



WESTSIDE SACRAMENTO

integrated regional water management plan administration



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NEW YORK

October 11, 2013

Solano County Water Agency
810 Vaca Valley Parkway, Suite 203
Vacaville, CA 95688
Attention: Chris Lee, Principal Water Resources Specialist

Re: Assistance in Administering the Westside IRWMP

Dear Mr. Lee and Selection Committee Members:

MIG, Inc. is pleased to submit a proposal to the Westside Coordinating Committee to provide assistance in administering the Westside Integrated Regional Water Management Plan. We have selected a team that is ideally suited to provide the services requested by the Committee. We have developed a project approach that is responsive to your needs and adds value to your ongoing implementation efforts.

Our team brings the following qualifications to this effort:

- Senior staff well-versed in meeting management, facilitation and conflict resolution with experience with integrated regional water management planning;
- Extensive public outreach expertise for projects of all scales, including regional plans, water management plans and outreach to rural and disadvantaged communities;
- Expertise with communications, data management, funding and public outreach for a broad range of water-related projects;
- Stakeholder engagement skills and strategies that can leverage our efforts using resource conservation districts and other community-based organizations; and
- The ability to add value to your implementation efforts by developing a customized web-based project platform for ongoing IRWMP implementation.

MIG's proposed project approach and work plan builds on the past work conducted by the Coordinating Committee and responds to your evolving needs. MIG can bring a fresh perspective to this effort and deliver a set of services exceeding the administrative support tasks you described in the request for proposals, all within the available budget.

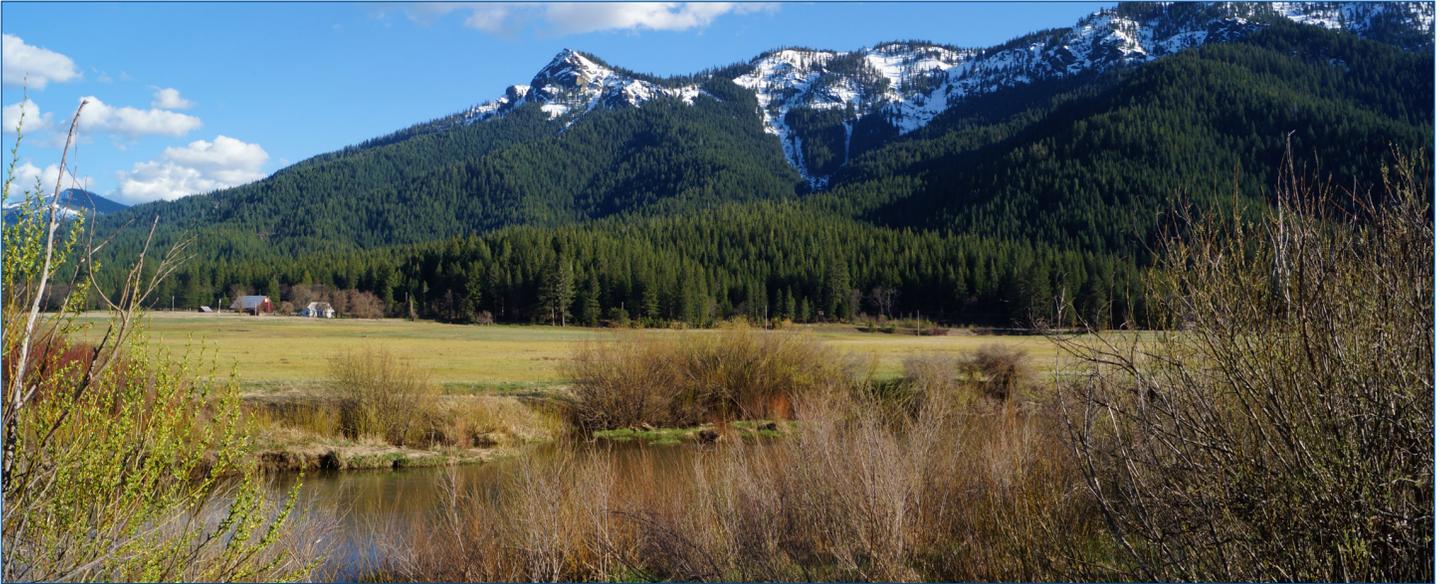
Joan Chaplick, MIG Principal-in-Charge, has the authority to negotiate and contractually bind MIG with Solano County Water Agency for this project. Please contact me at joanc@migcom.com or Ellie Fiore, Project Manager, at ellief@migcom.com if you have questions or need additional information. We can both also be reached at (510) 845-7549. I look forward to discussing this project with you.

Sincerely,

Joan Chaplick, Principal

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Understanding and Approach

The Westside Sacramento Integrated Regional Water Management Plan (IRWMP) resulted from the collaboration of public agencies across five counties working together to address regional needs. The IRWMP, adopted in August 2013, includes a collective vision as well as goals, objectives, strategies and high-priority projects to address water-management issues throughout the Western Sacramento Region.

The planning process supported communication and collaboration between the five county agencies represented on the Coordinating Committee (CC) and involved dozens of land and water management organizations. Input from stakeholders, residents and members of disadvantaged communities (DACs) helped shape the plan and identify top priorities. The Coordinating Committee will continue to work together to support inter-agency collaboration and stakeholder and public engagement to ensure successful implementation.

Given the complexity of regional water issues and limited resources to address them, the Coordinating Committee will focus on those projects identified in the IRWMP as high-urgency and high-importance. To support ongoing regional collaboration for these efforts, the Coordinating Committee is seeking a consultant to assist with key tasks.

To best support the Coordinating Committee in the initial implementation phase, MIG has developed a work plan that responds to and exceeds the needs identified in the Request For Proposals. The MIG approach to this project is to:

- Use MIG staff who combine subject-area expertise with stakeholder facilitation and conflict resolution skills;
- Provide outstanding public outreach, communication and data management skills to support collaboration and outreach;
- Include and engage resource conservation districts (RCDs) in outreach and project tracking;
- Meet stated project goals and allocated hours below budget;
- Use estimated remaining budget to add value by developing an optional web-based project and plan performance and reporting system.

Our approach recognizes the need for efficient group process and decision-making, effective public and stakeholder communications, and careful data and information management. The following scope of work outlines how we will support the Coordinating Committee to support the activities in the IRWMP Implementation Framework.

Scope of Work

The following preliminary scope of work will be finalized in consultation with the Coordinating Committee.

1. MEETING FACILITATION AND SUPPORT

- a. MIG will plan, attend and facilitate up to five (5) Coordinating Committee meetings. A senior facilitator will serve as a neutral meeting manager and discussion leader to ensure productive, efficient meetings at which all necessary decisions are reached.
- b. In consultation with the client project manager, MIG will draft the meeting agendas and supporting materials based on the agreed-upon meeting objectives. MIG will provide draft meeting agendas and finalize materials for posting and distribution based on one set of client comments.
- c. MIG will prepare brief meeting summaries, highlighting key discussion points, decisions, action items and public comments. MIG will provide a draft summary for review and distribution and a final summary based on one set of consolidated comments.

2. PUBLIC OUTREACH

- a. MIG will maintain and manage a stakeholder distribution list as an Excel database. MIG will revise and build upon any existing stakeholder lists from the IRWMP planning process and update the list with new contact information resulting from public outreach efforts and website sign-ups on a monthly basis.
- b. MIG will draft, revise and send e-blasts to the stakeholder mailing list using Constant Contact or an equivalent program. E-blasts will be used to convey brief project updates and to promote events or opportunities for stakeholder input. Content will be developed in consultation with the client project manager and Coordinating Committee and e-mail updates will be sent no more often than once a month.
- c. MIG will draft and revise up to four (4) quarterly newsletters using the existing newsletter template and provide a final draft as a pdf for distribution. Newsletters will provide periodic project and funding updates and report on progress towards IRWMP goals. Newsletter content will be developed in consultation with the client project manager and Coordinating Committee.

- d. MIG will coordinate with representatives in the project area to leverage outreach efforts. RCD staff will be included in distribution lists and provided with meeting notices, e-blasts and newsletters and encouraged to share this information with their distribution lists and networks.

3. DATA MANAGEMENT

MIG will develop and maintain an Excel spreadsheet to track projects according to objectives. The spreadsheet will be designed for easy navigation, including tracking projects against multiple objectives and documenting progress over time. It will facilitate the addition of new projects.

4. FUNDING UPDATES

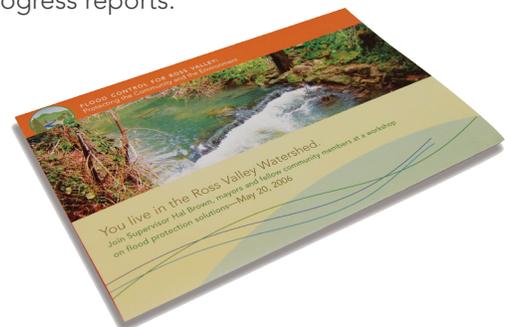
MIG will research and prepare up to four (4) funding updates for presentation at quarterly meetings. Funding updates may include project-specific funding and budget information and/or potential grant funding sources. Specific content will be developed with direction from the client project manager and Coordinating Committee.

5. OTHER DUTIES

As directed, MIG staff will conduct other administrative, communication, research, data management or public outreach tasks, up to the budget allocated for this task.

6. PROJECT MANAGEMENT

- a. The MIG Project Manager and Senior Facilitator will participate in a project kick-off meeting to discuss project goals, roles and responsibilities and communications protocols and to refine the project scope and budget. MIG will provide a memo documenting key points from this meeting and any changes to the budget and scope.
- b. The MIG Project Manager will communicate regularly with the client as needed via phone and email. MIG will prepare monthly invoices with brief progress reports.



OPTIONAL TASK: WEB-BASED PROJECT AND PLAN PLATFORM

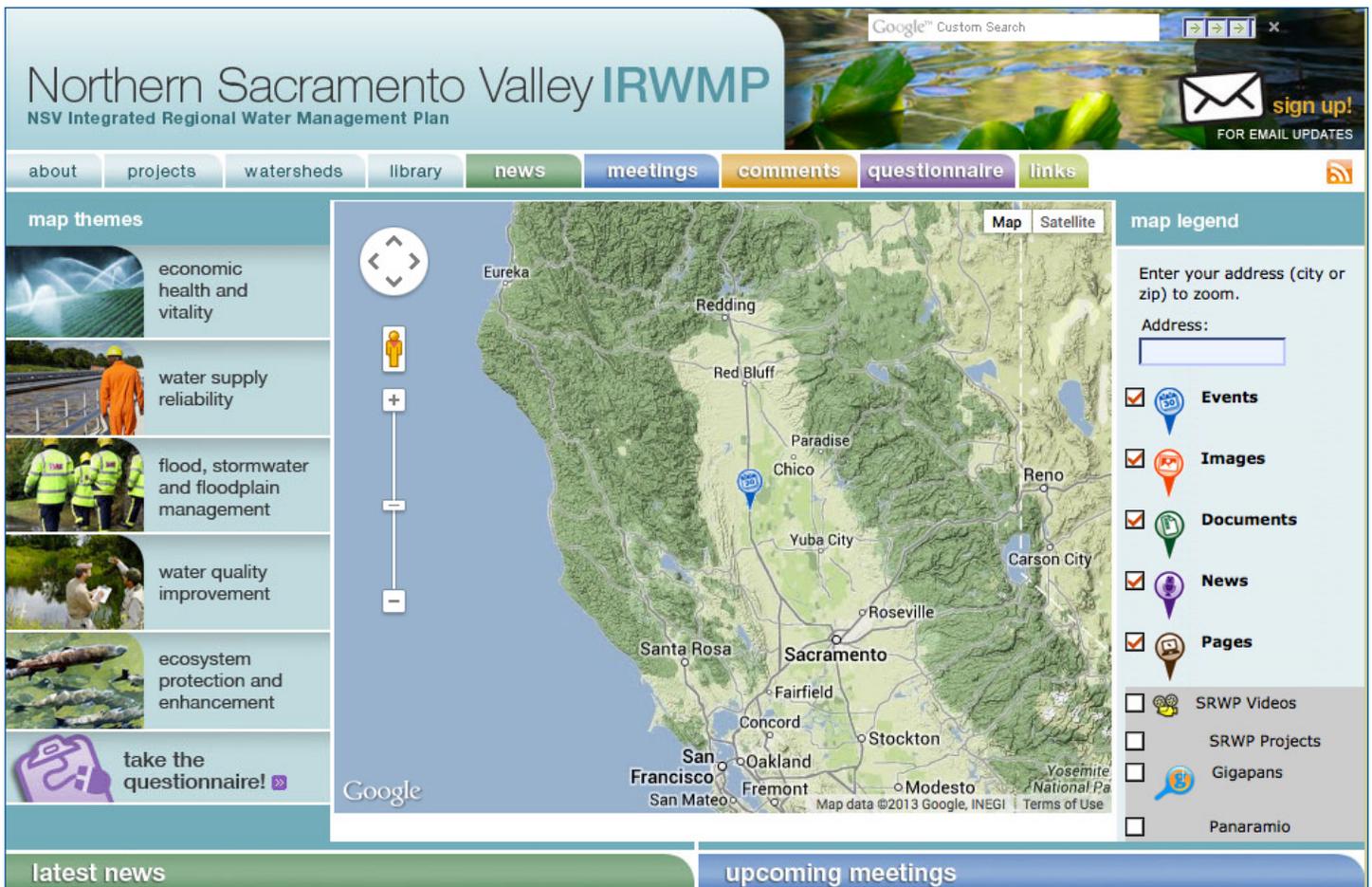
Upon client approval, as a value-added service within the total project budget, MIG will update and customize its existing IRWMP Project Platform for the Westside IRWMP. MIG will design, develop and launch a web-based platform for tracking project progress. The platform will be developed using the open source LAMP platform and integrated with the existing IRWMP website.

a. Plan and Design Online Reporting System

MIG will consult with Coordinating Committee members to identify the anticipated function of the platform, including stakeholder collaboration, project publishing, project tracking and updating, as well as improvements and customization of the existing platform. Based on this consultation, MIG will provide wireframes or other design mock-ups for review and discussion.

MIG’s technical team will also work with designated Coordinating Committee members to create a performance-monitoring “dashboard” and set of reports. The dashboard will be easily updated by administrators and provide the public and site visitors a brief summary of plan progress and activities. The administrator interfaces and dashboard will be included in the final specifications and design for review and approval.

- b. MIG will create and test a draft internal version of the platform for review and comment by the client (alpha release). Based on feedback, the platform will be updated and a final draft will be released to a limited group for documentation of final bugs (beta release). After final refinement and testing, MIG will prepare the final platform, manage a public launch and provide release notes to the platform administrator.



Project website for Northern Sacramento IRWMP

Firm Description and Qualifications

ABOUT MIG

MIG, Inc. is a multidisciplinary firm of 140 professionals who specialize in regional and community planning, public outreach and participation, marketing and communications, technology and management for public agencies, cities and counties throughout the West and nationally.

MIG combines expertise in regional planning and water management with public outreach, facilitation and conflict resolution expertise. We help clients develop and implement communication and outreach programs to support a wide variety of plans and projects related to water management, recycling and solid waste, natural resources, energy and climate action.

MIG is a woman-owned business and operate offices in Berkeley, Davis, Fullerton, Pasadena, Riverside, and San Diego, California; Eugene and Portland, Oregon; San Antonio, Texas, New York, New York, and Boulder, Colorado.

AREAS OF EXPERTISE

Interagency Coordination

MIG has expertise in promoting interagency collaboration and facilitating consensus. MIG is internationally recognized for its facilitation expertise, developing and using innovative techniques to create an open atmosphere in which different viewpoints can be heard, acknowledged, addressed, and reconciled. We have helped diverse groups of public and private sector clients to resolve conflicts and work toward common goals.

Public Outreach

We offer unparalleled experience in effective, meaningful public outreach for projects of all scales. Our team understands the complexities of regional water management and are experts in translating public input into implementable actions and policies. Our meeting management techniques and tools help community members think conceptually, work in collaboration, and know that their voices are heard and have an impact. We have in-house Spanish-language facilitation and community involvement expertise and are comfortable working with multiple languages and cultures.

Strategic Communications

With over 25 years of experience designing communications and outreach strategies, MIG is uniquely positioned to help you effectively reach your target audiences. We build positive community awareness about complex and sometimes misunderstood projects and programs. We can help convey technical information to public audiences and facilitate communications, build understanding, and promote consensus among diverse stakeholders.

Technology Expertise and Tools

MIG designs, develops and implements cutting-edge technologies that expand the use of the web as an interactive and dynamic medium. MIG's in-house web designers and software engineers build websites and tools that engage users, promoting programs and projects for public and private organizations. Our robust content management systems provide fast and easy content updates, while custom database-driven applications can create charts and graphics that track progress as well as interactive applications and educational "games."

Quality Control

MIG is committed to delivering exceptional client services and completing work on time and on budget. Quality control begins with the assignment of qualified, dedicated staff to each project. Work is reviewed by the project's Principal-in-Charge and Project Manager. Regularly scheduled project team meetings are conducted to ensure work quality and the appropriate allocation of staff time and project resources. The project manager has an identified back-up staff member to handle urgent project issues or emergencies and is supported by MIG's deep bench of specialists and project associates.

Regulatory Objectives

- Maintain species populations through habitat connectivity and corridors**
 - Salinity gradients
 - Flow velocities
 - Channel geomorphology
- Maintain the physical processes and normal pattern of disturbance upon which the natural systems depend**
 - Multi-layered structure
 - High native species diversity
 - Stable channel banks
- Maintain riparian biodiversity through habitat complexity**
 - Multi-layered structure
 - High native species diversity
 - Stable channel banks

Changes to Water Velocity May Affect...

- Steelhead Trout**
 - Changes to in-stream flow velocities can affect channel configuration and therefore migration, spawning, and rearing habitats.
 - Channel maintenance, vegetation removal, and sedimentation from erosion may cause changes to spawning and rearing habitat (currently above Murphy's crossing between river miles 15 to 17.5).
 - Channel maintenance, vegetation removal, and sedimentation from erosion may cause fish passage barriers to side tributaries and upstream of project area.
- Lagoon Species**
 - Steelhead trout
 - Tidewater goby
- Dune and Beach Species**
 - Legless lizard
- Nesting Species**
 - Western snowy plover
- Non-Nesting Species**
 - (Known to nest at various points within the Palms Inlet)

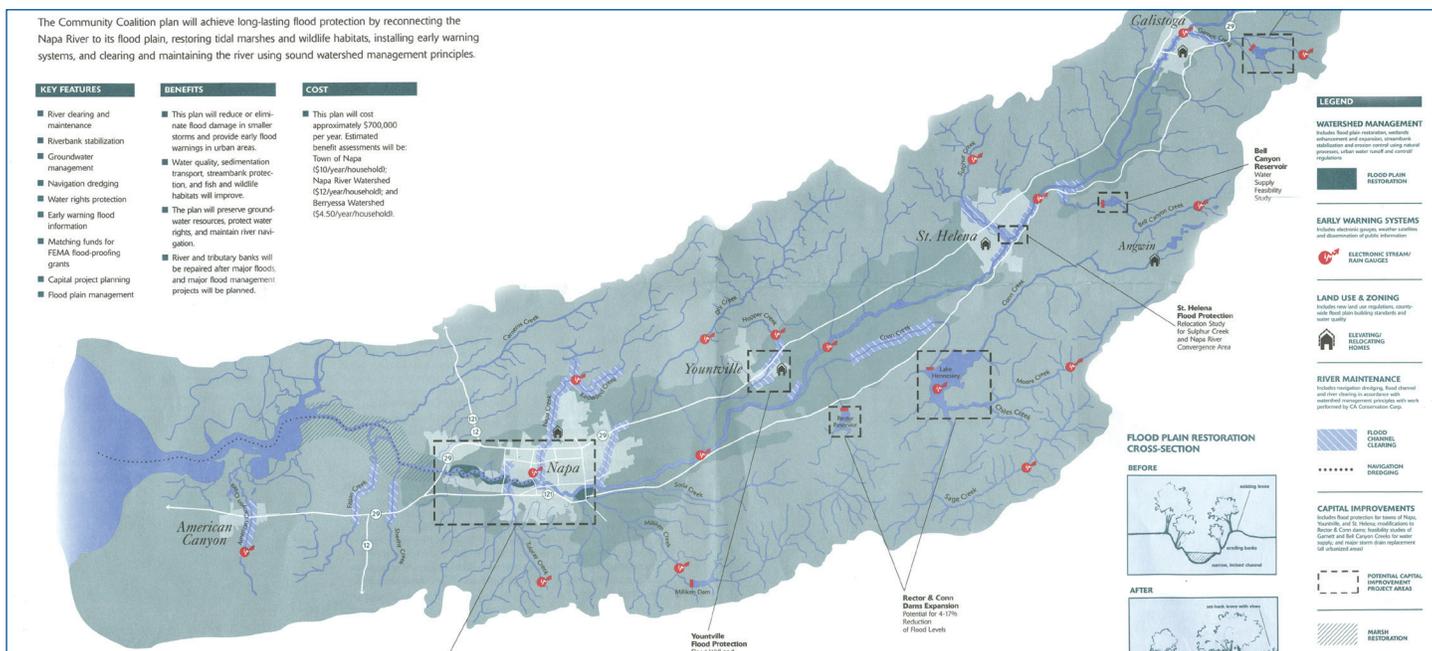
Examples of Flow Velocity

- 5+ feet per second
- 10+ feet per second
- 15+ feet per second

PROJECT EXPERIENCE

Below is a selection of MIG projects relevant to the Westside IRWMP Administration. The following pages describe additional projects in more detail.

- Northern Sacramento Valley Integrated Water Management Plan Public Outreach, *Northern Sacramento Valley, California*
- Soquel Creek Water District Public Education and Outreach, *Soquel, California*
- Santa Clara Valley Habitat Conservation Plan Stakeholder Group Process, *Santa Clara Valley, California*
- North Coast Integrated Water Management Plan, *Sonoma County, California*
- Upper Santa Clara River TMDL and Integrated Water Management Plan Public Outreach, *Los Angeles, California*
- Napa River Flood Protection and Watershed Management Plan, *Napa, California*
- Lake County 2030 Regional Blueprint Implementation, *Lake Area Planning Council, Lake County, California*
- Los Angeles County Water Quality, Storm Drainage Fee, *Los Angeles County, California*
- Pajaro Valley Visioning and Flood Protection Outreach, *Santa Cruz and Monterey Counties, California*
- Santa Barbara Watersheds Public Outreach, *Santa Barbara, California*
- Integrated Water Management Plan Grant Program Inventory Review and Analysis, *San Gabriel and Lower Los Angeles Rivers and Mountains Conservancy*
- Kern County Watershed Integrated Water Management Plan Stakeholder Group and Outreach Process, *Bakersfield, California*
- Yolo County Integrated Water Management Plan, *Yolo County, California*
- Mojave Water Agency Integrated Water Management Plan, *San Bernardino County, California*
- Lower Putah Creek Priority Setting Process, *Solano and Yolo Counties, California*
- San Jose / Santa Clara Water Pollution Control Plant Master Plan Community Outreach and Education Campaign, Environmental Services Department, *San Jose, California*
- Ross Valley Flood Protection and Watershed Program Vote, *Marin County, California*
- Santa Clara Valley Water District Public Outreach and Voter Education, *Santa Clara County, California*



Santa Clara Habitat Conservation Plan

SANTA CLARA, CALIFORNIA

To address a two-fold challenge of restoring the health of the Napa River and implementing a flood management strategy to protect Napa Valley communities, MIG helped a Community Coalition of more than 20 community-based organizations come together to develop a local plan that would be environmentally sensitive and financially feasible.

MIG helped design and facilitate the process for the Community Coalition to evaluate the Army Corps’ existing flood control plan and develop a new plan. The project received national coverage for its revolutionary solution to flood control: remove the existing system of dikes and levees and allow the river to run free. It was the first “Living River” project. A key to the success of the project was the consensus that was achieved among the many interests in the Napa Valley, from winemakers to city officials, farmers to Army engineers, and environmentalists to business people—which led to a 1/2 cent sales tax. The project has also fostered economic development, generated over \$519 million in investment, leveraging public investment and providing new tax revenue.

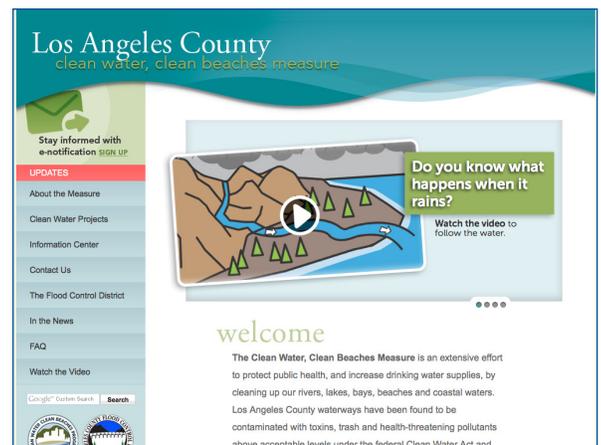


Water Quality Improvement Funding Initiative

COUNTY OF LOS ANGELES, CALIFORNIA

The County of Los Angeles must improve the quality of the storm-water flowing into rivers and the ocean. MIG was hired to bring 85 cities and a multitude of stakeholders to agreement on the types of infrastructure projects to accomplish that. MIG directed research, developed strategic messaging and communications collateral, coordinated community outreach efforts and directed ballot development. MIG designed collateral material and a project website.

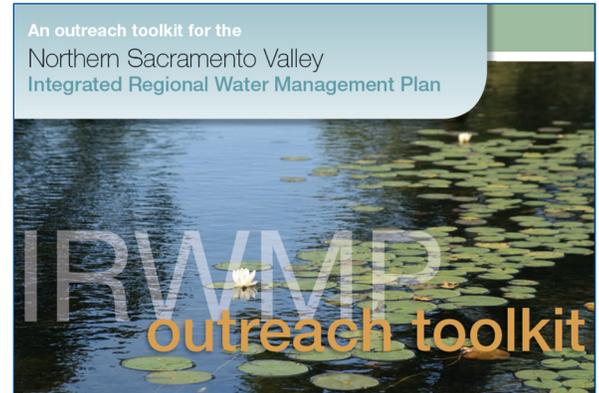
A major barrier to community acceptance of a fee to pay for clean up is that stormwater mostly flows underground and few people really understand LA County’s system. As part of the community outreach, MIG created a video, in English and Spanish, to provide a low-key, humorous explanation of what happens when it rains in Los Angeles called “From the Clouds to the Ocean.” The story follows water as it travels on surface streets, picks up trash and pollutants, and ends up in the ocean. MIG developed the concept, wrote the script, developed storyboards and all illustrations, created the animation, directed the voice over, and edited the final video. The full videos can be viewed at LACountyCleanWater.org



North Sacramento Integrated Regional Water Management Plan

SACRAMENTO, CALIFORNIA

The six counties of the Northern Sacramento Valley continued their tradition of regional collaboration addressing water-related issues by launching the Integrated Regional Water Management Plan (IRWMP) in 2011. MIG, as a subconsultant to West Yost Associates, supported the IRWMP Board of Directors and Technical Advisory Committee (TAC) by providing technical tools and public outreach assistance. MIG supported the project launch by designing, developing and hosting a project website, including an interactive map and a web-based project database. MIG developed an outreach toolkit and conducted training for agency representative to conduct outreach to residents, tribes, community-based organizations and Disadvantaged Communities (DACs). To support public outreach and communications, MIG developed public information materials including website copy and a project Fact Sheet in English and Spanish as well as a questionnaire provided online and in hard copy, including Spanish-language and large-print versions.



San Jose/Santa Clara Water Pollution Control Plant Master Plan Community Outreach and Education Campaign

SAN JOSE, CALIFORNIA

The San Jose/Santa Clara Water Pollution Control Plant treats an average of 110 million gallons of wastewater each day and recycles about 11 million gallons per day. Built in 1956, the Plant needs rebuilding to continue to operate in a safe and reliable manner, projected at \$2 billion. The City of San José hired MIG to assist with a community outreach and public information campaign that will promote rebuilding the Plant, help residents understand why it needs to be rebuilt and the opportunities that are available for new land uses on the site, and gain acceptance for rate increases.

MIG's role was to provide ongoing strategy for the outreach campaign; produce a Briefing Book for public officials to use when discussing the Plant Master Plan with their constituents; design and implement a social marketing campaign that encourages residents to support the rebuilding of the Plant; provide attention-getting kiosks to increase publicity about the Plant and the Master Planning process; and produce brochures, fact sheets and newsletters and multimedia products throughout the process. All these products share the same call to action: support the rebuilding of the Plant—it supports all of us, everyday!



Napa River Flood Protection and Watershed Management Plan

NAPA, CALIFORNIA

To address a two-fold challenge of restoring the health of the Napa River and implementing a flood management strategy to protect Napa Valley communities, MIG helped a Community Coalition of more than 20 community-based organizations come together to develop a local plan that would be environmentally sensitive and financially feasible.

MIG helped design and facilitate the process for the Community Coalition to evaluate the Army Corps' existing flood control plan and develop a new plan. The project received national coverage for its revolutionary solution to flood control: remove the existing system of dikes and levees and allow the river to run free. It was the first "Living River" project. A key to the success of the project was the consensus that was achieved among the many interests in the Napa Valley, from winemakers to city officials, farmers to Army engineers, and environmentalists to business people—which led to a 1/2 cent sales tax. The project has also fostered economic development, generated over \$519 million in investment, leveraging public investment and providing new tax revenue.



"Rather than taming a big river through a series of technological devices, the natural hydrology of the river is going to be restored—and the notion that a river runs free is a powerful statement about the future of how people interact with these water systems. The big idea is so powerful that we feel this deserves an honor award."

—ASLA Jury

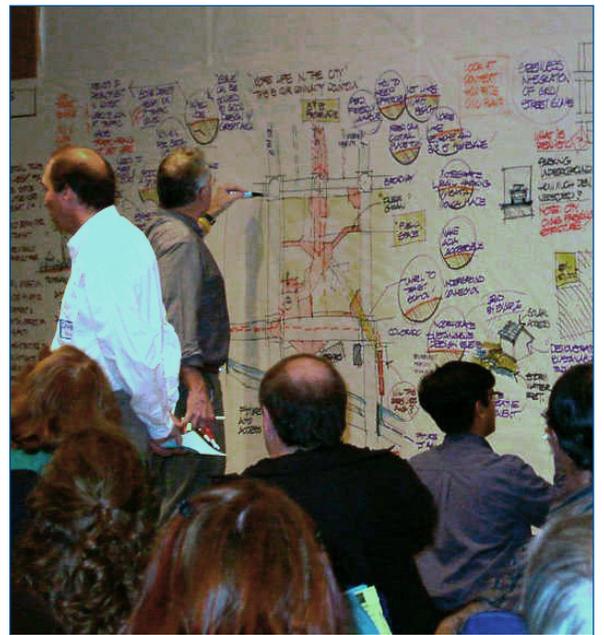
Project received a National Planning Honor Award

Upper Santa Clara River TMDL and IRWMP

LOS ANGELES REGIONAL WATER QUALITY CONTROL BOARD

MIG was selected to assist Los Angeles Regional Water Quality Control Board and the Sanitation Districts of Los Angeles County with the development and facilitation of a collaborative process and communication materials to implement the Chloride TMDL in the Upper Santa Clara River. The main project goal was to ensure that there was substantial agreement by Regional Board staff, Sanitation Districts' staff, and other major stakeholders that there was sufficient and credible scientific and technical information upon which to base decisions about standards and the Implementation Plan for the Upper Santa Clara River.

MIG facilitated the stakeholder process that produced an approved Integrated Water Management Plan (IRWMP) for the Upper Santa Clara River. MIG worked with the technical team and Regional Water Management Group to identify key issues for stakeholder discussion and to ensure broad participation and collaborative project proposals. The plan was adopted by all participating agencies in Summer 2008.



Team Description and Roles

MIG has assembled a team of professionals ideally suited the needs of the Coordinating Committee for the Westside IRWMP administration. The team selected for this effort combines subject-area and regional planning experience with outstanding facilitation skills and data management expertise.

MIG will work efficiently and collaboratively with the Coordinating Committee to ensure effective agency coordination, expertly-managed meetings, meaningful public outreach, careful data management and accurate funding updates.

The roles and responsibilities of key team members are described below. The key personnel listed here are supported by MIG's deep bench of specialists and project associates.

Joan Chaplick, Principal and Senior Facilitator, will facilitate Coordinating Committee meetings, develop meeting and public outreach strategies and ensure quality assurance throughout the project. Joan will consult on inter-agency coordination, data management and funding updates.

Ellie Fiore, AICP, Project Manager, will serve as the day-to-day project coordinator and primary point of contact between MIG and the Coordinating Committee. She will oversee all public outreach and develop content for e-blasts and newsletters. Ms. Fiore will develop periodic funding updates and review meeting materials and other work projects. She will be responsible for ensuring work is completed on time and on budget.

Maria Mayer, Project Associate, will maintain the stakeholder distribution list, send e-blasts and newsletters, and develop and maintain the IRWMP objectives and project tracking spreadsheet. She will assist the Coordinating Committee with other administrative or outreach tasks as needed and support Joan Chaplick with meeting preparation and summaries.

Steve Kokotas, Director of Technology, will oversee the design, development, testing and launch of the Westside IRWMP Web-Based Project Performance and Reporting System (Optional Task). He will communicate with designees from the Coordinating Committee and serve as a liaison between the Committee and MIG's technical staff to review and approve all work. He will be supported by MIG's Web Engineer and Interface Designer.



Joan Chaplick

PRINCIPAL-IN-CHARGE

AREAS OF EXPERTISE

Public Outreach and Involvement /
Community Planning and Engagement
Organizational Development / Facilitation

QUALIFICATIONS

Joan Chaplick joined MIG as an expert in public outreach strategies and facilitation, funding, and collaborative land use planning in 2005. Since then, she has worked with communities throughout the state to design and facilitate outreach strategies to engage communities in developing a future vision for their community; identifying and evaluating alternatives, discussing contentious issues; and creating processes that support the achievement of both long and short-term goals. Ms. Chaplick has worked in rural, suburban and urban settings, and is skilled at bringing best practices from her broad range of experience to each project.

Ms. Chaplick is highly skilled at developing outreach processes that help identify which strategies will be most effective at reaching specific audiences. Prior to MIG, she worked for the Golden Gate National Parks Conservancy where she was responsible for working with stakeholders to develop and fund community partnerships. She also has 15 years experience working with the National Park Service where she facilitated the development of strategic plans for national parks in California.

Working extensively in multi-agency environments, Ms. Chaplick has established stakeholder processes that have provided the productive feedback needed by agencies and technical teams to advance their project. She has facilitated and negotiated the resolution of land use conflicts, worked to resolve flood control and creek stewardship conflicts between public and private landowners, and assisted with land transfers for parks and open space.

EDUCATION

- Master of Regional Planning, University of Pennsylvania
- Bachelor of Science, Environmental Resource Management, Pennsylvania State University

RELEVANT EXPERIENCE

- IRWMP for the Upper Santa Clara River Outreach Process, *Santa Clarita, California*
- Santa Clara Valley Habitat Conservation Plan Stakeholder Group Process, *Santa Clara Valley, California*
- Lower Putah Creek Priority Setting Process, *Solano and Yolo Counties, California*
- Plum Creek Envision Alachua Public Outreach and Consensus Building Process, *Gainesville, Florida*
- Caltrans Public Participation and Engagement On-Call Contract, *Sacramento, California*
- San Francisco Bay Area Rapid Transit (BART) Public Participation Plan, *San Francisco Bay Area, California*
- Integrated Regional Water Management Plan for the Kern County Watershed Stakeholder Group and Outreach Process, *Bakersfield, California*
- Mountain View 2030 Visioning Process and General Plan Update, *Mountain View, California*

Ellie Fiore, AICP

PROJECT MANAGER

AREAS OF EXPERTISE

Public Outreach / Planning / Communications
Facilitation and Meeting Management

QUALIFICATIONS

Ellie Fiore is a planner and project manager who specializes in communications and outreach strategies for transportation, land use and sustainability plans. She combines subject-area and policy expertise with strategic planning and process skills to help clients identify and meet their goals.

Ms. Fiore works with a wide range of stakeholders as well as technical experts, and focuses on effectively communicating information to the public in order to make projects meaningful and relevant and to gather constructive input. She advises clients on the most appropriate set of engagement tools to use to meet their unique needs and reach target audiences, drawing on both traditional and innovative techniques. She has developed and implemented public involvement plans, designed outreach workshops and managed several public involvement processes.

She is currently developing public engagement and community participation plans for the Soquel Creek Water District, Sonoma County Regional Parks and recently completed a community visioning process in the City of Menlo Park. In her role leading public outreach for the Integrated Regional Water Management Plan in the Northern Sacramento Valley, she developed an outreach toolkit and trained several county and agency staff to conduct effective outreach to disadvantaged communities and other stakeholders.

As a project manager, Ms. Fiore is responsive, personable and exacting, helping everyone on a project work efficiently together. She is experienced at developing and managing project scopes and budgets, and ensures that her team and subconsultants adhere to deadlines, while remaining adaptable as project needs evolve.

EDUCATION

- Masters of Urban and Regional Planning (MURP), Portland State University
- Bachelor of Arts, Sociology, Cornell University

RELEVANT EXPERIENCE

- Northern Sacramento Valley Integrated Water Management Plan Public Outreach, *Northern Sacramento Valley, California*
- Soquel Creek Water District Public Education and Outreach, *Soquel, California*
- Lake County 2030 Regional Blueprint Implementation, Lake Area Planning Council, *Lake County, California*
- Port of San Diego Climate Adaptation and Mitigation Plan, San Diego, California Belle Haven Community Vision, *Menlo Park, California*
- Sonoma County Integrated Parks Plan, *Sonoma County, California*
- Energy Upgrade California Public Outreach, StopWaste.Org, *Alameda County, California*
- Plan Bay Area Public Workshop Facilitation, Metropolitan Transportation Commission and Association of Bay Area Governments, *San Francisco Bay Area, California*
- Southern Nevada Strong Regional Plan Public Engagement and Communications, Southern Nevada Regional Planning Council, *Las Vegas, Nevada*
- San Joaquin Valleywide Sustainable Communities Strategy Public Outreach Strategy, Fresno Council of Governments, *San Joaquin Valley, California*
- Alameda County Transportation Commission Media and Public Relations, *Alameda County, California*

Steve Kokotas

TECHNOLOGY SPECIALIST

AREAS OF EXPERTISE

Information Technology / Database Design
Data Modeling / Software Engineering

QUALIFICATIONS

Steve Kokotas brings a wide array of experience in information and Internet technology, information management and visualization, web application development, data modeling, economic development and planning. He has orchestrated the development of Townsquare™ (www.MIGTownsquare.com) from its inception in 2001 as an online community portal for large scale public infrastructure and planning projects conducted by the Army Corps of Engineers to its current state as an industry leader in online web-based planning and public involvement. It provides robust database-driven digital subscription management services. He oversaw all aspects of Townsquare™ product design and development, as well as ongoing software updates, customization and client service and support.

Mr. Kokotas's background in Internet and data communications technology goes back to 1981 when he served as Production Manager, Technical Marketing Manager and Special Assistant to the President for U.S. Robotics, Inc., a leading telecommunications equipment manufacturer and software developer.

Mr. Kokotas's experience also includes serving as the Chicago Community Databank Administrator at the Center for Urban Economic Development at the University of Illinois at Chicago, where he implemented a Statewide database of social services and educational opportunities at numerous job training agencies throughout Illinois and oversaw the creation of a new information management branch of the Illinois Occupational and Information Coordination Council. He also built and launched a kiosk-based multimedia database application for a national housing services organization that received national recognition by Intel.

EDUCATION

- Master of Urban Planning and Policy, University of Illinois, Chicago
- Bachelor of Arts with High Honors, Social Sciences, University of California, Berkeley
- Undergraduate Studies, Economics, Northwestern University

RELEVANT EXPERIENCE

- Napa County Climate Protection/Energy Efficiency Plans, *Napa County, California*
- Alameda County Zone 2 Multi-objective Flood Protection Master Plan and Revenue Enhancement, *Alameda County, California*
- Berkeley Climate Action Interactive Web Portal, *Berkeley, California*
- East Bay Regional Park District Web Technology Plan, *Oakland, California*
- Napa County Planning and Conservation Watershed Information Center, *Napa County, California*
- Russian River Watershed Action Plan, *Sonoma and Mendocino Counties, California*
- Napa County League of Governments County-wide Community Development Strategy, *Napa County, California*
- Sonoma Water Agency North Coast Integrated Regional Water Management Plan, *Sonoma County, California*
- Executive Director, Napa Valley Economic Development Corporation, *Napa County, California*
- Economic Development Planner, Center for Urban Economic Development, *University of Chicago, Chicago, Illinois*
- Edmund D. Edelman Dependency Court, Design Program Master Plan, *Monterey Park, California*
- Project Manager, *Townsquare™*



Maria Mayer

PROJECT ASSOCIATE

AREAS OF EXPERTISE

Public Involvement and Outreach / Community Visioning
Graphic Design / Communications

QUALIFICATIONS

Maria Mayer brings over 25 years' organizational experience and a broad range of skills, including client and stakeholder communications, research and database management, writing and editing, and graphic design, to MIG. This combination of skills has made her highly effective in supporting all aspects of MIG outreach efforts. Ms. Mayer is known for her attention to detail and follow-through, calm demeanor and problem solving abilities.

Ms. Mayer has facilitated all phases of meeting organization; administered and arranged a wide variety of public outreach processes ranging from small-scale local efforts to statewide campaigns; assisted with the development and revision of public participation plans, including BART's Title VI participation plan; recruited and organized focus groups to obtain community feedback; facilitated and graphically recorded community conversations; assisted with the editing and maintenance of project websites; analyzed public survey data and comments; written, edited and designed final summary reports. She has supported multiple projects for public and private sector organizations and agencies on the city, county, state and federal level.

Prior to joining MIG, Ms. Mayer worked as an Administrator for the Minneapolis Institute of Arts, Heartwood Institute, the Greater Minneapolis Convention and Visitors Bureau and other organizations.

EDUCATION

- Liberal Arts, University of Illinois, Urbana-Champaign, Illinois
- Graphic Design, Columbia College, Chicago, Illinois

RELEVANT EXPERIENCE

- Plum Creek Envision Alachua Public Outreach and Consensus Building Process, *Gainesville, Florida*
- Northern Sacramento Valley Integrated Water Management Plan Public Outreach, *Northern Sacramento Valley, California*
- Belle Haven Community Vision, *Menlo Park, California*
- Alameda County Transportation Commission Media and Public Relations Services, *Alameda County, California*
- California Department of Transportation (Caltrans) On-Call Public Outreach and Engagement Services, *Statewide, California*
- Southern Nevada Strong Regional Plan Public Engagement and Communications, Southern Nevada Regional Planning Council, *Henderson, Nevada*
- Santa Clara Valley Habitat Conservation Plan Stakeholder Group Process, *Santa Clara Valley, California*
- San Mateo County Transit District (SamTrans) Service Plan Outreach, *San Mateo County, California*
- Alameda County Transportation Commission Countywide Transportation Plan and Transportation Expenditure Plan, *Alameda County, California*
- BART Title VI Public Participation Plan and Community Meetings, *San Francisco Bay Area, California*
- Plan Bay Area Public Workshop Facilitation, Metropolitan Transportation Commission and Association of Bay Area Governments, *San Francisco Bay Area, California*
- Energy Upgrade California Public Outreach, StopWaste.Org, *Alameda County, California*
- Caltrans Strategy Development for the Public Participation Plan, *Statewide, California*

Budget

project cost

IRWMP Administration											
	Joan Chaplick Principal-in-Charge		Ellie Fiore Project Manager		Maria Mayer Project Associate		MIG Totals	Direct Costs	Professional Fees Totals		
	Hours @	\$165	Hours @	\$135	Hours @	\$100					
1	40	\$6,600	4	\$540	12	\$1,200	56	\$8,340	\$800	\$9,140	
2	2	\$330	20	\$2,700	16	\$1,600	38	\$4,630	\$50	\$4,680	
3	2	\$330	6	\$810	30	\$3,000	38	\$4,140	\$25	\$4,165	
4	2	\$330	24	\$3,240	8	\$800	34	\$4,370	\$25	\$4,395	
5	2	\$330	8	\$1,080	24	\$2,400	34	\$3,810	\$25	\$3,835	
6	4	\$660	32	\$4,320	0	\$0	36	\$4,980	\$25	\$5,005	
	<i>Subtotal</i>	<i>\$8,580</i>	<i>94</i>	<i>\$12,690</i>	<i>90</i>	<i>\$9,000</i>	<i>236</i>	<i>\$30,270</i>	<i>\$950</i>	<i>\$31,220</i>	
TOTAL	52	\$8,580	94	\$12,690	90	\$9,000	236	\$30,270	950	\$31,220	

	Steve Kokotas Technology Director		Interface Designer		Web Engineer		MIG Totals	Direct Costs	Professional Fees Totals		
	Hours @	\$185	Hours @	\$135	Hours @	\$150					
A	16	\$2,960	24	\$3,240	4	\$600	44	\$6,800	\$100	\$6,900	
B	40	\$7,400	8	\$1,080	100	\$15,000	148	\$23,480	\$250	\$23,730	
	<i>Subtotal</i>	<i>\$10,360</i>	<i>32</i>	<i>\$4,320</i>	<i>104</i>	<i>\$15,600</i>	<i>192</i>	<i>\$30,280</i>	<i>\$350</i>	<i>\$30,630</i>	