Business Services Division // 2008 – 2010
Communications Manager

Developed, managed, and executed comprehensive communication plans aimed at business retention, expansion, and creation in Washington state, including individual plans for events such as the Energy Summit.

Washington State Department of Transportation, Tacoma/Pierce County HOV // 2008 – 2010
Community and Public Outreach Specialist

Developed and maintained HOV Program brand to ensure consistency between materials and coordinated the development of outreach materials including fact sheets, graphics, and posters. Created, managed, and led the delivery of communication and outreach plans.

Below is a selection of logos and taglines crafted by CV Strategies.



COACHELLA
WATER AUTHORITY & SANITARY DISTRICT
SERVICE. VALUE. QUALITY.

Coachella Water Authority & Sanitary District



iEfficient – Basin Technical Advisory Committee



East Valley Water District



Rivers & Lands Conservancy



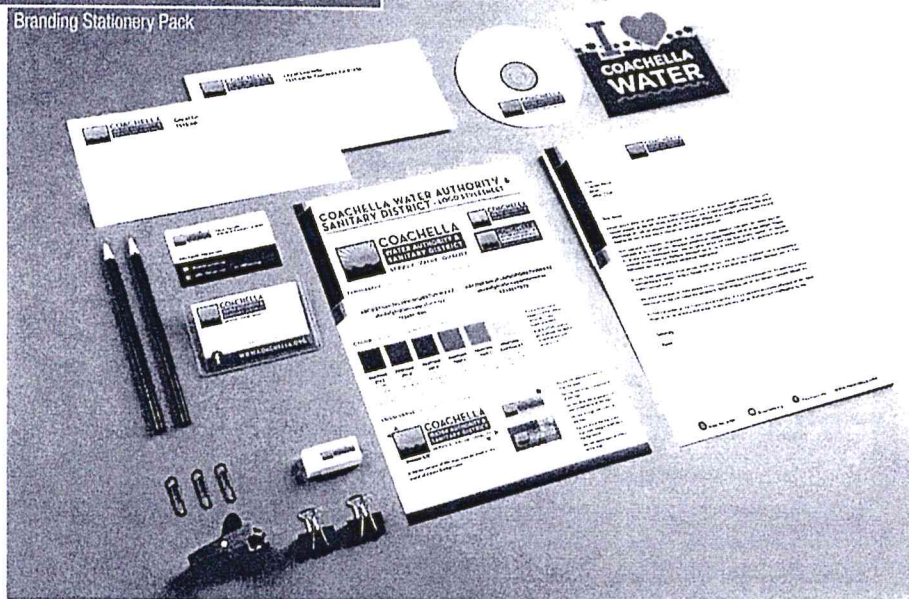
Indio Water Authority



Puente Basin Water Agency

Coachella Water Authority & Sanitary District

Branding Stationery Pack



COACHELLA WATER AUTHORITY & SANITARY DISTRICT
For Immediate Release
(Subject of Press Release)

(MAIN TITLE OF PRESS RELEASE IN ALL CAPS)

I want your communication here and then briefly describe the project.

present a brief summary of the representative about what the project is and means.

(Add additional paragraphs as necessary to describe the project, its goals, and the Coachella's priorities.)

(Insert a column of text to provide background information about the project, its goals, and the Coachella's priorities.)

If you would like more information about this project, please contact [Name] at [Phone Number] or [Email Address].

The City of Coachella, incorporated on December 13, 1946, provides high quality services and facilities to a facility to provide, responsive and timely, services to residents in a safe and healthy environment for its 52,000 residents. The City is proud to celebrate 70 years of service, history, vibrant culture and inspiring community members.

Facebook Twitter YouTube Website

COACHELLA WATER AUTHORITY & SANITARY DISTRICT
Media Alert
(Subject of Media Alert)

(MAIN TITLE OF MEDIA ALERT IN ALL CAPS)

WHO (City, DFL, Other) (Insert your communication here. Briefly describe the details and benefits.)

WHAT (What is the project? 10 days in advance of the event.)

WHERE

WHEN

WHY

(Insert a column of text.)

The City of Coachella, incorporated on December 13, 1946, provides high quality services and facilities to a facility to provide, responsive and timely, services to residents in a safe and healthy environment for its 52,000 residents. The City is proud to celebrate 70 years of service, history, vibrant culture and inspiring community members.

Facebook Twitter YouTube Website

SHAWN HARKNESS

Account Manager

Mansfield University
Mansfield, Pennsylvania

Bachelor of Arts // Communication

With an emphasis in broadcasting and a minor in music

Rhode Island College
Providence, Rhode Island

Received college credits

EDUCATION

With more than 20 years of experience working as a television journalist and newsroom leader, Shawn knows how to tailor a message so it resonates with audiences. His career took him to newsrooms around the country, with hands-on and management roles in big cities such as Chicago, and rural areas including Montana and West Virginia.

Shawn most recently served as News Director at the NBC and Univision stations in Palm Springs. Shawn is well versed in translating detailed, industry-specific information into engaging messages that the wider public can easily understand.

WORK EXPERIENCE

CV Strategies // 2018 – Present

Account Manager

- Strategic communications consultant for Inland Empire's largest communications firm, with offices across the state.
- Perform account management services including: writing, media relations, collateral development and review, video production.
- Utilize prior experience in television news industry to shoot, write, voice and edit videos to communicate client messages, broadening outreach potential and appeal.
- Continually develop and maintain relationships in media industry to ensure highly successful outreach results.

KMIR/KPSE-TV (NBC) // 2015 – 2018

Interim News Director

Lead combined English/Spanish news operation for broadcast and online that earned 2017 Golden Mike award for Best Newscast in Southern California.

Executive Producer

Guided day to day coverage and long term strategic planning.

Senior Producer

Train and develop staff and new hires to ensure quality control and creative growth. Created and launched "Desert Living" daily lifestyle show and new daily newscasts.

WTVT-TV (FOX) // 2006 – 2014

Producer

Produced hour long 5am newscast and integrated social media to engage with the audience.

KTVH-TV (NBC) // 2003 – 2004

News & Production Director

Managed newsroom staff, opened remote bureaus, created and launched new weekend newscasts, and developed new branding image including a redesigned station web page. Coordinated station partnerships with local non-profits.

Ohio News Network // 2001 – 2003

Assistant News Director

Managed all on-air talent and news supervisors at main office and satellite offices across the state. Project manager for news and sports special events coverage.

Florida's News Channel // 1998-2000

Executive Producer

Guided evening shift for startup of multi-casting statewide cable news network. Launched Florida's first and only statewide daily newscast.

SELECT ACCOMPLISHMENTS

2017 Southern California RTNA Golden

Mike Award //
Best Newscast

American Red Cross of Montana //

Board of Directors 2004

Poynter Institute, St. Petersburg, FL //

"Leadership for TV & Radio News Directors"
March 2003

RTNDA Communicator //

"Tough Calls" opinion piece published
June 2001

West Virginia Associated Press

Broadcasters Award //
"Best News Operation" 2000

JANET ZIMMERMAN

Director of Client Services

California State University
Long Beach, California

Bachelor of Arts // Journalism

University of California
Los Angeles
Undergraduate

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.

WORK EXPERIENCE

CV Strategies // 2016 – Present
Director of Client Services

- Provides strategic communications consultation for diverse groups of corporate, government and non-profit clients.
- Has crafted custom communications plans for public agencies such as City of Rialto, Basin Technical Advisory Committee, and the Desert Healthcare District.
- Facilitates stakeholder interviews, focus groups and workshops to develop strategic communications plans.
- Performs account management services, including writing, media relations, collateral development and review, video production and media buying.
- Develops sound messaging for lobbying and legislative communications that meet strategic goals.
- Coordinates advertising campaigns that successfully convey key messages and motivate target audiences.

The Press-Enterprise // 2002 – 2016
Staff Writer

- Writing specialist on water issues and the environment for an external audience of 250,000.
- Extensive public interaction, customer relations and relationship building with leaders in the community. Responsibilities included coordinating and creating visuals, editing content, and interacting with customers on Twitter, Facebook and blogs.

The San Bernardino Sun // 1990 – 2002
Staff Writer

Columnist and reporter generating centerpiece trend stories with graphics and photos; Metro reporter covering healthcare, city and county government, police, courts and breaking news, often working independently under extraordinary circumstances such as wildfires.

The Daily Pilot, Costa Mesa // 1989-1990
Staff Writer

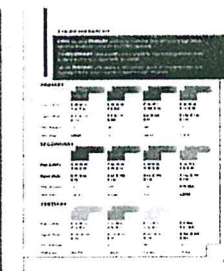
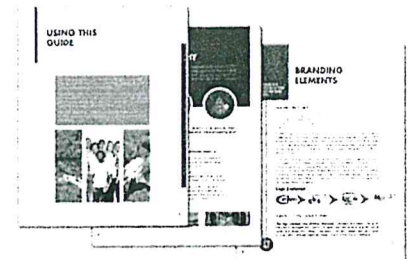
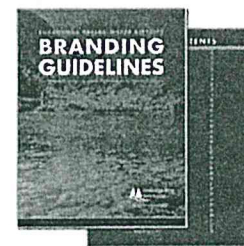
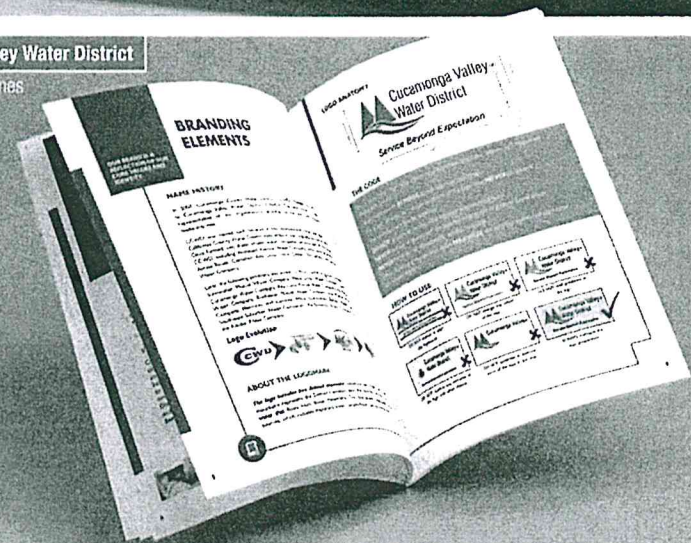
Metro reporter covering police and general assignment stories.

City News Service // 1987-1989
Reporter/Editor

Orange County Bureau Chief, coordinating county coverage and news reporting for a regional wire service. Los Angeles general assignment news reporter and weekend editor.

Cucamonga Valley Water District

Branding Guidelines



Summary of Relevant Web Experience //

A well-organized, user-friendly website is critical to any organization's communication goals. CV Strategies has extensive web service experience, ranging from on-going content management services to conducting complete site overhauls, including routine HTML and CSS coding support.

CV Strategies has managed, developed, and designed myriad websites, each of them distinctive in their ability to convey a vision, maximize public engagement and establish a client's position as a leading community resource for information. Because all our work is produced in-house, our creative staff has total control over the production process, from the conception of the site map and design stages to the final go live site launch.

In 2018, CV Strategies designed a website for the newly created Santa Clarita Valley Water Agency. The merger of multiple agencies presented several challenges. Not only did this project require a complete branding of a website, it also necessitated the migration and merger of content across multiple websites into a single, unified platform. Due to existing contracts in place for the original agencies, the new website provides access to multiple back-end billing systems until those services can be consolidated.

CV Strategies recently worked with the California Date Commission to refresh the "Dates are Great" website. This update focused on giving the overall look of the site a more contemporary feel that complemented a new branding strategy. The responsive design delivers a satisfying experience on both desktop and mobile platforms.

Some of our firm's most recent comprehensive experience includes complete overhauls of the websites for Rivers & Lands Conservancy and Twentynine Palms Water District in 2017.

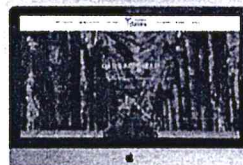
During these projects, CV Strategies completely revamped the sites' look, feel, and content to optimize organization and site navigation and create a more user-friendly platform. In addition to improving the usability and functionality, the new sites were built on the WordPress CMS platform, which requires no coding experience, so that staff could easily update and maintain content with little training. By performing a complete redesign of both sites, including interactive layouts and utilizing smartphone-friendly templates, CV Strategies boosted the organizations' identity and promoted their messages in a more marketable package.

CV Strategies also developed the concept, completed the site building from start to finish, and provided ongoing content management for the "iEfficient" water use awareness campaign website in 2015. In addition, other recent website building and development experience includes Elsinore Valley Municipal Water District, Growing Coachella Valley, Mission Springs Water District, the City of San Bernardino, and First Solar, Inc. among many others.

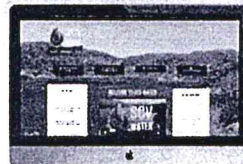
Our long history of developing websites for government agencies and private sector businesses drives our future success. By reviewing the successes and challenges in each project, CV Strategies constantly revises our internal processes to deliver stronger results with each new website. We've learned methods to streamline the process while still taking the time needed to get the desired results.



www.growingcoachellavalley.org



www.datesaregreat.com



www.yourscvwater.com



www.riversandlands.org

EDUCATION

California State University, East Bay
Hayward, California

Bachelor of Science // Business
Administration
Graduated Cum Laude

Cogswell Polytechnical College
Sunnyvale, California
Computer Arts Focus

SELECT ACCOMPLISHMENTS

PRSA Capella Award // October 2012
Western Municipal Water District
Strategic Plan

ABA Stevie Award // June 2015
iEfficient
Water Conservation Website

ABA Stevie Award // June 2015
iEfficient
Water Conservation Campaign

PRSA Capella Award // November 2015
Elsinore Valley Municipal Water District
Notice of Public Hearing

PRSA Capella Award // November 2015
iEfficient
Water Conservation Campaign

CAPIO Award of Distinction // April 2016
East Valley Water District
Transitioning to Budget Based Rates

CAPIO Award of Merit // April 2016
Rowland Water District
Strategic Plan

PRSA Polaris Award // November 2016
Elsinore Valley Municipal Water District
Water Quality Report

PRSA Polaris Award // November 2016
Western Municipal Water Department
WRCAWA Outreach Campaign

PRSA Polaris Award // November 2016
Cucamonga Valley Water District
Drought Response Campaign

CAPIO Award of Excellence // April 2017
Elsinore Valley Municipal Water District
Water Quality Report

CAPIO Award of Merit // April 2017
Association of California Water Agencies
The New Wave Video

TARA BRAVO

Vice President

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 included 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.

WORK EXPERIENCE

CV Strategies // 2010 – Present
Vice President

- Expert communications strategy consultant for the Inland Empire's largest communications firm.
- Has designed, managed and implemented strategic messaging plans and social media campaigns for numerous public agencies and municipalities, including the cities of Coachella, Oxnard, and Indio and their water and sewer utilities.
- Designs award-winning strategic plans, Proposition 218 notices and conservation campaigns.
- Navigates a varied list of clients through a multitude of media, messaging, and audiences.
- Builds and develops relationships with local media to enhance messaging opportunities.
- Responsible for leading the development of collateral for a multitude of client needs, including strategic plans, newsletters, postcards, brochures, reports, data sheets, letterhead, and business cards.
- Designs websites and other online presence, including bill estimators and rates microsites.

Bravo Expressions // 2003 – 2010
President & Founder

Designed logos, brochures, datasheets, letterhead, websites, etc. Developed collateral and website presences for community college clients. Coordinated multiple tradeshow booths and conferences including: the Infosys Annual Conference and the William Berry Campaigns presence at the American Association of Community Colleges Conference.

GMG Distributors // 2006 – 2007
Marketing Manager

Raised \$120,000 of marketing support through vendor relations for 2007, an increase of 23.05% over the previous year. Produced and coordinated the printing of quarterly catalogs. Designed, wrote and implemented the 2007 Marketing Program.

Bay Advanced Technologies // 2000 – 2003
Marketing Coordinator

Designed company website, corporate brochure and all corporate collateral. Handled all event planning in regards to both parties for customers and employees. Created and coordinated all tradeshow presences from 2001-2003, including setup and teardown.

ERIN GILHULY

President & Founder

EDUCATION

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

Pacific Southwest Chapter Emmy // June 2004
Best Newscast Winner

Communicator Award Winner // January 2006
Breaking News

BIII Stout Memorial Award of Excellence Winner
// March 2006

Best Spot News Coverage Winner // March 2006

PRSA Capella Award // October 2012
Western Municipal Water District
Strategic Plan

ABA Stevie Award // June 2015
iEfficient
Water Conservation Website

ABA Stevie Award // June 2015
iEfficient
Water Conservation Campaign

PRSA Capella Award // November 2015
Elsinore Valley Municipal Water District
Notice of Public Hearing

PRSA Capella Award // November 2015
iEfficient
Water Conservation Campaign

CAPIO Award of Distinction // April 2016
East Valley Water District
Transitioning to Budget Based Rates

CAPIO Award of Merit // April 2016
Rowland Water District
Strategic Plan

PRSA Polaris Award // November 2016
Elsinore Valley Municipal Water District
Water Quality Report

PRSA Polaris Award // November 2016
Western Municipal Water Department
WRCRWA Outreach Campaign

PRSA Polaris Award // November 2016
Cuca-monga Valley Water District
Drought Response Campaign

CAPIO Award of Excellence // April 2017
Elsinore Valley Municipal Water District
Water Quality Report

CAPIO Award of Merit // April 2017
Association of California Water Agencies
The New Wave Video

SELECT ACCOMPLISHMENTS

An Emmy award-winning journalist with over 25 years in the communications industry, Erin Gilhuly 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 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. As a master trainer and 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.

WORK EXPERIENCE

CV Strategies // 2007 – Present

President

- Owner and operator of strategic communications firm serving large and small clients throughout Southern California and beyond.
- Has led strategic messaging plans for more than 70 public agencies, including the City of Chino, City of Ontario, and Jurupa Community Services District.
- Responsible for facilitating and developing award-winning strategic plans for public sector clients.
- Skilled at demonstrating to clients how to execute the strategic plan, once adopted.
- Specialist in all forms of communication dissemination, including targeted messages that engage stakeholders in the strategic planning process and ultimate buy-in.
- Skilled at multiple audience management using public relations, community relations and government relations.
- Responsible for oversight and direction for all client messaging.
- Guides City Council, Board of Directors, and Executive Staff through media and spokesperson training, providing unparalleled insider feedback.

Kiner Communications // 2006 – 2007

Vice President, Public Relations

Responsible for managing all media interaction and public contact points for Kiner Communications and its large client base.

CBS 2 // 2002 – 2006

News Director

Operated and managed 50-person news department for Palm Springs area CBS affiliate since station's launch in the Fall of 2002.

KESQ TV, KUNA TV, KDFX TV // 1996 – 2002

News Director

Operated and managed 50-person news department for Palm Springs area ABC affiliate.

KESQ TV // 1995 – 1996

Assignment Manager/Managing Editor

Responsible for all news gathering and content management for Palm Springs area ABC affiliate.

KFWB AM // 1993 – 1995

News Editor

Responsible for managing news assignments and content gathering for Los Angeles area all-news radio station.

Additional Experience //



www.acwajpia.com



www.conservecoachella.com



www.tiddonpedro.com



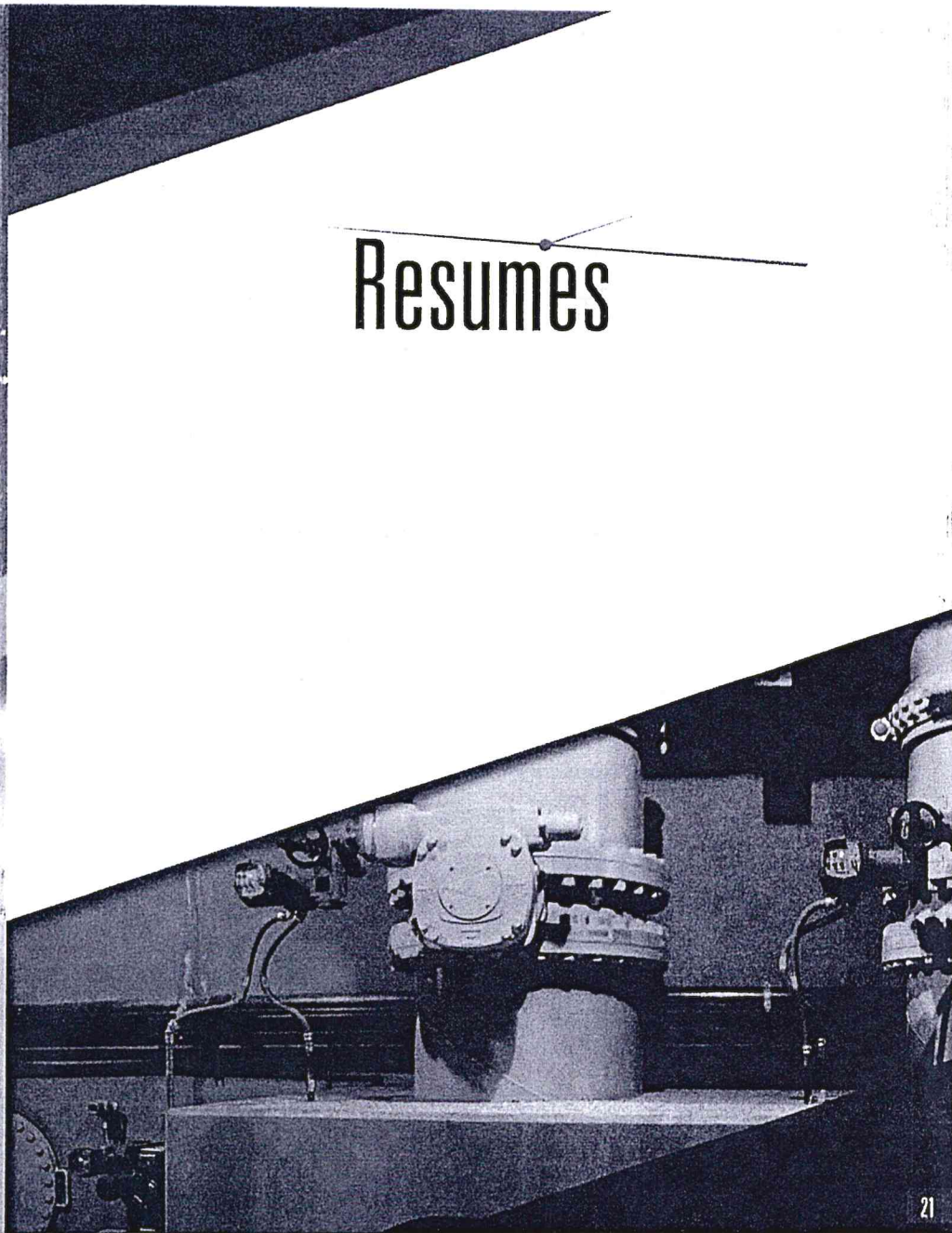
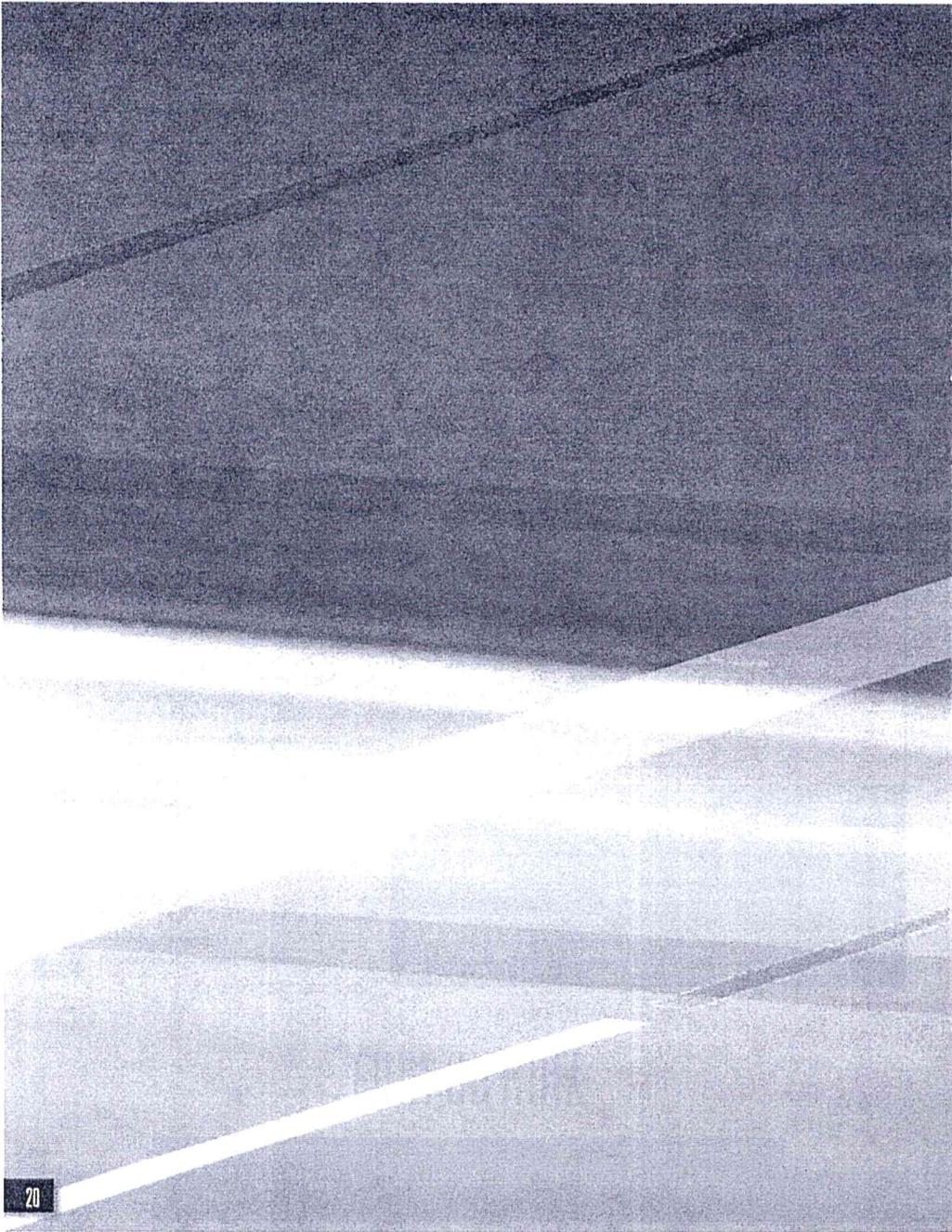
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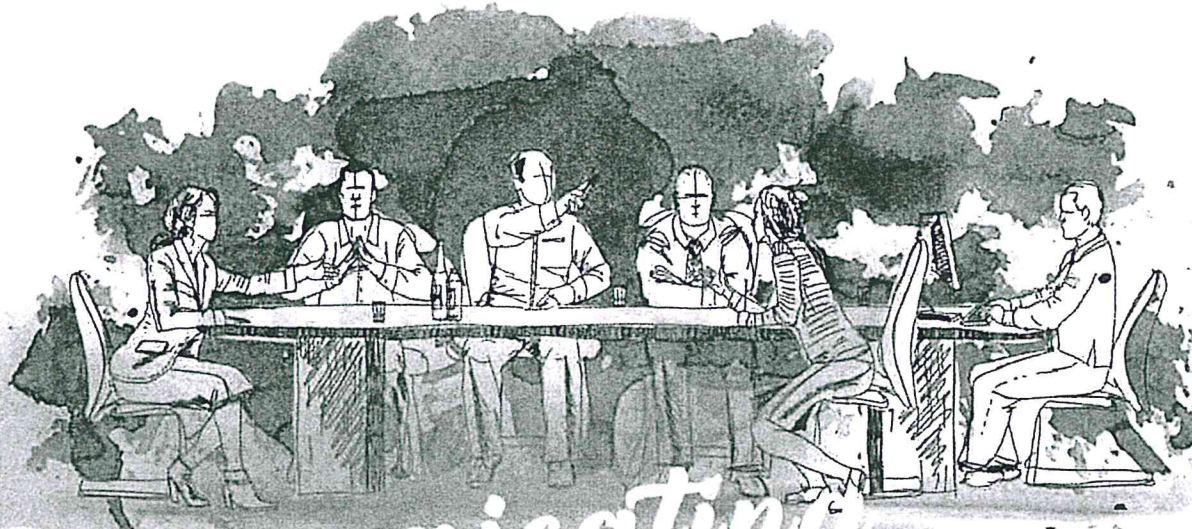
www.evmwdcapacityfees.com



www.cuema.org



Resumes



Communicating the value of Water

The ABCS of Water Communication

By Stephanie Zavala

Water is life. It's a catchy slogan, so simple in its truth that we often miss the forest for the trees. Water is, quite literally, life.

Yet modern-day water treatment, distribution infrastructure, and operational systems have made the gift of water so readily available, the public has forgotten how precious those drops are that readily flow from their faucets. The waste we produce disappears down a drain or a toilet, and we wash our hands of the rest of its journey.

So,

More importantly, why does doing so matter?

The general public is unaware of, and often indifferent towards, the value of water and wastewater systems. But that doesn't change the fact that a water main breaks every 2 minutes in America. And, according to the American Society of Engineers, it will take an estimated \$4.8 trillion investment over the next twenty years to repair and maintain the nation's water infrastructure.

It's easier to see, inspect, and maintain the slow decay of visible infrastructure, which is why federal dollars and public attention often are directed toward roads and bridges, rather than the infrastructure bur-

ied deep beneath the ground. Out of sight, out of mind, right?

With federal dollars falling short, utilities are asking more of their customers and rate increases are happening more frequently. While rate increases are needed to address issues that have likely impacted people's daily lives, the general public feels like the losing party in the transaction. Can we really blame the public for its skepticism if the only time people hear from their water utility is for funding or when something goes wrong? With the majority of our investment buried in the ground and our people operating behind the proverbial curtain, how do we earn the financial support and buy-in from the customers we depend upon?

In one word? Communication.

At Rogue Water, we approach every communication project through a certain lens, using the ABCS of water communication: assessment, branding, content, strategy. Having a simple framework builds the culture of communication necessary to earn the trust and support of customers. Public trust is the cornerstone of resilient water utilities. Here are four things to keep in mind when communicating to the public.

Assessment:
"If you don't know where
you're going, any road will
get you there."

—Lewis Carroll, Author

Identify the metrics that mean most to your organization. What is your mission? What are the council's priorities? How can metrics demonstrate a commitment to the mission and priorities? Keep in mind that what you measure may not easily fit on a spreadsheet, but that doesn't make it any less valuable. For instance, because communication efforts change behavior over time, it may be more important to track a reduction in angry calls over time than to track impressions on Facebook from month to month. After all, reach only matters if there's engagement, and engagement is the gateway to behavior change.

Branding:

"A brand is the set of expectations, memories, stories and relationships that, taken together, account for a customer's decision to choose one product or service over another."

—Seth Godin, Author & Entrepreneur

Customers don't get to choose their water and wastewater providers, but they do have a choice in whether they support you or fight you. Only one of those outcomes leads to progress.

Branding is one of the most misunderstood elements of communication in the water industry. Branding is more than your logo, tagline, or color scheme—it's the soul of your organization. Your brand is how you demonstrate your organization's value proposition, and value is a currency that should always be reciprocal.

Strategy:

"A work of art doesn't exist outside the perception of the audience."

—Abbas Kiarostami, Filmmaker

A common misconception is that, since everyone uses water, then everyone is the audience. However, when you attempt to reach everyone, you essentially reach no one. Think of it in terms of the age-old real estate adage: "location, location, location." For effective communication, the adage would be "audience, audience, audience."

Don't guess what they want or value. Ask them.

each segment of the audience where they are. Ask yourself, "Is this content meaningful to my audience?" If the answer is "no," find out what is meaningful to them.

Communication Is Not a Project

Engineers are innate problem solvers—once they determine a solution to a particular project, they move to the next project. However, it's a relationship, one where the work is never done. Don't let that scare you from beginning the conversation. A water utility that invests in communicating properly with the community it serves is invested in the well-being of the people that makeup that community. And that's something that won't go unnoticed—or unrewarded.



Stephanie Zavala

is co-founder and CEO of Rogue Water, a public communication company dedicated to the water industry. She is also co-creator

and co-host of the Water in Real Life podcast along with Arianne Shipley, together known as The H2du0.

Content:

"No one ever stormed Washington over a pie chart."

—Kendall Haven, Author

Your content should tell your brand's story consistently. "Story" may seem like just a buzzword, but neuroscience research shows that facts and figures alone do not influence an audience—emotion is necessary

