



EAST PALO ALTO SANITARY DISTRICT

BOARD OF DIRECTORS

Glenda Savage, President
Joan Sykes-Miessi, Vice President
Bethzabe Yañez, Secretary
Goro Mitchell, Director
Dennis Scherzer, Director

901 Weeks Street
East Palo Alto, CA 94303
Phone: (650) 325-9021
Fax: (650) 325-5173
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Akin Okupe, M.B.A, P.E., General Manager

EAST PALO ALTO SANITARY DISTRICT PUBLIC RELATIONS COMMITTEE MEETING FEBRUARY 22, 2019 10:30 A.M.

Notice is hereby given that the Public Relations Committee Meeting of the East Palo Alto Sanitary District will be held on **Friday February 22, 2019 at 10:30 a.m.** The meeting will take place at the East Palo Alto Sanitary District office located at 901 Weeks Street, East Palo Alto, California.

1. **Call to Order**
2. **Roll Call**
Director Goro Mitchell
Director Dennis Scherzer
3. **Communications from the Public**
Members of the public are invited to address the Board regarding non-agenda items at the beginning of the meeting only. Persons wishing to speak on items listed on the agenda will be heard when called by the meeting chair.
4. **Agenda Amendments**
5. **Review/Approval** December 19, 2018 PRCM Meeting Minutes
6. **Report / Discussion** Meeting with Public Relation Consultant- Surlene G. Grant regarding Sewer Rate Increase.
7. **Oral & Written Communication:** Brief reports may be presented by the Manager and Staff pertaining to items not listed on the Agenda; however, no discussion or action can be taken.
8. **Future Agenda** March 5, 2019
9. **Adjournment**

Any writings or documents pertaining to an open session item provided to a majority of the members of the legislative body less than 72 hours prior to the meeting, shall be made available for public inspection at the East Palo Alto Sanitary District located at 901 Weeks Street, East Palo Alto, CA 94303.

Upon request, agendas and documents in the agenda packet will be made available in appropriate alternative formats to persons with a disability, as required by law. Any such request must be made in writing to the East Palo Alto Sanitary District, 901 Weeks Street, East Palo Alto, CA 94303. Requests will be valid for the calendar year in which the request is received and must be renewed prior to January 1st. Persons needing disability-related modifications or accommodations in order to participate in public meetings, including persons requiring auxiliary aids or services, may request such modifications or accommodations by calling the East Palo Alto Sanitary District at (650) 325-9021 at least 48 hours prior to the meeting.

I. NATURE OF ITEM

1. Call to Order

Called to order by _____ at _____ p.m.

2. Roll Call

Directors Present:

Directors Absent:

Staff Present:

Guests Present:

I. NATURE OF ITEM

3. **Communication from the Public** - Members of the public are invited to address the Board regarding agenda items and non-agenda items at the beginning of the meeting only. Persons wishing to speak on items listed on the agenda will be heard when called by the meeting chair.

Speaker # 1: _____

Speaker # 2: _____

Speaker # 3: _____

4. **Agenda Amendments**

Item# _____ moved to _____

Item# _____ moved to _____

Item# _____ tabled

Item# _____ tabled

(xx) Additional Materials Attached

Agenda Item 5
Meeting Date 2/22/2019

I. NATURE OF ITEM

Review/Approval of December 19, 2018 PRCM Meeting Minutes

II. BACKGROUND

III. STAFF COMMENTS/ RECOMMENDATIONS

IV. ACTION OPTIONS

To be determined upon discussion.

V. COMMITTEE ACTION TAKEN

VI. NEXT STEPS

**EAST PALO ALTO SANITARY DISTRICT
PUBLIC RELATIONS COMMITTEE MEETING MINUTES
DECEMBER 19, 2018**

1. Call to Order

A Public Relations Committee Meeting of the East Palo Alto Sanitary District was called to order by Director Scherzer on Wednesday December 19, 2018 at 11:15 a.m. The meeting was held at the East Palo Alto Sanitary District office located at 901 Weeks Street, East Palo Alto, California.

2. Roll Call

Directors Present

Goro Mitchell
Dennis Scherzer

Staff Present

Akin Okupe - General Manager
Marina Owens – Admin. Asst.

3. Communications from the Public

There were no communications from the public.

4. Agenda Amendments

There were no agenda amendments.

5. Review/Approval October 9, and November 6, 2018 PRCM Meeting Minutes

The Committee reviewed and approved the meeting minutes of October 9 and November 6, 2018.

6. Report / Discussion EPASD Newsletter Review

The Committee reviewed, discussed and made recommendations for revisions to the newsletter.

7. Report / Discussion Meeting video uploads/ District Policy

Mr. Okupe presented the District retention policy regarding video and audio recordings which states that recordings are to be retained for two years.

Mr. Okupe advised that he contacted former IT vendor Novatech regarding the recovery of District videos that the vendor informed him are still in their possession. He will follow up and then report his findings to the Committee at the next meeting.

8. Oral & Written Communication

There was no oral or written communication.

9. Future Agenda

Mr. Okupe advised that the next meeting will be announced.

- Novatech
- District policy for meeting videos
- Public relations consultant for rate study

10. Adjournment

There being no further business, the meeting adjourned at 11:38 a.m.

APPROVED:

Board President

Board Secretary

(xx) Additional Materials Attached

Agenda Item 6
Meeting Date 2/22/2019

I. **NATURE OF ITEM**

Report/Discussion Meeting with Public Relation Consultant- Surlene G. Grant regarding Sewer Rate Increase.

II. **BACKGROUND**

III. **STAFF COMMENTS/ RECOMMENDATIONS**

IV. **ACTION OPTIONS**

To be determined upon discussion.

V. **COMMITTEE ACTION TAKEN**

VI. **NEXT STEPS**



Envirocom Communications Strategies, LLC is a communications, public relations and government relations consulting firm with an emphasis on developing successful strategies for public involvement and outreach, meeting facilitation, media relations, crisis communications, special promotions and marketing, and environmental justice concerns.

THE FIRM

Established in 1999, **Envirocom** is a woman-owned certified DBE/SLEB located in San Leandro, CA. **Surlene Grant**, principal consultant, brings more than 20 years of experience with private, public and non-profit sectors implementing and managing communications activities.

Envirocom's philosophy is to provide a link or "proverbial bridge" among those who are sponsoring the capital improvement project and those for whom the project benefits or impacts, specifically with projects in transportation, capital improvements, public works, construction, housing and community development. **Envirocom** works with ethnically, economically and socially diverse communities to develop the vision and to define equitable solutions and mitigations.

THE APPROACH

Envirocom brings experience with effective message development and delivery; meeting design and facilitation; consensus building and goal setting, all with a clear path to program implementation. Our approach is to work with stakeholders to access and create an atmosphere in which participants are heard and involved in a process that minimizes risks, establishes a sense of fairness and sustains results for the key stakeholders.

RELEVANT SERVICES

- **Strategy Development**
- **Project Management and Oversight**
- **Government Affairs and Agency Coordination**
- **Community Relations and Public Involvement**
- **Meeting Facilitation, Design and Logistics**
- **Team Building**
- **Project-specific Outreach Programs**
- **Conflict Resolution and Consensus Building**
- **Group Decision-Making Techniques**
- **Public Education and Awareness Campaigns**
- **Writing and Editing of Collateral Materials**
- **Crisis Communications**

CLIENTS *(partial listing)*

Association of Bay Area Governments (ABAG) ~ BRIDGE Housing, Inc. ~ Bay Area Alliance for Sustainable Development ~ Caltrans ~ Holliday Development, LLC ~ Ricondo & Associates ~ BART ~ City of Oakland ~ Housing Authority of Marin County ~ City of East Palo Alto ~ City of Dublin (CA) ~ City of Dayton, Ohio, Department of Aviation ~ John Stewart Company ~ Swinerton Inc. ~ Lincoln Childcare Center ~ JRDV Urban International ~ Ecology & Environment ~ ARUP ~ Napa County Transportation & Planning Agency ~ Union Pacific Railroad ~ CDM Smith ~ Kimley Horn Associates ~ Kaiser Permanente ~ Sustainable Agriculture and Education (SAGE) ~ Port of Oakland

CONTACT

SURLENE GRANT, PRINCIPAL

sggrant@envirocommunications.com (510) 352-7826 / (510) 418-7826 cell

ABOUT SURLENE GRANT

Ms. Grant is a senior level professional with vast experience implementing and managing communications activities including facilitation and mediation, public involvement and outreach, public relations, strategic planning and conflict resolution in private, government, and non-profit sectors. Much of her work focuses on the built environment of transportation, housing, community development, public works and infrastructure projects.

Ms. Grant's niche is with public involvement for community development and land use projects in ethnically, economically and socially diverse communities. She sees her role as the proverbial "bridge builder" between a project's sponsor and those who are to benefit from the project. Her current projects include the City of San Leandro and the City of East Palo Alto General Plans; and BART to Livermore extension project.

She co-developed and managed the noteworthy "Dumbarton Dialogue," a two-year multi-jurisdictional civic engagement, community transportation planning project with six mid-Peninsula cities and two counties. In addition, she designed the outreach, public education program, facilitated the meetings and helped develop the curriculum for the City of Oakland's Laurel Access to Mills, Maxwell Park and Seminary (LAMMPS) project, an 18-month community transportation planning project recently awarded \$3.6 million from the State Transportation Commission.

In the recent past, while working with the Center of Collaborative Policy, she provided strategic management support to the California Department of Transportation (Caltrans) for the public involvement program for the California Transportation Plan 2040.

Through her skills as a facilitator and communicator who can connect with people at various levels, she demonstrates her abilities to her ability to reach out to communities with creative and authentic civic engagement processes. She is comfortable interacting with community activists, corporate board members, elected and appointed officials, union leaders, business owners, local residents, and others.

In addition to her consulting practice, Ms. Grant's career path includes serving as a public information officer for municipal departments; as a spokesperson for elected officials at city, State and federal levels; and as an elected official serving for 10 years as City Council member. Ms. Grant has a B.S. in Journalism from Northwestern University and a M.A. in Management from John F. Kennedy University.



February 11, 2019

TO:

Akintunde Okupe
General Manager
East Palo Alto Sanitary District
901 Weeks Strete
East Palo Alto, CA 94303
Via email: aokupe@epasd.com
Copy to: mowens@epasd.com

FROM:

Surlene Grant, Principal
Envirocom Communications Strategies, LLC

RE: Professional Services – Public Information and Education of Sewer Service Rates

I am pleased to prepare this estimate for a public information and awareness campaign for East Palo Alto Sanitary District.

Envirocom Communications Strategies, LLC proposes to design, implement and support public awareness activities that will help the District inform East Palo Alto Sanitary District customers and East Palo Alto residents of potential rate increase and to have the opportunity to ‘vote’ on such policies. The desired outcome is a more informed public who will be prepared to evaluate on the option of selecting a rate increase or not.

As the principal of Envirocom Communications Strategies, LLC, I bring more than 20 years of experience in managing and implementing public involvement, community relations, public affairs, and public relations programs. Envirocom’s service niche is public works and infrastructure projects, housing, construction, transportation and environmental justice. I and my team members have worked on several projects in East Palo Alto over the years. Among the most noted projects are the East Palo Alto General Plan update, the environmental clean-up of the Union Pacific Spur, the Dumbarton Dialogue Project, and the Transportation Management Plan and public awareness in preparation of the IKEA Grand Opening.

For this endeavor, I will be the day-to-day contact. Recognizing that time is of the essence, I am available to start immediately. Please contact me at (510) 352-7826 or via email at sgrant@envirocommunications.com

Thank you for the opportunity to provide you with this information.

Regards,

A handwritten signature in black ink, appearing to read "Surlene Grant". The signature is written in a cursive style.

Surlene Grant, Principal



STATEMENT OF QUALIFICATIONS

ENVIROCOM Communications Strategies, LLC is a communications, media and government relations consulting firm with an emphasis on developing successful strategies for public involvement and outreach, meeting facilitation, media relations, crisis communications, special promotions and marketing, and environmental justice concerns.

THE FIRM

Established in 1999, **ENVIROCOM** is a woman-owned certified DBE/SLEB located in San Leandro, CA **Surlene Grant**, principal consultant, brings more than 20 years of experience with private, public and non-profit sectors implementing and managing communications activities.

ENVIROCOM's philosophy is to provide a link or “proverbial bridge” between those who are sponsoring the design or capital improvement project, and those for whom the project benefits or impacts. **ENVIROCOM** works with ethnically, economically and socially diverse communities to develop the vision and to define equitable solutions and mitigations.

THE APPROACH

ENVIROCOM brings experience with effective message development and delivery; meeting design and facilitation; consensus building and goal setting, all with a clear path to program implementation. Our approach is to work with stakeholders to access and create an environment in which participants are heard and involved in a process that minimizes risk, establishes a sense of fairness and sustainable results for the key stakeholders.

RELEVANT SERVICES

- **Strategy Development**
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- **Group Decision-Making Techniques**
- **Public Educations and Awareness Campaigns**
- **Writing and Editing of Collateral Materials**
- **Crisis Communications**

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SURLENE GRANT

Principal
Envirocom Communications Strategies, LLC

EDUCATION

M.A. Management
John F. Kennedy University, School of Management, Orinda, CA
B.S. Journalism
Medill School of Journalism, Northwestern University, Evanston, Illinois

YEARS OF EXPERIENCE

20

Surlene Grant is a senior level communications professional with vast experience in implementing and managing activities including public involvement and outreach, public relations, strategic planning and conflict resolution in private, government and non-profit sector.

Ms. Grant's niche is with public involvement for community development and land use projects in ethnically, economically and socially diverse communities. She sees her role as the proverbial "bridge builder" between a project's sponsor and those who are to benefit from the project.

Through her skills as a facilitator and communicator who can connect with people at various levels, she demonstrates her abilities to her ability to reach out to communities with creative and authentic civic engagement processes. She is comfortable interacting with community activists, corporate board members, elected and appointed officials, union leaders, business owners, local residents, and others.

In addition to her consulting practice, Ms. Grant's career path includes serving as a public information officer for municipal departments; as a spokesperson for elected officials at city, state and federal levels; and as an elected official serving for 10 years as City Council member. Ms. Grant has a B.S. in Journalism from Northwestern University and a M.A. in Management from John F. Kennedy University.

Local Projects related to stakeholder involvement and public outreach (*partial list*):

- Community relations and outreach for **East Palo Alto General Plan Update**.
- Facilitation of **San Mateo County Sea Level Rise Working Group**.
- Co-creation and implementation of the **Dumbarton Dialogue Project**, a multi-jurisdictional effort (six cities and two counties) to develop consensus for transportation issues of the Dumbarton Bridge / Hwy. 101/ 84/ 85 corridor.
- Media Relations and Community Outreach for the Traffic Mitigation Plan and Grand Opening of **IKEA** in East Palo Alto, CA
- Development of the strategy for the public outreach program to voters for the **City of Redwood City** for all-mail ballot implementation.
- Development and distribution of collateral material for voter education and awareness of **Measure H in the City of East Palo Alto**.

PROJECT UNDERSTANDING

Much of the wastewater collected in East Palo Alto is diverted and treated at the City of Palo Alto's waste water collection and treatment facility. The City of Palo Alto provides treatment for several different communities and agencies in the area. The cost of operating the waste water facility is proportionately shared by those participating entities. There is a need to upgrade the Palo Alto facility. As a result of the cost of the upgrades, East Palo Alto Sanitary District (District) is being asked to contribute more to the operating costs. This increase in the District contribution could be offset by a rate increase. However, such a rate increase requires voter approval. The residents* of East Palo Alto must be notified and informed of the method to approve such an increase (commonly referred to as protest voting). The purpose of the proposed work is to increase public awareness of the services of the District, the need for additional operating funds, and to work with the District to ensure that all is done in compliance with Proposition 218.

Envirocom's anticipated work is to provide strategic advice, project management and coordination for a public awareness and information campaign regarding the rates and the need to cover increased operation costs. Specific tasks are detailed below. In sum, Envirocom will prepare text for use in newsletters, press releases and other collateral; work with District staff, members of Board and consultants to develop key messages, design; and facilitate public hearing(s) or meetings, and coordinate efforts with graphic designer, printer, mail house, and translators.

**For the purpose of this proposal the term "residents" is used collectively to denote those who will make the decision regarding the fees. In this proposal the "resident" could be the ratepayer, consumer, billing customer or any user of EPA Sanitary District. The terminology will be refined once the target audience is defined.*

TASKS

Task 1 -- Project Administration / Project Management and coordination meetings

Project coordination and team meetings with District staff. Outline project perimeters and deliverables. Clarify Proposition 218 regulations; overall all approach to cost, etc. The kickoff meeting will clarify respective roles and responsibilities, and ensure shared understanding and alignment of scope, project expectations, objectives, and deliverables. Following the initial kick off meeting, the other meetings are those necessary for project management.

Deliverables

- 6 routine meetings with project staff and consultant

Task 2 – Meeting with Board members

Work with staff to provide updates and information to the board regarding the process and the findings.

Deliverables

- Participate in up to 3 meetings or briefings with the board (anticipate 2 in March and one in June 2019)

Task 3 – Development of Outreach Materials and collaterals

Surlene will work with the team to develop the overall message and make recommendations to the staff regarding which public information and outreach tools to use and when to use them. She will help to define the key audience and have conversations with select stakeholders regarding the effectiveness of the materials and the desired outcomes. Development of text to use in mailers, press release and neighborhood newsletters.

Deliverables

- Development of key messages.
- Outline of outreach strategy
- Development of presentation outline, talking points and slides to be use at key community meetings: for example, District Board meeting, City Council meeting, homeowner association meeting, environmental organizations, or other community events or organizations (assumes 4 such meetings/ events.)
- Translation and graphic design of various materials
- Select outreach materials:
 - Mailer / Fact Sheet / Newsletter
 - A one or two-page fact sheet may be developed to provide project overview, explain the process. Distribution via mail to the District customer base.
 - Press Release
 - Create an announcement about the need and process for publication in EPA Today, San Jose Mercury and Palo Alto online.
 - Official District mailer for response
 - Collateral piece the must be returned by date certain to the District for consideration of the vote or option selected.
 - Plant or city infrastructure tour (media and/ or select community leaders)
 - If deemed necessary for helping key stakeholders observe the infrastructure process and the required changes. Or to promote any new science and technology being used, such as filter systems and other updates.
 - Website content
 - Prepare content information about meetings and project updates to be provided to webmaster for project team or client
 - Bill inserts
 - Take advantage of the normal routine communications with residents to explain the process.
 - Social media
 - Use existing District Social Media (if there is such a policy) to call attention to the effort

Task 4 – Public Meeting / Public Hearing

As part of the process to change rates, or discuss the changing of the rates, there a public hearing is required. Depending on the desire of the organization, this hearing may be part of an establish District Board meeting, or it may be a separate meeting. Envirocom will assist with the preparation for meeting(s).

Deliverables:

- Planning and logistics: Room set up, agenda development, creation of displays (maps and graphs are the responsibility of client, unless otherwise noted). Co-development of PowerPoint or other preparation materials
- Publicizing and promoting the hearing (through the materials in Task 2 above.
- Assisting District with logistical preparation
- Meeting Facilitation, if needed
- Assistance of language translators
- Assistance of court reporter

Assumptions:

- Direct cost expenses (such as postage, graphic design, printing and translation) are included in this estimate with the understanding that these service and costs may change based on final design and distribution of products. They may also be separated from the cost of the proposal.
- Envirocom team members will create, review and revise text and collateral materials based on format. Final review and approval will be provided by the legal staff and the Executive Director prior to production.
- Determination of compliance with Prop 218 requirements will be by the District Legal representative.
- Envirocom will rely on District executive staff regarding conformance with the Brown Act regarding public noticing, publication of record, timelines, and local sunshine ordinances and any other special district requirements.
- Translation assumes to Spanish and Tongan languages.
- Envirocom has a graphic design partner. If Envirocom is managing the graphic design, the district agrees to provide desired images, photos, logo, maps etc. in the appropriate format and in a timely manner for inclusion in the design.
- Cost for graphics will be billed to the client as a direct cost for the actual cost with no markup.
- Mailing/printing and postage from the mail house and translation services will be billed at cost plus 10% due to the fact that these services demand payment up front causing Envirocom to carry the cost burden over time.
- Task and cost of large scale (in size and quantity) will be the responsibility of the Client. If Envirocom secures such services, they will do so with written approval in advance.

SUGGESTED SCHEDULE

February 22	Board of Directors Committee meeting - Introductions
March 1	Contract Approval and / or Letter to Proceed
March 7	Board Meeting – presentation on facilities and cost update
March 8 – 18	Develop outreach plan in consultation
March 18-31	Develop materials
April 1 – May 17	Start and end 45-day period
	Distribute materials
	Hold public meetings and hearings
	Outreach to select groups
	Media tours and op-eds
May 31	Last day to return opt-out cards
June 6	Board decision regarding implementation of fees

BUDGET

RATES

Surlene Grant – Principal	\$200 / hour
Co-Facilitator	\$185 / hour
Outreach Specialist	\$126 /hour
Project Assistant	\$75 / hour

East Palo Alto Sanitary District
11-Feb-19



		Envirocom Consulting							
<i>Tasks</i>	<i>Description</i>	Principal (SGG)	Co-Facilitator	Mtg Assit/Recorder	Admin Assit		Total Hours	Total Fees	
	Rate	\$200	\$188	\$126	\$75				
1	mtgs with Exec Staff and consultants (6 mtgs and prep time)	24					24	\$4,800	
2	mtgs with Board members (3 meetings)	9					9	\$1,800	
3	collaterals / Community Outreach meetings / presentations	50		12	2		64	\$11,764.00	
4	Mandated Public Hearing / meeting	6		4			10	\$1,704	
							0	\$0.00	
	total hours	89	0	16	2		107	\$19,966.00	
	All labor by category	\$17,800	\$0	\$2,016	\$150				
	TOTAL LABOR							\$19,966	
	ODC - Expenses								
	Graphic Designer							\$2,000	
	Postage / mail house / printing (approx \$1/hh)							\$8,000	
	Court reporter							\$550	
	Translation services / interpreter							\$2,000	
	Misc printing / duplicating							\$200	
	Total Expenses							\$12,750	
	Envirocom TOTAL:							\$32,716	

(xx) Additional Materials Attached

Agenda Item 7
Meeting Date 2/22/2019

I. NATURE OF ITEM

Oral & Written Communication - Brief reports may be presented by the Manager and Staff pertaining to items not listed on the Agenda; however, no discussion or action can be taken.

II. BACKGROUND

III. STAFF COMMENTS/ RECOMMENDATIONS

IV. ACTION OPTIONS

To be determined upon discussion.

V. COMMITTEE ACTION TAKEN

VI. NEXT STEPS

(xx) Additional Materials Attached

Agenda Item 8
Meeting Date 2/22/2019

I. **NATURE OF ITEM**

Future Agenda

Public Relations Meeting – March 5, 2019

II. **BACKGROUND**

III. **STAFF COMMENTS/ RECOMMENDATIONS**

IV. **ACTION OPTIONS**

To be determined upon discussion.

V. **COMMITTEE ACTION TAKEN**

VI. **NEXT STEPS**

(xx) Additional Materials Attached

Agenda Item 9
Meeting Date 2/22/2019

I. NATURE OF ITEM

Adjournment