



PUBLIC RELATIONS AND COMMUNITY OUTREACH SERVICES

for the Marina Coast Water District

submitted by



MIG, Inc.

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Berkeley, CA 94710

510-845-7549

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Nov. 12, 2015

Ms. Jean Premutati
Marina Coast Water District
11 Reservation Road
Marina, California 93933
jpremutati@mcwd.org

Dear Ms Premutati and the Proposal Review Committee:

On behalf of MIG, Inc., I am pleased to offer this proposal to support the Marina Coast Water District (MCWD) with public relations and community outreach. With our strong expertise in **strategic communications, community engagement, branding and identity development, marketing and advertising, and public affairs**, we are well positioned to aid you in this important effort.

Our full-service, in-house creative group provides research, strategic communications planning and implementation, graphic design, website design and development, writing and editing, and social media engagement expertise.

Our understanding of the water environment comes from our experience working, with public agencies throughout California, Oregon and Washington on projects that address water supply, wastewater and stormwater, energy and utilities, infrastructure funding, and transportation. We have included selected examples of our work in the appendix, including the Soquel Creek Water District, the Santa Clara Valley Water District, San Jose Environmental Services Department, San Leandro H2O Works, Pajaro Valley Flood Protection Outreach, and the cities of Eugene and Springfield Metropolitan Wastewater Management Commission.

We understand the dynamics of communication, motivation and human behavior. Our strategic communications programs get results—building on messaging, inspiring positive action and strengthening positioning. We propose to help MCWD communicate effectively with its partners and customers with clear, authentic information and education, active listening, and engaging paid and earned media.

I am authorized to negotiate and contractually bind our firm, as well as receive any correspondence during the selection process. I can be reached at 510-845-7549 or via email at caried@migcom.com.

Thank you for your consideration of our proposal for this important MCWD project.

With respect,

A handwritten signature in blue ink, appearing to read 'Carrie DelFino', written in a cursive style.

MIG, Inc.
800 Hearst Ave.
Berkeley, CA 94710



a brief summary

MIG proposes to assist the Marina Coast Water District increase communications with customers, strengthen relationships to partners and stakeholders, and promote the District's vision, mission and core values. Our work plan is divided into three phases.

During **Phase 1**, MIG will work with the District to create a communications strategy grounded in research. We will interview key stakeholders to gauge levels of engagement with the District; assess institutional, organizational and political issues related to the District; and identify misperceptions and opportunities for education. An audit of existing materials, review of best practices from other water district's successful campaigns will help with crafting messages that resonant and best tools and tactics for reaching targeted audiences.

The insights from the research and audit will be shaped into a communications and outreach plan that will include a message matrix, highlighting the most effective and compelling messages for each target audience, appropriate tools and methods for disseminating those messages, and measurements for evaluating success. The plan will can be implemented in stages as directed by District staff and as funding becomes available.

With a solid road map, we will begin implementation. Our work plan for **Phase 2** begins with a refresh of the District brand tone, look and feel. Using the key messages developed in Phase 1, we will renew print collateral through words and images, and ensure all materials (print and electronic) are in line with the Districts strategic goals for communication and outreach. During this phase, MIG proposes an updated website, increased engagement on social media and a toolkit for anyone who interacts with stakeholders, partners and the public. This phase also addresses internal communications and media engagement.

Phase 3 begins with a strategy and re-evaluation session to review outreach activities and evaluate milestones reached. We will refine the communications plan and "road map" and update budget needs. We anticipate that this phase will include continued engagement with the media, website and social media. Our creative team will provide production and creative services to execute printed materials, promotional items, a marketing campaign that will include broadcast- and camera-ready advertising materials.

Throughout the project, MIG will provide regular updates and reports on progress and performance and work closely with the District staff to build strong, open communications channels with partners, stakeholders and customers.



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our approach

PROJECT UNDERSTANDING

The City of Marina and surrounding areas have long been faced with limited water supply. Since the 1950s saltwater intrusion has been a concern—in the early 1980s the District had to abandon pumping from an existing well and began drilling 3 additional deep wells that now provide the water supply. The District built a desalinization plant in the 1990s, but the plant is not economical and is no longer operating.

Diminished supply, prolonged drought and population growth continue to put pressure on the system. The District has responded by seeking new water supplies and expanding its conservation programs. Stage 3 water restrictions are currently in place—and customers have significantly reduced usage—but challenges remain.

Since 2013, controversies over desalinization in the region, negative press coverage, staff changes and instability on the Board, have made it more difficult for MCWD to promote its positive messages to customers.

A five-year Strategic Plan, begun in 2013 and completed in 2014, defines clear paths forward in a number of different areas.

Part 4 of the Strategic Plan speaks directly to the need to communicate with District partners and customers. Clear, timely and regular communications, active listening and two-way communications are objectives from the Plan

that resulted in the request for proposals to “increase the level and quality of communications to the public.” MIG proposes to help the District do just that.

PROJECT APPROACH

Continual two-way communications with customers, partners and constituents is always critical for public agencies to function well. It is particularly important during difficult times such as periods of prolonged drought.

MIG proposed to assist the District with improving communications and working toward achieving its Five Year Strategic Plan goals in several ways:

- **promote** the District Vision, Mission and Core Values
- **enhance** the District’s communications with partners, stakeholders and customers
- **build** positive awareness about steps the District is taking to protect groundwater from seawater intrusion and other contaminants
- **encourage** water conservation with outreach, education and marketing
- **support** the District’s reputation as a trustworthy and transparent manager of financial resources

Our approach is multi-layered—combining education and social behavior change marketing with conservation incentives, increasing engagement with partner agencies, actively engaging with the media, and building positive awareness of the District’s brand among all constituents.

Our preliminary work plan, described below, reflects our current understanding of the steps the Marina Coast Water District needs to take in order to meet the communications objectives in the Strategic Plan. The work plan incorporates all of the services listed in the Scope of Services, and can be activated in phases as resources become available.



Phase 1. Communications and Outreach Strategy

Phase 1 will focus on initial research and identifying strategies, tools and tactics for public education and outreach. As part of this phase, we are recommending an optional initial survey of customers to create a baseline for measuring and evaluating the communications program.

1.1 KICKOFF AND STRATEGY MEETINGS (1)

MIG will plan and facilitate a full team meeting to ensure roles, responsibilities, timelines, budgets and deliverables are clearly understood. The agenda will include a discussion of issues and implementation strategies, desired project outcomes and project management protocols.

1.2 PROJECT MANAGEMENT AND TEAM COORDINATION

The MIG Project Manager will maintain regular contact with District staff through telephone and email communications as needed. Other team members are available for consultation as needed, but the MIG Project

Manager will be the day-to-day contact for District staff. MIG will invoice monthly, providing progress and budget reports and breakdown of costs.

1.3 RESEARCH

After the project kick-off meeting, MIG will quickly conduct research to help identify and inform education and outreach strategies with the highest potential for success. MIG will:

- Meet with Marina Coast Water District Board, staff and other key stakeholders
- Audit current District outreach materials and methods
- Review best practices and materials from other successful water district’s education campaigns and past District efforts
- Conduct a thorough stakeholder analysis; and
- Identify stakeholder hubs and communication points

We will provide a report with the results of this research, which will be used to inform the development of messages and strategies.

1.4 STAKEHOLDER INTERVIEWS (12-15)

MIG will conduct up to 15 interviews with key stakeholders, including individual interviews with District Board members. Other interviews, to be determined in consultation with District staff, may include residential and commercial property owners, business representatives, public health practitioners, environmental advocates, recreational enthusiasts, education/school representatives, and other involved community members the District identifies. The District will provide a list of possible interviewees. As many interviews as possible will be conducted in person; the remainder will be telephone interviews.

These interviews will help us gauge levels of engagement with the District; assess institutional, organizational and political issues related to the Water

District, identify misperceptions and opportunities for education; and begin to craft and test messages. We will provide a report in aggregate, ensuring confidentiality for all interviewees.

1.5 BASELINE POLL (OPTIONAL)

If the District decides to undertake this baseline survey, MIG will work closely with the polling firm selected by the District to shape the polling strategy and questions. (MIG has worked with many research firms and could assist MCWD with selection.) We would test preliminary message themes, credible messengers (who do you trust?), understanding of water reliability issues, and knowledge of and support for the District. This poll will help determine the messages and delivery methods, and set a baseline to measure and evaluate success.

1.6 COMMUNICATIONS AND OUTREACH PLAN

Based on research, polling and staff consultation, MIG will develop a strategic communications and outreach plan to guide efforts throughout the duration of the project. The plan will include:

- Target audiences
- Communications objectives by audience
- Key messages by audience
- Best messengers for each audience
- Outreach methods and channels
- Recommended phasing and timing

We will organize a message matrix, highlighting the most effective and compelling messages for each target audience and the appropriate tools and methods for disseminating these messages.

The plan will outline the timing and methods for activities throughout the project. MIG will identify the most appropriate and effective methods, tools

and techniques for engaging target audiences; ensure that meaningful, constructive input is obtained; and that stakeholder, staff, and community time is used efficiently. The plan will also identify evaluation measurements.

This plan will include elements of the technology plan that will be shared across all media. The technology plan will be completely developed in Task 2.4.



Phase 2. Education and Outreach

Phase 2 will focus on developing and disseminating public education and outreach tools. This will include integrated branding—tone, messages, look and feel—summarized in a graphic standards guide. This phase also includes content development and design of print collateral materials, redesign of the website, increase engagement using social media assets, internal and external communications, and media relations and training.

Actual determination of what collateral will be produced will be discussed and selected by District staff.

2.1 STRATEGY MEETING (1)

MIG will facilitate a in-person strategy meeting with staff to review the implementation of the Communications and Outreach Plan; determine the budget and define the tools and outreach methods for Phase 2.

2.2 PROJECT MANAGEMENT AND TEAM COORDINATION (ONGOING)

2.3 BRAND IDENTITY AND PRINT COLLATERAL

Based on the strategic plan developed in Phase 1 above, MIG will develop

and design an agreed-upon set of informational materials, for use in education and outreach activities.

MIG does not recommend a new logo for the Water District; however, we do see ways to create a new visual identity by updating all materials—both content and graphically that would make outreach materials more easily accessible to targeted audiences. This “look, feel and tone” refresh will be applied across all outreach materials—print and electronic.

For example the “Landscaping Watering Guide” brochure and a fact sheet describing “How to Read Your Water Meter” would be cost effective print pieces to refresh with the new visual identity. We assume one client review in MS Word and two reviews in layout.

2.4 WEBSITE AND SOCIAL MEDIA

In this task, MIG will develop a technology plan that will include an updated website and greater engagement with social media. The website is the agency portal and the central information hub for education and outreach. We will analyze the current site navigation, review analytics and suggest new and updated content.

We recommend an update to the District’s website to bring the visual design into line with the new look and feel, and to refresh the content.

The District’s Facebook page will also be updated. MIG’s technology plan will develop original content themes for Facebook and ways to engage stakeholders and partners to provide information on their websites and social media platforms. (If the District wants MIG to monitor and manage content, we will provide a scope and budget for that task.)

Social media is a way to encourage two-way communications with customers and stakeholders. However, it does require monitoring of posted content and engagement with visitors’ questions and concerns.

2.5 OUTREACH AMBASSADOR TOOLKIT

District employees, the Board and stakeholders should have a toolkit that ensures the District’s messages are conveyed clearly and consistently. Everyone who works for and with the District—from customer service personnel, to engineers, to Board and District partners—are important ambassadors for the District. How they interact with customers, and what they tell their family and friends, can effect perception of the District, negative and positive. It is important to engage staff and stakeholders early and often, and to recognize accomplishments both to the public and internally.

MIG will create an outreach toolkit that can be used by all ambassadors as a resource for public events, presentations, meetings and other interactions with customers and media. These toolkits will include resources such as:

- Talking points
- Discussion / facilitator’s guide
- Key messages by audience
- PPT presentation, with script
- Print collateral on CD for reproduction (handouts and fact sheets)

2.6 MEDIA ENGAGEMENT PLAN AND TRAINING

MIG will develop a comprehensive media engagement plan and hold a media training. The plan will include:

- Monitoring media coverage (print and online)
- Press releases, pitches and backgrounders
- Media statements in response to events/milestones
- Editorial board meetings
- Case studies, success stories or other supporting material
- Letters to the Editor and Opinion pieces

We will train District Board members and staff to effectively interact with and respond to inquiries from the media.



Phase 3. Education and Outreach (continued)

Phase 3 of the Communications and Outreach Plan program will include a strategy and re-evaluation meeting to review outreach activities, milestones reached, and to refine scope and budget for ongoing outreach efforts. We anticipate the continuation of website and social media content development, updating of conservation messaging (including a paid media campaign), and preparing the annual Consumer Confidence Report.

Our budget for this Phase is very preliminary. Task below are a potential list of anticipated activities. Final work plan for this phase will be scoped and budgeted following the evaluation and strategy meeting.

3.1 STRATEGY MEETING (1)

MIG will facilitate a in-person strategy meeting with staff to review outreach activities; celebrate milestones achieved and determine implementation tools and methods during Phase 3.

3.2 PROJECT MANAGEMENT AND TEAM COORDINATION (ONGOING)

3.3 MEDIA ENGAGEMENT / WEBSITE AND SOCIAL MEDIA (ONGOING)

MIG will work with the District staff to support implementation of the media plan developed in Phase 2. This scope of work and budget assumes that District staff or other stakeholders are primarily responsible for media engagement.

MIG will continue to support the District with content upgrades on the website, posts to Facebook and continuing engagement with partners to share content.

3.4 PROMOTIONAL MATERIALS

As a continuation of the branding and positive awareness building, MIG will provide the copy, art and production-ready files for printed materials and promotional items. We will work with the District to determine the type and quantities of promotional materials to be produced, including any in-language or multicultural audience materials.

3.5 MARKETING CAMPAIGN

If the drought continues, a paid marketing campaign may be necessary to increase the awareness of conservation methods, introduce additional incentive to conserve and describe new enforcement rules. MIG will work with the District to determine the audiences and geographical areas to be targeted. We will design, produce and manage the creative development and the media buying for the marketing campaign.



firm profile

MIG, INC.

MIG, founded in 1982, is a woman-owned business with offices in Berkeley, Fullerton, Kenwood, Pasadena, Riverside, Sacramento, San Diego and San Jose, California; Denver, Colorado; Portland and Eugene, Oregon; Pleasantville, New York; Raleigh, North Carolina; San Antonio, Texas; and Seattle, Washington.

MIG's staff of professionals have the capabilities, expertise and desire to provide the services needed to achieve Marina Coast Water District's goals on this assignment. MIG has earned a reputation for completing our projects in a timely manner. We work closely with our clients and our project team to meet all project milestones. Due to the depth of the MIG Team, we are able to advance multiple assignments simultaneously. We have the personnel and firm resources to accommodate new projects regularly and to respond to unexpected assignments. Our project teams are assembled based on staff expertise and capacity. The proposed MIG Team staff are committed for the duration of the project, and their current workload will not impact their availability to successfully complete this assignment.

MIG has no debt and has current assets 3.6 times over current liabilities.

MIG DESIGN STUDIO

For close to 30 years, MIG has produced engaging and effective communications and marketing campaigns for public agencies that support

outreach and behavior change goals. We work across multiple sectors, including resource conservation, health and safety, energy efficiency, and transportation.

We understand that successful social marketing and outreach requires messaging that resonates and inspires, and our work does just that. Using clear, concise language and compelling imagery, we make complex concepts understandable. These effective campaigns raise awareness, help build brand value and achieve broad behavior change.

Our campaigns emphasize iterative programs that reach diverse audiences through a variety of media, ranging from one-on-one contacts, online and new media outreach, to mass advertising, direct mail, community events and displays, and media relations. The most effective methods are those that engage people during their daily routine.

MIG's in-house, full-service creative agency provides marketing and communications strategies, graphic design and website design, production and programming to increase awareness and build support for programs and initiatives that advance the public good.

Our innovative communications begin with diligent planning designed to support program goals and affect behavior change that touch people through a range of channels. We understand the dynamics of communication, motivation and human behavior. We implement communications programs that promote, educate, inform—and get results.



a team effort

MIG has assembled a team of specialists with expertise in delivering sophisticated and compelling communications campaigns, community outreach and participation, graphic design, media relations and social marketing. This team will work collaboratively with the Marina Coast Water District to ensure effective outreach and communications. The key personnel listed here are supported by MIG's deep bench of specialists and project associates.

KEY PERSONNEL

Carie DeRuiter, Principal-in-Charge, will provide quality assurance, oversight and strategic counsel.

Joyce Vollmer, Projector Director, will help direct strategic communications and technology planning, campaign implementation, leveraging planned work with the City of Marina.

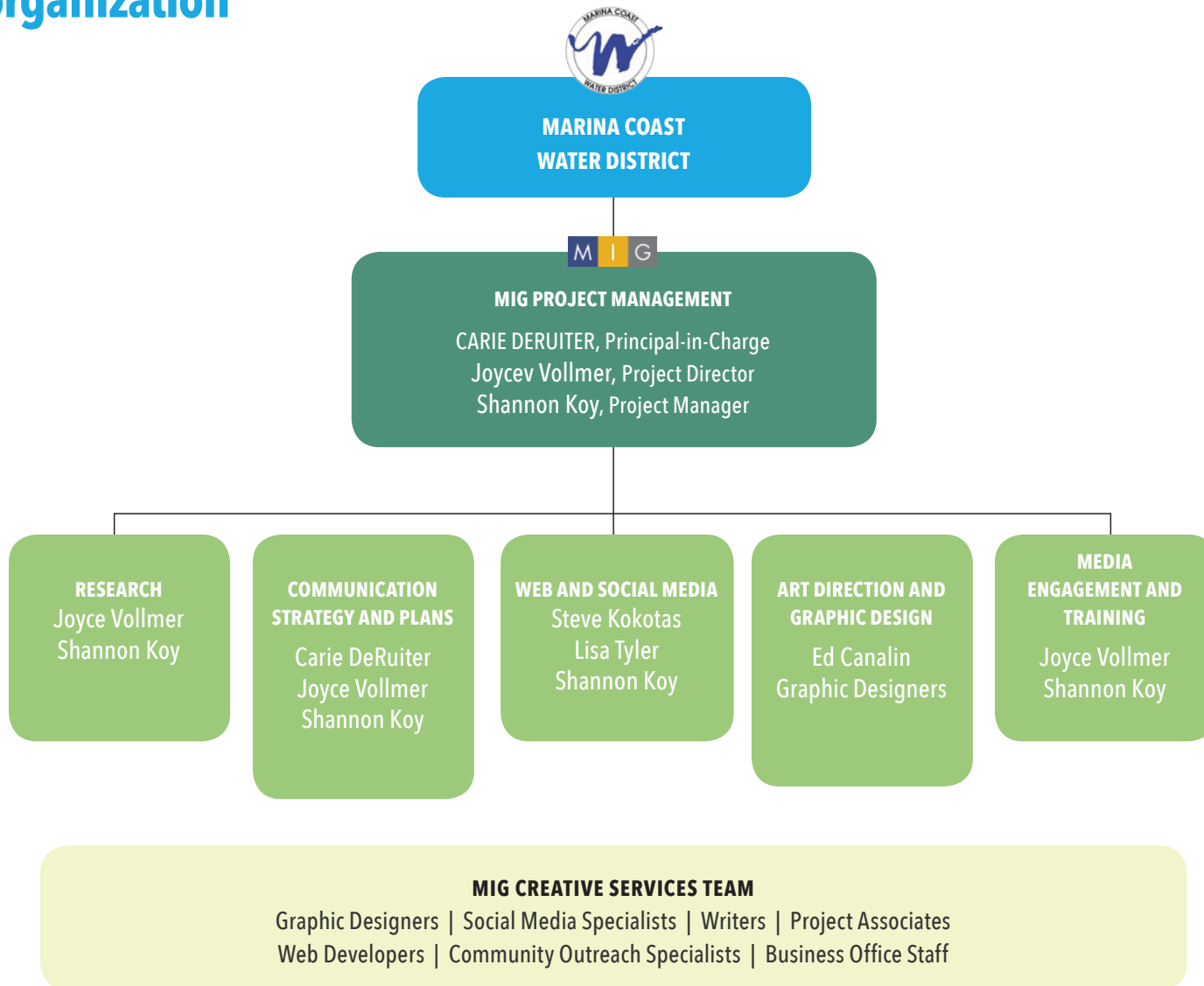
Shannon Koy, Project Manager, will write the communications and technology plans and maintain communications with the District, and coordinate internal staff to ensure deliverables.

Steve Kokotas, Director of Technology, will ensure correct tools are used for website development.

Ed Canalin, Art Director, will lead development of creative materials, ensuring quality and consistency.

Lisa Tyler, Web Designer, will lead the design team for user interface and experience.

team organization



Carie DeRuiter

PRINCIPAL-IN-CHARGE

AREAS OF EXPERTISE

Strategic Communications, Social Marketing, Brand Development, Graphic Design

QUALIFICATIONS

Carie DeRuiter is a Principal at MIG, Inc., and has served as Director of Communications and Media Services since 1995. She brings 30 years of experience in marketing, communications and graphic design, with an emphasis on branding and identity, social marketing and behavior change programs and information and outreach for public agencies.

As Creative Director, Ms. DeRuiter supervises all phases of communications and media production, including communications planning and strategy, writing and editing, graphic design and production, staff assignments, scheduling and cost estimation. She is active in conceptualizing and producing a wide range of media products, including branding and social marketing campaigns, logo and branding systems, advertising, newsletters, videos, posters and public displays.

Ms. DeRuiter works closely with clients and project managers to develop strategic communications directions, and select media formats and materials that are best suited to the project at hand. She has been recognized for her work with numerous awards, including: the AICPA Communications Award of Excellence; Print Regional Design Annual Award for Design Excellence; HOW Fifth International Design Annual Merit Award; Honoring Excellence in Communication Award from the California Association of Public Information Officials; and Admark ADDY Bronze.

EDUCATION

Bachelor of Arts, Sociology, University of California, Berkeley

RELEVANT EXPERIENCE

Placer County Facility Services & WPWMA On-Call Graphic Design Services
Placer County, California

San Jose/Santa Clara Water Pollution Control Plant Outreach and Education Campaign
Santa Clara County, California

Energy Upgrade California Marketing and Communications, California Energy Commission
Statewide, California

Metropolitan Transportation Commission Strategic Marketing Services (Clipper Card)
Bay Area, California

Solano Transportation Authority Regional Transit Marketing and Branding Campaign
Solano County, California

Delta Diablo Sanitation District Rebranding
Antioch, California

Metropolitan Wastewater Management Commission Recycled Water Marketing and Communications
Eugene, Oregon

Alameda County Transportation Commission Media and Public Relation Services
Alameda County, California

H2O Works San Leandro Wastewater Treatment On-Call Graphic Design and Communication Services
San Leandro, California

Joyce Vollmer

PROJECT DIRECTOR

AREAS OF EXPERTISE

Strategic Communications, Social Marketing,
Product Marketing, Media Relations

QUALIFICATIONS

Joyce Vollmer brings over 25 years of experience in marketing, strategic communications and public relations to MIG. As Director of Strategic Communications, she specializes in communicating complex and technical concepts to the general public in ways that encourage behavior change, promote clients or sell products. Ms. Vollmer develops and manages high profile social and product marketing communications consulting and creative services, including marketing and communications plans, research direction, creative development direction, and copywriting.

At MIG, Ms. Vollmer has specialized in strategic communications for cities, counties, agencies and special districts, and in public financing for infrastructure projects, including ballot measures and Proposition 218 ballot procedures. Her work on public education programs for ballot measures has given her a broad understanding of communicating effectively with voters.

The Public Relations Society of America and the International Association of Business Communicators have honored Ms. Vollmer's work.

EDUCATION

- Master of Arts, English Literature, University of California, Berkeley
- Bachelor of Arts, English Literature, magna cum laude,
University of California, Los Angeles

RELEVANT EXPERIENCE

Soquel Creek Water District Outreach and Communications
Soquel, California

San Leandro Wastewater Treatment Plant Rebranding
San Leandro, California

Los Angeles County Water Quality Funding Initiative
County of Los Angeles, California

Pajaro Valley Flood Protection Outreach
Counties of Santa Cruz and Monterey, California

Energy Upgrade California, Education and Advertising
Statewide, California

County of Marin, Ross Valley Flood Protection Vote
County of Marin, California

City of Davis Water Supply Ballot Procedure
Davis, California

Shannon Koy

PROJECT MANAGER

AREAS OF EXPERTISE

Project Management, Research, Social Media, Strategic Communications

QUALIFICATIONS

Shannon Koy brings over 10 years of experience in brand development, communications design and project management to MIG. She has worked with international clientele from a broad range of industries including consumer packaged goods and consumer electronics, healthcare, government, cultural institutions and non-profit organizations. As a project manager for MIG's communications division, Ms. Koy is responsible for researching, writing and developing communications. She thrives in collaborative team environments, and is skilled at leveraging her expertise to produce purposeful and impactful outcomes.

Prior to joining MIG in 2010, Ms. Koy managed projects at Smart Design, a global consultancy specializing in design research, product and new media development, interactive experiences and brand communications. There she was accountable for the day-to-day success of programs in partnership with creative teams, and the growth of key client relationships.

A strategic and creative thinker, Ms. Koy is driven to deliver an exceptional client experience, and ensure that the creative vision and business goals of each program is realized. She is especially passionate about creating design solutions that make a positive difference in people's everyday lives.

EDUCATION

Bachelor of Arts, Double Major in Biology and English,
George Mason University, Virginia

RELEVANT EXPERIENCE

Placer County Facility Services & WPWMA On-Call Graphic Design Services
Placer County, California

Metropolitan Transportation Commission Strategic Marketing Services (Clipper Card)
Bay Area, California

Energy Upgrade California Marketing and Communications, California Energy Commission
Statewide, California

Energy Upgrade California/Whole House Rebate Program, Pacific Gas and Electric
Statewide, California

Alameda County Flood Control & Watershed Conservation District Outreach
Alameda County, California

Los Angeles County Flood Control District, Water Quality Funding Initiative, Department of Public Works
Los Angeles County, California

San Leandro Sewer and Wastewater Treatment Plant Rebranding
San Leandro, California

Alameda County Transportation Commission Community Outreach
Alameda County, California

Ed Canalin

ART DIRECTOR

AREAS OF EXPERTISE

Art Direction, Graphic Design, Brand Development

QUALIFICATIONS

Ed Canalin has over 20 years experience in the graphic design field. He joined MIG as a senior graphic designer in 1998 and has served as Art Director since 2000. As Art Director, Mr. Canalin contributes to the creative direction, sets the graphic style and tone for projects and supervises a staff of graphic designers to produce a wide range of multimedia products.

Mr. Canalin's work includes website development, branding campaigns, advertising for print and outdoor advertising and story boards for television spots. He is responsible for all phases of graphic production, including design, production and press checks. He is involved in the design process from concept design to delivery of the final product, ensuring that quality, timelines and budgets are met.

EDUCATION

Bachelor of Arts, Illustration, California College of Arts and Crafts, Oakland, California

RELEVANT EXPERIENCE

Placer County Facility Services & WPWMA On-Call Graphic Design Services
Placer County, California

San Jose/Santa Clara Water Pollution Control Plant Outreach and Education Campaign
Santa Clara County, California

Integrated Regional Water Management Plan Website
North Sacramento Valley, California

Los Angeles County Water Quality Funding Initiative

Los Angeles County, California

San Leandro Waster Water Treatment Program H2O Rebranding

San Leandro, California

San Lorenzo Creek Watershed

San Lorenzo, California

Truckee River Flood Management Community Coalition Website

Washoe County, Nevada

Energy Upgrade California Marketing and Communications, California Energy Commission

Statewide, California

Alameda County Transportation Commission Media and Public Relation Services

Alameda County, California

Metropolitan Transportation Commission Strategic Marketing Services (Clipper Card)

Bay Area, California

County of Los Angeles, Department of Public Works, San Gabriel River Master Plan

Los Angeles, California (First Prize for Outstanding Planning Document, Association of Environmental Professionals; Merit Award, American Society of Landscape Architects, Northern California Chapter)

Steve Kokotas

DIRECTOR OF TECHNOLOGY

AREAS OF EXPERTISE

Community and Economic Development, Information Technology/
Web Application, Data Modeling

QUALIFICATIONS

Steve is MIG's Director of Web Technology with 20 plus years of experience directing the development of innovative websites, applications and services for public agencies.

As the director of the MIG web team, Steve has overseen the development of, and ongoing support for, a wide range of web-based information services for government agencies, including database-driven web applications, robust content management systems and mission critical public agency data warehouses, as well as interactive educational games, web animations and data visualizations. The hallmarks of Steve's professional career are strategic thinking, facilitative leadership and innovation.

EDUCATION

Masters 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 Watershed Information Center Conservancy Website
Napa County, California

East Bay Park Regional Park District Web Technology Plan
Oakland, California

Napa County Climate Protection/Energy Efficiency Plans
Napa County, California

Alameda County Zone 2 Multi-objective Flood Protection Master Plan
Alameda County, California

Russian River Watershed Action Plan
Sonoma and Mendocino Counties, California

North Coast Integrated Regional Water Management Agency
Sonoma Water Agency, Sonoma, California

Envision Alachua Website,
Plum Creek, Alachua County, Florida

First 5 Intranet Portal, First 5
San Diego, California

Green Star Schools Website, Stopwaste
Bay Area, California

Western Placer Waste Management Authority Website Design
Placer County, California

Recycle Smart Website, Central Contra Costa Solid Waste Authority
Contra Costa County, California

Metropolitan Transportation Commission Regional Transportation Marketing Program
Bay Area, California

Lisa Tyler

WEB DESIGNER

AREAS OF EXPERTISE

Website Development, User Interface and User Experience Design, Graphic Design, Brand Development

QUALIFICATIONS

Lisa is a web designer with over 12 years of experience developing websites and interactive content. She has contributed her skills and expertise to a multitude of projects for a range of public and private sector clients. Lisa works directly with clients to execute designs that resonate with targeted audiences. She has designed user interfaces for an array of web-based tracking tools and websites as well as sustainability reports, posters and digital media outreach campaigns. She excels working in multidisciplinary teams, guiding clients through each design phase and translating feedback from stakeholders.

Lisa is an expert in responsive design solutions, developing websites and online features that can be viewed on a range of mobile devices. Her work in this field has won numerous awards. She has been responsible for all stages of the design process, from initial concept through implementation across all media, including websites, branding, collateral, signage and advertisements.

EDUCATION

Bachelor of Arts, International Relations, University of California, Davis

RELEVANT EXPERIENCE

Western Placer Waste Management Authority Website Design

Placer County, California

Recycle Smart Website, Central Contra Costa Solid Waste Authority

Contra Costa County, California

Napa Watershed Information Center Conservancy Website

Napa County, California

Envision Alachua Website, Plum Creek

Alachua County, Florida

First 5 Intranet Portal, First 5

San Diego, California

Portland Bureau of Transportation Online Dashboard

Portland, Oregon

Fastrak Website Design, Bay Area Toll Authority

Bay Area, California

Clipper Website Design, Bay Area Toll Authority

Bay Area, California

VTA 2040 Transportation Plan Website Design

Santa Clara County, California

Green Star Schools Website, Stopwaste

Bay Area, California

Metropolitan Transportation Commission Regional Transportation Marketing Program

Bay Area, California

Mobility Management Website Portal

Solano County, California

Solano Transportation Authority and Express Website

Solano County, California



project experience

The selected projects on the following pages represent work from the MIG Team in the areas of strategic communications, branding and identity, content development, graphic design, web and social media, video and behavior change and social marketing.



PROJECT SAMPLE

Soquel Creek Water District Communications and Outreach

City of Soquel, California

Since 2013, MIG has provided community outreach, public relations and communications support to the Soquel Creek Water District. The District was shifting from planning a desalination plant in collaboration with the city of Santa Cruz to considering a mandatory water budget program and evaluating a refined set of supplemental water supply options.

During this period of change and uncertainty, MIG advised the Soquel Creek Water District staff on how to communicate effectively to its customers, Board of Directors and external stakeholders.

MIG's communications and outreach included an brand identity for the Community Water Plan; developing, launching and providing content for social media accounts; created annual reports of communications and engagement activities for the Board of Directors; developed and administered an online survey; held community workshops in support of the District's strategic plan and community water plan, wrote media releases; and provided on-call copywriting, editing, art direction and graphic design.



Soquel Creek Water District Communications and Outreach

tips for successful interviews and engagement

Prepared by M I G

three simple rules for successful interviews

- 1. Be Prepared**
Review your talking points, brainstorm possible questions and practice your speech or interview with a colleague. Know your topic well enough to speak comfortably about it in plain language that anyone can understand.
Advance preparation is critical to a successful interview and positive media relations. It ensures that you don't get caught off-guard and can stay focused on your key message. Speaking of which...
- 2. Be Focused**
Stay on message. Stay on message. Stay on message. What were we saying? Oh, yes—stay on message.
Being focused doesn't mean that you have to sound like a robot. Don't be afraid to show your passion and enthusiasm for your work—your genuine excitement will help keep things positive, which leads us to...
- 3. Be Positive**
Being positive means staying relaxed, upbeat, and friendly. It means keeping a confident, constructive tone. It also means bringing your message back to the public good and how this project benefits the most people.
A note about crisis management: Obviously, in certain crisis circumstances (e.g., a situation involving injury or death, etc.) an upbeat tone is not appropriate. Make sure that your attitude matches the specific context.

Scenario 2: The Unplanned Interview

You're in the middle of your 530th email of the day when the phone rings. You answer it to find a reporter on the line (how did he get your direct number?). He wants your comments about last night's contentious Council/Board meeting.

Before the Interview

- **Don't panic.**
- **Give yourself as much time as you need.** Appreciate that you're taking the time to talk with me about this, but I cannot speak at the moment. Can I call you back (in 20 minutes/at 12:00/after today)?
- **Be sure to call back exactly when you promised.** Otherwise you'll be giving the dreaded line: "Although we contacted _____, he was not available to comment." Which leaves your message unheard or even worse, makes it sound like you are unwilling to speak and have something to hide.

During the Interview

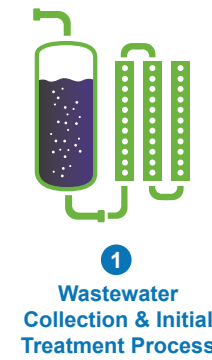
- **If you don't feel comfortable responding at all, respectfully decline,** and if possible point them to an appropriate channel: "I don't think I'm the right person to talk with you about this. Have you tried reaching _____?"
- **If you do feel comfortable talking,** stay calm and measured, and **always return to your key message**—use bridging phrases if you need (you'll find those on page 6).

After the Interview

- See the tips for the Planned Interview (on page 12).



Wastewater



Effluent Water



COMMUNITY WATERPLAN
Our Path to a Sustainable Water Supply

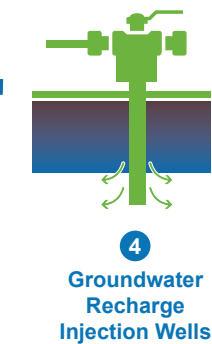
COMMUNITY WATERPLAN
Our Path to a Reliable Water Supply

SOQUEL CREEK WATER DISTRICT



Groundwater Replenishment

Drinking Water / Groundwater



Purified Water

Pipe Infrastructure and Connections



PROJECT SAMPLE

San Leandro Wastewater Plant Rebranding

City of San Leandro, California

H₂O Works is the modern new name for San Leandro's water treatment plant, previously called the San Leandro Water Pollution Control Plant. The old name didn't convey all the functions the plant fulfills. The new name combines the industrial grit of "works" with the modern concept of putting water to work. It capitalizes on the plant's 70-plus year history, while firmly ushering it into the twenty-first century.

MIG developed a fresh new identify, name, logo and branding campaign for all materials that reach customers and the public. In our ongoing relationship, we are developing plant signage, a facility brochure, branded t-shirts for employees, and an exciting field trip guide for student visitors.



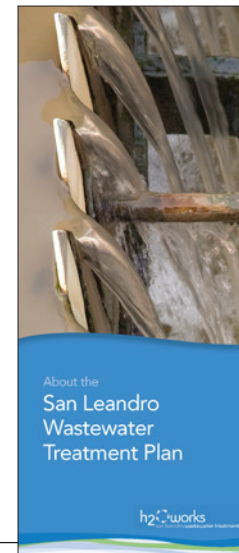


rate adjustment

The City of San Leandro has adjusted the rates for sewer and wastewater treatment services, reflected in this current invoice. Rates were developed to ensure fair and equitable cost of service among different customer classes and between customers within a class. See table below for current and new rates.

Business Description	2010/2011 Rates	2011/2012 Rates Effective July 1, 2011
Commercial		
Auto Services	\$6.36/rtf	\$6.67/rtf
Bakery/Wholesale	\$5.23/rtf	\$5.49/rtf
Laundries	\$3.70/rtf	\$3.88/rtf
Markets/Foodst	\$6.24/rtf	\$6.55/rtf
Mixed Use	\$5.42/rtf	\$5.69/rtf
Restaurants	\$5.86/rtf	\$6.15/rtf
All Other	\$3.06/rtf	\$3.19/rtf
	\$2.50/rtf	\$2.42/rtf

rtf = 100 cubic foot treatment



Learn about Water

A Day in the Life of a Drop of Water

Student Tours of the City of San Leandro's Wastewater Treatment Plant

Classroom teachers and home school groups—bring your fourth through eleventh grade students to see what happens to water after it leaves your house!

This is a great opportunity to enhance your curriculum by showing students science in action, cleaning water using mechanical, biological and chemical processes.

We'll follow a drop of water as it enters the plant, travels through grates, screens and various cleaning processes, and flows into the San Francisco Bay.

Get a bird's-eye view of the equipment that keeps our sewer pipes clean

Watch how we turn restaurant grease into electricity

See how we remove sticks, rocks, sand, gravel and other gunk from water

Learn how we use bacteria to clean the water

Meet the chemists who run an average of 45 tests on the water throughout the day

View our water under a microscope, before and after it's cleaned

Find out how you can help keep our water clean

See how important science is to our community and our environment

Learn about careers available in the environmental field

Free one-hour tours are available Wednesdays and Thursdays.

Can't make it to the plant? We'll bring a mini-plant to you!

To schedule a tour or for more information:

Judy Walker
jwalker@sanleandro.org
H2O Works
3000 Davis Street
San Leandro, CA 94577
(510) 577-3434
www.sanleandro.org

H2O works serves 50,000 residents and businesses in the City of San Leandro, cleaning 5 million gallons of wastewater every day. We run 24 hours a day, 7 days a week. We recycle over 200 million gallons of water for irrigation every year. We were the first to meet California's strict water quality standards. The water we send into the Bay is cleaner in many ways than the water already in the Bay!

h2Oworks

san leandro wastewater treatment
Serving the Community. Protecting the Bay.
CITY OF SAN LEANDRO PUBLIC WORKS DEPARTMENT

3000 Davis Street
San Leandro, Ca 94577
p: 510.577.3434
f: 510.636.9501
www.ci.sanleandro.ca.us

Address: Name
Address
City, State, Zip
Date: March 11, 2011
Re: Subject

Dear Addressee:

Ris as moleste numquanditem facis exp q et occupatis mi, si ni nem faccup architecti v ihilissequo eos utem que aut post aruptatis ececeptio. Ut exceptio magnatet ut omnisici quo quat et ut voluptatis dis quam nobit ve doluptatit beaquos eos molioresim fugitapat perhenbia vendictore minicimus abore conet pore, ut aliam, calluptaspel est ias pa dolest.

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Sincerely,
Judy Walker
Judy Walker
Project Manager

h2Oworks

san leandro wastewater treatment
Serving the Community. Protecting the Bay.
A Division of the City of San Leandro Public Works Dept.

What's New

- Feature Title:** [Image]
- Feature Title:** [Image]
- Feature Title:** [Image]
- Feature Title:** [Image]

We are stewards of the San Francisco Bay

The San Leandro Wastewater Treatment Plant has been in continuous operation for 70 years, 24 hours a day, seven days a week—we've been protecting the environment since 1970. We were the first plant in California to meet the State's tough water quality standards. We produce secondary treated water—the highest quality water of all similar plants in the Bay Area. We perform approximately 40 different tests on the water each day to ensure the effectiveness of our processes. In many ways, the water we send to the Bay is cleaner than the water already in the Bay.

Wastewater from homes, businesses, and factories is collected and carried to the treatment plant through 130 miles of sewer lines and 17 remote lift stations.

The Plant recycles about 200 million gallons of water annually for irrigation of municipal golf courses. This means drinking water doesn't need to be used to keep the golf courses green, and it reduces general fund money expended in the upkeep of these courses.

We remove more solids from the water than any other similar Plant in the Bay Area. The biosolids we produce are so clean that the EPA rates them "Class A, Exceptional Quality" — the highest rating possible for biosolids.

3000 Davis Street • San Leandro, CA 94577 • p: 510-577-3434 • f: 510-636-9501

Rebuilding
Plant is a land
use opportunity
to shape 2,600
along the
bay.



PROJECT SAMPLE

San Jose/Santa Clara Water Pollution Control Plant: Community Outreach and Education

City of San Jose, California

Built in 1956, the water pollution control plant needs a \$2 billion rebuild to continue to operate in a safe and reliable manner.

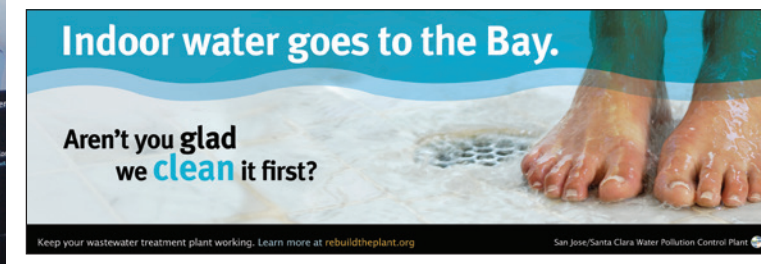
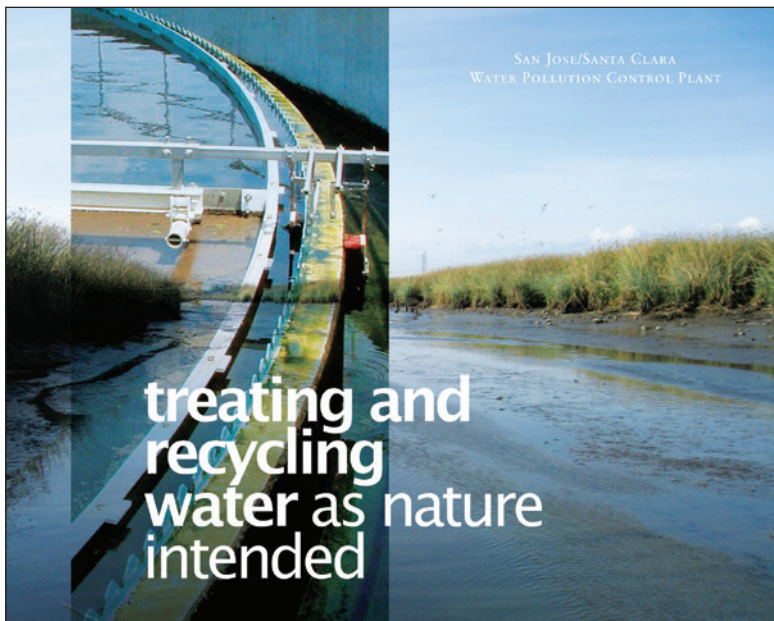
MIG developed a community outreach and public information campaign that promotes rebuilding the plant, helps residents understand why it needs to be rebuilt and the opportunities that are available for new land uses on the site, and increases acceptance for rate increases.

MIG provided the strategy for the outreach campaign and a Briefing Book for public officials, and designed and implemented a social marketing campaign that encouraged residents to support rebuilding the plant.

As a result, elected officials stayed on message, community visits to the plant increased ten-fold, a phone survey showed a 13% increase in unprompted awareness of the rebuild need, and public input at workshops was overwhelmingly positive.



San Jose/Santa Clara Water Pollution Control Plant: Community Outreach and Education





PROJECT SAMPLE

Clean Water Clean Beaches Ballot Measure

County of Los Angeles, California

The county hired MIG to educate Los Angeles County residents about the importance of clean water, bringing together 85 cities and over 100 diverse stakeholders to agree on rate increases to improve water quality in area rivers, lakes and beaches.

As part of a website, MIG produced a fun, multilingual video that showed how individual behavior affects water quality downstream. The website allowed disparate stakeholders to collaborate in real time. MIG developed outreach strategies to communicate benefits and contact hard-to-reach populations. Decision makers and stakeholders across the county worked together to publicize water quality issues to the general public.

<http://laclewater.migwebtech.com>



Video: Desde las Nubes a los Océanos

El Abastecimiento de agua del Condado de Los Ángeles

←----- COLORADO

←----- NORTE DE CALIFORNIA

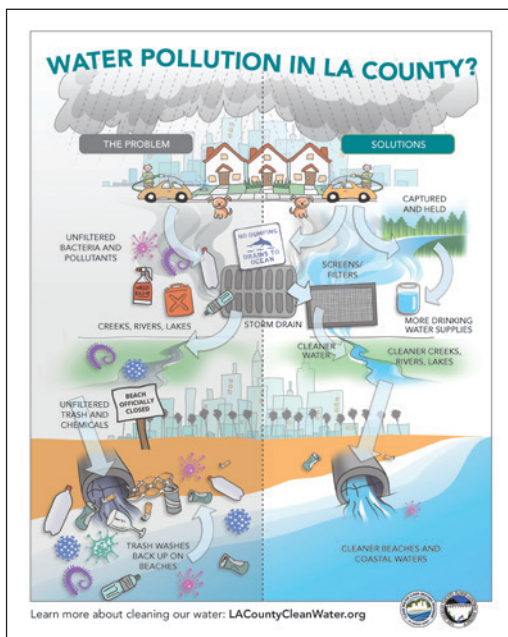
[Watch the video in English](#)

Video: Desde las Nubes a los Océanos

[Watch the video in English](#)

Video: Desde las Nubes a los Océanos

[Watch the video in English](#)



Los Angeles County
clean water, clean beaches measure

Video: Desde las Nubes a los Océanos

Desde las Nubes a los Océanos

PLAYA CERRADO
POR ORDEN DEL DEPARTAMENTO DE SALUD PÚBLICA DEL CONDADO DE LOS ÁNGELES HERIBEDIA

Google Custom Search Search

Accessibility | Privacy Policy | Contact Us | E-notification Settings



PROJECT SAMPLE

Clipper Card Branding and Marketing

Bay Area, California

MIG currently provides brand management, marketing and graphic design services for Clipper, the Bay Area's regional transit fare payment system. Our work ranges from highly targeted, localized outreach to overarching, system-wide campaigns.

From tongue-in-cheek YouTube videos to bold and colorful station displays, MIG's creative team produces creative campaign collateral that elevates the Clipper brand, builds awareness of the product and increases interest in key features. MIG's involvement has also included market research to better understand Clipper audiences and to inform its marketing strategy and messaging.

MIG developed a cohesive look and feel that is applied to all informational flyers, ticket kiosks and display boards to ensure brand consistency throughout the region. MIG has also enhanced Clipper's social media presence, utilizing Facebook and Twitter feeds as both informational and promotional channels to inform users and expand its online audience.

You can also view recent videos, featuring Clip the Clipper card, on Bay Area Clipper's YouTube page:

<https://www.youtube.com/watch?v=NmsSAYtX2A>

<https://www.youtube.com/watch?v=cPfg1-0DOQk>

<https://www.youtube.com/watch?v=IE9El4G1u3A>



Clipper Card Branding and Marketing



路路通 簡單



您的多合一公交卡
clippercard.com | 877.878.8883

青少年和長者可享受折扣





PROJECT SAMPLE

Energy Upgrade California Branding and Marketing

California Energy Commission | Statewide, California

MIG was hired to help the State, Los Angeles County, and the San Francisco Bay Area roll out a new program to achieve 40% energy efficiency in residential buildings by 2020.

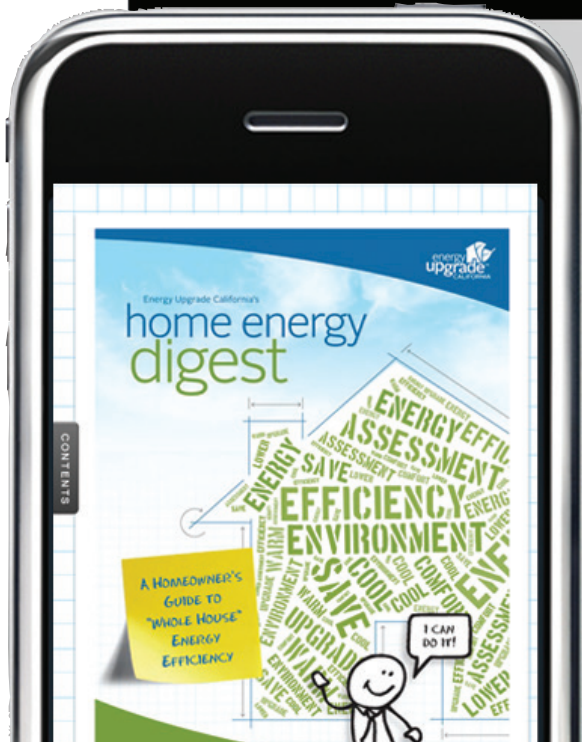
MIG conducted extensive market research including countywide phone surveys and focus groups throughout the state to gauge attitudes and awareness of energy efficient practices. Based on the results of the research, MIG developed a program brand and compelling creative to serve as the foundation for a comprehensive marketing campaign.

Community-based marketing, led by InterEthnica, engaged local community-based organizations and implemented local incentives such as a home energy makeover contest, energy open houses, and a neighborhood “party van” to raise awareness in targeted communities.

As a result of the campaign, awareness of the Energy Upgrade program steadily increased, and the brand is now the umbrella for all California energy efficiency programs.



Energy Upgrade California
Branding and
Marketing





PROJECT SAMPLE

Safe Routes to School Campaign

Solano County, California

The Solano Transportation Authority brought MIG in to help build awareness and encourage safety for diverse families and students of all ages throughout Solano County.

MIG created a series of colorful, eye-catching designs for outreach materials targeted to specific age groups—elementary school, middle school, and high school. MIG developed strategies for community-based outreach that engaged families and students living in high-impact neighborhoods to make sure that the message of safety and safe routes was heard.

Safe Routes to School in Solano County received a much-needed boost in awareness as students participated in various events.



Safe Routes to School Campaign



safe routes to school
IN SOLANO COUNTY

free program events

Bike Rodeos
Bike Rodeos are fun training courses that teach kids bike riding and safety skills, while having a great time! They take place at the school and require **8 to 10 volunteers for 1 to 2 hours.**

Walk & Roll Week
Walk and Roll Week is an encouragement program, including a one-day walk and bike event which requires **4 to 5 volunteers** to observe students demonstrating safe and appropriate walking and riding to school behaviors. Students will receive a gift bag with educational materials, snacks, water and an incentive item. They will also be entered into a raffle for a variety of prizes.

Traffic Safety Assemblies
Traffic Safety Assemblies educate students about how to walk and ride to school safely. Students are required by grade levels, each attending a **45 to 60 minute** presentation.

Questions about the program!
Sam Skelton
(707) 553-3211
sskelton@sta-wnci.com
www.solanocounty.ca.gov

about the program

The Safe Routes to School program encourages students to walk and bike to school and supports these activities with educational events throughout the year. The program brings together city planners, traffic engineers, police and public health experts to make the routes to our schools safer and less congested. Parents are encouraged to get involved by volunteering for a walking school bus or bicycle train and helping out with an educational event.

The Solano Transportation Authority launched the County's Safe Routes to School program in 2008 in response to the growing childhood obesity epidemic, student travel safety concerns, growing air pollution and traffic congestion near schools. The program has expanded to include all of Solano County schools this year.

The goals of the program are to:

- Increase the number of children who walk and bike to school
- Reduce traffic congestion and air pollution around the school
- Improve children's health by increasing physical activity

Schedule an event!
To schedule an event at your school email your preferred event, date and times to:
Tracy Nachand
tnachand@solanocounty.com
(707) 553-5543

A program of STA in partnership with SOLANO PUBLIC HEALTH

walk, & roll win!

bicycle rodeo

PRIZES! **DATE**

walk & roll day

PRIZES! **DATE**

STA Solano Transportation Authority

safe routes to school IN SOLANO COUNTY

For Parents For Schools About Us FAQs Contact Us Home

STA STA Home

Welcome! Safe Routes to School in Solano County is a program that encourages children to walk or bike to school. We promote the program with educational events and incentives that support participation by children and their parents. This popular and fun program has many benefits:

- Makes student trips to school safe, fun and healthy
- Children arrive at school more alert and ready to learn
- Educates students about simple changes that can improve their health and the environment
- Students learn how to ride and walk safely
- Children and parents connect to other people in their community
- Reduces congestion and injuries around schools

for parents GO

for schools GO

Upcoming Events
Download a Program Brochure
Photo Gallery

SEARCH





PROJECT SAMPLE

Contra Costa Waste Diversion Website

Central Contra Costa County, California

The Central Contra Costa Solid Waste Authority (CCCSWA) needed a website that could showcase its new brand and deliver database-driven interactive features that streamline common tasks and enhance customer service while still being easy to administer.

MIG quickly created a fresh, modern and compelling website that leverages the CCCSWA's new brand identity and logo design. The cohesive and easy-to-use site architecture addressed all of the CCCSWA's needs using elegant and intuitive interfaces and navigation techniques.

Residents, businesses and schools easily find what they need. The website includes a recycling wizard that allows visitors to find the nearest waste and recycling centers that handle particular materials. The site also allows residents to order composting bins and sign up for workshop events.

www.recyclesmart.org







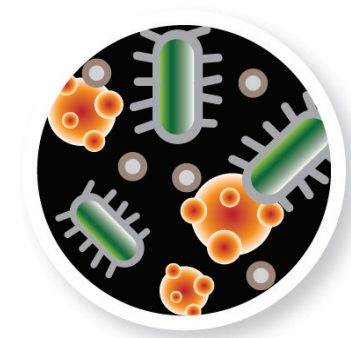
PROJECT SAMPLE

Metropolitan Wastewater Management Commission Recycled Water Marketing Services

City of Eugene/Springfield, Oregon

In the Willamette Valley region, the Metropolitan Wastewater Management Commission (MWWC) recycles about 50 million gallons of water annually. MIG was hired to provide marketing and communication services to explore how more recycled water could be used by industry, agriculture and public agencies.

MIG conducted an audit of the MWWC's communication materials and facilitated a series of workshops with MWWC management. The result was a unified approach to communicating about recycled water and assessing community needs. The communications plan ensured consistent and effective communications about recycled water throughout the project. A comprehensive FAQ document, website information and a brochure provided public information about the program.



Metropolitan Wastewater Management Commission Recycled Water Marketing Services

Metropolitan Wastewater Management Commission

recycled water

A Sustainable Resource

Communities across the nation have been changing the way they think about water resources—surface water, groundwater, rainwater, and conserved and reused water. Even in the rain-blessed Pacific Northwest, water is a precious resource—especially with our renowned fisheries, farms, forests, and recreational opportunities. Water recycling is gaining recognition as an important conservation tool. Across the country and around the globe, people recycle water for the same reasons that they recycle other materials: to make more efficient use of a finite resource.

Recycled water is cleaned and disinfected wastewater restored for beneficial use. Recycled water is clear, safe, and has been treated to strict standards. It is a valuable, sustainable resource that matches water quality to specific reuse applications. Every gallon of recycled water that is used for irrigation, industrial processes, wetland enhancement and other beneficial uses potentially can save a gallon of our community's drinking water, save flow, or groundwater supplies for other competing demands.

did you know?

Water is continually recycled in nature through the water cycle. The water we use every day is as old as the Earth itself. Modern wastewater treatment replicates the natural water recycling process to restore large quantities of water used by communities—quickly and effectively. See inside to learn how we produce recycled water.



Planning for Recycled Water's Regional Advantages

The MMMC currently uses recycled water to irrigate landscaping at our facilities and on our poplar plantation, Biocycle Farm. Soon the MMMC will have the ability to produce the highest class of recycled water recognized in Oregon—making it suitable for a wide variety of community uses. The MMMC is interested in exploring potential and interest in using more recycled water.

Any new recycled water uses will reflect community needs and values. It's important to the MMMC to engage stakeholders early to ensure that we use this resource in a way that is the best fit with our community. We want to find out what the community thinks about recycled water possibilities. Potential future uses could include increasing the amount of recycled water used at the MMMC's facilities, or extending recycled water use to the MMMC's neighbors in agriculture, land and green, and other industrial operations.

Responsible and Sensible Investment

Recycling water is a way that is protective of human health, the environment, and of our taxpayers' investment is very important to the MMMC. That's why the MMMC is planning flexibility and adaptability in any of its recycled water considerations. Current and future regulatory compliance requirements will be balanced with the appropriate opportunities for recycled water uses.

Meeting our regulatory obligations. Water quality standards for the Willamette River and our basin's waters continue to become more stringent as the sensitivity of our waters to pollution—including temperature—becomes better understood. Meanwhile, the treatment technology needed to meet these strict requirements becomes more costly. What if there was a cost-effective community solution that protected water quality?

The MMMC believes recycled water could be an additional tool to meet regulatory requirements in a socially responsible way. By diverting recycled water, which can be warmer than river temperature standards, away from the river to a beneficial use, the total daily temperature impact on the river is lowered. And if recycled water substitutes for a water supply extracted from the river, riparian and river water stops in the stream.

Benefiting our community and the environment. Recycling water is a sustainable way to supply water for uses that do not require treatment to drinking water quality. As an alternative source to water extracted from streams and aquifers, recycled water use can help preserve our local river flow and groundwater. Other communities are realizing some of these additional benefits of recycled water:

- Going "green" by mixing concrete, sweeping streets, and watering vehicles with recycled water.
- Reducing stress on well fields and creeks by irrigating farms, vineyards, and orchards with recycled water.
- Saving costs on golf course and park irrigation needs.
- Enhancing stream and wetland habitat with recycled water.

we care!

Protecting human health and the environment is the MMMC's first and foremost concern. All recycled water use is regulated and registered by the State of Oregon through the Department of Environmental Quality and the Oregon Water Resources Department. Recycled water is monitored and tested to ensure that it meets strict quality standards. Only water that meets those strict standards can be put to use.

Producing Recycled Water at Eugene/Springfield's Regional Facilities

Restoring water through natural treatment processes produces recycled water from wastewater.

1. Wastewater treatment processes produce recycled water from wastewater.
2. Treated water is added out of the treatment and recovery.
3. "Soft" beds, like sand, filter out the remaining suspended matter that is trapped to clarify.
4. Some of the water from the treatment process is pumped into the plant—producing secondary clear water.
5. Depending on the final destination, water is pumped into a storage tank or a distribution system.
6. Recycled water is transported through pipes, placed into use, and returned to the treatment plant to be recycled.
7. Recycled water is transported through pipes, placed into use, and returned to the treatment plant to be recycled.

Planning for Recycled Water's Regional Advantages

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biocycle farm

In 2010, over 55 million gallons of the Eugene/Springfield community's recycled water irrigated nearly 88,000 poplar trees at the 600-acre Biocycle Farm.

Recycled Water at P

OREGON'S RECYCLED WATER CLASSIFICATIONS

CLASS	USES	REMARKS
Class D	Non-food agriculture	Non-food agriculture
Class C	Orchards and vineyards, Industry and construction, Golf courses and landscaping	Orchards and vineyards, Industry and construction, Golf courses and landscaping
Class B	Recreational boating, Toilet flushing, Fire suppression	Recreational boating, Toilet flushing, Fire suppression
Class A	Food crops, Parks and recreation, Car washes, Four	Food crops, Parks and recreation, Car washes, Four



PROJECT SAMPLE

Santa Clara Valley Water District Public Outreach and Education

Santa Clara County, California

MIG, in partnership with the Hispanic Chamber of Commerce and other community organizations, led the effort to implement the benefit assessment outreach plan. Activities included stakeholder discussions, public workshops, a series of “blue ribbon” forums with key business and community leaders and a variety of print and multi-media public information materials in two languages.

As a result, the District’s Flood Protection and Stream Stewardship Program received voter approval to renew the needed benefit assessment.



Santa Clara Valley Water District Public Outreach and Voter Education

Preserve
WATER

Santa Clara Valley Water District

"The water district must provide for basic needs, in terms of the safety of the water we drink and flood protection. It's also a guardian for the environment along the waterways. It makes sure that in places susceptible to flooding we can protect both the environment and the community. In the future, it will continue to be a major part of the reason for the success of Silicon Valley."

Ruben Bernal, President and CEO, Joint Venture, Silicon Valley

TOGETHER WE CAN PRESERVE THE VALLEY'S QUALITY OF LIFE

Santa Clara Valley Water District
2000

Even when the rain stops, it doesn't mean we do.

The Valley Benefits

- Clean water and riparian habitat for salmon and steelhead and of salmon
- High quality riparian habitat
- Riparian and forest habitat
- Grants provided for illegal dumping
- No Dumping Town to Run programs increased
- Grants cleaned up illegal dumping sites

Clean, Safe Water in Our Creeks and Bay

Improving the quality of water in our creeks and bays and the watersheds of our creeks continues to be a top priority for the water district. Preserving these water resources and their watersheds are key components of a comprehensive stream sustainability program.

Continued funding can allow the water district to continue our riparian and watershed restoration projects and other water such as:

- **Creek Neighbor Stewardship Program:** Full featured in-stream program and creek and riparian restoration—our water will be clean and clear of trash, and streams will be clean and healthy.
- **Riparian Perennial Program:** Restore and management of creek banks and riparian habitat for birds and fish and riparian and stream life.
- **Streambank Material Management and Stabilization Program:** Establish riparian habitat and riparian services ecosystem.

Funding for Clean, Safe Water
With total funding of \$2.2 million annually the water district can improve the quality of water in creeks and in San Francisco Bay Watersheds.

Funding for Clean, Safe Water
18%

Healthy Creek and Bay Ecosystems

The Valley Benefits

- Improved riparian habitat for birds and stream
- Protection for endangered species such as Chinook salmon, steelhead trout, and steelhead trout
- Cultural (loggers) and steelhead management program
- Natural habitat and riparian restoration
- Riparian and stream habitat restoration
- Removal of riparian plant species from riparian watersheds

In an urbanized area like Santa Clara Valley, there can be a tremendous negative impact on creek ecosystems. The health of a creek reflects the conditions throughout the watershed, and can show along its banks. Fish and wildlife need access to the creek bank to forage and drink. Fish and amphibians need to make the creek their home. Streambank trees and brush stabilize banks, shade the water and provide nesting habitat and food.

Continued funding can allow the water district to proceed with critical environmental work to protect and restore habitat and encourage the return of endangered species. The work includes:

- **Creek and stream channel restoration:** Remove bank encroachment and streambank to improve property protection, creekbank vegetation and water quality.
- **Environmental restoration:** To establish natural conditions along the riparian corridor.
- **Riparian management:** To replace streambank species with native vegetation and carefully manage riparian habitat.

Funding for Healthy Creek Ecosystems
With total funding of \$2.2 million annually the water district can improve the quality of water in creeks and in San Francisco Bay Watersheds.

Healthy Ecosystems
12%



PROJECT SAMPLE

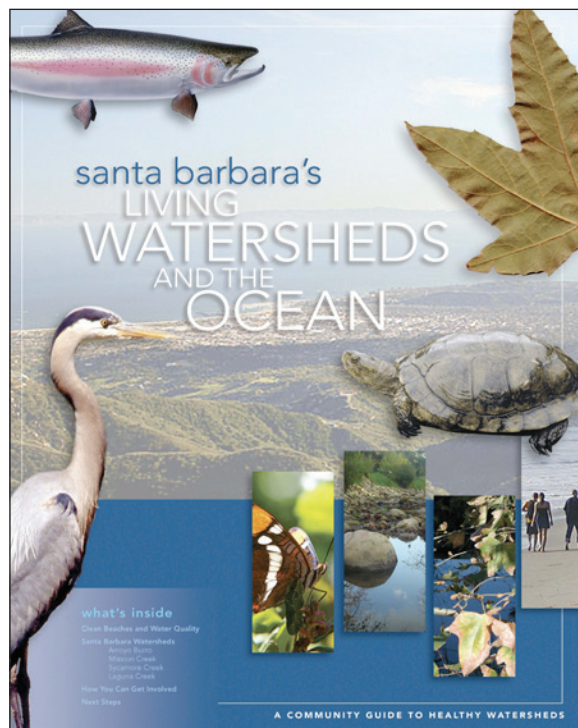
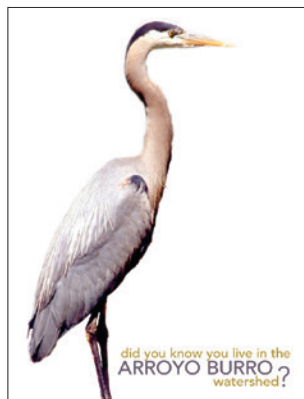
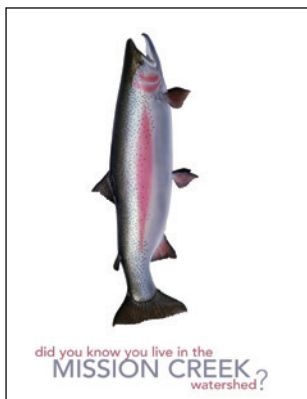
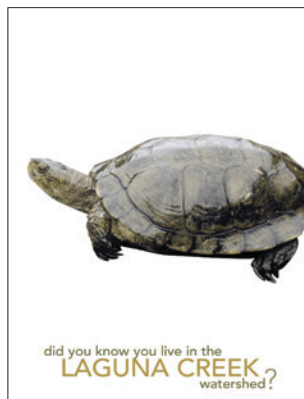
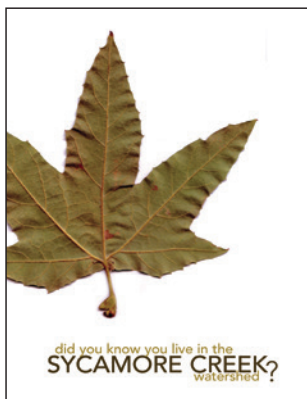
Santa Barbara Watersheds Public Outreach

City of Santa Barbara, California

The City of Santa Barbara engaged MIG to help the community understand the state of their watersheds and develop action plans to improve creeks and ocean water quality. MIG designed a series of highly visual maps to help the community develop a sense of place and better understand how they are personally affected.

We developed a series of community workshops, led by staff, advertised in print media, as well as through direct mail postcard invitations. We also developed a guide to the watershed that describes and shows the effects of pollution and trash. The award-winning design increased public awareness and helped the City gain approval for water pollution prevention action plans.







cost proposal

Hourly rates for staff by classification are shown at right. The following page has a preliminary fee proposal broken out by task and by person.

Please note, all costs associated with the tasks are shown on the following page except:

Task 2.4. If the District wants MIG to monitor and manage content for the Facebook (and other social media) we will charge \$135/hour. We will work with the District to set the number of hours per month.

Task 2.6 MIG will develop the Media Engagement Plan and hold one media training for staff and Board members. We recommend that the District appoint internal staff as the spokespeople for the media. However, if the District requires additional assistance with the media outreach, MIG will bill on an hourly basis from \$135-210, depending on the task.

We have shown an optional task (Task 1.3) for a Baseline Poll. The costs are shown on the spreadsheet, but not included in the total.

For purposes of this cost proposal, we assume that Phases 1 and 2 occur within the first year. Phase 3 represents potential work in Year 2. The costs for Phase 3 are much more preliminary because they begin with an evaluation of the previous year's work.

HOURLY RATES BY CLASSIFICATION

Carie DeRuiter , Principal	\$220.00
Joyce Vollmer , Director of Strategic Communications	\$210.00
Shannon Koy , Project Manager	\$135.00
Ed Canalin , Art Director	\$170.00
Steve Kokotas , Director of Technology	\$185.00
Lisa Tyler , Web Designer	\$150.00
Graphic Production Artist	\$110.00

fee proposal



		Carie DeRuiter Principal-in-Charge		Joyce Vollmer Project Director		Shannon Koy Project Manager		Ed Canalin Art Director		Steve Kokotas Web Director		Lisa Tyler Web/UX/UI Designer		Graphic Production		MIG Totals		Direct Costs	Professional Fees Totals
		Hrs@	\$220.00	Hrs@	\$210.00	Hrs@	\$135.00	Hrs@	\$170.00	Hrs@	\$185.00	Hrs@	\$150.00	Hrs@	\$110.00				
PHASE 1 COMMUNICATIONS AND OUTREACH STRATEGY																			
1.1	Kickoff and Strategy Meeting	8	\$1,760	8	\$1,080	8	\$1,080	0	\$0	0	\$0	0	\$0	0	\$0	24	\$3,920	\$124	\$4,044
1.2	Project Management and Team Coordination	1	\$220	8	\$1,080	20	\$2,700	0	\$0	0	\$0	0	\$0	0	\$0	29	\$4,000	\$0	\$4,000
1.3	Research	1	\$220	12	\$1,620	24	\$3,240	0	\$0	0	\$0	0	\$0	0	\$0	37	\$4,860	\$0	\$4,860
1.4	Stakeholder Interviews (Up to 15)	2	\$440	10	\$1,350	32	\$4,320		\$0		\$0		\$0	8	\$880	44	\$6,550	\$340	\$6,890
1.5	Baseline Poll (Optional)	1	\$220	2	\$270	8	\$1,080		\$0		\$0		\$0		\$0	11	\$1,350	\$23,000	\$24,350
1.6	Communications and Outreach Plan	4	\$880	24	\$3,240	40	\$5,400	8	\$1,200	4	\$600		\$0	16	\$1,760	80	\$12,200	\$0	\$12,200
Subtotal		17	\$3,740	64	\$8,640	132	\$17,820	8	\$1,200	4	\$600	0	\$0	24	\$2,640	225	\$32,880	\$464	\$31,994
PHASE 2 EDUCATION AND OUTREACH																			
2.1	Strategy Meeting	8	\$1,760	8	\$1,080	8	\$1,080		\$0		\$0		\$0	0	\$0	24	\$3,920	\$124	\$4,044
2.2	Project Management and Team Coordination (Ongoing)	2	\$440	8	\$1,080	80	\$10,800		\$0		\$0		\$0	0	\$0	90	\$12,320	\$0	\$12,320
2.3	Brand Identity and Print Collateral	8	\$1,760	12	\$1,620	16	\$2,160	32	\$4,800		\$0		\$0	40	\$4,400	108	\$12,980	\$124	\$13,104
2.4	Website and Social Media	4	\$880	30	\$4,050	58	\$7,830	8	\$1,200	32	\$4,800	60	\$9,000	16	\$1,760	208	\$28,640	\$0	\$28,640
2.5	Outreach Ambassador Toolkit	8	\$1,760	24	\$3,240	48	\$6,480	8	\$1,200		\$0		\$0	40	\$4,400	128	\$15,320	\$0	\$15,320
2.6	Media Engagement Plan and Training	1	\$220	16	\$2,160	16	\$2,160		\$0		\$0		\$0	4	\$440	37	\$4,760	\$124	\$4,884
Subtotal		31	\$6,820	98	\$13,230	226	\$30,510	48	\$7,200	32	\$4,800	60	\$9,000	100	\$11,000	595	\$77,940	\$372	\$78,312
PHASE 2 EDUCATION AND OUTREACH (continued)																			
3.1	Strategy Meeting	8	\$1,760	8	\$1,080	8	\$1,080		\$0		\$0		\$0	0	\$0	24	\$3,920	\$124	\$4,044
3.2	Project Management and Team Coordination (Ongoing)	2	\$440	2	\$270	120	\$16,200		\$0		\$0		\$0		\$0	124	\$16,470	\$0	\$16,470
3.3	Media Engagement/Website and Social Media (Ongoing)	2	\$440	16	\$2,160	32	\$4,320	8	\$1,200	24	\$3,600	32	\$4,800	24	\$2,640	138	\$18,720	\$0	\$18,720
3.4	Promotional Materials	0	\$0	2	\$270	16	\$2,160	8	\$1,200	0	\$0	0	\$0	24	\$2,640	50	\$6,270	\$2,500	\$8,770
3.5	Marketing Campaign	2	\$440	16	\$2,160	16	\$2,160		\$0		\$0		\$0	24	\$2,640	58	\$6,960	\$50,000	\$56,960
Subtotal		14	\$3,080	44	\$5,940	192	\$25,920	16	\$2,400	24	\$3,600	32	\$4,800	72	\$7,920	394	\$52,340	\$52,624	\$104,964
TOTAL		62	\$13,640	206	\$27,810	550	\$74,250	72	\$10,800	60	\$9,000	92	\$13,800	196	\$21,560	1214	\$163,160	\$53,460	\$215,270



references

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