



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
www.epasd.com

Akin Okupe, M.B.A, P.E., General Manager

EAST PALO ALTO SANITARY DISTRICT PUBLIC RELATIONS COMMITTEE MEETING MARCH 19, 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 **Tuesday March 19, 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** of February 22, 2019 PRCM Meeting Minutes
6. **Report / Discussion** of Public Relation Strategies for the Sewer Rate Increases and collection of delinquency fees.
7. **Report / Discussion** of Novatech Proposal
8. **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.
9. **Future Agenda** TBD
10. **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 3/19/2019

I. NATURE OF ITEM

Review/Approval of February 22, 2019 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
FEBRUARY 22, 2019**

1. Call to Order

A Public Relations Committee Meeting of the East Palo Alto Sanitary District was called to order by Director Scherzer on Friday February 22, 2019 at 10:32 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

3. Communications from the Public

There were no communications from the public.

4. Agenda Amendments

There were no agenda amendments.

5. Review/Approval December 19, 2018 PRCM Meeting Minutes

Director Scherzer requested that a sentence be added to Item 7 stating that the Committee ask the General Manager to obtain an inventory of videos in Novatech's possession.

The Committee reviewed and approved the meeting minutes of December 19, 2018 with the above noted revision.

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

The Committee met with prospective Public Relations Consultant Surlene G. Grant of Envirocom Communication Strategies.

After discussion, the Committee agreed to present Ms. Grant's proposal at the next Board meeting.

7. Oral & Written Communication

There was no oral or written communication.

8. Future Agenda

The next meeting will be held on March 19, 2019 at 10:30 a.m.

- Consultant proposal
- Novatech inventory update

9. Adjournment

There being no further business, the meeting adjourned at 11:00 a.m.

APPROVED:

Board President

Board Secretary

(xx) **Additional Materials Attached**

Agenda Item 6
Meeting Date 3/19/2019

I. **NATURE OF ITEM**

Report/Discussion of Public Relation Strategies for the Sewer Rate Increases and collection of delinquency fees.

II. **BACKGROUND**

III. **STAFF COMMENTS/ RECOMMENDATIONS**

IV. **ACTION OPTIONS**

To be determined upon discussion.

V. **COMMITTEE ACTION TAKEN**

VI. **NEXT STEPS**



March 1, 2019

TO:

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

FROM:

Surlene Grant, Principal
Envirocom Communications Strategies, LLC
sggrant@envirocommunications.com

RE: **ADMENDED PROPOSAL** per request of the Public Relations Committee for
Professional Services – Public Information and Public Education of Sewer Service Rates

This information is a follow up to the request for additional information from the Board members at the Public Relations Committee Meeting on February 22, 2019. I appreciate the opportunity to provide additional information regarding the requested services.

At the Committee Meeting, it was requested that Envirocom provide services in phases. At the Committee Meeting the general expression was that the first phase would be the task of mailing out an already existing information brochure prepared by EPASD. When leaving the Public Relations Committee meeting, my initial impression based on the Committee Member's comments was that this one brochure would cover all the initial needs. The general expression seemed to be that Phase I would consist of (solely) mailing out an already existing brochure that would inform the customer base of the need for the proposed rate increase. In my professional opinion, the brochure that I was provided is an opportunity to educate and inform the public but in its current content and state, I do not feel it adequately addresses the task before the board and the desired results you want from Envirocom. Therefore, while I have proposed activities in two phases, Phase I is greater than just mailing out the brochure as detailed below.

As the principal of Envirocom Communications Strategies, LLC, I bring more than 20 years of experience in managing and implementing public involvement and community outreach, public affairs, and public relations programs. 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 for any follow up.

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

Regards,

A handwritten signature in black ink, appearing to read "Surlene Grant".

Surlene G. Grant
Principal and Managing Member

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 (EPASD) 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 rate-payers/customers* 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.

PHASE I –

- ✓ General information brochure –
 - Mailing and distribution of the **general brochure** with information about EPASD. For example – there may be information about the following:
 - Current funding source and how those funds are used now
 - Proposed rate change and why. How will those funds be used in the future?
 - *Currently, the propose brochure copy states a headline “No Sewer Increase in Fiscal Year 2018/2019.” I strongly suggest changing this headline. This is something that I can discuss with you outside of this document.*
 - Alternately, this initial brochure could be made into a larger document – more like a **newsletter or “frequently asked questions”** (FAQ sheet), and less brochure-like. It may also cover some of the required Proposition 218 information such as
 - Date, time and intent of the Public Hearing (my assumption is that this public hearing will happen as part of a standing EPA SD Board meeting.)
 - Clear statement of the proposed change – in dollar amounts
 - And clear directions of how to protest, and perhaps a tear off or enclosure of a protest card.
- ✓ Public Information and Awareness -- In the spirit of authentic public engagement and involvement, I am proposing as part of this phase the development and distribution of press releases to EPA Today and Palo Alto on-line; as well as posting information to EPA SD's website so that people are aware and will look for the mailing(s) coming to their homes and businesses.

PHASE II –

This second phase addresses the long term need to periodically inform and update the EPASD customers. It keeps much of the same activities that I submitted earlier. There is a slight change because some of the Outreach and Collateral pieces are now part of Phase I.

- ✓ Development of an information brochure or fact sheet for the subsequent year.
 - Inform customers of the work done the previous cycle
 - Inform customers of any new rate increase based on the on-going relationship with the City of Palo Alto’s infrastructure upgrades

Assumptions:

- Target audience is approximately the 4000 property owners served by EPASD.
- EPASD has the mailing list and will provide to the Consultant and/or Consultant’s mail and graphic vendor(s) in Excel or other database format that is useable by the vendor(s).
- Envirocom team members will create, review and revise text and collateral materials based on format. Final review and approval will be provided in writing 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. Translation to Spanish language text is not included this estimate or layout design. Translation to additional languages and incorporation into a design will result in a cost increase.
- 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.
- 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 printing (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.
- Graphic design services will be provided by Envirocom and its vendor(s). City agrees to provide desired images, photos, city logo, etc. in a timely manner for inclusion in the design.
- Costs provided for postage, mailing, specialty printing are based on a one-page, two sided, full-color 8-1/2 x 11” document folded in a tri-fold as a self-mailer to a quantity of 4,000. If the design changes, so will the estimate. (The estimate is attached as a reference).

BUDGET

RATES

Surlene Grant – Principal	\$200 / hour
Project Assistant	\$75 / hour

PHASE I BUDGET

TASK / ACTIVITY	Estimated labor	Cost
LABOR		
Task 1 - - Project management and client coordination -- project review at design, print, and production; coordination with client	6 hours	\$1,200
Task 2 – Meetings with Board members, Finance and technical report (3 hours), and public hearing – (3 hours for hearing, 3 hours to assist staff with preparations for public hearing.)	9 hours	\$1,800
Task 3 – Development of Collateral Materials <ul style="list-style-type: none"> • Development of key messages, Editing of existing brochure • Content development of Prop 218 notice in conjunction with staff and attorney / opt-out mailer • Development of press release • Coordination with Translator 	32 hours	\$6,400
Total Labor		\$9,400
DIRECT EXPENSES		
Translation Services	Cost	\$500
Graphic design / Processing /Mailing <i>Assuming 2 mailings – 1) the brochure and 2) the Prop 218 specific notice</i>	Cost + 10%	\$6000 <i>(estimate of \$3,000 per mailing)</i>
Total Direct Expenses		\$6,500
TOTAL ESTIMATE – Phase 1		\$15,900

PHASE II BUDGET

TASK / ACTIVITY	Estimated labor	Cost
LABOR		
Task 1 - - Project management and client coordination -- project review at design, print, and production; coordination with client	6 hours	\$1,200
Task 2 – Meetings with Board members (2 nd round of informational meetings reviewing status). Assumes 2 meetings. Finance and technical report (2 hours each)	4 hours	\$ 800
Task 3 – Development of Collateral Materials / Public information <ul style="list-style-type: none"> • Development of key messages, updating of fact sheet or newsletter • Development media story / feature showing benefits of updates. of press release 	20 hours	\$4,000
Total Labor		\$6,000
DIRECT EXPENSES		
Translation Services	Cost	\$500
Printing / Graphic design / Processing /Mailing <i>Assuming 1 mailing – 1) the updated brochure or fact sheet</i>	Cost + 10%	\$3000 <i>(estimate of \$3,000 per mailing)</i>
Total Direct Expenses		\$3,500
TOTAL ESTIMATE – Phase 2		\$9,500



SUGGESTED SCHEDULE

March 7	Board Meeting
March 18	Contract approval / Notice to Proceed
March 18-31	Develop materials
April 1 – April 15	Production and distribution of Materials
April 15 – June 7	Approx. Start and end 45-day period
	Hold public meetings and hearing
June 7	Last day to return opt-out cards
June Board meeting date	Board decision regarding implementation of fees



ESTIMATED QUOTE No. 91892

Bill To

Surlene Grant
Enviro Communications strategies, LLC
13804 Bancroft Avenue
San Leandro, CA 94578
Phone: 510-352-7826
Fax: Mob. 510-418-7826
Email: sggrant@Envirocommunications.com

Ordered By

Surlene Grant
Enviro Communications strategies, LLC
13804 Bancroft Avenue
San Leandro, CA 94578
Phone: 510-352-7826
Fax: Mob. 510-418-7826
Email: sggrant@Envirocommunications.com

EAST PALO ALTO SANITARY DISTRICT - ALL-IN-ONE MAILING JOB

Account Manager	Quote Date	Services Payment Terms	Postage Payment Terms	Page
PIERRE SMIT	3/1/2019	Prepayment	To be prepaid	1 of 1

Quantity	Job Description	Rush ¹	Tax	Unit Price (\$)	Amount (\$)
0.35	D.P.:file reformatting			132.0000	46.20
4000	File format (from e-mail)			0.0090	36.00
1	NCOA18 set-up			25.0000	25.00
1	Run NCOA18			25.0000	25.00
1.5	Art/word processing			132.0000	198.00
1	Inkjet addressing:set-up with barcode			65.0000	65.00
4000	Inkjet addressing:regular print quality:coated - ltr size			0.0470	188.00
4000	Printing 8.5x11" flyer 4/4 on 80# gloss text		✓	0.1088	435.20
4000	Presort:marketing:letter size: Profit: simultaneously with inkjet			0.0375	150.00
1	Machine folding:set-up 1 path			45.0000	45.00
4000	Machine folding:bond/text:up to 8.5x14"			0.0199	79.60
1	Tab:Tab machine set-up:1 side:on-line			60.0000	60.00
4000	Tab:affix 1" tab by machine:x 2:letter size			0.0370	148.00
16	Tray strap/sack prep:postcard/letter size			1.2000	19.20
1	Deliver to G.M.F.:pcd/ltr			54.7500	54.75
* Rush rate	0%	ESTIMATED DIRECT MAIL CENTER SERVICES:			\$1,574.95
				TOTAL TAXES:	\$36.99

Estimated Postages:	Amount (\$)
Marketing postage estimate (\$.24@)	960.00
ESTIMATED TOTAL POSTAGE:	\$960.00



Estimated Amount: \$2,571.94

This quote will be confirmed after receiving samples of all material included. Quote is valid for 30 days from issuing date. Make your checks payable to DIRECT MAIL CENTER. THANK YOU FOR YOUR BUSINESS!

NOTE: This quote is an estimation. Actual postage may vary per USPS regulations.

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
- Project Management and Oversight
- Government Affairs and Agency Coordination
- Community Relations and Public Involvement
- Meeting Facilitation, Planning and Logistics
- Project-specific Outreach Programs
- Team Building
- Conflict Resolution and Consensus Building
- Group Decision-Making Techniques
- Public Educations 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



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.

(xx) **Additional Materials Attached**

Agenda Item 7
Meeting Date 3/19/2019

I. **NATURE OF ITEM**

Report/Discussion of Novatech Proposal

II. **BACKGROUND**

III. **STAFF COMMENTS/ RECOMMENDATIONS**

IV. **ACTION OPTIONS**

To be determined upon discussion.

V. **COMMITTEE ACTION TAKEN**

VI. **NEXT STEPS**



P.O. Box 518
 Santa Clara, CA 95052
 Phone: (408) 295-3188
 Fax: (408) 295-3188
www.novatechservices.com

Quotation

Date September 7, 2018

Customer EPASD

Qty	Description	Unit Price	Tax	Total
5	<p>IT services to search for EPASD Board of Directors meeting videos</p> <p>Block of 5 hours to be charged upon delivery of service work Two NovaTech Services staff members will work simultaneously each as billable hours</p> <p>No guarantee is made for being able to find the videos No guarantee is made to repair or correct any IT operations should there be a failure of IT equipment or services during searching</p> <p>NovaTech Services will search for the BofD meeting videos Complete access to the EPASD IT network and server room is necessary EPASD will need to provide all current IT administration passwords and access credentials All work will be conducted onsite at EPASD - scheduled in advance with EPASD</p> <p>Notes and Considerations Invoiced upon delivery of service work Per the September 20, 2017 NovaTech Services letter to EPASD, no prior services are operational per the cancelation of services, no prior backup services are operational</p>	\$125.00		\$625.00
Authorized Signature:				
	Name: _____ Title: _____ Date: _____			

** This quote is subject to change without notice. Please call to confirm validity after 10 days. NovaTech Services General Terms and Conditions (http://novatechservices.com/wp-content/uploads/2016/03/NovaTech_Terms.pdf) incorporated by reference into Agreement upon acceptance of this quote. This quote provides updates as agreed to the Agreement and to the extent there are conflicting terms between the Agreement and this Quotation, the terms of this Quotation shall control. Manufacturer's warranty is sole warranty on all third party hardware and software. 15 day return policy and 15% restocking fee for all hardware items. All software sales and labor are non-refundable.

Subtotal	\$625.00
Shipping (est.)	
Sales Tax (9%)	\$0.00
TOTAL	\$625.00

(xx) **Additional Materials Attached**

Agenda Item 8
Meeting Date 3/19/2019

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 9
Meeting Date 3/19/2019

I. NATURE OF ITEM

Future Agenda

Public Relations Meeting – TBD

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 10
Meeting Date 3/19/2019

I. NATURE OF ITEM

Adjournment