



UPDATED: August 11, 2021
@ 2:15 p.m.

**RECLAMATION DISTRICT NO. 1000
BOARD OF TRUSTEES
REGULAR BOARD MEETING**

1633 GARDEN HIGHWAY
SACRAMENTO, CA 95833

**FRIDAY, AUGUST 13, 2021
8:00 A.M.**

WEB & TELEPHONE MEETING ONLY

MODIFIED BROWN ACT REQUIREMENTS IN LIGHT OF COVID-19

In Compliance with CA Executive Orders N-25-20 and N-29-20 members of the Board of Trustees and members of the public will participate in this meeting by teleconference. The call-in information for the Board of Trustees and the public is as follows:

Join the meeting from your computer, tablet or smartphone.

<https://www.gotomeet.me/rd1000>

You can also dial in using your phone.

United States (Toll Free): [1 866 899 4679](tel:18668994679)

United States: [+1 \(571\) 317-3116](tel:+15713173116)

Access Code: 539-716-757

If you don't already have the gotomeeting application downloaded, please allow yourself additional time prior to the meeting to install the free application on your computer, tablet or smartphone. The application is not required to participate via phone.

Any member of the public on the telephone may speak during Public Comment or may email public comments to kking@rd1000.org and comments will be read from each member of the public. During this period of modified Brown Act Requirements, the District will use best efforts to swiftly resolve requests for reasonable modifications or accommodations with individuals with disabilities, consistent with the Americans with Disabilities Act, and resolving any doubt whatsoever in favor of accessibility. Requests for reasonable modifications under the ADA may be submitted to the email address noted above, or by phone directly to the District.

All items requiring a vote of the Board of Trustees will be performed as a roll call vote to ensure votes are heard and recorded correctly. In addition, the meeting will be recorded and participation in the meeting via gotomeeting and/or phone will serve as the participants acknowledgment and consent of recordation.

1. PRELIMINARY

- 1.1. Call Meeting to Order
- 1.2. Roll Call
- 1.3. Approval of Agenda
- 1.4. Pledge of Allegiance
- 1.5. Conflict of Interest (*Any Agenda items that might be a conflict of interest to any Trustee should be identified at this time by the Trustee involved*)

2. PRESENTATIONS

- 2.1. No Scheduled Presentations

3. PUBLIC COMMENT (NON-AGENDA ITEMS)

Any person desiring to speak on a matter which is not scheduled on this agenda may do so under the Public Comments section. Speaker times are limited to three (3) minutes per person on any matter within RD 1000's jurisdiction, not on the Agenda.

Public comments on agenda or non-agenda items during the Board of Trustees meeting are for the purpose of informing the Board to assist Trustees in making decisions. Please address your comments to the President of the Board. The Board President will request responses from staff, if appropriate. Please be aware the California Government Code prohibits the Board from taking any immediate action on an item which does not appear on the agenda unless the item meets stringent statutory requirements (see California Government Code Section 54954.2 (a)).

Public comments during Board meetings are not for question and answers. Should you have questions, please do not ask them as part of your public comments to the Board. Answers will not be provided during Board meetings. Please present your questions to any member of RD 1000 staff via e-mail, telephone, letter, or in-person at a time other than during a Board meeting.

4. INFORMATIONAL ITEMS

- 4.1. [GENERAL MANAGER'S REPORT: Update on activities since the July 2021 Board Meeting.](#)
- 4.2. [OPERATIONS MANAGER'S REPORT: Update on activities since the July 2021 Board Meeting.](#)
- 4.3. [DISTRICT COUNSEL'S REPORT: Update on activities since the July 2021 Board Meeting.](#)

5. CONSENT CALENDAR

The Board considers all Consent Calendar items to be routine and will adopt them in one motion. There will be no discussion on these items before the Board votes on the motion, unless Trustees, staff or the public request specific items be discussed and/or removed from the Consent Calendar.

- 5.1. [APPROVAL OF MINUTES: Approval of Minutes from July 9, 2021 Regular Board Meeting.](#)
- 5.2. [TREASURER'S REPORT: Approve Treasurer's Report for July 2021.](#)
- 5.3. [EXPENDITURE REPORT: Review and Accept Report for July 2021.](#)
- 5.4. [BUDGET TO ACTUAL REPORT: Review and Accept Report for July 2021.](#)

- 5.5. PROFESSIONAL SERVICES AGREEMENT: Review and Consider Authorizing the General Manager to Execute a Professional Services Agreement with Allen Strategic for Strategic Communication Services.

6. SCHEDULED ITEMS

- 6.1. FISCAL YEAR 2021/2022 WORKPLAN, GOALS AND PRIORITIES: Review and Discuss Fiscal Year 2021/2022 Workplan, Goals and Priorities.
- 6.2. SACRAMENTO COUNTY TREASURY OVERSIGHT COMMITTEE: Review and Consider Selection of Sacramento County Treasury Oversight Committee Special District Representative and Authorize Board Secretary to Cast Vote.

7. BOARD OF TRUSTEE’S COMMENTS/REPORTS

7.1. BOARD ACTIVITY UPDATES:

7.1.1. RD 1000 Committee Meetings Since Last Board Meeting

- Executive Committee (Gilbert & Lee Reeder) July 29, 2021
- Executive Committee (Gilbert & Lee Reeder) August 4, 2021
- **Urbanization Committee (Lee Reeder, Avdis & Jones) August 10, 2021 - Minutes will be provided at September 2021 Board of Trustees meeting.**

7.1.2. RD 1000 Committees No Meetings Since Last Board Meeting

- Legal Committee (Avdis, Barandas & Lee Reeder)
- Finance Committee (Gilbert, Bains & Burns)
- Operations Committee (Bains, Barandas & Burns)
- Personnel Committee (Jones, Bains & Barandas)

8. CLOSED SESSION

- 8.1. No Scheduled Closed Session Items.

9. ADJOURN



RECLAMATION DISTRICT 1000

DATE: AUGUST 13, 2021

AGENDA ITEM NO. 4.1

TITLE: General Manager's Report – August 2021

SUBJECT: Update on Activities Since the July 2021 Board of Trustees Meeting

EXECUTIVE SUMMARY:

This Staff Report is intended to report the noteworthy activities and events of the District. Noteworthy activity from July 2021 included continued coordination on Natomas Levee Improvement Project with the United States Army USACE of Engineers, SAFCA and others, receipt of submittals in response to request for Qualifications for Strategic Communication Services, and District Policy development. In summary, the District had a productive and successful month. Our key activities and achievements are presented below:

BACKGROUND:

1. Administration Services

- a. Human Resources
 - i. Nothing to Report.
- b. Fiscal Year 2021-2022 Budget
 - i. Budget approved at June 11, 2021 Board of Trustees meeting.
- c. Comprehensive Financial Plan
 - i. Worked with NBS to prepare draft Comprehensive Financial Plan for review by Finance Committee. Draft report was presented to the Board in December 2020. Staff received comments and worked with NBS to revise the report. A final draft was presented to the Finance Committee on January 5, 2021.
 - ii. The Board of Trustees approved the Financial Plan at the January 2021 Regular Meeting and directed staff to work on developing a scope of work for Phase 2.
 - iii. The District worked with NBS to develop Phase 2 of the Financial Plan; the Board of Trustees approved the Professional Services Agreement (PSA) with NBS on March 12, 2021 for Phase 2.
 - iv. GM King executed the PSA with NBS on May 4, 2021.
 - v. Phase 2 Kickoff Meeting occurred in June 2021.
- d. Indirect Cost Allocation Plan
 - i. GM King issued a Request for Qualifications (RFQ) for an Indirect Cost

TITLE: General Manager's Report – August 2021

Allocation Plan on March 31, 2021.

- ii. The District is seeking a qualified financial consultant to develop the Plan, thereby ensuring the District is utilizing comprehensive indirect cost rates, and accurately accounting for the true cost of providing services to the District's partners and the public. The District's goal is to have a well-documented and defensible cost allocation plan; identifying overhead rates that can be used in the calculation of billable hourly rates for grants, and other District billings.
- iii. Submittals were due May 14, 2021 at 4:00 pm. GM King scheduled a Finance Committee Meeting to review submittals and performed interviews of three (3) respondents on May 25, 2021.
- iv. Following the Finance Committee meetings, a recommendation from the Committee was made to award the contract to Matrix Consulting Group.
- v. PSA was executed on June 30, 2021.
- e. Strategic Communication Services
 - i. GM King issued a Request for Qualifications for Strategic Communication Services on June 15, 2021.
 - ii. District received 4 qualified submittals on July 30, 2021. See Agenda Item 5.5.

2. District Operations

a. Routine Operations & Maintenance:

- i. District Crews continue to perform routine maintenance and operations of the District's infrastructure. See Agenda Item 4.2 for information regarding activities performed in July 2021.

3. Capital Improvement Projects

a. CIP Update

- i. District entered into Professional Services Agreement with KSN, Inc. on November 12, 2019. A kickoff meeting was held on December 2, 2019.
- ii. Condition Assessment and Facility Inventory finalized in December 2019.
- iii. KSN prepared Draft Final Report and presented the aforementioned report to the Board of Trustees on June 12, 2020.
- iv. On August 14, 2020, the Board of Trustees adopted the Capital Improvement Plan Update with minor revisions to the draft presented. The Final adopted CIP was provided to the Board on September 11, 2020.
- v. Staff met with KSN in April to discuss a Scope of Services for pre-engineering work for planned Capital Improvement Projects for Fiscal Year 2021/2022.

4. Natomas Levee Improvement Projects

a. Reach A

- i. The Corps issued its Prequalification Solicitation List (qualified contractors). Current schedule is solicit bids June 29 to August 16; Bid Opening August 24 and Contract Award September 25 with construction in 2022.
- ii. Corps is using its Navigation Certitude rights for the construction of Plant 1A outfall. Work at Plants 1A and 1B will be bid as option pending resolution of design and an issue the Corps has with the SAFCA/RD 1000 agreement. The District is working with SAFCA and Corps Counsel to resolve the issue
- iii. SAFCA/State are coordinating with the Corps on Caltrans issues as well as SMUD, and PGE relocations. The Corps will conduct public outreach this fall.

b. Reach B

- i. Construction continues on Reach B including relocation of the Riverside Canal, replacement of other Natomas Water Company facilities and levee construction south of Powerline Road. Locating suitable borrow continues to be an issue—Corps is working with SAFCA/State to identify sources. Mailboxes along Garden Highway are being relocated to the waterside (residence side) of the levee.
- ii. Garden Highway will remain closed between San Juan Rd and Powerline Rd through November 1, 2021 to accommodate the outfall construction at Plant 3.
- iii. Construction commenced at the I-5 window crossing the Sacramento River south of Bayou Road. This consists of widening the levee by expanding the levee into a paved parking lot area on the waterside. The work also includes the construction of a seepage berm on the landside of the project footprint. The current intersection and ramp for North Bayou Way would be rebuilt to meet the new grade of the levee. The Corps has issued a “Cure Notice” due to a lack of performance by the contractor. If not resolved, the contract could be terminated. District staff is monitoring the work to ensure the levee is ready for flood season

c. Reach C

- i. The Reach C project is complete, and the District is providing the operation and maintenance.

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d. Reach D

- i. The reconstruction of Pumping Plant 4, discharge pipes and outfall structure has entered its tenth week. The project is on schedule and moving along well.
- ii. The Corps is working on the package to turn the previously completed levee improvements in Reach D over to the non-federal sponsors (and RD 1000) though the District has effectively taken over the O&M of the levee.

e. Reach E

- i. The 95% plans should be complete by August 26 for review by District, SAFCA and State. Critical issue is to identify borrow site. Kaufmann site is adjacent yet proposed to be used for Reach A. The current scheduled contract award date is July 2022 (construction 2023 and 2024).
- ii. SAFCA and State DWR have initiated right of way acquisition based on the ROW Take letter from the Corps issued in July. Right of way acquisition and borrow will be the critical path issues to keep the project on schedule.

f. Reach F

- i. The Corps has reinitiated the design based on the revised Final Design Water Surface elevation. The new DWSE is lower than previously determined which may reduce some of the improvements needed. The Corps has begun 65% design, will review and amend their 35% design as necessary.
- ii. To assist with the 65% design, the Corps has initiated several design workshops with the State/SAFCA/RD 1000 to identify and resolve key issues such as ROW take, structure removals, utility relocations, access points and resolution of Plant 6 impacts, all to improve the design process and keep the project on schedule. Contract Award still scheduled for 2022 and construction in 2023 and 2024.

g. Reach G

- i. See notes above for Reach F, as Reaches F and G are combined into a single design and construction contract.

h. Reach H

- i. Construction activities continue to complete construction on E. Levee Road, landside patrol road, retaining walls and remaining cut-off wall construction. SAFCA continues acquisition of rights needed to complete patrol road and fence relocations.

i. Reach I

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- i. Construction of the cutoff wall has been completed and project finalization and turnover to SAFCA and the District is in progress.
- ii. Design for the Reach I Contract 2 to construct a patrol / maintenance road and perform levee slope flattening being done by HDR Engineers. 100% plans are scheduled by September 2021. SAFCA and RD 1000 are working with the design team to address some access road constrictions affecting future O&M. The Corps continues its coordination with SAFCA and the State on necessary ROW acquisition. Contract for tree removal to be awarded September 2021 with work done between November and February with levee construction to commence in April 2022 if the ROW can be acquired.
- j. Other Projects/Notes
 - i. Plant 5 replacement—Design for Plant 5 replacement has been delayed to January 2022 due to lack of funding. Corps is coordinating with SAFCA on the designer selection
 - ii. Highway 99 – The design contract for the closure of the Highway 99 at the Natomas Cross Canal has been awarded to HDR Engineers. Corp continues to indicate they cannot include a floodwall closure as this would constitute levee raising. RD 1000/SAFCA/State will develop strategy for this location.
 - iii. The primary concern for the Natomas project is the lack of borrow material. With the loss of a Natomas Basin Conservancy site, there is a projected deficit of over 1.0 million cubic yards. The Corps is working with the State and SAFCA to identify potential borrow sites and is considering commercial borrow sites and other bid alternatives which could increase the project costs.

5. Miscellaneous

- a. DWR Flood Maintenance Assistance Program (FMAP)
 - i. District was notified by DWR of approval of FMAP funds for 2021/2022. District will receive \$792K in award in FY 2021/2022.
 - ii. General Manager King signed the FMAP 2021/2022 Funding Agreement and submitted to DWR on October 7.
 - iii. Funding Agreement for FY 2021/2022 was executed on March 23, 2021.
 - iv. District submitted an application for FMAP 2022/2023 funds on May 28, 2021.
- b. Sacramento Area Flood Control Agency (SAFCA)
 - i. Board Meeting – July 15, 2021 (Attachment No. 1)

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- c. System Wide Improvement Framework (SWIF)
 - i. The District submitted a revised SWIF to the Central Valley Flood Protection Board and the United States Army USACE of Engineers on August 31, 2020, awaiting approval.
- d. Natomas Basin Hydraulic Model
 - i. Board of Trustees approved contract with CESI on October 9, 2020.
 - ii. District held kick-off meeting on February 3, 2021.
 - iii. GM King is coordinating with City and County on funding agreement. City approved the agreement in April 2021 and Sacramento County approved the agreement on May 4, 2021. GM King is working to collect signatures to execute the agreement and subsequently invoice the City and County respectively.
 - iv. Project Schedule was provided to the Board in May.
- e. District Policies
 - i. Staff identified a number of District Policies which are due for an update. GM King scheduled a Legal Committee meeting for June 15, 2021, to review and discuss. However, a Special Board meeting was needed on June 15, 2021, so the policy issues were discussed at that meeting.
 - ii. After the Special Board Meeting on June 15, 2021, the Board directed GM King to use the California Special District Association's Policy Template to update the District's Policies.
 - iii. See Attachment 2 for Administration Section of Draft Policies. Full District Policy Manual will be completed for the September 2021 Board of Trustees meeting.
- f. Fiscal Year 2021/2022 – District Goal Setting
 - i. GM King would like to schedule a Board Workshop in July 2021, to set goals, priorities, and a work plan for Fiscal Year 2021/2022. See Agenda Item 6.1.

ATTACHMENTS:

- 1. SAFCA Board Meeting – July 15, 2021
- 2. Draft Administration Section of District Policy Manual

STAFF RESPONSIBLE FOR REPORT:



Kevin L. King, General Manager

Date: 08/05/2021



Board of Directors Action Summary of July 15, 2021 - 3:30 PM

WEBEX MEETING

Directors/Alternates Present: Conant, Desmond, Frost, Jennings, Kennedy, Nottoli, Serna, Shah, Reeder

Directors Absent: Ashby, Harris, Holloway, Jones

ROLL CALL

PUBLIC COMMENTS

PUBLIC HEARING

1. Resolution No. 2021-086 - Approving the Supplemental Assessment Roll and Setting the Fiscal Year 2021-22 Assessment Rate for the Sacramento Area Flood Control Agency Operations and Maintenance Assessment District No. 1 (Campbell)

Public Hearing: Presentation by Jason Campbell. Vice-Chairman Kennedy asked for Public Comments, none were received by the Clerk of the Board. Vice-Chairman Chairman Kennedy asked whether any member of the public would like to speak. No speakers requested to speak. Motion by Director Conant and seconded by Director Desmond, to approve Resolution No. 2021-086.

AYES: Conant, Desmond, Frost, Jennings, Kennedy, Nottoli, Serna, Shah, Reeder

NOES: (None)

ABSTAIN: (None)

ABSENT: Ashby, Harris, Holloway, Jones
RECUSAL: (None)

EXECUTIVE DIRECTOR'S REPORT

2. Information - Executive Director's Report for July 15, 2021 (Johnson)

CONSENT MATTERS

Motion by Director Conant and seconded by Director Kennedy to approve Resolution Nos. 2021-087; 2021-088; 2021-089; 2021-090; 2021-091; 2021-092; 2021-093; and 2021-094 of Consent Matters.

AYES: Conant, Desmond, Frost, Jennings, Kennedy, Nottoli, Serna, Shah, Reeder
NOES: (None)
ABSTAIN: (None)
ABSENT: Ashby, Harris, Holloway, Jones
RECUSAL: (None)

3. Approving the Action Summary for June 17, 2021 (Russell)
4. Resolution No. 2021-087 - Authorizing Levy and Collection of Sacramento Area Flood Control Agency Consolidated Capital Assessment District No. 2 and Natomas Basin Local Assessment District Assessments for Fiscal Year 2021-22 (Campbell)
5. Resolution No. 2021-088 - Approving the 2021 Urban Level of Flood Protection Adequate Progress Annual Report for Distribution to the City of Sacramento, the County of Sacramento, the County of Sutter, and the Central Valley Flood Protection Board (Bardini)
6. Resolution No. 2021-089 - Authorizing the Executive Director to Execute a Memorandum of Agreement Between the State of California Department of Parks and Recreation and the Sacramento Area Flood Control Agency for the Reimbursement of Lost Revenue Due to Rail Line Closure (Ghelfi)
7. Resolution No. 2021-090 - Authorizing the Executive Director to Execute a Contract with Geosyntec Consultants, Inc., for Annual Operations and Maintenance of the Relocated and Remediated Bryte Landfill (Tibbitts)

8. Resolution No. 2021-091 - Authorizing the Executive Director to Execute Amendment No. 5 to Contract No. 1447 with Monument ROW, Inc., for Real Estate Project Management and Support Services (Degroot)
9. Resolution No. 2021-092 - Considering the Final Supplemental Environmental Assessment/Environmental Impact Report for the American River Common Features 2016, American River Contract 1 Project, Adopting the Mitigation Monitoring and Reporting Program, Adopting the Findings and Statement of Overriding Considerations as Adopted by the Central Valley Flood Protection Board, and Approving the Project (Sorgen)
10. Resolution No. 2021-093 - Authorizing the Executive Director to Execute Amendment No. 1 to Funding Agreement No. 1526 with Reclamation District No. 537 for the Lower Elkhorn Basin (Tibbitts)
11. Resolution No. 2021-094 - Authorizing the Executive Director to Convey an Access Easement Over a Portion of Sacramento County APN 274-0260-042 to John Perry, as Trustee of the John Perry Separate Property Trust Dated December 27, 2018 (Bassett)

SEPARATE MATTERS

12. Public Hearing - Resolution of Necessity No. 2021-095 - Authorizing Eminent Domain Actions to Condemn Real Property Interests for the Reach B Component of Phase 4b of the American River Watershed Program, Natomas Levee Improvement Project -Drainage Canal Easement Acquisition Over Portions of Sacramento County Assessor's Parcel Number 225-0110-025 - Property Owners: Bollinger Properties LLC, and Peter P. Bollinger Investment Company, LLC (DeGroot)

Pursuant to Section 1245.240 of the Cal Code of Civil Procedure this Item requires a 2/3 or 9 Member Approval Vote to pass

Public Hearing: Presentation by Matt DeGroot. Vice-Chairman Kennedy opened the Public Hearing, asked for Public Comments, none were received by the Clerk of the Board. Vice-Chairman Chairman Kennedy asked whether any member of the public would like to speak. No speakers requested to speak. Vice-Chairman Kennedy closed the Public Hearing. Motion by Director Conant and seconded by Director Desmond, to approve Resolution No. 2021-095.

AYES: Conant, Desmond, Frost, Jennings, Kennedy, Nottoli, Serna, Shah, Reeder
NOES: (None)
ABSTAIN: (None)
ABSENT: Ashby, Harris, Holloway, Jones
RECUSAL: (None)

13. Public Hearing - Resolutions of Necessity - Authorizing Eminent Domain Actions to Condemn Real Property Interests for the Reach I Component of Phase 4b of the American River Watershed Program, Natomas Levee Improvement Project - Fee Simple and Easement Acquisitions of Portions of Several Sacramento County Assessor's Parcel Numbers (APNs) (DeGroot)

A. Resolution No. 2021-096 - Portions of APN 274-0340-003, 274-0340-004, 274-0340-005, 274-0340-006, 274-0340-007, and 274-0340-008 - Property Owner: Delta Point - 268 LLC

B. Resolution No. 2021-097 - Portions of APN 274-0110-061 - Property Owner: SST II 660 Garden Hwy, LLC

Pursuant to Section 1245.240 of the Cal Code of Civil Procedure this Item requires a 2/3 or 9 Member Approval Vote to pass

Public Hearing: Presentation by Matt DeGroot. Vice-Chairman Kennedy opened the Public Hearing, asked for Public Comments, none were received by the Clerk of the Board. Vice-Chairman Chairman Kennedy asked whether any member of the public would like to speak. No speakers requested to speak. Vice-Chairman Kennedy closed the Public Hearing. Motion by Director Jennings and seconded by Director Conant, to approve Resolution Nos. 2021-096 and 2021-097.

AYES: Conant, Desmond, Frost, Jennings, Kennedy, Nottoli, Serna, Shah, Lee Reeder
NOES: (None)
ABSTAIN: (None)
ABSENT: Ashby, Harris, Holloway, Jones
RECUSAL: (None)

RECIEVE AND FILE

14. Report of Construction Contract Change Orders Issued Under Delegated Authority for the Fourth Quarter, Fiscal Year 2020-21 (Goldberg)
15. Report of Insurance Claims Settled Under Delegated Authority for the Fourth Quarter, Fiscal Year 2020-21 (Goldberg)

16. Report of Professional Services Agreements Issued Under Delegated Authority for the Fourth Quarter, Fiscal Year 2020-21 (Goldberg)
17. Status Reports of Environmental Consulting Master Services Agreements for the Fourth Quarter, Fiscal Year 2020-21 (Goldberg)
18. Report of Real Property Transaction Where Just Compensation is Less than \$500,000 Executed Under Delegated Authority for the Fourth Quarter, Fiscal Year 2020-21 (Goldberg)
19. Status Reports of Right of Way Consulting Master Services Agreements for the Fourth Quarter, Fiscal Year 2020-21 (Goldberg)
20. Report of California Uniform Public Construction Cost Accounting Act (CUPCCAA) Contracts Issued Under Delegated Authority for the Fourth Quarter, Fiscal Year 2020-21 (Goldberg)
21. Status Reports of Flood Risk Management Planning Master Services Agreements for the Fourth Quarter, Fiscal Year 2020-21 (Goldberg)
22. Status Reports of Land Survey and Mapping Master Services Agreements for the Fourth Quarter, Fiscal Year 2020-21 (Goldberg)
23. Report of Real Property Transactions Where Just Compensation is More Than \$500,000 Up to \$1,000,000 Executed Under Delegated Authority During California Executive Order N-25-20 (Covid-19) for the Fourth Quarter, Fiscal Year 2020-21 (Goldberg)

ADJOURN

Respectfully submitted,
Lyndee Russell

POLICY TITLE: Adoption/Amendment of Policies
POLICY NUMBER: 1000

1000.1 Consideration by the Board of Trustees to adopt a new policy or to amend an existing policy may be initiated by any Trustee or the General Manager. The proposed adoption or amendment shall be initiated by a Trustee or the General Manager by submitting a written draft of the proposed new or amended policy to the Board President and the General Manager, which may be submitted in person or by any communication method approved by the District and requesting that the item be included for consideration on the agenda of the next appropriate regular meeting of the Board of Trustees. Any member of the Board may place an item on a future agenda by making a formal request to the General Manager at a meeting of the Board. The General Manager will place Board items on a future Board agenda when reasonable, based on the staff time and research necessary to prepare the item for Board consideration.

1000.2 Adoption of a new policy or amendment of an existing policy shall be accomplished at a regular meeting of the Board of Trustees in accordance with the District's state statutes regarding the constitution of a majority vote.

1000.3 Copies of the proposed new or amended policy shall be included in the agenda-information packet for any meeting in which they are scheduled for consideration (listed on the agenda). A copy of the proposed new or amended policy(ies) shall be made available to each Trustee for review at least 72 hours, per the Brown Act, prior to any meeting at which the policy(ies) are to be considered.

POLICY TITLE: Association Memberships

POLICY NUMBER: 1005

Purpose: This policy sets forth the rules for membership in associations and establishes who may represent the District.

1005.1 Appropriate Memberships. To take advantage of in-service training opportunities, the District may hold membership in industry related associations. Board Members and staff may attend meetings of national, state, and local associations directly related to the purposes and operations of the District. Decisions to continue, discontinue, or add new memberships shall occur through the annual budget process.

1005.2 Appointment of Representatives. The President shall appoint Board Members as representatives and alternates, as appropriate, to serve as contacts between the District, stakeholder groups, associations and others. The representatives and alternates shall report to the Board in a timely manner on their activities involving these associations. In some cases, members may be allowed certain expenses for travel and membership in such associations. This shall be determined and approved by the full Board.

1005.3 General Manager Memberships. The President may designate the General Manager as the appropriate representative or alternate in connection with memberships in any association. The General Manager may designate those associations or industry specific organizations with which his/her association is necessary or desired.

POLICY TITLE: Basis of Authority
POLICY NUMBER: 1010

1010.1 The Board of Trustees is the legislative body and unit of authority within the District. Power is centralized in the elected Board collectively and not in an individual Director. Apart from his/her normal function as a part of this unit, Trustees have no individual authority. As individuals, Trustees may not commit the District to any policy, act, or expenditure.

1010.2 Trustees do not represent any fractional segment of the community but are, rather, a part of the body that represents and acts for the community as a whole. Routine matters concerning the operational aspects of the District are delegated to District staff members.

POLICY TITLE: Board Secretary

POLICY NUMBER: 1015

1015.1 The District is required to have a Secretary of the Board of Trustees pursuant to state law. The Secretary performs duties including recording of minutes and actions of the Board of Trustees and certifying all actions and resolutions of the Board.

1015.2 Duties of the Secretary

The Secretary of the Board of Trustees shall have the following duties:

- a) Certify or attest to actions taken by the Board when required;
- b) Sign the minutes of the Board meeting following their approval;
- c) Sign the documents as directed by the Board on behalf of the District, and sign all other items which require the signature of the Secretary;
- d) Perform any other duties assigned by the Board and the General Manager; and
- e) Perform any other duties required under law.

1015.3 Responsibilities of the Secretary

The duties of the Secretary, with assistance of the General Manager, are:

- a) Respond to routine correspondence;
- b) Prepare for Board meetings, including preparing the agenda with the advice of the General Manager and providing public notice of Board meetings in accordance with state law;
- c) Attend all Board meetings and ensure minutes of the Board of Trustees meetings are recorded. These recordings are for use by the Secretary only for the purpose of preparing minutes for adoption at the next regularly scheduled meeting of the Board;
- d) Ensure accurate Minutes of each Board meeting are prepared and maintained;
- e) Maintain Board records and other documents and reports as required by law; and
- f) Disseminate correspondence to Board officers addressed to them.

POLICY TITLE: Board/Staff Communications
POLICY NUMBER: 1020

Objectives: Effective governance of the District relies on the cooperative efforts of the agency's elected Board, who set policy and priorities, and the District's staff members, who analyze problems and issues, to make appropriate recommendations, and implement and administer Board policies. It is the responsibility of District staff to ensure Board members have access to information and to insure such information is communicated completely and with candor to those making the request. However, Board members should avoid intrusion into those areas that are the responsibility of District staff. Individual Board members must avoid intervening in staff decision-making, the development of staff recommendations, scheduling of work, and executing department priorities without the prior knowledge and approval of the General Manager and Board as a whole. This is necessary to protect District staff from undue influence and pressure from individual Board members and to allow staff to execute priorities given by management and the Board without fear of reprisal.

Role of the Board: As the legislative body for the agency, the Board is responsible for approving the District's budget, setting policy goals and objectives and adopting strategic plans. The primary functions of the District staff members are to execute Board policy and other Board actions and to keep the Board well informed.

Individual members of the Board should not make attempts to pressure or influence staff decisions, recommendations, workloads, schedules, and department priorities, without the prior knowledge and approval of the Board as a whole. If a Board member wishes to influence the actions, decisions, recommendations, workloads, work schedule, and priorities of staff, that member must prevail upon the Board to do so as a matter of Board policy.

Board members also have a responsibility of information flow. It is critical that they make extensive use of staff and agency reports and Board meeting minutes. Board members should come to meetings prepared; having read the agenda packet materials and supporting documents, as well as any additional information or memoranda provided on District projects or evolving issues. Additional information may be requested from staff, if necessary.

Individual Board members, as well as the Board as a whole, are permitted complete freedom of access to any information requested of staff and shall receive the full cooperation and candor of staff in being provided with any requested information. The General Manager or Legal Counsel will pass critical information to all Board members.

There are limited restrictions when information cannot be provided. Draft documents (e.g. staff reports in progress, etc.) are under review and not available for release until complete and after review by District staff. In addition, there are legal restrictions on the agency's ability to release certain personnel information even to members of the Board. Any concerns Board members may have regarding the release of information or the refusal of staff to release information, should be discussed with Legal Counsel for clarification.

Policies: There shall be mutual respect from both staff and Board members of their respective roles and responsibilities at all times. There is a need for access to staff by Trustees and at the same time, unlimited access could result in work priority conflicts for staff.

Purpose: The purpose of the policies listed below is to facilitate Board/staff communications consistent with these principles.

1020.1 All requests for information or questions by the Board to staff outside of a Board or Committee meeting, shall be directed to the General Manager or Legal Counsel, as appropriate and shall include the desired time and date for receiving the information. Staff will confirm the date they can provide the information. So that all Board members are equally informed, all written informational material requested by any Trustee shall be submitted by staff to all Board members with the notation indicating which Board member requested the information. If a Board member requests information from any other member of the staff, staff shall either direct the matter to the General Manager or may ask the Board member to contact the General Manager directly.

1020.2 Individual Trustees cannot directly assign work to staff members. Board initiated projects will follow organizational channels, through the General Manager, unless there is an emergency. As no formal procedure will answer all cases, the following should be considered as a guide and used with restraint and judgment: Trustees should clear all short-term requests of Staff with the General Manager prior to contacting individual members of the staff and, in most cases, the General Manager should direct and handle the request for the Trustee. For long-term, involved studies or where the matter includes confidential material, the General Manager should be contacted and the subject matter discussed with the full Board at a Board meeting prior to staff working on the assignments.

1020.3 At Board meetings and other public meetings, respectful communication is expected. Staff is encouraged to give their professional recommendations, and the Board should recognize that staff may make recommendations that could be viewed as unpopular with the public and with individual Board members. Board members may request clarification and ask questions of staff at public meetings, and Trustees are encouraged to participate in healthy discussions amongst each other regarding items under discussion on the Agenda. However, Trustees should refrain from debate with staff at Board meetings about staff recommendations or other items being discussed. Staff must recognize that the Board, as the decision maker, is free to reject or modify a staff recommendation and that the Board's wishes will be implemented by staff even if it was contrary to a staff recommendation.

1020.4 Trustees shall not attempt to coerce or influence staff, included in the making of recommendations, the awarding of contracts, the selection of consultants, the processing of any projects or applications, or the granting of permits. Trustees shall not attempt to change or interfere with the operating policies and practices of any district department through interaction with staff. Individual Trustees may discuss these items with the General Manager to get clarification or raise concerns.

1020.5 Board members should not make public comments critical of the performance of a District staff member. Any concerns by a Trustee over the behavior or work of a district employee during a Board meeting should be directed to the General Manager privately to ensure the concern is resolved. All complaints about employees from Trustees should be submitted privately to the General Manager or, if a complaint concerns the General Manager, to Legal Counsel.

1020.6 Staff will respect the right of Trustees to refuse to provide information or answers to staff and recognize that Trustees may be bound by other rules of law or procedure that do not permit the Trustee to speak about the subject matter presented. If a Trustee violates any of the policies regarding communications as stated in this policy, any member of staff has the right to request that the Trustee speak directly with the General Manager about the subject matter presented without any fear of reprisal.

POLICY TITLE: Claims Against the District
POLICY NUMBER: 1025

Purpose: The purpose of this policy is to provide direction to District staff for processing and resolving (if possible) account adjustment requests and property damage claims against the District. Inherent in this policy is the recognition that every adjustment request or claim will be unique, and that guidelines cannot be written to accommodate every case. Therefore, staff must use discretion and good sense in handling each claim.

1025.1 Property (Land and Improvements) Damage Claims

In the course of the District's operations damage to land and improvements thereon occasionally occurs due to the proximity of the District's facilities to private property. When District employees are aware that property has been damaged in the course of their work, restorative measures are to be taken to return the property as close to its original condition as possible.

When a property owner informs a District employee of damage to their property (by telephone or in person), the employee receiving the claim will document in writing the time and date and a description of the stated circumstances and allegations. Employees should respond to questions, be cordial and respectful, but refrain from commenting on liability questions.

As soon as possible after information about the damage has been received, it shall be given to the appropriate department manager. The department manager, or his/her designee, shall investigate the property owner's allegations.

If the owner of damaged property informs a member of the Board, the information will be given to the General Manager. Trustees should not independently investigate claims or make any representations to the property owner, but may go with staff to observe.

Investigations shall be done in a timely fashion and documented with a written report, including photographs and/or interviews, when appropriate. A copy of the report shall be submitted to the General Manager.

If the investigating staff person is convinced that the damage was caused by District personnel, equipment, or infrastructure, he/she shall prepare a work order to have the damage repaired, subject to the following conditions:

- a) General Manager approves the work order;
- b) Property owner agrees that the proposed repairs are appropriate and adequate;
- c) Property owner agrees to allow District access to their property to perform the repair work;
- d) District staff have the necessary tools, equipment, and expertise to perform the necessary work;
- e) Repair work can be accomplished within a reasonable amount of time; and
- f) Cost of material for the repairs will not exceed five hundred dollars (\$500).

If the cost of material for repairs is stated by claimant or estimated by staff to exceed five hundred dollars (\$500), the owner will be asked to submit their claim in writing on a District claim form.

The General Manager shall review the damage claim and the proposed repair work within a reasonable amount of time. If he/she determines that the damage is the District's responsibility and that the proposed repair work is appropriate, he/she may authorize the work if the cost of material for the repairs will not exceed one thousand five hundred dollars (\$1,500). A report shall be submitted to the Legal Committee describing the damage claim, including a description of the manner in which it was resolved. The claimant shall be notified of any action by the Committee regarding their claim.

If the cost of material for repairs is stated by claimant or estimated to exceed one thousand five hundred dollars (\$1,500), the claim will be submitted to the Legal Committee. The Legal Committee shall review the claim and receive input from staff in closed session [qualifies as "anticipated litigation" under the Brown Act]. After reviewing the damage claim, the Committee may authorize the work if the cost of material for the repairs will not exceed three thousand dollars (\$3,000) or may make a recommendation to the Board of Trustees. A report shall be submitted to the Board describing the damage claim, including a description of the manner in which it was resolved, or a recommendation for Board action. The claimant shall be notified of any action by the Committee regarding their claim.

If the cost of material for repairs is stated by claimant or estimated to exceed three thousand dollars (\$3,000), the claim will be submitted to the Board of Trustees for its consideration. The Board will consider the claim during a closed session ["anticipated litigation"] of a regular or special meeting. Action to accept or reject the claim may be taken in open or closed session. The claimant shall be notified of the Board's action regarding their claim. Notification that a claim has been rejected shall be accompanied by proof of service.

The Board will not consider a claim of an amount in excess of the [insurance deductible] 00), including the cost of investigation, without prior written approval of the District's insurance company.

Claims in excess of the District's insurance deductible shall be forwarded to the insurance company, and the claimant shall be advised of this action.

Claims for personal injury/wrongful death shall not be investigated by District staff or trustees but shall be immediately forwarded to the District's insurance company.

1025.2 Property (Vehicles and Unsecured Property) Damage Claims

All claims of damage to vehicles, or other unsecured property, shall be submitted to the General Manager. He/she shall review the damage claim and the requested restitution. If he/she determines that the damage is the District's responsibility, he/she may authorize repairs or reimbursement of expenses to an amount not to exceed one thousand five hundred dollars (\$1,500). A report shall be submitted to the Legal Committee describing the damage claim, including a description of the manner in which it was resolved.

The claim will be processed as described above if the cost of material for repairs is estimated to exceed the applicable thresholds.

1025.3 Property Damage Claims on District Form

Except for damage to land and improvements estimated to cost less than five hundred dollars (\$500), all damage claims must be submitted in writing on a District claim form. This will ensure that a claim is valid and protect important rights of the District.

If an individual does not wish to file a claim on the District form, he/she may present the claim by letter if it conforms to Section 910 and Section 910.2, of the California Government Code. Section 910 specifies that a claim needs to show all of the following:

- a) The name and post office address of the claimant;
- b) The post office address to which the person presenting the claim desires notices to be sent;
- c) The date, place, and other circumstances of the occurrence or transaction which gave rise to the claim asserted;
- d) A general description of the indebtedness, obligation, injury, damage or loss incurred so far as it may be known as the time of presentation of the claim;
- e) The name or names of the public employee or employees causing the injury, damage, or loss, if known; and
- f) The amount claimed if it totals less than ten thousand dollars (\$10,000) as of the date of presentation of the claim, including the estimated amount of any prospective injury, damage, or loss, insofar as it may be known at the time of the presentation of the claim, together with the basis of computation of the amount claimed. If the amount claimed exceeds ten thousand dollars (\$10,000), no dollar amount shall be included in the claim. However, it shall indicate whether the claim would be a limited civil case.

Section 910.2 of the California Government Code specifies the following:

The claim shall be signed by the claimant or by some person on his/her behalf. Claims against local public entities for supplies, materials, equipment or services need not be signed by the claimant or on his/her behalf if presented on a billhead or invoice regularly used in the conduct of the business of the claimant.

If the filed letter/claim does not meet the requirements of the California Government Code Section 910 and Section 910.2, then a letter shall be sent to the claimant informing them of this fact.

District staff shall provide no assistance to the claimant in filling out the claim form. Claimant must fill out the claim form in its entirety and submit it via mail, electronic mail, fax or personal delivery to the District office. Upon receipt, office staff shall date-stamp the document.

POLICY TITLE: Code of Ethics
POLICY NUMBER: 1030

1030.1 Background information:

Reclamation District No. 1000 designed its Code of Ethics & Values (the “Code”) to provide clear, positive statements of ethical behavior reflecting the core values of the District and the communities it serves. The Code includes practical strategies for addressing ethical questions and a useful framework for decision-making and handling the day-to-day operations of the District. The Code is developed to reflect the issues and concerns of today's complex and diverse society.

1030.2 Goals of the code of ethics & values:

- a) To make Reclamation District No. 1000 a better District built on mutual respect and trust.
- b) To promote and maintain the highest standards of personal and professional conduct among all involved in District government, District staff, volunteers and members of the District's Board. All elected and appointed officials, officers, employees, members of advisory committees, and volunteers of the District, herein called “Officials” for the purposes of this policy.
- c) The Code is a touchstone for members of District Board and staff in fulfilling their roles and responsibilities.

1030.3 Preamble:

- a) The proper operation of democratic government requires that decision-makers be independent, impartial and accountable to the people they serve. The Reclamation District No. 1000 has adopted this Code to promote and maintain the highest standards of personal and professional conduct in the District's government.
- b) All Officials, and others, who participate in the District's government are required to subscribe to this Code, understand how it applies to their specific responsibilities and practice its eight core values in their work. Because we seek public confidence in the District's services and public trust of its decision makers, our decisions and our work must meet the most demanding ethical standards and demonstrate the highest levels of achievement in following this Code.

1030.4 Applicability:

This Code shall apply to all District Officials as defined in 1030.2 b.

1030.5 Core Value:

As participatory Officials in the District's government, we subscribe to the following Core Values:

- 1030.6 As a representative of Reclamation District No. 1000, I will be ethical.
In practice, this value looks like.

- a) I am trustworthy, acting with the utmost integrity and moral courage. I am truthful. I do what I say I will do. I am dependable.
- b) I make impartial decisions, free of bribes, unlawful gifts, narrow political interests, financial, and other personal interests that impair my independence of judgment or action.
- c) I am fair, distributing benefits and burdens according to consistent and equitable criteria.
- d) I extend equal opportunities and due process to all parties in matters under consideration. If I engage in unilateral meetings and discussions, I do so without making voting decisions or any improper or unauthorized representations on behalf of the District.
- e) I show respect for persons, confidences, and information designated as "confidential."
- f) I use my title(s) only when conducting official District business for information purposes or as an indication of background and expertise carefully considering whether I am exceeding or appearing to exceed my authority.
- g) I will avoid actions that might cause the public or others to question my independent judgment.
- h) I maintain a constructive, creative, and practical attitude toward the District's affairs and a deep sense of social responsibility as a trusted public servant.

1030.7 As a representative of Reclamation District No. 1000, I will be professional.

In practice, this value looks like:

- a) I apply my knowledge and expertise to my assigned activities and to the interpersonal relationships that are part of my job in a consistent, confident, competent, and productive manner.
- b) I approach my job and work-related relationships with a positive, collaborative attitude.
- c) I keep my professional education, knowledge, and skills current and growing.

1030.8 As a Representative of Reclamation District No. 1000, I will be service-oriented.

In practice, this value looks like:

- a) I provide friendly, receptive, courteous service to everyone.
- b) I attune to and care about the needs and issues of citizens, public Officials and District employees.
- c) In my interactions with constituents, I am interested, engaged and responsive.

1030.9 As a representative of Reclamation District No. 1000, I will be fiscally responsible.

In practice, this value looks like:

- a) I make decisions after prudent consideration of their financial impact, taking into account the long-term financial needs of the District, especially its financial stability.
- b) I demonstrate concern for the proper use of District assets (e.g., personnel, time, property, equipment, funds) and follow established procedures.
- c) I make good financial decisions that seek to preserve programs and services for District residents.
- d) I have knowledge of and adhere to the District's Purchasing and Contracting and Allocation of Funds Policies.

1030.10 As a representative of Reclamation District No. 1000, I will be organized.

In practice, this value looks like:

- a) I act in an efficient manner, making decisions and recommendations based upon research and facts, taking into consideration short and long term goals.
- b) I follow through in a responsible way, keeping others informed and responding in a timely fashion.
- c) I am respectful of established District processes and guidelines.

1030.11 As a representative of Reclamation District No. 1000, I will be communicative.

In practice, this value looks like:

- a) I positively convey the District's care for and commitment to its citizens.
- b) I communicate in various ways, that I am approachable, open-minded, and willing to participate in dialog.
- c) I engage in effective two-way communication, by listening carefully, asking questions, and determining an appropriate response which adds value to conversations.

1030.12 As a representative of Reclamation District No. 1000, I will be collaborative.

In practice, this value looks like:

- a) I act in a cooperative manner with groups and other individuals, working together in a spirit of tolerance and understanding.
- b) I work towards consensus building and gain value from diverse opinions.
- c) I accomplish the goals and responsibilities of my individual position, while respecting my role as a member of a team.
- d) I consider the broader regional and state-wide implications of the District's decisions and issues.

1030.13 As a representative of Reclamation District No. 1000, I will be progressive.

In practice, this value looks like:

- a) I exhibit a proactive, innovative approach to setting goals and conducting the District's business.
- b) I display a style that maintains consistent standards; but is also sensitive to the need for compromise, "thinking outside the box" and improving existing paradigms when necessary.
- c) I promote intelligent and thoughtful innovation in order to forward the District's policy agenda and District services.

1030.14 Enforcement:

Any Official found to be in violation of this Code may be subject to Censure by the District Board. Any member of any advisory Committee found in violation may be subject to dismissal from the Committee. In the case of an employee, appropriate action shall be taken by the General Manager or by an authorized designee.

POLICY TITLE: Conflict of Interest
POLICY NUMBER: 1035

1035.1 The Political Reform Act, Government Code §81000, et seq., requires state and local government agencies to adopt and promulgate conflict-of-interest codes. The Fair Political Practices Commission (FPPC) has adopted a regulation (2 Cal. Code of Regs. §18730) which contains the terms of a standard conflict of interest code. It can be incorporated by reference and may be amended by the FPPC after public notice and hearings to conform to amendments in the Political Reform Act. The Reclamation District No. 1000 Board of Trustees approved and adopted the FPPC's standard conflict of interest on [insert meeting date or year]. Therefore, the terms of 2 Cal. Code of Regs. §18730 and any amendments to it duly adopted by the FPPC are hereby incorporated by reference and, along with the attached Appendix , in which members of the Board of Trustees and employees are designated, and in which disclosure categories are set forth, constitute the conflict of interest code of Reclamation District No. 1000.

1035.2 Designated employees shall file statements of economic interests with the Clerk of the County of Sacramento.

POLICY TITLE: Correspondence to the Board
POLICY NUMBER: 1040

1040.1 All written or electronic correspondence addressed to the Board of Trustees is to be sent to the District office. Copies of the written or electronic correspondence and written responses in reply thereto, if any, shall be distributed to each member of the Board, together with the next regular agenda or at the next regular meeting of the Board, depending on date of receipt or response. Individual Board members may receive correspondence addressed to him or her in his or her official capacity. However, Board members are not permitted to use agency resources for sending or receiving personal correspondence.

POLICY TITLE: Legal Counsel and Auditor

POLICY NUMBER: 1045

1045.1 The Board of Trustees shall appoint a Legal Counsel to assist the Board and District in all applicable issues and activities.

1045.2 Legal Counsel shall be the legal adviser of the District, including the Board as a whole, the General Manager and department heads. Legal Counsel shall perform such duties as may be prescribed by the Board of Trustees. Such duties include, but are not limited to, providing legal assistance necessary for formulation and implementation of legislative policies and projects; represent the District's interests, as determined by the District, in litigation, administrative hearings, negotiations and similar proceedings; and to keep the Board and District staff apprised of court rulings and legislation affecting the legal interest of the District. Legal Counsel is required to review and approve as to form District legal documents, i.e. contracts, agreements, etc. The Legal Counsel shall present and report on all legal issues and Closed Session items before the Board. The Legal Counsel shall serve at the pleasure of the Board and shall be compensated for services as determined by the Board.

- a) The Legal Counsel reports to the Board as a whole but is available to each Trustee for consultation regarding legal matters particular to that Board member's participation. No Board member may request a legal opinion of legal counsel without concurrence by the Board, except as such requests relate to questions regarding that member's participation. The Legal Counsel shall be available to the District General Manager for consultation on applicable issues and activities.

1045.3 The District Auditor shall be appointed by the Board by a majority vote in a public meeting. The Board shall determine the duties and compensation of the Auditor. The Auditor shall serve at the pleasure of the Board. Selection of the Auditor shall be done in a noticed public meeting and at least every five years.

- a) The Board may appoint a committee to oversee the work of an independent auditor, who will report to the Board, to conduct an annual audit of the District's books, records, and financial affairs in accordance with state law and the Finance Committee Charter for Audit Compliance. The General Manager will install and maintain an accounting system that will completely, and at all times, show the financial condition of the District.

POLICY TITLE: Overview of the General Manager's Role

POLICY NUMBER: 1050

1050.1 The General Manager is an employee of the District and has an employment agreement which specifies his or her terms of employment. The General Manager is the administrative head of the District under the direction of the Board of Trustees. He or she shall be responsible for the efficient administration of all the District's affairs which are under the General Manager's control. The General Manager plans, organizes, directs, coordinates and evaluates all District operations, programs, and resources in accordance with short and long range goals, policy statements, and directives from the Board.

1050.2 The General Manager's Duties

The District's General Manager shall be responsible for:

- a) The implementation of policies established by the Board of Trustees for the operation of the District;
- b) The planning, direction, and coordination of the day-to-day operations of the District through the appropriate department heads or managers including administration, financing, maintenance, engineering, human resources, and others to effect operational efficiency;
- c) The appointment, supervision, discipline, and dismissal of the District's employees, consistent with the employment policies established by the Board of Trustees;
- d) Attend and participate in District Board meetings, prepare and present reports as necessary, represent the Board before external organizations including other agencies, governmental and regulatory entities, business and community groups;
- e) The supervision of the District's facilities and services; and
- f) The supervision of the District's finances.

1050.3 The District's General Manager serves at the pleasure of the Board. The Board will provide policy direction and instruction to the General Manager on matters within the authority of the Board during duly-convened board meetings. Members of the Board will deal with matters within the authority of the General Manager through the General Manager and not through other District employees. Members of the Board will refrain from making requests directly to District employees (other than the General Manager) to undertake analyses, perform other work assignments, or change the priority of work assignments. As members of the public, Trustees may request non-confidential, factual information regarding District operations from District employees. If requesting public records, Trustees must follow the District's Request for Public Records Policy.

POLICY TITLE: Legislative Advocacy Policy**POLICY NUMBER: 1055**

1055 Purpose

The purpose of the policy is to guide Reclamation District No. 1000 officials and staff in considering legislative or regulatory proposals that are likely to have an impact on the District, and to allow for a timely response to important legislative issues. Although the expenditure of public funds for the purpose of supporting or opposing a ballot measure or candidate is prohibited,¹ the expenditure of public funds is allowed to advocate for or against proposed legislation or regulatory actions which will affect the public agency expending the funds.²

The purpose for identifying Legislative Advocacy Procedures is to provide clear direction to District staff with regard to monitoring and acting upon bills during state and federal legislative sessions. Adherence to Legislative Advocacy Procedures will ensure that legislative inquiries and responses will be administered consistently with "one voice" as to the identified Advocacy Priorities adopted by the Board of Trustees. The Legislative Advocacy Procedures and Advocacy Priorities will provide the District's General Manager, or other designee, discretion to advocate in the District's best interests in a manner consistent with the goals and priorities adopted by the Board of Trustees. This policy is intended to be manageable, consistent, and tailored to the specific needs and culture of Reclamation District No. 1000.

1055.1 Policy Goals

- Advocate the District's legislative interests at the State, County, and Federal levels.
- Inform and provide information to the Board of Trustees and district staff on the legislative process and key issues and legislation that could have a potential impact on the District.
- Serve as an active participant with other local governments, the California Special Districts Association, and local government associations on legislative and regulatory issues that are important to the District and the region.
- Seek grant and funding assistance for District projects, services, and programs to enhance services for the community.

1055.2 Policy Principles

The Board of Trustees recognizes the need to protect the District's interests and local control, and to identify various avenues to implement its strategic and long-term goals. It is the policy of Reclamation District No. 1000] to proactively monitor and advocate for legislation as directed by the Advocacy Priorities and by the specific direction of the Board of Trustees.

This policy provides the General Manager, or other designee, the flexibility to adopt positions on legislation in a timely manner, while allowing the Board of Trustees to set Advocacy Priorities to provide policy guidance. The Board of Trustees shall establish various Advocacy Priorities and, so long as the position fits within the Advocacy Priorities, staff is authorized to take a position without board approval.

¹ Cal. Gov. Code § 54964.

² Cal. Gov. Code § 53060.5; *Stanson v. Mott* (1976) 17 Cal. 3d 206.

Whenever an applicable Advocacy Priority does not exist pertaining to legislation affecting the District, the matter shall be brought before the Board of Trustees at a regularly scheduled board meeting for formal direction from the Board of Trustees. Generally, the District will not address matters that are not pertinent to the District's local government services, such as social issues or international relations issues.

1055.3 Legislative Advocacy Procedures

It is the policy of Reclamation District No. 1000 to proactively monitor and advocate for legislation as directed by the Advocacy Priorities and by the specific direction of the Board of Trustees. This process involves interaction with local, state, and federal government entities both in regard to specific items of legislation and to promote positive intergovernmental relationships. Accordingly, involvement and participation in regional, state, and national organizations is encouraged and supported by the Reclamation District No. 1000.

Monitoring legislation is a shared function of the Board of Trustees and General Manager or designated staff. The Legislative Advocacy Procedures are the process by which staff will track and respond to legislative issues in a timely and consistent manner. The General Manager, or other designee, will act on legislation utilizing the following procedures:

1. The General Manager or other designee shall review requests that the District take a position on legislative issues to determine if the legislation aligns with the District's current approved Advocacy Priorities.
2. The General Manager or other designee will conduct a review of positions and analysis completed by the California Special Districts Association and other local government associations when formulating positions.
3. If the matter aligns with the approved priorities, District response shall be supplied in the form of a letter to the legislative body reviewing the bill or measure. Advocacy methods utilized on behalf of the District, including but not limited to letters, phone calls, emails, and prepared forms, will be communicated through the General Manager or designee. The General Manager or designee shall advise staff to administer the form of advocacy, typically via letters signed by the General Manager, or designee, on behalf of the Board of Trustees.
4. All draft legislative position letters initiated by the General Manager or designee shall state whether the District is requesting "support", "support if amended", "oppose", or "oppose unless amended" action on the issue and shall include adequate justification for the recommended action. If possible, the letter should include examples of how a bill would specifically affect the District.
 - a. Support – legislation in this area advances the District's goals and priorities.
 - b. Oppose – legislation in this area could potentially harm, negatively impact or undo positive momentum for the District, or does not advance the District's goals and priorities.
5. The General Manager may also provide a letter of concern or interest regarding a legislative issue without taking a formal position on a piece of legislation. Letters of concern or interest are to be administered through the General Manager or designee.

6. When a letter is sent to a state or federal legislative body, the appropriate federal or state legislators representing the District shall be included as a copy or "cc" on the letter. The appropriate contacts at the California Special Districts Association and other local government associations, if applicable, shall be included as a cc on legislative letters.
7. A position may be adopted by the General Manager or designee if any of the following criteria is met:
 - a. The position is consistent with the adopted Advocacy Priorities;
 - b. The position is consistent with that of organizations to which the District is a member, such as the California Special Districts Association; or
 - c. The position is approved by the Board of Trustees.
8. All legislative positions adopted via a process outside of a regularly scheduled Board Meeting shall be communicated to the Board of Trustees at the next regularly scheduled Board Meeting. When appropriate, the General Manager or other designee will submit a report (either written or verbal) summarizing activity on legislative measures to the Board of Trustees.

1055.4 Advocacy Priorities

Revenue, Finances, and Taxation

Ensure adequate funding for special districts' safe and reliable core local service delivery. Protect special districts' resources from the shift or diversion of revenues without the consent of the affected districts. Promote the financial independence of special districts and afford them access to revenue opportunities equal to that of other types of local agencies. Protect and preserve special districts' property tax allocations and local flexibility with revenue and diversify local revenue sources.

Support opportunities that allow the District to compete for its fair share of regional, state, and federal funding, and that maintain funding streams. Opportunities may include competitive grant and funding programs. Opportunities may also include dedicated funding streams at the regional, state, or federal levels that allow the District to maximize local revenues, offset and leverage capital expenditures, and maintain District goals and standards.

Governance and Accountability

Enhance special districts' ability to govern as independent, local government bodies in an open and accessible manner. Encourage best practices that avoid burdensome, costly, redundant or one-size-fits all approaches. Protect meaningful public participation in local agency formations, dissolutions, and reorganizations, and ensure local services meet the unique needs, priorities, and preferences of each community.

Oppose additional public meeting and records requirements that unnecessarily increase the burden on public resources without effectively fostering public engagement and enhancing accountability of government agencies.

Promote local-level solutions, decision-making, and management concerning service delivery and governance structures while upholding voter control and maintaining LAFCO authority over local government jurisdictional reorganizations and/or consolidations.

Human Resources and Personnel

Promote policies related to hiring, management, and benefits and retirement that afford flexibility, contain costs, and enhance the ability to recruit and retain highly qualified, career-minded employees to public service. As public agency employers, support policies that foster productive relationships between management and employees.

Maintain special districts' ability to exercise local flexibility by minimizing state mandated contract requirements. Oppose any measure that would hinder the ability of special districts to maximize local resources and efficiencies through the use of contracted services.

Infrastructure, Innovation, and Investment

Encourage prudent planning for investment and maintenance of innovative long-term infrastructure. Support the contracting flexibility and fiscal tools and incentives needed to help special districts meet California's changing demands. Promote the efficient, effective, and sustainable delivery of core local services.

Prevent restrictive one-size-fits-all public works requirements that increase costs to taxpayers and reduce local flexibility.



RECLAMATION DISTRICT 1000

DATE: August 13, 2021

AGENDA ITEM NO. 4.2

TITLE: Operations Manager's Report – August 2021

SUBJECT: Update on Activities Since the July 2021 Board of Trustees Meeting

EXECUTIVE SUMMARY:

This Staff Report is intended to inform the Board and serve as the official record of the activities the District's field staff engaged in for the month of July 2021. As well as provide information regarding District facility use and local weather impacts on District facilities and river levels. Noteworthy activities include mowing along the inner and outer levee system, including drains and canals. Mechanically removed sediment and aquatics along the M2, M4, M5, M6 and School House ditches along with the West Drain, O Drain and Fisherman's Lake.

The Operations Manager's report was created to provide monthly updates to the Board of Trustees on field related activities within the District boundaries, as well as provide a historical record. This allows for the District and the public an opportunity to refer back to data trends over time regarding the weather impact on District facilities, crew activities, and local river and canal conditions as well as general District activities from month to month.

RECOMMENDATION:

There are no staff recommendations, the information provided is strictly informational.

ATTACHMENTS:

1. Operations Manager's Report Data Sheet

STAFF RESPONSIBLE FOR REPORT:



Gabriel J. Holleman, Operations Manager

Date: 08/03/2021



Kevin L. King, General Manager

Date: 08/03/2021

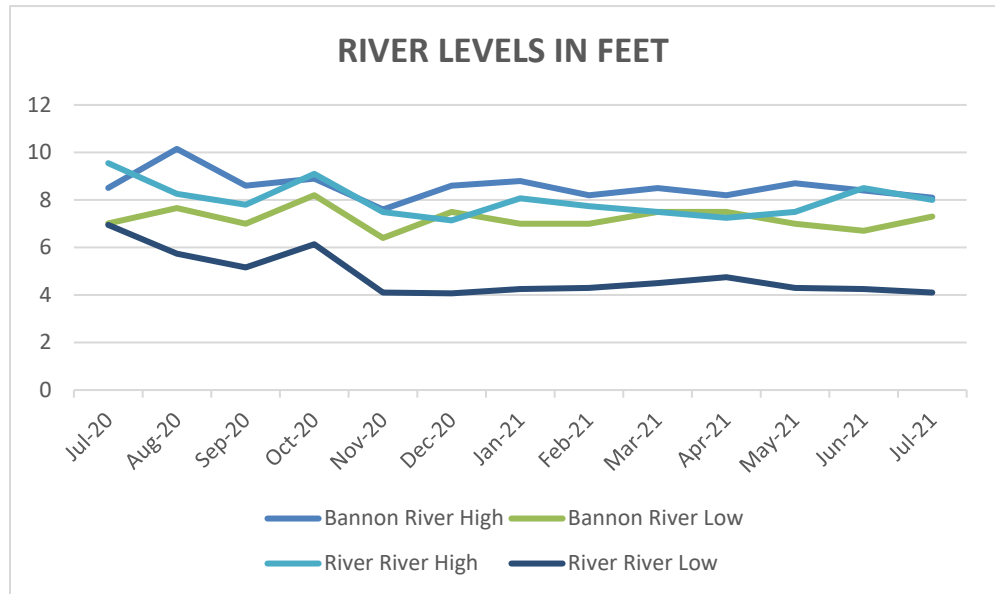


Operations Manager's Report July 2021

River Levels:

Bannon H: 8.1'
L: 7.3'

River H: 8.0'
L: 4.1'



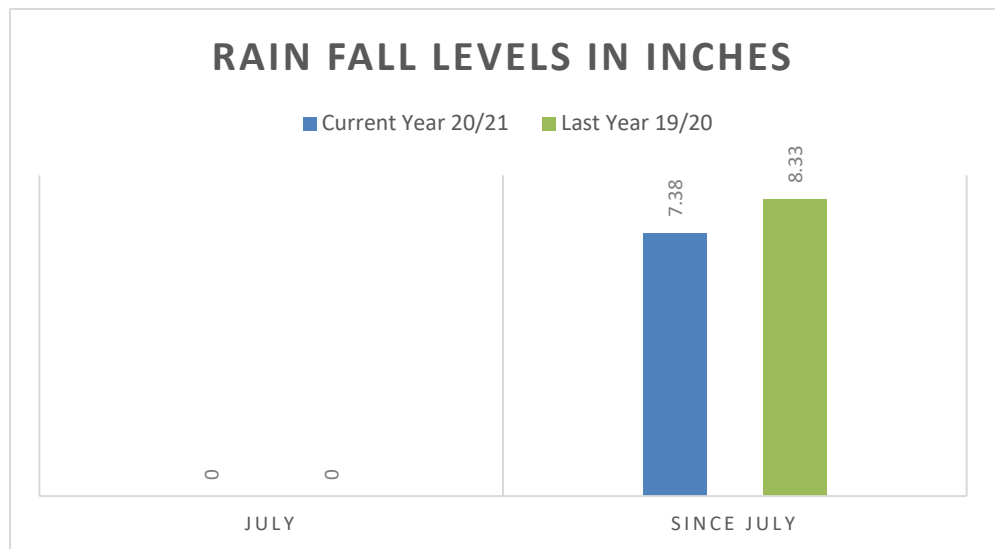
Rain Fall Totals:

July 2021

Rain Totals = 0

Rain Totals Since

July 1, 2021 = 0"



Safety Topics for the Month of July

Safety while refueling Vehicles and Equipment

Portable Fire Extinguishers – Just Remember “PASS”

Emergency Preparation – The Importance of Sticking With The Plan

Fire Prevention – Understanding Categories of Flammable Liquids

District Requests Received

The District received multiple requests related to trash, debris and abandoned vehicles along District facilities. Staff and local law enforcement were deployed to remove these items within District boundaries.

The chart below represents various activities the field crew spent their time working on during the month of July, 2021.

**Hours worked do not include the Operations Manager’s time.*

RD 1000 Field Crew	*Field Hours Worked	Activity
	481	Mowing
	168	Equipment Repair
	135	Sediment Removal
	97	Garbage
	32	Ditch Maintenance

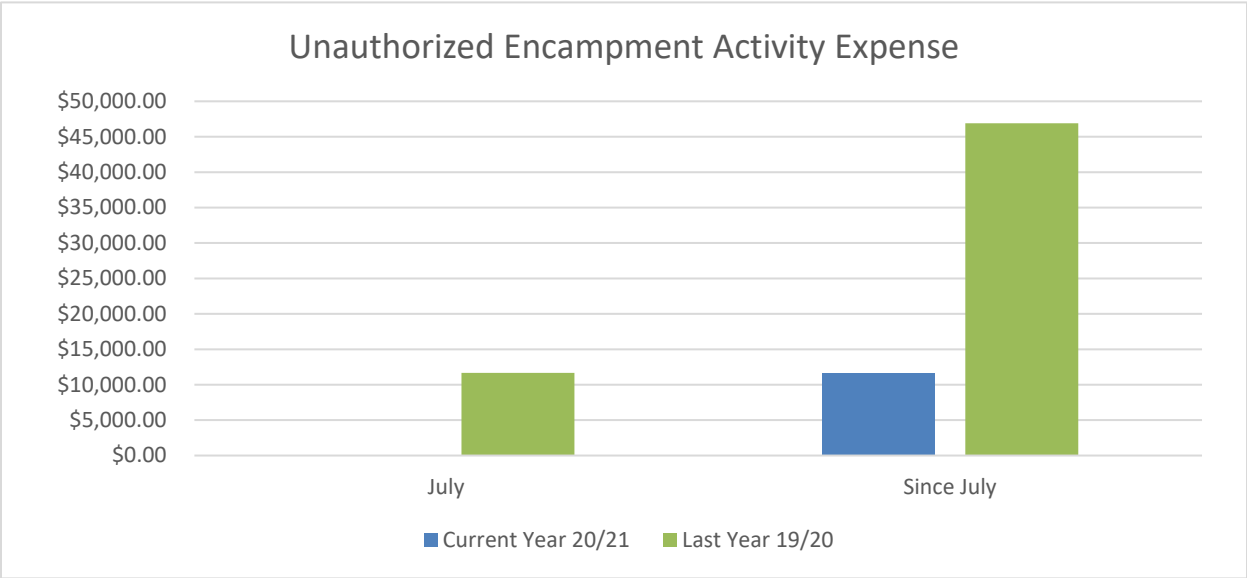
Pumping

Please see the pumping data below as it relates to the month of July within the Basin. The total amount pumped in the month of June is 1,464.33 A/F. Pump totals reflect PP#4 dewatering wells and tail water from agricultural well usage.

Pumping Plant	Pump	Hours and A/F
Plant 5	Pump # 1	770.07 Hours and 1,464.33 A/F

Unauthorized Encampment Activity There were no unauthorized encampment activities in the month of July.

Unauthorized Encampment Activity – Year to Date This fiscal year to date the District has allocated a total of 158 crew hours on unauthorized encampments for a total cost to the District of \$11,670.05. This total includes labor, * equipment costs, materials and dump fees.





RECLAMATION DISTRICT 1000

DATE: AUGUST 13, 2021

AGENDA ITEM NO. 4.3

TITLE: District Counsel's Report – August 2021

SUBJECT: Update on Activities Since the July 2021 Board of Trustees Meeting

EXECUTIVE SUMMARY:

Reclamation District 1000's (RD 1000; District) General Counsel, Rebecca Smith and/or Scott Shapiro to provide verbal report of work performed during the month of June 2021.

ATTACHMENTS:

None

STAFF RESPONSIBLE FOR REPORT:

Kevin L. King, General Manager

Date: 08/03/2021



RECLAMATION DISTRICT 1000

DATE: AUGUST 13, 2021

AGENDA ITEM NO. 5.1

TITLE: Approval of Minutes

SUBJECT: Approval of Minutes from July 9, 2021 Regular Board Meeting

EXECUTIVE SUMMARY:

This staff report serves as the official record of the Board of Trustees' monthly meetings. This document details meeting participants, proof of items discussed, summaries of board meeting discussion, and the Board's actions. Staff recommends Board approval of meeting minutes (Attachment No. 1) from July 9, 2021.

BACKGROUND:

The Ralph M. Brown Act (Gov. Code §54950 et seq.) governs meetings by public commissions, boards and councils, and public agencies in California. The Act facilitates public transparency and public participation in local government decisions. The Act also contains specific exemptions from the open meeting requirements where governmental agencies have a demonstrated need for confidentiality. To further comply with transparency, Reclamation District No. 1000 documents meetings of the Board of Trustees through Board Minutes.

RECOMMENDATION:

Staff recommends the Board approve the Minutes from the July 9, 2021, Regular Board Meeting.

ATTACHMENTS:

1. July 9, 2021, Board Meeting Minutes

STAFF RESPONSIBLE FOR REPORT:



Joleen Gutierrez, Administrative Service Manager

Date: 08/02/2021



Kevin L. King, General Manager

Date: 08/02/2021



**RECLAMATION DISTRICT NO. 1000
BOARD OF TRUSTEES MEETING**

**JULY 9, 2021
MEETING MINUTES**

In light of COVID-19 and in Compliance with CA Executive Orders N-25-20 and N-29-20, members of the Board of Trustees and members of the public participated in this meeting by teleconference. This meeting was recorded without objection. Present were Board President Thom Gilbert; Board Vice President Elena Lee Reeder; Trustee Nick Avdis; Trustee Jag Bains; Trustee Tom Barandas; Trustee Debra G. Jones; Trustee Chris Burns; General Manager Kevin King; Co-General Counsel Scott Shapiro; Administrative Services Manager Joleen Gutierrez; Operations Manager Gabriel Holleman; and Administrative Assistant Christina Forehand.

1. PRELIMINARY

1.1. Call Meeting to Order

Board President Thom Gilbert called the meeting to order.

1.2. Roll Call

ASM Gutierrez called the roll and established a quorum.

Present: Trustee Thom Gilbert, Trustee Nick Avdis, Trustee Jag Bains, Trustee Chris Burns, Trustee Debra G. Jones, Trustee Elena Lee Reeder, Trustee Tom Barandas (arrived at the meeting at 8:40 am)

1.3. Approval of Agenda

General Manager Kevin King stated that Item 6.1 would be heard first due to Counsel Scott Shapiro's need to leave early from the Board meeting. This item was discussed after Item 3, Public Comment, under non-agenda items.

1.4. Pledge of Allegiance

ASM Gutierrez led the Pledge of Allegiance.

1.5. Conflict of Interest (*Any Agenda items that might be a conflict of interest to any Trustee should be identified at this time by the Trustee involved*)

No Trustee conflicts were identified.

2. PRESENTATIONS

2.1. No presentations were scheduled.

3. PUBLIC COMMENT (NON-AGENDA ITEMS)

General Manager Kevin King opened public comments on non-agendized items.

Scott Brown of Larsen Wurzel and Associates (LWA) commented as a business owner in Natomas and not as a District consultant. He stated at the Central Valley Flood Protection Board's Workshop (on 7/19), LWA will present an update to the Board on the status of a feasibility study (SSJDD Assessment). LWA will also discuss implications to the District regarding some of the services LWA is considering. A recording of the two-hour presentation will be available, and Scott believes this background will be valuable for our RD1000 Board members to understand.

There were no other public comments made.

4. INFORMATIONAL ITEMS

4.1. GENERAL MANAGER'S REPORT: Update on activities since the June 2021 Board Meeting.

General Manager Kevin King would like to schedule a two-hour workshop to set priorities with the Board. Trustee Burns requested an outline before the meeting. GM King agreed to distribute a Workplan outline one week in advance of the meeting. GM King will look at dates for everyone to consider targeting late July or early August to have this discussion.

4.2. OPERATIONS MANAGER'S REPORT: Update on activities since the June 2021 Board Meeting.

A copy of the Operations Manager's Report has been included in the June 2021 Board Packet. No questions or comments were made.

4.3. DISTRICT COUNSEL'S REPORT: Update on activities since the June 2021 Board Meeting.

5. CONSENT CALENDAR

The Board considers all Consent Calendar items to be routine and will adopt them in one motion. There will be no discussion on these items before the Board votes on the motion, unless Trustees, staff, or the public request specific items be discussed and/or removed from the Consent Calendar.

MOVED/SECONDED: Trustee Nick Avdis/Trustee Elena Lee Reeder

AYES: Trustee Thom Gilbert, Trustee Nick Avdis, Trustee Jag Bains, Trustee Chris Burns, Trustee Debra G. Jones, Trustee Elena Lee Reeder.

NOES: None

ABSTAIN: None

ABSENT: None

ACTION: Motion to approve the Consent Calendar is approved.

5.1. APPROVAL OF MINUTES: Approval of Minutes from June 11, 2021, Regular Board Meeting and June 15, 2021, Special Board Meeting.

5.2. TREASURER'S REPORT: Approve Treasurer's Report for June 2021.

- 5.3. EXPENDITURE REPORT: Review and Accept Report for June 2021.
- 5.4. BUDGET TO ACTUAL REPORT: Review and Accept Report for June 2021.
- 5.5. AUTHORIZATION TO INVEST IN LOCAL AGENCY INVESTMENT FUND: Review and Consider Adoption of Resolution No. 2021-07-01 Authorizing Officers to Invest District Funds in the Local Agency Investment Fund.

6. **SCHEDULED ITEMS**

- 6.1. REVIEW AND DISCUSS REQUEST TO USE AND OCCUPY DISTRICT PROPERTY: Review and Consider Authorizing the City of Sacramento to Include District Owned Property in Planning Documents for Temporary Housing Solutions.

General Manager Kevin King made known the City of Sacramento would like authorization to include District-owned property on Rosin Court (adjacent to Natomas East Main Drain) in planning documents as a potential site for temporary housing solutions for the unsheltered. GM King has not received a formal proposal or additional information.

If the City Council approves the plan, the City would then have to negotiate with the District for use. GM King would request the Board authorize staff and legal counsel time to negotiate an agreement if the City's plan is approved. Deal points to be requested by the District are available in the Board Item 6.1 Staff Report. GM King is waiting to hear back from the City on the requested considerations.

General Manager King opened this item for public comments:

GM King read two public comments into the record. The first letter received by David Ingram, a longtime Garden Highway resident, opposes using District property as a temporary housing solution due to excessive trash and environmental destruction already realized along our levee and flood protection system.

The second letter read aloud was by Mark Jungkeit, a Garden Highway resident. Mr. Jungkeit is also in opposition to the use of District property as a temporary housing solution. He regularly participates in trash cleanups and attests to environmental destruction to District property, sewage in our waterways, and public safety concerns created by the unhoused population.

Ken Wegner asked for an explanation of the proposed site locations. GM King stated there is only one RD 1000 proposed site on Rosin Court, in City limits.

Counsel Scott Shapiro indicated the list of identified conditions does an excellent legal job of protecting the District. From a legal perspective, he takes no issue with the District being a part of a solution that should benefit our district lands and levee maintenance. Counsel Shapiro believes this is a Board policy decision to decide where it wants to go and whether it wants to be part of listing its property in the City's Masterplan. He reiterated Board approval only means being included in the City's report analysis and after determining actual deal points.

Trustee Chris Burns asked about specifics of whether the City would be ok with leaving space at this site closest to the levee for levee projects and road building? GM King has not heard back from city staff. An additional site inspection will occur once the City determines actual sites to be included in their plan. Trustee Burns stated he would like to see space included for levee projects.

Trustee Debra G. Jones shared that she has concerns about the process. After a site visit to the Natomas East Main Drain Canal (NEMDC), her main concern is encampments closest to Hazel Mahone College Prep K-8 School. Trustee Jones contacted the school to ask about their interactions with this population and discovered the unhoused are daily escorted off campus and regularly deterred from using the school's fountains to bathe.

Trustee Jones made known the District's primary function is not trash pickup, and our staff puts themselves at risk when picking up trash and debris. She is concerned that if the District's Rosin Court site is chosen, when does that end? Who is going to be responsible for cleanup? Is that us, the City? What are we going to be left with once site use is over? For these reasons, Trustee Jones is reluctant to move forward with including the District's site in the City's Masterplan. Once this Masterplan goes to the City Council, it may or may not be subject to CEQA. She stated there are sensitive land uses that do not render this appropriate as a site for consideration.

Trustee Thom Gilbert stated all of these issues would stay on the table and would need to be resolved. That aside, he is reluctant to say no to the idea without details. Trustee Gilbert wouldn't be supportive of denying being listed in the Masterplan.

Trustee Jag Bains, echoed Trustee Gilbert's comments. He believes there is not enough information to say no to this idea as a solution. He commented that the District should discuss appropriate fair compensation for the land use or a land exchange because there is a chance we may not get that property back for a long time. GM King acknowledged that he would include compensation to the District in the deal points and quantify compensation.

Trustee Nick Avdis continues to find appalling the conditions people are living in along the NEMDC and shares concerns Trustee Jones has brought up. He agrees that the District's flood protection activity should not be impeded. To address some of the commenters from the Garden Highway residents, Trustee Avdis extends his appreciation for continued cleanups. He wanted to reiterate the only property being considered at this time is Rosin Court. He believes that the discussion needs to move forward because we owe it to our partners and stakeholders to go to the next level of detail. He would be very supportive of taking the next step in obtaining additional information. His understanding is that agreeing to be included in the City's Masterplan does not presuppose the District is entering into an agreement with the City. GM King confirmed that this is correct.

Trustee Elena Lee Reeder stated that we have gone from 8 to 100 encampments in the past eight years. The District has spent over 60k annually and 15k to make levee repairs. Trustee Lee Reeder would like to have a more extended discussion to discuss what happens if we cannot keep moving

people and make repairs. She has concerns over flooding and a levee breach that could potentially endanger the whole community.

GM King opened the item up for additional public comment.

Brian O'Malley, a Garden Highway resident, regularly involved in organizing cleanups and enforcement of significant homeless RV campsites near his home, commented. The Rosin Court site would bring an element at night along Garden Highway where burglaries happen in our area, and license plates are tracked back to homeless encampments. He does not support any avenue that provides access to Garden Highway.

Ken Wegner stated he does not support this issue moving forward. He said the City needs to find alternative solutions instead of expanding into land and more space. He would like the District to push back as this is not the District's primary responsibility or expense to be incurred.

Additional public comment emails were received and have been included in the July 9 meeting minutes as ATTACHMENT 1.

GM King turned the item back for a motion. The staff recommendation is to review and consider authorizing the City to include this Rosin Court property in their Masterplan, which they'll take up during the July 20 council meeting. Post the City Council approving the Masterplan, allow for staff and legal counsel to work with the City on a potential agreement, and that we would return to the Board in draft form for review and discussion in closed session.

Trustee Chris Burns wanted to make sure that a Motion would include the following points Trustee Bains made earlier in the discussion: 1) Fair compensation for the use of District property 2) Reserve backside of the property for District use. GM King added both items to the motion.

MOTION/SECONDED: Trustee Chris Burns/Trustee Nick Avdis

AYES: Trustee Thom Gilbert, Trustee Nick Avdis, Trustee Tom Barandas, Trustee Jag Bains, Trustee Chris Burns, Trustee Elena Lee Reeder

NOES: Trustee Debra G. Jones

ABSTAIN: None.

ABSENT: None.

MOTION: Motion to authorize the City of Sacramento to include District-owned property in Planning Documents for Temporary Housing Solutions, and if selected, negotiate deal points, request fair compensation for the use of the property, and reserve the backside of the property for District use – is approved.

6.2. CALIFORNIA SPECIAL DISTRICTS ASSOCIATION: Review and Consider Selection of California Special Districts Association Board of Director Seat A and Authorize Board Secretary to Cast Vote.

Trustee Chris Burns personally knows and recommends Noelle Mattock; she has Capitol and local government experience and makes a motion to support Noelle Mattock.

No public comments were made.

MOVED/SECONDED: Trustee Chris Burns/Trustee Nick Avdis

AYES: Trustee Thom Gilbert, Trustee Nick Avdis, Trustee Jag Bains, Trustee Chris Burns, Trustee Elena Lee Reeder

NOES: None.

ABSTAIN: Trustee Debra G. Jones, Trustee Tom Barandas

ABSENT: None.

ACTION: Motion to select Noelle Mattock for the CSDA Board of Director's Seat A and authorize the Board Secretary to Cast Vote is approved.

6.3. PUBLIC HEARING – ADOPTION OF FISCAL YEAR 2021/2022 OPERATION AND MAINTENANCE ASSESSMENT: Review and Consider Adoption of Resolution No. 2021-07-02 Authorizing Levying of Operations and Maintenance Assessment for Fiscal Year 2021/2022.

Trustee Jag Bains asked about the assessment process. He wanted to know if we take the District's O/M projected expenses and try to have an assessment that will generate that revenue?

GM King explained the assessed property valuation. He added that Phase 2 of our Financial Plan is underway, and the District will look at our projected expenses to determine a projected rate or fee increase down the road as costs continue to climb. Whether it's inflationary reasons or our CIP, those will be considered in the future, but this is the same assessment approved for the past 30 years.

Trustee Bains inquired why we do not consider our operating expenses and then set our rate? GM King stated based on the way the public voted and approved our current method; we are locked into this process.

Trustee Bains also inquired about the existing calculation used for assessments on agricultural land and how the conversion of agricultural land to residential land will impact the assessment rate in the future. GM King acknowledged this concern and explained why Phase 2 of our Financial Plan is underway.

There were no public comments.

MOTION/SECONDED: Trustee Nick Avdis/Trustee Thom Gilbert

AYES: Trustee Thom Gilbert, Trustee Nick Avdis, Trustee Jag Bains, Trustee Tom Barandas, Trustee Chris Burns, Trustee Elena Lee Reeder, Trustee Debra G. Jones

NOES: None.

ABSTAIN: None.

ABSENT: None.

ACTION: Motion to adopt Resolution No. 2021-07-02 Authorizing Levying of Operations and Maintenance Assessment for the Fiscal Year 2021/2022 is approved.

6.4. CERTIFICATION OF LEGAL PROCESS FOR SPECIAL ASSESSMENT: Review and Consider Adoption of Resolution No. 2021-07-03 Certifying to the County of Sutter the Validity of the Legal Process Used to Place Direct Charges (Special Assessment) on the Secured Tax Roll for Fiscal Year 2021/2022.

GM King explained annual certification is routine.

No public comments were made.

MOTION/SECONDED: Trustee Jag Bains/Trustee Elena Lee Reeder

AYES: Trustee Thom Gilbert, Trustee Nick Avdis, Trustee Jag Bains, Trustee Tom Barandas, Trustee Chris Burns, Trustee Elena Lee Reeder, Trustee Debra G. Jones

NOES: None.

ABSTAIN: None.

ABSENT: None.

ACTION: Motion to adopt Resolution No. 2021-07-03 Certifying to the County of Sutter the Validity of the Legal Process Used to Place Direct Charges (Special Assessment) on the Secured Tax Roll for Fiscal Year 2021/2022 is approved.

7. BOARD OF TRUSTEE'S COMMENTS/REPORTS

7.1. BOARD ACTIVITY UPDATES:

7.1.1. RD 1000 Committee Meetings Since Last Board Meeting

- Executive Committee (Gilbert & Lee Reeder) June 30, 2021

7.1.2. RD 1000 Committees No Meetings Since Last Board Meeting

- Legal Committee (Avdis, Barandas & Lee Reeder)
- Finance Committee (Gilbert, Bains & Burns)
- Operations Committee (Bains, Barandas & Burns)
- Personnel Committee (Jones, Bains & Barandas)
- Urbanization Committee (Lee Reeder, Avdis & Jones)

8. CLOSED SESSION

8.1. No Scheduled Closed Session Items.

9. ADJOURN

MOTION/SECONDED: Trustee Nick Avdis/Trustee Chris Burns

AYES: Trustee Thom Gilbert, Trustee Nick Avdis, Trustee Jag Bains, Trustee Tom Barandas, Trustee Chris Burns, Trustee Elena Lee Reeder, Trustee Debra G. Jones

NOES: None.

ABSTAIN: None.

ABSENT: None.

ACTION: Motion is approved, and the meeting is adjourned.

Kevin King

From: David Ingram <David@tennantingram.com>
Sent: Friday, July 9, 2021 7:20 AM
To: Kevin King
Cc: SupervisorSerna@saccounty.net; Nava. Lisa
Subject: Public Comment re Use of District Lands for Homeless Sites - 7/9/2021 Meeting

Dear Mr. King and other RD 1000 Board Members,

Please be advised that I strongly oppose the use of any RD 1000 District lands as homeless sites or centers.

As you might now, I am a long time resident of Garden Highway. Therefore, I observe the rapid decline in the health of our Sacramento River waterways daily. The human feces, trash, destruction of vegetation and illegal fires are placing our once pristine river waterways at extreme risk. It is also disturbing our delicate ecosystem and our declining wildlife habitat.

As you might also now, I am constantly attempting to fight back against this growing problem by organizing neighborhood cleanups and performing litter removal on a near daily basis.

Below are photos of a several hours long cleanup I did last week on the waterside of Garden Highway near Elverta Road. This is grueling work, but sadly only a very small dent in the overwhelming problem.







A group cleanup effort I organized last month was shared on RD 1000's Facebook page. These are not isolated cleanup efforts. We do them constantly. Sadly, despite our efforts, our community cannot keep up with the litter and environmental destruction.

I would certainly hope RD 1000 is vehemently opposed to using District lands for any type of homeless housing or other services. Our levees and waterways are already reeling from pollution, e Coli and fires associated with this segment of

our population. Not to mention the existing insurmountable task RD 1000 has to properly maintain our levees and flood protection systems.

Also, please do not be duped by City Council members who tout the successes of similar sites they have spear-headed. Go drive the WX corridor between 4th and 10th Streets and see how that city-run site is faring and what is now happening to the adjacent land and neighborhoods. It is a health and safety nightmare and the adjacent communities are under siege.

I am also curious if the CA Department of Fish and Wildlife, the Army Corps of Engineers, the CA State Lands Commission, the CA Department of Water Resources, the CA Regional Water Quality Control Board and the CA Native American Heritage Commission have been consulted on this proposal. I imagine they will have some very strong opposition.

Thank you very much for your time. If you ever have any questions or need assistance with anything out in our neighborhood, please do not hesitate to ask.

Best regards,

David Ingram
7000 Block
Garden Highway

Kevin King

From: Martha Lennihan <lennihanm@aol.com>
Sent: Friday, July 9, 2021 7:55 AM
To: David Ingram; Kevin King
Cc: SupervisorSerna@saccounty.net; Nava. Lisa
Subject: Re: Public Comment re Use of District Lands for Homeless Sites - 7/9/2021 Meering

Paul Thayer and Martha Lennihan concur strongly with the comments submitted by David Ingram. We are long time residents in the 6000 block.

[Sent from the all new AOL app for iOS](#)

On Friday, July 9, 2021, 8:19 AM, David Ingram <David@tennantingram.com> wrote:

Dear Mr. King and other RD 1000 Board Members,

Please be advised that I strongly oppose the use of any RD 1000 District lands as homeless sites or centers.

As you might now, I am a long time resident of Garden Highway. Therefore, I observe the rapid decline in the health of our Sacramento River waterways daily. The human feces, trash, destruction of vegetation and illegal fires are placing our once pristine river waterways at extreme risk. It is also disturbing our delicate ecosystem and our declining wildlife habitat.

As you might also now, I am constantly attempting to fight back against this growing problem by organizing neighborhood cleanups and performing litter removal on a near daily basis.

Below are photos of a several hours long cleanup I did last week on the waterside of Garden Highway near Elverta Road. This is grueling work, but sadly only a very small dent in the overwhelming problem.

Kevin King

From: Mark J <markjelectric@yahoo.com>
Sent: Friday, July 9, 2021 7:51 AM
To: Kevin King
Subject: supervisorserna@saccounty.net naval@saccounty.net

Dear Mr. King and others,

As a Garden Highway resident who regularly participates in homeless and vagrant trash pick up days, I can promise you we don't need any more of them. Witnessing the environmental destruction created by these people is incredibly sad and frustrating. It's also disgusting knowing you're swimming in human sewage whenever you're downriver from these awful camps set up without any regard for public safety. Please do not EVER consider allowing RD1000's land for homeless sites. Sincerely, Mark Jungkeit 7000 block of Garden Hwy

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Kevin King

From: LORRIE WHITE <familyfarm4us@yahoo.com>
Sent: Friday, July 9, 2021 7:59 AM
To: Kevin King
Subject: RD1000 land for homeless

I want to put in my two cents about using RD1000 land for the homeless. I currently live on Garden Hwy and deal with the homeless coming into my yard, sitting on my backyard furniture and stealing anything that is not locked down. I can't do so many things with my property without getting permit yet they dig into the levy, dump trash, use the river as a bathroom, start fires and walk up and down the river at all hours of the night setting off the yard alarms. I can't understand why we would want to increase this when it's already a problem.

L White
3000 block GH

Sent from Lor'rie's iPhone

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Kevin King

From: Terrie Gordon <terrieg2@aol.com>
Sent: Friday, July 9, 2021 8:20 AM
To: Kevin King
Cc: SupervisorSerna@saccounty.net; Nava. Lisa
Subject: Public Comment re Use of District Lands for Homeless Sites - 7/9/2021 Meeting

Yes, Sacramento has a homeless problem. What major city doesn't? But moving this population off the streets of Sacramento and out of sight will not solve this problem.

First, this 'relocation' removes the homeless from the resources they rely on: food banks, medical care, social work, drug and mental health clinics. Are you going to provide transportation to get them access to these life sustaining services? Second, The Sacramento River and surrounding forested areas are already being desecrated by the homeless. The river is used as a toilet, laundromat, dump and for bathing, to name a few. Many of us living along Garden Highway are afraid to swim in the river due to rising levels of E. coli and giardia. The surrounding forest areas are filled with mattresses, tents, food containers, human and pet excrement, camp fires, needles and other paraphernalia that makes these areas unsafe to traverse.

Third, the lack of services in the proposed relocation area encourages theft and destruction to the residents and their homes on Garden Highway as the homeless loot garbage cans, garages, property looking for what they require daily. . Please reconsider this misguided plan and focus on a more sustainable action that provides the services needed by the homeless population.

Thank you
Terrie Gordon
Terrieg2@aol.com

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https://us3.proofpointessentials.com/index01.php?mod_id=1&mod_option=gitem&mail_id=25843995-SPI-ESqsvuwn&r_address=ing%40rd1000.org&report=

Kevin King

From: Elise Garvey <garvey.elise@gmail.com>
Sent: Friday, July 9, 2021 8:31 AM
To: Kevin King
Subject: Homeless housing

What about compensation for the residents of the neighborhood who will have to deal with this as well.

Sent from my iPhone

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Kevin King

From: Sue Karlton <mskarlton@me.com>
Sent: Friday, July 9, 2021 8:42 AM
To: Kevin King
Cc: David Ingram; Martha Lennihan; Christine Olsen; Terrie Gordon; Paul Thayer
Subject: Today's meeting

Dear Mr. King and RD 1000 Board,

I have lived on Garden Highway since 1993 and have seen it degraded to a dumping ground over the last 5 years. The riparian area along the highway is teeming with people who fish and camp illegally and who have no hesitation dumping whatever they have with them, including food waste, garbage, furniture, appliances, unwanted animals, and even other people. We residents of Garden Highway are left with the responsibility of cleaning up the trash, rescuing the animals, and helping/redirecting the stranded people who remain.

I live in constant fear that the heritage oaks here as well as our homes will burn to the ground due to the irresponsible conduct of those who use the area without care and respect. We are exhausted by the constant sight of trash heaps left by those who use the area.

I vehemently oppose any action by the board that encourages or allows any unregulated use of these precious lands by those who abuse them.

Thank you for your time,
SUE KARLTON, resident
7000 block, Garden Highway

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https://us3.proofpointessentials.com/index01.php?mod_id=&mod_option=gitem&mail_id=25845333-uw1ARJOQL1BV&r_address=ing%40rd1000.org&report=

Kevin King

From: Patrick Tully <ptully@bitwiseproperties.com>
Sent: Monday, July 12, 2021 12:47 PM
To: Kevin King
Cc: Joleen Gutierrez; Patrick Tully
Subject: FOIA request for list of properties owned.

7/12/2021.

Dear Mr. King, General Manager of RD1000,

Recently your board voted to allow the City of Sacramento access to RD1000 land for housing the homeless. The public was notified barely 12 hours before the vote via social media, so I was not able to attend given the late notice. Your board approved the matter, with only one nay, I understand. I believe this use of land is well beyond your organization's charter, and has raised serious questions as to RD1000 property and its use. I would like to remind RD1000 that your charter is for flood control only. Allowing the City to use your(public) land for homeless housing is beyond your charter. If, in fact, you have spare land that you can "let" the City use for housing, you are required to sell the land openly.

I also would like to remind RD1000 that housing near a water way must have proper sewage facilities. The Federal Clean Water Act requires this. Allowing the homeless to camp or squat on "your" land, dumping sewage into your canals, or rivers, is clearly a violation of the Federal Clean Water Act. Currently the American River tests with hi levels of fecal bacteria affecting recreational use, endangered animals/fish, and posing a extreme health risk to swimmers and boaters. It is well understood this bacterial pollution is from homeless encampments.

Given the recent questionable decision by the RD1000 board, and that you are a public agency, using public funds, I am hereby requesting information as to what lands you actually own or control. Please accept this request under the Freedom of Information Act:

Please provide a list of all real property owned or substantially controlled by RD1000. For the sake of reporting, this can be addresses, parcel numbers, or boundaries of all land and improvements. Please also provide identification of any buildings, lands, or leases recently sold, or purchased by RD1000. I request this information be provided electronically to keep costs down, but am willing to photo as needed.

I am willing to pay fees for this request up to a maximum of \$100. If you estimate that the fees will exceed this limit, please inform me first. I have searched online for this public information, and not found it available. So, I do request a waiver of all fees for this request. Disclosure of the requested information to me is in the public interest because it is likely to contribute significantly to public understanding of the operations or activities of the government and is not primarily in my commercial interest. Given the recent vote by the board, this is clearly in the public interest.

Thank you for your consideration of this request. Feel free to contact me at this email. I prefer email as my communication method, but am more than willing to meet. I can also be contacted at (916) 952-7248.

Thank you,

Patrick Tully

Garden Hwy Resident, within RD1000 district.

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RECLAMATION DISTRICT 1000

DATE: AUGUST 13, 2021

AGENDA ITEM NO. 5.2

TITLE: Treasurer's Report

SUBJECT: Approve Treasurer's Report for July 2021

EXECUTIVE SUMMARY:

This Staff Report is intended to inform the Board of the current total funds in the District's checking and money market accounts, Sacramento County Treasurer Fund, State Treasurer Local Agency Investment Fund (LAIF), and the City of Sacramento Pooled Investment Fund.

The Staff Report attachment provides the monthly beginning and ending balances of its Operations and Maintenance cash flow. The report considers the current month's receipts, fund to fund transfers, accounts payable, and payroll. Notable fund and cash flow items during July 2021 are featured in the attached Treasurer's Report.

The District maintains funds in the California State Controller Local Agency Investment Fund (LAIF), the Sacramento County Treasurer, and Bank of the West. The District's primary source of income is property assessments. Assessments are collected through respective Sacramento and Sutter County tax bills.

Annually, the Board of Trustees approves a Resolution designating officers and signatories to the Operations and Maintenance Fund held by the Sacramento County Treasurer. The District's Financial Reserve Policy guides current, future, and unexpected funding requirements. The District's Investment Policy guides investments made by the District of any surplus or reserve funds it may have.

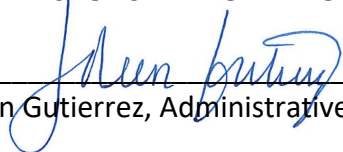
RECOMMENDATION:

Staff recommends the Board approve the July 2021 Treasurer's Report.

ATTACHMENTS:

1. Treasurer's Report July 2021

STAFF RESPONSIBLE FOR REPORT:



Joleen Gutierrez, Administrative Services Manager

Date: 08/02/2021



Kevin L. King, General Manager

Date: 08/02/2021

Reclamation District 1000
Treasurer's Report
July 2021

Treasurer's Report for July 2021

July 2021	Ending Balance @ 7/31/21
Total Funds at 7/31/21	11,564,450.21
Bank of the West - Checking*	242,877.94
Bank of the West - Money Market	200,546.75
Bank of the West FMAP	400,293.53
Sacramento County Treasurer	5,670,915.07
State Treasurer - Local Agency Investment Fund	2,891,963.05
City of Sacramento - Pool A	2,157,853.87

Included in O&M cash flow

Included in O&M cash flow

July 2021 - Operations and Maintenance Cash Flow	Money Market	Operating Checking *	Combined O&M
Beginning Balance at 7/1/21	200,560.29	221,213.35	421,773.64
Transfers from money market account to operating account	(300,000.00)	300,000.00	-
Interest credit	1.46	-	1.46
Transfers from LAIF to money market account	300,000.00	-	300,000.00
Current months receipts*	-	87,888.23	87,888.23
Accounts Payable*	(15.00)	(255,911.49)	(255,926.49)
Payroll	-	(110,312.15)	(110,312.15)
Ending Balance at 7/31/21	200,546.75	242,877.94	443,424.69

*See Attached Check Register

Current months receipts are made up of the following:

Refund of bank fee from Bank of the West	40.00
Reimbursement from healthcare trust	75,099.01
Security patrol reimbursement from Natomas Basin	5,000.00
Expense reimbursement from Greenbriar	7,749.22
	<u>87,888.23</u>



RECLAMATION DISTRICT 1000

DATE: AUGUST 13, 2021

AGENDA ITEM NO. 5.3

TITLE: Expenditure Report

SUBJECT: Review and Accept Report for July 2021

EXECUTIVE SUMMARY:

This Staff Report serves to advise the Board of monthly expenditures and explain any expenses outside of the usual course of business. Staff recommends the Board review and accept the Expenditure Report for July 2021.

Expenses

The Administrative Services Manager reviews and the General Manager approves expenditures. This activity is disclosed monthly as an attachment to this staff report. The Expenditure Report (Attachment 1) has two note items \$21,632 to Berkshire Hathaway for the District's Workers' Compensation Insurance, and \$102,817 to CalPERS for District pension and unfunded pension liability.

RECOMMENDATION:

Staff recommends the Board review and accept the Expenditure Report for July 2021.

FINANCIAL IMPACT:

None.

ATTACHMENTS:

1. July 2021 Expenditure Report

STAFF RESPONSIBLE FOR REPORT:



Joleen Gutierrez, Administrative Services Manager

Date: 08/03/2021



Kevin L. King, General Manager

Date: 08/03/2021

July 2021 Expenditure Report

Type	Date	Num	Name	Memo	Debit	Credit	Balance
Cash and Investments							221,213.35
1010.00 - Bank of the West Checking Acct							221,213.35
Bill Pmt							
-Check	07/01/2021	540541542	Cal Pers	May Pension		13,463.76	207,749.59
General							
Journal	07/01/2021			Settlement of 6/30/21 accrued payroll		33,567.66	174,181.93
General							
Journal	07/01/2021			Settlement of 6/30/21 accrued payroll		14,775.01	159,406.92
General							
Journal	07/01/2021		Bank of the West	Monthly service charge		40.00	159,366.92
General				Monthly service charge			
Journal	07/01/2021		Bank of the West	refund	40.00		159,406.92
Bill Pmt							
-Check	07/07/2021	50606	ACWA JPIA	Inv 0670270		1,699.97	157,706.95
Bill Pmt							
-Check	07/07/2021	50607	Airgas NCN	Inv 9981080429		376.05	157,330.90
Bill Pmt			Brookman Protection				
-Check	07/07/2021	50608	Services, Inc.	Inv 21-059		7,800.00	149,530.90
Bill Pmt							
-Check	07/07/2021	50609	Contour Sierra Aebi, LLC	Inv 3945		437.42	149,093.48
Bill Pmt			Glenn Thornton Plumbing,				
-Check	07/07/2021	50610	Inc.	Inv 26667		192.00	148,901.48
Bill Pmt							
-Check	07/07/2021	50611	Jani-King	Inv 7210150		325.00	148,576.48
Bill Pmt			Loewen Pump				
-Check	07/07/2021	50612	Maintenance	Inv 3194		1,200.00	147,376.48
Bill Pmt			Miles Treaster &				
-Check	07/07/2021	50613	Associates	Inv 45018		5,219.02	142,157.46
Bill Pmt							
-Check	07/07/2021	50614	Streamline	Inv A14C0AB6-0008		200.00	141,957.46
Bill Pmt							
-Check	07/07/2021	50615	Yolo County Public Works	Stmnt 6-30-2021		209.60	141,747.86
Check	07/09/2021	EFT	ADP	Payroll Fees		97.22	141,650.64
Bill Pmt							
-Check	07/13/2021	5231242652	Comcast	Acct 8155600381146169		220.01	141,430.63
Bill Pmt							
-Check	07/13/2021	50616	Appeal - Democrat	Inv 00269359		312.76	141,117.87
Bill Pmt							
-Check	07/13/2021	50617	AT&T			355.34	140,762.53
Bill Pmt			Blankinship & Associates,				
-Check	07/13/2021	50618	Inc.	Inv 7578		1,300.00	139,462.53
Bill Pmt			Miles Treaster &				
-Check	07/13/2021	50619	Associates	Inv 45060		1,079.97	138,382.56
Bill Pmt							
-Check	07/13/2021	50620	Neat Freak Clean, LLC	iNV 2021-07-09		210.00	138,172.56
Bill Pmt			Security & Asset				
-Check	07/13/2021	50621	Management, LP	Shop Cameras		20,749.00	117,423.56
Bill Pmt							
-Check	07/13/2021	50622	The Sacramento Bee	Inv 40138		479.80	116,943.76
Bill Pmt							
-Check	07/13/2021	50623	US Bank Corp	Acct Ending 4049		1,667.51	115,276.25
Bill Pmt							
-Check	07/13/2021	50624	Valley Tire Center, Inc.			2,543.87	112,732.38
Bill Pmt							
-Check	07/13/2021	50625	Woodland Motors	Inv 6104118		536.49	112,195.89
Bill Pmt							
-Check	07/13/2021	80033089318	Waste Management of Sacramento			642.69	111,553.20
Bill Pmt							
-Check	07/13/2021	07132021	Sacramento County Utilities			227.40	111,325.80
Bill Pmt							
-Check	07/13/2021	EFT	Cal Pers	457 Gutierrez		914.09	110,411.71
Bill Pmt							
-Check	07/14/2021	13048426024	The Home Depot			502.72	109,908.99
Bill Pmt							
-Check	07/14/2021	50626	Cintas			216.91	109,692.08
Bill Pmt							
-Check	07/14/2021	50627	Downey Brand LLP	Legal		2,470.00	107,222.08
Bill Pmt			Terrapin Technology				
-Check	07/14/2021	50628	Group	Inv 21-0918		892.64	106,329.44

General Journal	07/15/2021			7/15/21 payroll activity		18,864.22	87,465.22
General Journal	07/15/2021			7/15/21 payroll activity		43,105.26	44,359.96
Transfer	07/15/2021			Funds Transfer	200,000.00		244,359.96
Payment Bill Pmt	07/15/2021			The Natomas Basin Conservancy	5,000.00		249,359.96
-Check	07/16/2021	225226227	Cal Pers	Unfunded Liability		101,866.00	147,493.96
Check	07/20/2021	EFT	Bank of the West			20.00	147,473.96
Payment	07/21/2021		Greenbriar		7,749.22		155,223.18
Payment	07/21/2021		RD 1000 Healthcare Trust		75,099.01		230,322.19
Transfer Bill Pmt	07/21/2021			Funds Transfer	100,000.00		330,322.19
-Check	07/23/2021	50629	95814 Digital	Inv 68881		736.80	329,585.39
Bill Pmt	07/23/2021	50630	Alhambra & Sierra Springs	Inv 6169212071621		74.17	329,511.22
-Check	07/23/2021	50631	Carson Landscape Industries	Inv 249592		765.00	328,746.22
Bill Pmt	07/23/2021	50632	Cintas			150.54	328,595.68
-Check	07/23/2021	50633	City of Sacramento - Revenue Division	YCTYMC00408		1,416.00	327,179.68
Bill Pmt	07/23/2021	50634	Contour Sierra Aebi, LLC	Inv3981		497.49	326,682.19
-Check	07/23/2021	50635	Department of Pesticide Regulations	QAC 144306		60.00	326,622.19
Bill Pmt	07/23/2021	50636	Interstate Oil Company	Inv 554222		4,440.32	322,181.87
-Check	07/23/2021	50637	LEHR	Inv 62803 & 62801		3,783.00	318,398.87
Bill Pmt	07/23/2021	50638	Occupational Health Centers of CA	Inv 71989426		94.50	318,304.37
-Check	07/23/2021	50639	Powerplan	Inv 1162113		4,084.19	314,220.18
Bill Pmt	07/23/2021	50640	Road Machinery	Inv 223602-1		388.05	313,832.13
-Check	07/23/2021	50641	Smile Business Products	Inv 968086		160.26	313,671.87
Bill Pmt	07/23/2021	50642	Supply Industrial Hardware LLC	Inv 542440/1		134.74	313,537.13
-Check	07/23/2021	50643	Valley Hydraulics & Machine, Inc.	Inv 121044		61.57	313,475.56
Bill Pmt	07/23/2021	1001904571	Cal Pers	August 2021 Health		19,056.00	294,419.56
-Check	07/23/2021	20408051647	PG&E	Acct 3702326178-9		32.35	294,387.21
Bill Pmt	07/26/2021	EFT	City of Sacramento			4.65	294,382.56
-Check	07/26/2021	EFT	Cal Pers	Pension		6,517.29	287,865.27
Check	07/26/2021	EFT	Cal Pers	Pension		4,530.08	283,335.19
Check	07/26/2021	EFT	Cal Pers	Pension		3,069.56	280,265.63
Check	07/26/2021	EFT	Cal Pers	Ret Pension		251.45	280,014.18
Bill Pmt	07/26/2021		Cal Pers	QuickBooks generated zero amount transaction for bill payment stub	0.00		280,014.18
-Check	07/27/2021	20845362008	City of Sacramento	Acct 5450844000		62.95	279,951.23
Bill Pmt	07/27/2021	1183701745	Verizon	Inv 9884020687		238.00	279,713.23
-Check	07/27/2021	20845345711	City of Sacramento	Acct 2007944000		148.91	279,564.32
Bill Pmt	07/27/2021	50644	Boutin Jones, Inc.	Inv 142082		2,470.00	277,094.32
-Check	07/27/2021	50645	Chavez Accountancy Corporation	Inv 4868		1,232.50	275,861.82
Bill Pmt	07/27/2021	50646	County of Sacramento - Dept of Finance	2020/2021 Accounting Services		324.58	275,537.24
-Check	07/27/2021	50647	County of Sacramento - Municipal Servces	Inv 64845		423.45	275,113.79

Bill Pmt							
-Check	07/27/2021	50648	MBK Engineers	Inv 21-06-4170	1,262.25	273,851.54	
Bill Pmt			Occupational Health				
-Check	07/27/2021	50649	Centers of CA	Inv 72073146	48.00	273,803.54	
Bill Pmt							
-Check	07/27/2021	50650	SMUD	Acct 7000000317	29,944.13	243,859.41	
Check	07/28/2021	EFT	Cal Pers		900.00	242,959.41	
Check	07/30/2021	EFT	ADP		81.47	242,877.94	
	387,888.23	366,223.64	242,877.94				
					<u>387,888.23</u>	<u>366,223.64</u>	<u>242,877.94</u>
					<u>387,888.23</u>	<u>366,223.64</u>	<u>242,877.94</u>

Total 1010.00 · Bank of the West Checking Acct

Activity Summary

Amounts received from the healthcare trust fund	75,099.01	
Transfers from money market account		300,000.00
Amounts received from Natomas Basin for security patrol	5,000.00	
Amounts received from Greenbriar for expense reimbursement		7,749.22
Refund of bank fee		40.00
Payroll disbursements		-110,312.15
Accounts payable disbursements		-255,911.49
		<u>21,664.59</u>
Net activity		<u>21,664.59</u>



RECLAMATION DISTRICT 1000

DATE: AUGUST 13, 2021

AGENDA ITEM NO. 5.4

TITLE: Budget to Actual Report

SUBJECT: Review and Accept Report for July 2021

EXECUTIVE SUMMARY:

This Staff Report provides a monthly budgetary snapshot of how well the District meets its set budget goals for the fiscal year. The monthly Budget to Actual Report contains a three-column presentation of actual expenditures, budgeted expenditures, and the Budget percentage. Each line item compares budgeted amounts against real-to-date expenses. Significant budgeted line item variances (if any) will be explained in the Executive Summary of this report.

Attachment 1 provides a year-to-date report for the month ending July 31, 2021. Our most significant expenditure is for the District's CalPERS Annual Unfunded Pension Liability; a budgeted item.

BACKGROUND:

The Board of Trustees adopts a budget annually in June. District staff prepares the budget, which presents the current year's budget versus expenditures and a proposed budget for the upcoming fiscal year.

Three Board committees review the draft budget before being presented to the Board for adoption in June. The Personnel Committee reviews the wage and benefits portion of the budget. The Operations Committee reviews the Capital expenditures Budget. After the two committees review and make recommendations to the budget, the final draft is prepared for the Finance Committee to consider. After review by the Finance Committee, the final Proposed Budget is presented to the entire Board for adoption at a regular Board meeting.

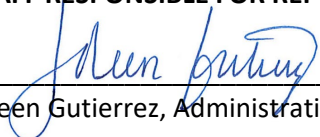
RECOMMENDATION:

Staff recommends the Board review and accept the Budget to Actual Report for July 2021.

ATTACHMENTS:

1. Budget to Actual Report July 2021

STAFF RESPONSIBLE FOR REPORT:



Joleen Gutierrez, Administrative Services Manager

Date: 08/02/2021



Kevin L. King, General Manager

Date: 08/02/2021

**Reclamation District No. 1000
Budget to Actual Comparison
July 1, 2021 to July 31, 2021 (One Month Ending of Fiscal 2022)**

	Year to Date July 1, 2021 to July 31, 2021	Budget	Percent of Budget
Operation & Maintenance Income			
Property Assessments	-	2,250,000	0.00%
Rents	5,597	24,000	23.32%
Interest Income	1	55,000	0.00%
SAFCA - O/M Assessment		1,400,000	0.00%
Misc Income	207,101	-	Not Budgeted
FMAP Grant	-	792,000	0.00%
Annuitant Trust Reimbursement	-	70,000	0.00%
Security Patrol Reimbursement	-	45,000	0.00%
Total	212,699	4,636,000	4.59%
Restricted Fund			
Metro Airpark Groundwater Pumping	-	25,000	0.00%
Total Combined Income	212,699	4,661,000	4.56%
Administration, Operations and Maintenance - Expenses			
Administration			
Government Fees/Permits	-	12,500	0.00%
Legal	-	65,000	0.00%
Liability/Auto Insurance	36,393	160,000	22.75%
Office Supplies	35	4,500	0.78%
Computer Costs	2,124	34,900	6.09%
Accounting/Audit	-	56,800	0.00%
Admin. Services	5,276	22,000	23.98%
Utilities (Phone/Water/Sewer)	1,030	16,400	6.28%
Mit. Land Expenses	-	5,300	0.00%
Administrative Consultants	-	114,500	0.00%
Assessment/Property Taxes (SAFCA - CAD)	-	8,500	0.00%
Admin - Misc./Other Expenses	348	2,800	12.43%
Memberships	10,697	39,700	26.94%
Office Maintenance & Repair	1,625	31,500	5.16%
Payroll Service	179	4,500	3.98%
Public Relations	38	49,000	0.08%
Small Office & Computer Equipment	-	10,000	0.00%
Election	-	10,000	0.00%
Conference/Travel/Professional Development	-	20,500	0.00%
Sub Total	57,745	668,400	8.64%
Personnel/Labor			
Wages	110,018	1,139,323	9.66%
Group Insurance	21,256	105,084	20.23%
Worker's Compensation Insurance	21,632	31,000	69.78%
OPEB - ARC	-	83,751	0.00%
Dental/Vision/Life	5,100	23,000	22.17%
Payroll Taxes	8,372	86,589	9.67%
Pension	102,817	262,604	39.15%
Continuing Education	60	5,000	1.20%
Trustee Fees	2,025	35,000	5.79%
Annuitant Health Care	13,825	85,000	16.26%
Sub Total	285,105	1,856,351	15.36%

Operations

Power	51	500,000	0.01%
Supplies/Materials	535	25,000	2.14%
Herbicide	-	240,000	0.00%
Fuel	5,275	40,000	13.19%
Field Services	1,688	91,000	1.85%
Field Operations Consultants	-	20,000	0.00%
Equipment Rental	-	5,000	0.00%
Refuse Collection	643	45,000	1.43%
Equipment Repair/Service	4,084	15,000	27.23%
Equipment Parts/Supplies	2,488	60,000	4.15%
Facility Repairs	135	527,000	0.03%
Shop Equipment (not vehicles)	-	5,000	0.00%
Field Equipment	1,292	20,000	6.46%
Misc/Other 2	137	500	27.40%
Utilities - Field	1,408	11,000	12.80%
Government Fees/Permits - Field	-	10,000	0.00%
FEMA Permits	-	1,500	0.00%

Sub Total	17,736	1,616,000	1.10%
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Equipment

Equipment	20,749	430,000	4.83%
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Sub Total	20,749	430,000	
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Consulting/Contracts/Memberships

Engineering/Technical Consultants	-	182,500	0.00%
Security Patrol	-	80,000	0.00%
Temporary Admin	-	15,000	0.00%

Sub Total	-	277,500	0.00%
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FMAP Expenditures

LOI/SWIF (Consultants)	-	20,000	0.00%
Equipment	-	601,000	0.00%
Operations & Maintenance (Field)	-	162,850	0.00%
Administrative	-	8,150	0.00%

Sub Total	-	792,000	0.00%
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Total A, O & M Expenses

381,335	5,640,251	6.76%
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Capital Expenses

Capital Office Upgrades	-	30,000	0.00%
Capital RE Acquisition	-	50,000	0.00%
Capital Office Facility Repair	-	30,000	0.00%
Capital Facilities	-	1,250,000	0.00%

Sub Total	-	1,360,000	0.00%
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Total All Expenditures

381,335	7,000,251	5.45%
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RECLAMATION DISTRICT 1000

DATE: AUGUST 13, 2021

AGENDA ITEM NO. 5.5

TITLE: Professional Services Agreement

SUBJECT: Review and Consider Authorizing the General Manager to Execute a Professional Services Agreement with Allen Strategic for Strategic Communication Services.

EXECUTIVE SUMMARY:

Reclamation District No. 1000 (RD 1000; District) solicited requests for qualifications for the Strategic Communication Services on May 15, 2021. The District received Statements of Qualifications from four (4) firms including Allen Strategic on July 30, 2021 in accordance with the Request for Qualifications. The District's Urbanization Committee interviewed the respondents on August 10, 2021. Allen Strategic was recommended by the Urbanization Committee for award of a Professional Services Agreement for the project.

Allen Strategic's proposal for the Strategic Communication Services is provided in Attachment No. 1.

RECOMMENDATION:

Staff recommends the Board review and consider authorizing the General Manager to execute a Professional Services Agreement with Allen Strategic for Strategic Communication Services.

FINANCIAL IMPACT:

\$25,000 in FY 2021/2022 Expenditures as Budgeted

ATTACHMENTS:

1. Allen Strategic Proposal – Strategic Communication Services

STAFF RESPONSIBLE FOR REPORT:



Kevin L. King, General Manager

Date: 08/05/2021



Reclamation District No. 1000 (RD 1000)

TO PROVIDE STRATEGIC COMMUNICATION SERVICES

Submitted by Stevan Allen
on July 30, 2021

Section E – SUBMITTAL FORMS ACKNOWLEDGEMENT

The undersigned declares that she or he:

- Has carefully examined the Request for Qualifications – Indirect Cost Allocation Plan; and
- Is thoroughly familiar with its content; and
- Is authorized to represent the proposing Consultant; and
- Agrees to perform the work as set forth in this qualification proposal.

Consultant Name and Address:		
Allenstrategic		
1415 L street, Suite 460, Sacramento, CA 95814		
Contact Name: Stevan Allen		
Email: stevan@allenstrategic.com	Fax:	Phone: 916.718.2999

Signature of Authorized Representative: 	Date: 07/29/2021
---	---------------------

Insurance Certificate

 A+ Insurance Company's A.M. Best Rating

Certificate of insurance attached

Certificate of Insurance

Account Summary

[View Another Account](#)

July 07, 2021 |

Business Owners Nickname

Policy Number	65SBATI7999	Insured By	The Hartford Insurance Hartford Casualty Insurance Company
Policy Term	05/07/2021 – 05/07/2022	Manage My Policy	1-888-242-1430 Mon-Fri, 7:00 a.m. - 7:00 p.m. CT Sat-Sun, Closed
Named Insured	STEVEN ALLEN	File a Claim	1-877-383-7020 24 hours a day 7 days a week

PROPERTY DETAILS	COVERAGE	DEDUCTIBLES
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Coverage Type	Coverage Limit ¹
Personal Property	\$13,700
Liability - General Aggregate	\$2,000,000
Liability - Products & Completed Operations	\$2,000,000
Liability - Personal & Advertising Injury	\$1,000,000
Liability - Each Occurrence	\$1,000,000
Liability - Damage to Rented Premises (Each Occ)	\$1,000,000
Liability - Medical Payments (Any One Person)	\$10,000

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¹

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Statement of Past Contract Disqualifications

The Consultant shall state whether it or any of its officers or employees who have a proprietary interest in it, has ever been disqualified, removed, or otherwise prevented from bidding on, or completing a federal, state, or local government project because of the violation of law, a safety regulation, or for any other reason, including but not limited to financial difficulties, project delays, or disputes regarding work or product quality, and if so to explain the circumstances.

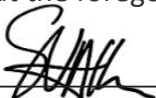
Do you have any disqualification as described in the above paragraph to declare?

Yes

No

If yes, explain the circumstances.

Executed on July 29, 2021 under penalty of perjury of the laws of the State of California, that the foregoing is true and correct.



Signature of Authorized Consultant Representative

References

Number of years engaged in providing the services included within the scope of the specifications under the present business name:

Describe fully the last three (3) contracts performed by Consultant that demonstrate the ability to provide the services included with the scope of the RFQ. Attach additional pages if required. The District reserves the right to contact each of the references listed for additional information regarding your qualifications.

Reference No. 1

Customer Name	Pyrethroid Working Group
Contact Individual	Jill Holihan
Telephone & Email	215.299.6436 jill.holihan@nufarm.com
Street Address	1415 L Street, Suite 460
City, State, Zip Code	Sacramento, CA 95814
Date of Services	January 2008 - Current
Contract Amount	\$600,000
<p>Description of Services</p> <p>The Pyrethroid Working Group engaged Allenstrategic to create a substantial and extensive stewardship campaign dedicated to educating consumers and professionals about the proper application, storage and disposal of pesticides. We developed three distinct programs to educate separate user groups: Apply Responsibly to educate urban dwellers (applyresponsibly.org), PWG2PMP to reach Pest Management Professionals (pwg2pmp.com, and the pyrethroid resource center for information seekers (pyrethroids.com). We targeted each with relevant messaging and bilingual outreach materials.</p>	
<p>Project Outcome</p> <p>These programs have been regarded as the “gold standard” by the Environmental Protection Agency (EPA) and California Department of Pesticide Regulation (CDPR). At the recommendation of the EPA and CDPR, the California program was expanded nationwide and we continue to manage this project. The PWG2PMP program continues to grow and has saturated the niche pest control professional market. This program began in 2009 and continues today.</p>	

Reference No. 2

Customer Name	California Strawberry Commission
Contact Individual	Rick Tomlinson
Telephone & Email	916.612.2922 rick@calstrawberry.org
Street Address	1415 L Street, Suite 720
City, State, Zip Code	Sacramento, CA 95814
Date of Services	2011 - 2020
Contract Amount	\$250,000 per year, across several years
<p>Description of Services</p> <p>The California Strawberry commission tasked Allenstrategic to create and implement a strategic communications plan to enhance and change the reputation of California strawberry farming. Our research found that 65% of the state’s strawberry farmers are Latino and 25% started as field workers. This helped us establish a strong public affairs brand as “The American Dream Crop.” We also helped to establish public communication on the drought programs the Commission created to position strawberries as a drought tolerant plant.</p>	
<p>Project Outcome</p> <p>We were able to establish an authentic strawberry brand identity in the public affairs arena. To do this, we shifted focus from the “berry” to the farmers who grow them. We built and reinforced critical regulatory and legislative relationships, and there was a noticeable shift from a “corporate” industry feel, to “a sustainable crop, and opportunity for immigrants and family farms.” We were able to drum up favorable media coverage in Spanish language media; partnering with Univision in the process. With the help of Page Design Group, we overhauled the look and feel of the Commission and re-branded the organization.</p>	

Reference No. 3

Customer Name	Sacramento Regional County Sanitation District
Contact Individual	Sharon Sargeant
Telephone & Email	916.876.6016 sargeants@sacsewer.com
Street Address	10060 Goethe Road
City, State, Zip Code	Sacramento, CA 95827
Date of Services	2017 - Current
Contract Amount	\$100,000 per year
Description of Services Page Design Group has been a provider for on-call graphic services for the Sacramento Regional County Sanitation District for nearly 5 years. Our work includes design and production for publications, promotional pieces and interactive designs.	
Project Outcome We have successfully completed infographic designs, a kids activity book, a collection of newsletter designs, posters, and three annual reports. We have also redesigned their internal intranet to make it more usable for all employees. All projects were completed on time and on budget.	

Qualifications

A. Scope of Services

To achieve Reclamation District 1000's mission of providing flood protection for the Natomas Basin, the Capital Improvement Plan has identified and prioritized capital assets and projects that are necessary to meet its mission.

Given this, we believe there to be two specific goals that would need to be supported by our agency's services:

1. Education campaign to establish need. A community outreach and communications program to educate your customers about the dangers of flooding and the critical nature of improving the district's levee system, pump stations and other infrastructure.

2. Political campaign to promote support. With an educated community, the district will have an easier time convincing voters to support the proposed upgrades to the district's pumping plants.

With this understanding, our agency has a well-established track record in managing and building successful public education programs, communications campaigns, crisis and issues management programs, and other projects conducted on behalf of state associations and local governments. Our menu of services support this effort.

With more than 50 years of combined experience, we have worked with the California Strawberry Commission, Apply Responsibly, Agua es el Asunto de Todos, the California Water Alliance, Department of Natural Resources and a host of other associations, local governments, and agencies to help promote, educate and inform both the general public and voters. We have worked with Page Design Group on many of these efforts and have selected them to partner with us on this project.

In our work, we've created plans for polling and focus groups, and analyzed the data collected to create impactful online, print and video materials. We also have held local educational community events for the general public and elected officials.

In addition, we have extensive experience in media relations, coalition building, community relations, litigation support, and experience in working with various ethnic communities.

B. Minimum Qualifications

1. Professional Qualifications

Allenstrategic

Allenstrategic is a full-service public affairs and PR agency based in Sacramento specializing in communications that informs and influences public policy makers, educates the public and protects the reputations of their clients. We have a long and proven record in high-profile advocacy campaigns, media relations, public affairs, crisis and issues management, public education campaigns and other projects conducted on behalf of Fortune 500 companies and industry trade organizations. A former journalist, press secretary and global PR executive, Stevan Allen started Allenstrategic in 2003 with a simple goal: To create a boutique public affairs agency with a small team comprised exclusively of veteran experts who perform all client work – and more affordably than with larger agencies. We have worked for governors, legislators, global PR firms, advertising firms, television stations, Spanish language networks, small businesses, tech companies, major international corporations and national/international trade associations.

The agency possesses a comprehensive skillset with the proven ability to manage everything from national stewardship campaigns and crises, to advocacy campaigns. Our expertise extends to a broad range of issue areas, including water and air quality, recycling, environmental stewardship, healthcare, agriculture, labor, consumer products, technology and energy.

Allenstrategic is built on quality, integrity and responsiveness to client needs and budgets. We are the recipients of numerous national awards, including Allenstrategic's founder, a two-time winner of the prestigious Silver Anvil, the highest award in the PR industry.

Allenstrategic builds its programs around an approach we refer to as 360 Degrees of Influence. This incorporates traditional PR methodologies with community outreach, smart use of social media, creative design, multimedia content, political connections and a proprietary digital news platform.

Our partner on this project, Page Design Group, has been an integral part of our communications strategy when working with public agencies. We know all communications must appeal and communicate to wide audiences, and the team at Page Design Group are masters at branding and inclusive design that speaks to all audiences, no matter the culture, language, age, ability, or gender.

Page Design Group

The team at Page Design Group would be excited to add another public water organization to our roster of happy clients. Our team has been working on water-related design and communication projects since the nineties, including earlier work with The Department of Water Resources.

It's no surprise we've earned a great reputation for our commitment to providing amazing service. Our client list has grown extensively, including many public sector clients in Northern California. At any one time, we have at least 75 projects making their way through our studio and have

successfully completed over 15,000 projects during our 41-year history. During this time, the processes have changed dramatically, but our dedication to the basic principles of clear graphic design and communication remain the same.

We are currently under contract with the following public agencies: the Sacramento Regional County Sanitation District, the Sacramento Area Sewer District, Cordova Recreation and Parks District, the Sacramento County Employees' Retirement System (SCERS), the UC Davis Graduate School of Management, UC Davis Health, The City of Fairfield Transit, Solano County Transit, and the Sacramento Municipal Utility District (SMUD).

Some of our other non-profit organizations and commissions include: the California Rice Commission, the Farmer Veteran Coalition, the Delta Conveyance project with the Department of Water Resources, American Grown Flowers, RedRover, the California Partnership to End Domestic Violence, and Visit California.

We have an extensive amount of experience consistently providing creative solutions for their campaigns, whether they be for print or online use. Through our use of efficient online file delivery systems, administration, project management, and time-tracking tools, we keep projects very well organized and moving smoothly through to successful completion. This process, complemented by clear communication all along the way, has served many public sector clients well.

What we have Learned

Many of the projects we complete for public sector clients need to be translated and refined for Spanish, Tagalog, Hindi, Korean, Chinese, Vietnamese, and Russian readers.

Our experience comes into play during these assignments because we know how to work with these requirements. We know the design challenges that can pop up.

At the start of a project, our project managers know the right way to begin each project so they run efficiently right from the start. We work with our clients to first reverse-engineer the project, address important decision points so everyone agrees on the end goal, then formulate a strategy to get there as efficiently as possible. Our implementation of the latest project management tools empower our clients to easily provide content and input.

We also consider the audience when designing websites. We start designing web experiences to optimize the audience's holistic experience. Some websites need to be optimized for a phone, sometimes for a desktop, and some of our website content also requires an extra step of remediation so it can be read by screen readers for the visually impaired.

When working with a public agency, our goal is to make sometimes complex information as intuitive and clear as possible to ALL readers. Our masterful use of color, composition and typography make the communications clear and understandable. We employ multiple visual systems to convey proper hierarchy of information and let the viewer understand subconsciously HOW to get the information they need quickly. We like to consider the importance of ALL visual elements and make sure clarity comes first. Almost every example of the work shown in this submission was successfully completed for a public agency or commission.

2. List of Experience

Allenstrategic Team Resumés

The Allenstrategic team is comprised of 4 leads, listed in order by level: Stevan Allen, Hector Barajas, Ashley Clark and Janae Grant. The firm's expertise is grounded in direct experience in journalism, government, reputation management and public relations.

Allenstrategic leads include:

Stevan Allen, President + Project Lead – Stevan Allen founded Allenstrategic in 2003 after serving as Senior Vice President and Deputy General Manager in the Sacramento office of Edelman, the world's largest independent public relations agency. From crisis management and media relations to strategic planning and public affairs outreach, Stevan brings a wide spectrum of communications expertise to clients. Stevan has successfully built and managed nationwide media campaigns that have earned clients coverage in such major media outlets as the New York Times, The Wall Street Journal, Los Angeles Times, USA Today, Associated Press, Good Morning America and the Sacramento Bee. Stevan is a two-time winner of the prestigious Silver Anvil, and possesses over 30 years of experience working in public relations, journalism and California government, including two years as press secretary to Lieutenant Governor Gray Davis. As press secretary and speech writer to Gray Davis, Stevan handled all aspects of media relations with the capitol, state and national press corps. Prior to working for Davis, Stevan spent four years as a senior consultant and press secretary in the California State Legislature. In more than seven years as a professional journalist, he worked on staff at The Washington Post and the Tampa Bay Times. Stevan is a graduate of the University of California at Davis with Bachelor of Arts degrees in German and International Relations.

Hector Barajas, Chief Strategist and Senior Advisor – With over two decades of political, legislative, and media experience, Hector M. Barajas has a proven track record of assisting clients with attaining their public policy goals by effectively communicating through the press, social media, and directly to decision-makers.

Through hard work, expertise, and deep connections with the media and public officials, Hector has repeatedly delivered tangible results and positive outcomes for a wide range of clients. They include Fortune 100 companies, trade associations, local governments, political candidates, members of Congress, state lawmakers, and non-profit organizations.

Hector specializes in creating powerful messages delivered through compelling social, traditional, and multimedia platforms on various issues such as agriculture, health care, criminal justice, consumer products, and energy.

He has received national recognition for his work on political campaigns, ethnic media outreach, and public affairs from Capitol Hill to Sacramento. The Hearst Corporation has recognized Hector as one of the 20 Latino Political Stars nationwide, and Campaigns and Elections magazine named him one of the Top 50 Influencers in the United States.

Hector serves as a respected on-air analyst for Univision and Telemundo, while providing regular commentary to Sacramento's News10, Bloomberg News, New York Times, and a host of other publications and media outlets.

Born in East Los Angeles and raised in the Echo Park neighborhood, Hector was the first in his family to attend college and earn a bachelor's degree. He received his degree in Political Science from California State University, Los Angeles. Hector resides in Sacramento with his two daughters.

Ashley Clark, Project Manager and Liaison – Ashley Clark manages various strategic communication campaigns across the Allenstrategic client base, including projects for the California Strawberry Commission, Apply Responsibly and the Personal Care Products Council. She also manages relationships with media, associations, publishers, business partners, and vendors.

An active member of the community, Ashley served as Vice President of the Greater Sacramento Urban League Young Professionals, and is an advisor for non-profit Black Ownership Matters. Prior to joining Allenstrategic, Ashley was the Social Media Manager and Associate Marketing Programs Manager for CMSWire, where she was responsible for crafting and implementing the social media strategy for the magazine, and managed lead-generation programs for clients such as HP, Google, and Jive Software.

Ashley resides in Sacramento and is a graduate of the University of California, Berkeley with a BA in Political Science and minor in Spanish.

Janae Grant, Community Engagement – Janae Grant has experience providing outreach, communications and consulting services to local campaigns, elected officials and associations. Janae is known for her advocacy work with at-risk youth, and for her work within the California Department of Corrections and Rehabilitation (CDCR) on adult re-entry programs that focus on education, transitional housing and substance use disorders.

Prior to her work at CDCR she served as a case manager for the Greater Sacramento Boy and Girls Club, where she developed individual case plans for juvenile offenders on probation. She holds a bachelor's degree in sociology from the University of California, Davis and a master's degree in criminal justice from the University of Phoenix. Grant lives with her husband and daughter in Natomas, California.

PAGE DESIGN Team Resumés

The Page Design team is comprised of 4 leads, listed in order by level: Eric Grotenhuis, Michael Hendry, Sherril Cortez, and Jonathan Stellmach. Our staff of eight designers supports the work of our leads every day on strategic graphic design projects like branding and logo design, packaging design, large publication layouts, flyers, reports, brochures, door hangers, advertising campaigns, maps, charts and diagrams, and large-scale event materials. Our digital team has successfully produced great websites, digital marketing and outreach campaigns, as well as compelling social media content.

The project leads include:

Eric Grotenhuis, Account Representative and Creative Director – Eric is a 1992 graduate from the Milwaukee Institute of Art & Design. He joined Page Design in 2003 and in 2006 he became a partner. He has worked for over 30 years in the field of communication design, creating packaging and promotional campaigns for large companies like Target, General Mills, Pillsbury and Havoline. Eric Grotenhuis will supervise the team and act as account representative as well as creative director. He will be a main point of contact, attend all kick-off meetings and supervise the development progress throughout the course of each project. Mr. Grotenhuis will also lead the team in charge of all estimating, managing, tracking, invoicing and accounting for all project materials and expenses.

Michael Hendry, Web Design Manager – Michael has over 20 years of experience designing and building websites. Mr. Hendry manages all digital marketing campaigns and website projects. Mr. Hendry has launched a number of new sites for Page Design clients, including SolTrans, Performance Technology Partners, as well as made improvements to websites for the California Rice Commission, and American Grown Flowers websites. Michael Hendry will supervise the digital team and act as creative director for most digital projects. For these, he will be the main point of contact, attend all kick-off meetings and supervise the development progress throughout the course of each digital project.

Sherril Cortez, Graphic Designer, Art Director and Print Production Manager – Sherril is a graduate of Graphic Design from San Jose State University. She has been with Page Design since 1984. Her superb craftsmanship has earned Ms. Cortez the title of Production Manager. She provides final print production for our large print-based projects. With all of her experience in print and her keen eye for detail and color, Sherril understands the critical nature of her responsibilities. Sherril Cortez will also be one of the main project managers for each project. She will typically work with another design team member to prepare all design concepts, schedule meetings, update the client, and move each project towards its final approval stage. After a design is approved and moves along to the production phase, Sherril will manage the final production of the final print-ready art for the printer.

Jonathan Stellmach, Visual Designer, Art Director and Videographer – Jonathan studied design at California State University at Chico and graduated in 2014 with a degree in communication design. Jonathan works on various print projects for Optima Healthcare, Sacramento Employee Retirement System, Visit California and Quest Technology Management. His skills are called upon for many different visual design, video and animation projects. Jonathan Stellmach will attend all photo/video sessions, as well as supervise the final edit and art direction for each video/animation project.

3. Strategic Communication Services

We've provided a list of 30 clients, past and present, but have assisted over 130 clients over the years with their strategic communication needs.

American Chemistry Council

Strategic Communications Services,
Crisis Management
1121 L Street, Suite 609
Sacramento, CA 95814
916.448.2581
Tim_Shestek@americanchemistry.com
Tim Shestek

Aqua es el Asunto de Todos

Strategic Communications and
Translation Services
3130 N Fresno St
Fresno, CA 93703
daphne.weisbart@gmail.com
michael.fenenbock@gmail.com
Michael Fenenbock

California Advanced Biofuel Alliance

Strategic Communications Services
1415 L Street, Suite 400
Sacramento, CA 95814
916.743.8935
Rbaskins@kscsacramento.com
Rebecca Baskins

California Citrus Mutual

Strategic Communications Services
512 N Kaweah Avenue
Exeter, CA 93221
559.592.3790
Alyssa@cacitrusmutual.com
Alyssa Houtby

California Cut Flower Commission

Strategic Communications and Design Services
1415 L Street
Sacramento, CA 95814
kcronquist@ccfc.org
Kasey Cronquist

California Natural Resources Agency

Strategic Communications and
Translation Services
1416 9th St
Sacramento, CA 95814
916.653.5656
Karla Nemeth

California Rice Commission

Communications and Design Services
1231 I Street
Sacramento, CA 95814
916.387.2264
tjohnson@calrice.org
Tim Johnson

California Strawberry Commission

Strategic Communications Services,
Crisis Management
PO Box 269
Watsonville, CA 95077
916.612.2922
rick@calstrawberry.org
Rick Tomlinson

California Water Alliance

Strategic Communications Services,
Crisis Management
PO Box 1267
Hanford, CA 93232
559.816.8691
aubrey@californiawateralliance.org
Aubrey Bettencourt

Churchwell White, LLC

Strategic Communications Services
1201 K Street, Suite 710
Sacramento, CA 95814
916.468.0621
steve@churchwellwhite.com
Steve Churchwell

City of Davis

Strategic Communications Services
Davis, CA 95616
530.747.5803
dparro@cityofdavis.org
Diane Parro

Douglas Products

Strategic Communications Services
8897 E. Tanque Road #309.368
Tucson, AZ 85749
520.237.2472
janet.rowley@douglasproducts.com
Janet Rowley

International Franchise Association

Strategic Communications Services
1900 K Street, NW Suite 700
Washington, DC 20005
202.662.0768
randy@churchwellwhite.com
Randy Pollack

Personal Care Products Council

Strategic Communications Services,
Crisis Management
1620 L Street, NW 12th Floor
Washington, DC 20036
202.466.0489
powersl@personalcarecouncil.org
Lisa Powers

Pest Control Operators of California

Strategic Communications Services,
Crisis Management
3031 Beacon Boulevard
West Sacramento, CA 95691
916.372.4363
chris@pcoc.org
Chris Reardon

Petaluma Farms

Strategic Communications Services,
Crisis Management
700 Cavanaugh Lane
Petaluma, CA 949952
707.763.0921
staff@petalumafarms.com
Steve Mahrt

Pure Energy Group

Strategic Communications Services
1089 Old Rail Lane
Park City, UT 84098
435.658.1668
bjulian@pureenergygroupllc.com
Brandon Julian

Pyrethroids Working Group

Strategic Communications Services,
Crisis Management
c/o Syngenta
410 Swing Road
Greensboro, NC 27419
336.632.2446
jill.holihan@nufarm.com
Jill Holihan

Sacramento Municipal Utility District

Design Services
6301 S St, Sacramento
Sacramento, CA 95817
916.732.6472
Karen.McCord@smud.org
Karen McCord

**Sacramento Regional County
Sanitation District**

Communications and Design Services
10060 Goethe Road,
Sacramento, CA 95827
916.876.6016
sargeants@sacsewer.com
Sharon Sargeant

SolTrans – Solano County Transit

Communications and Design Services
1 Harbor Center # 130
Suisun City, CA 94585
707.736.6994
beth@soltransride.com
Beth Kranda

The California Fresh Fruit Association

Strategic Communications Services
7647 N. Fresno Street, Suite 103
Fresno, CA 93720
831.422.8844
chris@growershipper.com
Christopher Valadez

Tomra Sorting, Inc.

Strategic Communications Services
875 Embarcadero Dr.
West Sacramento, CA 95605
916.388.3922
Kathleen.Chance@tomra.com
Kathleen Chance

Visit California

Design Services
555 Capitol Mall, Suite 1100
916.955.1613
sgilbert@visitcalifornia.com
Sarah Gilbert

Wedgewood

Crisis Management, Social Media
2015 Manhattan Beach Boulevard, Suite 100
Redondo Beach, CA 90278
lmoody@wedgewood.inc.com
Leslie Moody

Weidner

Strategic Communications Services
9757 NE Juanita Drive . Suite 300
Kirkland, WA 98034
425.250.2968
gregc@weidner.com
Greg Cerbana

Western Fairs Association

Strategic Communications Services, Crisis
Management
1776 Tribute Road, Suite 210
Sacramento, CA 95815.4495
stephenc@fairsnet.org
Stephen Chambers

Western Plant Health Association

Strategic Communications Services
4460 Duckhorn Dr., Ste. A
Sacramento, CA 95834
916.574.9744
reeneep@healthyplants.org
Renee Pinel

Western Propane Gas Association

Strategic Communications Services
2012 H Street, Suite 203
Sacramento, CA 95811
916.447.9742
joy@westernpga.org
Joy Alafia

Western States Petroleum Association

Strategic Communications Services,
Crisis Management
1415 L Street, Suite 600
Sacramento, CA 95814
troberts@wspa.org
Tiffany Roberts

4. Availability as of Aug 16, 2021

Our team will be ready to commence work immediately upon signing of the contract.

5. Work Plan Outline

a) Develop + Implement Plan

We applaud RD 1000 for having the foresight to integrate strategic communications planning into the process from the very beginning.

Too often we find ourselves thrust in the middle of high-profile issues that require us to both develop and execute a plan simultaneously.

To have time on our side is a decided advantage. We will be able to build a strategic plan the right way and without cutting important corners, especially with regard to research, message testing and audience analysis.

That said, it would be the height of arrogance for us to suggest we know enough at this point in time to develop a thorough and effective plan for RD 1000. What we are confident in, is our vast experience in strategic communications planning. Our approach is anchored in a methodology that is comprehensive, thoughtful and proven. It works for many types of communication, including this one, which we view as likely an issue-driven campaign.

What follows in this section are the specific steps and activities we will take if hired to deliver a meaningful and effective plan for RD 1000.

PHASE 1—BUILDING A SOLID FOUNDATION

Kickoff Meeting

Meet with client to establish priorities, timelines and deliverables. Learn more about the political, local and community dynamics that must be addressed and navigated. During this meeting we will also discuss protocols, project and client roles, approval processes, etc.

Most importantly, we will have a discussion to define what success will look like and which metrics we will use to assess that success.

Furthermore, the agency will set expectations for RD 1000 and its role in the program. It has been our experience that a plan works most effectively when we have the client's full participation. Responsiveness, approval times and sticking with the plan are critical if a client is to expect a program that will be effective and easily implemented.

Information Gathering

- SWOT Session (Strengths, Weaknesses, Opportunities, Threats)
- SWOT Analysis + Assessment
- Media Audit (Relevant coverage of the districts)
- Inventory of RD 1000 Assets (existing materials, supporters, etc.)

Drafting Initial Plan

From our client meetings and information gathering, we will begin to shape the first draft of the plan, which will include:

- Objectives
 - Timeline Built Around Key Milestones
 - Strategies
 - Target Audiences
 - Initial Messaging Concepts
 - Targeted Communications
 - Community Outreach
 - Advisory Committee:
 - We will explore the viability of creating a citizens advisory committee composed of residents and influencers that may be able to help play a role in guiding and promoting our outreach, serving as spokespeople and advocates.
 - Employee Outreach + Education
- Aggressive Traditional PR / Media Program elements:
 - Op-Eds
 - News releases
 - Blog placements
 - Reporter briefings
 - Editorial board meetings
 - Public Radio Underwriting
 - Et al
 - Social Media Program + Advertising:
 - Geofencing
 - Nextdoor
 - Facebook
 - Twitter
 - Instagram
 - Google Display
 - Transit signage
 - Other / TBD
 - Budget

Messaging Session

While the initial plan will have some message concepts, the agency will conduct a half-day messaging session with RD 1000 executives, staff and others with various perspectives on the district, community and services. Stevan Allen will lead the session using a structured and systematic process he learned while at Edelman, the world's largest independent PR firm. The goal is to extract what the group believes are the core messages for the campaign.

The deliverable from the session will be a working message platform with proof points that will support and lend credibility to the messages.

Research

These messages, of course, need to be tested and shaped through research. We are strongly recommending these two specific tools:

- **Polling:** A survey of the community with a focus on voters, homeowners, business owners and others likely to be impacted by any fee or assessment. This will inform our messaging in a way that tells us what areas work to our advantage and which do not. A secondary benefit of polling is that we can potentially publicize the findings to demonstrate community concern about the threat of flooding and need to support any fee/assessment/tax necessary
- **Focus Groups:** We would hold two focus groups composed of district residents with various backgrounds. Behind hidden glass (or screens), we are able to watch the reaction to our messages in real time. Not only will they confirm or reject our messages, but focus groups also can be an excellent source of other messages, concerns and ideas we have not considered.

Revision of Messages + Approval of Final Plan

Using the insights and data from the research, we will revise the plan and message platform for final approval. That document will then provide us a roadmap with timeline and activities.

Employee + Stakeholder Briefings

Too often, internal audiences are ignored. This is a huge mistake. Employees, vendors and other stakeholders can serve as ambassadors outside of work. By bringing them into the process, they will be equipped to answer questions and provide feedback to the communications team that may serve as an early warning about a possible issue. Conversely, the feedback may provide information that reinforces different tactics and messages.

PHASE II – CONTENT DEVELOPMENT

Design + Materials

The research and final messaging will also be incorporated into how we develop all of our content, which will convey and reinforce all of our digital, written and visual content.

Materials Development

We have a long track record of designing creative, powerful and attention-grabbing ways to convey messages on behalf of our clients.

We are going to provide examples and explanations in section e. iii of the RFQ.

PHASE III – IMPLEMENTATION

Rollout + Action Plan

With a strong and well-conceived plan in place, the implementation of the plan is fairly straightforward. We typically develop a master grid with all the various tactical elements laid out in a spreadsheet that is mapped along the agreed upon timeline.

Additionally, constant interaction between the communications firm and RD 1000 will be essential as the plan is executed. We like to operate as a single team that is integrated with client staff.

Project Management

On its face, project management seems like a rather mundane aspect of executing a plan. However, it has been our experience that a project of this magnitude requires one person in charge of the entire program to ensure tasks are being performed, the client is in the loop and that the agency is following through on all program elements.

Protocols

Clear guidelines and protocols will be applied through implementation of the plan. This includes: honoring deadlines, respecting the need for quick client approvals and providing relevant information and feedback promptly. Again, mundane and basic, but extremely critical for program success.

Major Task / Action	Milestone + Deliverable	Jan	Feb	Mar	Apr	May	Jun
Phase 1							
Kick-Off Meeting	M: Hold meeting week of Jan 7. M: Consensus on approach: Jan 7	█					
SWOT Session	M: Hold Session by Jan. 25 D: SWOT Analysis Report Due: Feb 20	█					
Messaging Session	M: Identify initial messaging D: Working Message Platform	█					
Information Audit	M: Obtain info from City M: Review of City Docs		█				
Survey Development	M: Completion of survey questions and scope		█				
Research + Best Practices	M: List of ideas drawn from research		█				
Community + Stakeholder	M: Audit and review relationships		█				
Media Relations	D: Media Relations Policy		█				
Partnerships Review	M: Audit and review relationships		█				
Social Media Audit	D: Critique of social media program	█					
Branding (Optional)	M: Conduct critique of city logo, web site, materials by Feb. 1 D: Plan with recommendations: Feb 15 D: Style Guide (optional)		█				
Phase 2							
Plan Development Internal + External	M: 1st Draft by March 15 M: Revised Draft: April 1			█			
Phase 3							
Plan Finalization	M: Vetting process by April 15th D: Final Communications Plan (including a recommended communications policy document) to City Council by May 1			█			
City Council Approval	M: By June 1					█	
Staff Training (Optional)	Execute communications to staff as developed in Phase 1 (if City decides to)						█

b) Foster Collaborative Relationships

As directed by RD 1000, our team will serve as liaisons to the following groups to help inform, educate and foster a positive relationship with:

1. Local elected officials (Janae Grant and Hector Barajas)
2. Community organizations (Janae Grant and Hector Barajas)
3. HOAs (Ashley Clark)
4. Business/Chambers (Stevan Allen)
5. ENVIROS (Ashley Clark)
6. Agricultural owners/organizations (Stevan Allen)
7. Property owners (Hector Barajas and Stevan Allen)

c) Develop Specific Materials

The development of a strategic communications plan will include a number of ways to anticipate and answer questions and criticism from the public and media. This is best done in the context of crisis planning that assumes worst case scenarios. We believe that controversy can be mitigated with adequate preparation, including:

1. Holding Statements
2. Media Training
3. INTERNAL “RUDE” Q&A TO PREP FOR WORST CASE SCENARIOS

d) Development of Communications Tools

The development of a strategic communications plan will include a number of ways to anticipate and answer questions and criticism from the public and media.

In the context of crisis planning, which assumes worst case scenarios, we believe that controversy can be mitigated with adequate preparation, including:

- Holding Statements
- Press Releases
- Media Training
- Internal “Rude” FAQs
- Draft phone and email responses

It is also essential that we create a significant amount of content in various formats to increase visibility. We suggest approaches to reach both established and new audiences – ethnically, economically, etc. – based on our research.

In our work with lobbyists, chemical companies, and specialized industries, our job is to take the technical material and translate the process, outcomes and ideas into relatable words, visual graphics, and video recordings.

We create videos for our visual learners, draft op-eds and blogs that provide in-depth information and greater insight into issues, engage in podcasts, and hold community events for face-to-face interactions. Where appropriate, we establish onsite visits and demonstrations for our hands-on learners.

We don't just translate words. We translate the meaning and ideas of those words. The following information represents a number of tasks we recommend implementing for any strategic communications strategy that draws on proven PR methodologies and tactics.

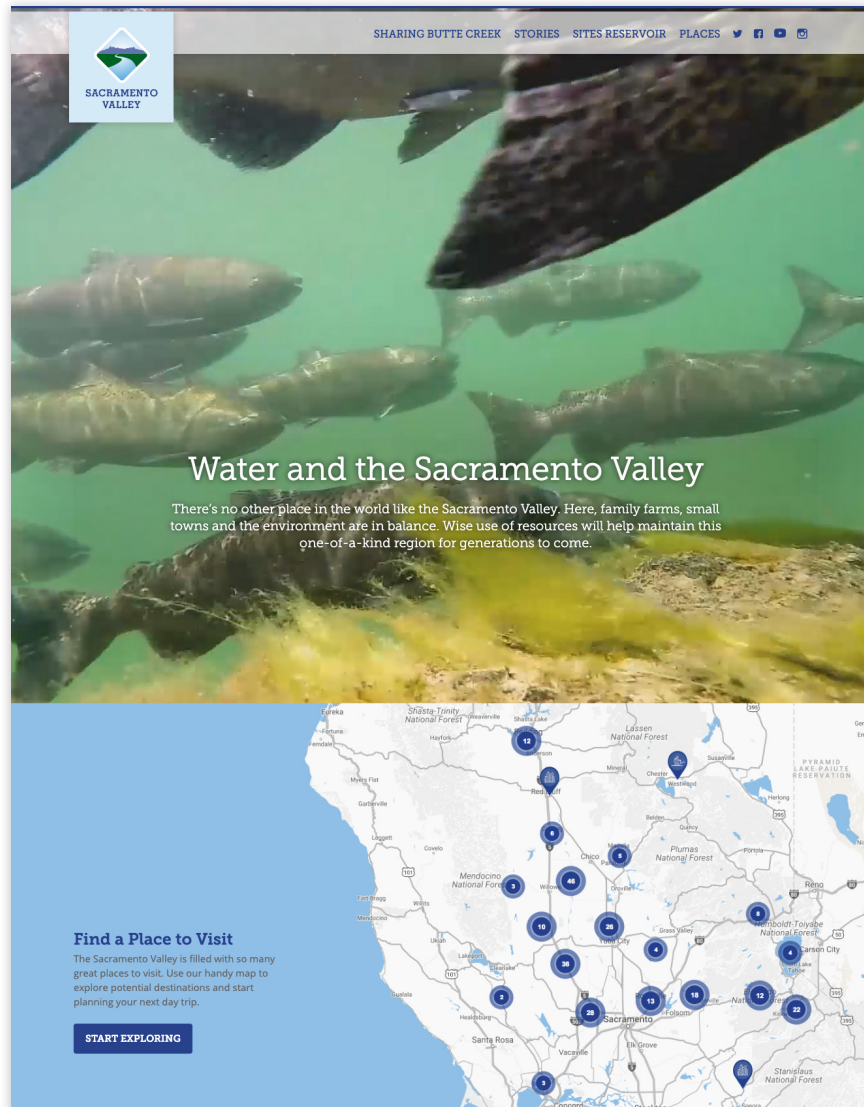
1. Identity + Logo + Website (sample 1)

We believe it is important to develop an identity around the campaign – complete with a **logo**, a compelling **tagline** and an online presence.

An identity and name for the project will not only help convey our messages but it gives the campaign structure, purpose and clarity. It also serves as a centralized tool for interacting with the community.

A new logo and tagline would be showcased in all materials, but will be especially important for a **website**, which will help establish legitimacy and a sense of momentum for the campaign. This will serve as a platform for us to underscore our messaging, and serve as an informational resource.

Depending on the demographics of the district, we may also want to mirror this site in Spanish and perhaps other languages if necessary.



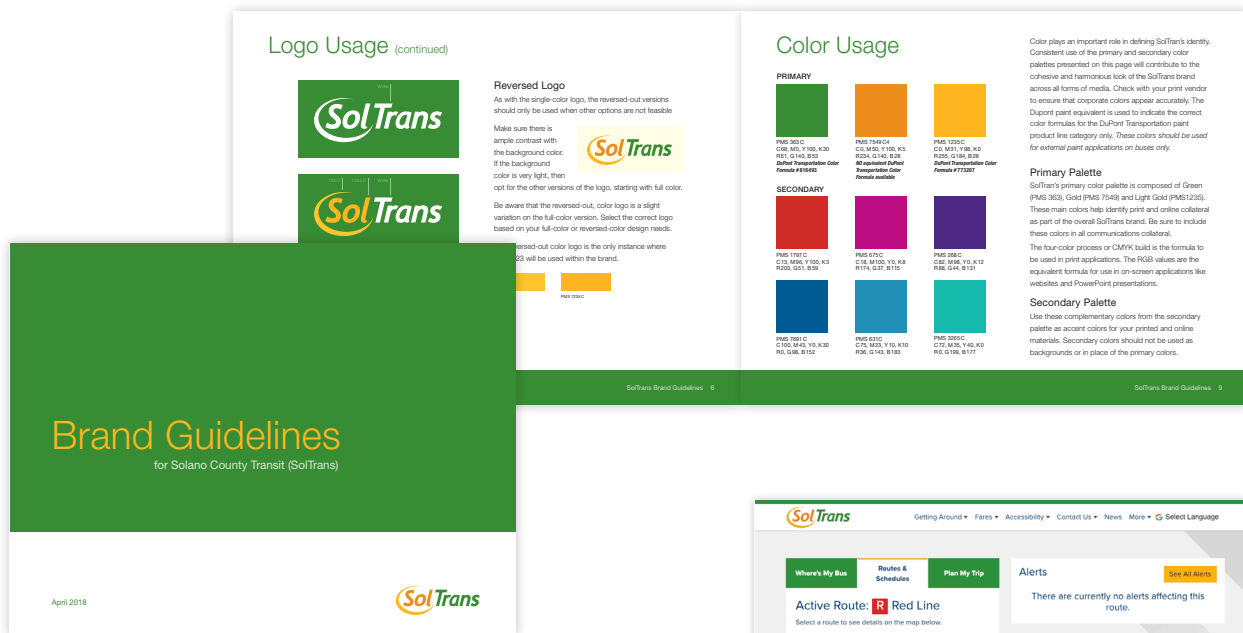
SACRAMENTO VALLEY

SacramentoValley.org –

Website Design. Page Design Group has worked with the team at the California Rice Commission for over 25 years, helping them to develop all of their branding and communication materials. Sacramento Valley was created as a way to communicate the importance of water to the valley by sharing stories of the people and places that make the area so great.

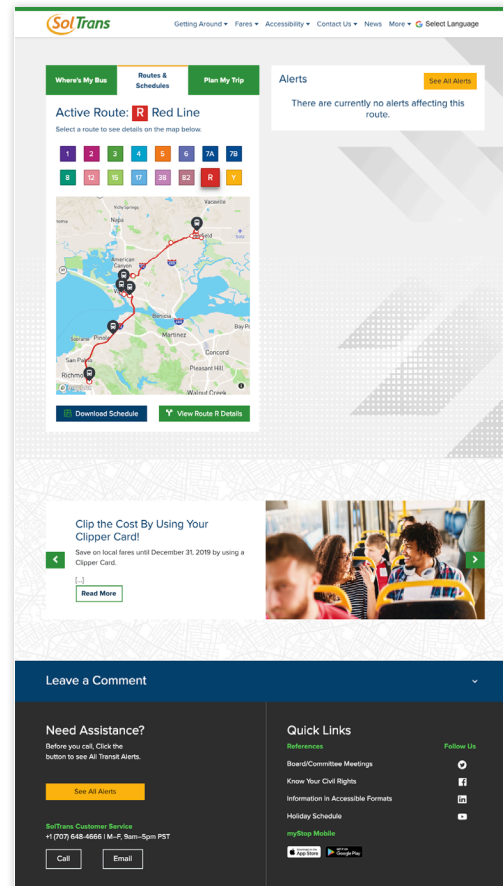
The Page Design team created the branding, logo and a robust website to amplify the stories of Sacramento Valley. To date, the site features nearly 700 stories, all of which can be found via an interactive map.

1. Identity + Logo + Website (sample 2)



SolTrans – Website Design. Since 2016 Page Design Group is the current sole contractor helping SolTrans develop their communication materials. In 2018 we developed the new logo for SolTrans, and then provided a comprehensive brand guideline reference publication for consistent use across their entire organization.

To correspond with the new brand standards, our web design team launched a new website optimized for the rider experience. The result was a new site that caters directly to the riders of SolTrans, while reinforcing their brand standards. The site features real-time information and mapping to keep riders informed of bus locations and when they will arrive at their stops.



2. Messaging + Talking Points

The cornerstone of any campaign is an agreed upon set of messages that will serve as the mantra for all outreach and communications. These messages will be formalized in several ways, including:

Messaging Document: A written report of the messaging sessions, research findings, and testing of them. The document will also present the entire message platform, which includes the proof points that support the messages.

Talking Points: The messages will also form the core of all talking points and speeches, which the agency will develop for all RD 1000 staff interacting with the community and media. The points will also be used in explaining the campaign to employees, who can serve as ambassadors outside of the workplace. It is important they are part of the process and are equipped to discuss it with their neighbors, friends, etc.

3. PowerPoint Slides

Presentations: The agency and design team will create a master PowerPoint slide presentation suitable for both in-person and online meetings. We will work with the RD 1000 staff to assess the need for incorporating video clips and animation to accompany text and photos.



INTRODUCTION

MISSION
Promote, protect and enhance the Napa Valley's position as North America's premier wine, food, arts and wellness destination.

VISION
Establish the Napa Valley as the world's premier year-round wine, food, arts and wellness destination, producing positive economic impact and guest satisfaction through tourism.

HISTORY
Visit Napa Valley (VNV) was formed in 1990 to provide destination marketing services for the Napa Valley. In 2010, the lodging industry voted to self-fund tourism management and marketing through the formation of the Napa Valley Tourism Improvement District (NVTID).

NAPA VALLEY TOURISM OVERVIEW

3.5M VISITORS TO THE NAPA VALLEY	79.5% DOMESTIC 20.5% INTERNATIONAL
SPENDING A TOTAL OF \$1.9B	69.5% CAME FROM OUT-OF-STATE GUESTS \$402 AVE. SPEND PER LODGING GUEST, PER DAY
GENERATING \$80.3M IN TAX REVENUE	\$387M IN PAYROLL 13,437 JOBS SUPPORTED

Source: 2016 Visitor Profile and Economic Impact Study, Destination Napa Valley

VISIT NAPA VALLEY STRATEGICALLY MANAGES TOURISM

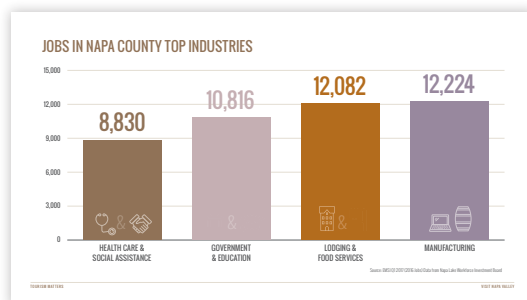
<p>KEY OBJECTIVES & STRATEGIES Goal is to maintain and increase leisure travel and spending in the Napa Valley during non-peak time periods, including November to April (Cabernet Season) and midweek, Sunday through Thursday nights.</p>	<p>COLLABORATION Works closely with all six jurisdictions, community leaders, partner organizations and Chambers of Commerce.</p>
<p>COMMUNITY & GOVERNMENT RELATIONS Participates in meaningful initiatives and programs for the community through ongoing communication and education with local governments and special interest groups.</p>	<p>TARGETED VISITORS Commissioners a biennial Visitor Profile Study to track visitor demographics, spending, length of stay, and economic contributions to the community.</p>

THE LODGING GUEST

Visitors who stayed overnight in a Napa Valley hotel during their trip.

<p>HOTEL STAY DETAILS</p> <ul style="list-style-type: none"> \$265 AVERAGE HOTEL PER NIGHT 2.3 AVERAGE NO. OF PEOPLE PER ROOM 3.0 AVERAGE LENGTH OF STAY 3.5 AVERAGE NUMBER OF DAYS SPENT IN THE NAPA VALLEY \$840 AVERAGE PER PERSON PER DAY 	<p>TOP ACTIVITIES PARTICIPATED IN</p> <ul style="list-style-type: none"> 64.7% WINE TASTING 55.3% VISITING HISTORIC SITES 39.1% SHOPPING 29.8% VISITING LOCAL RESTAURANTS
<p>WHERE TO STAY</p> <ul style="list-style-type: none"> 68.9% WINE COUNTRY 25.4% URBAN 	<p>KEY DEMOGRAPHICS</p> <ul style="list-style-type: none"> \$192K AVERAGE ANNUAL HOUSEHOLD INCOME 49.8 AVERAGE AGE 59.9% MARRIED 31.4% SINGLE

Source: Visit Napa Valley, Napa Valley Visitor Profile 2016 – Visit Department of Planning

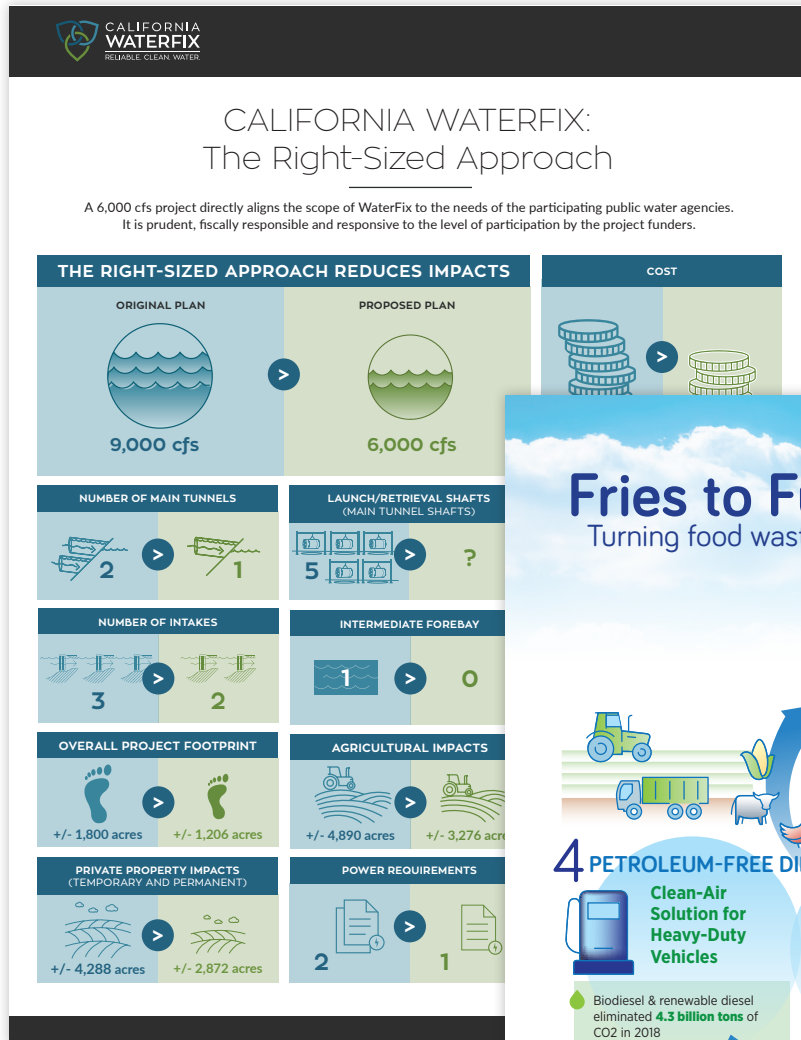


Visit Napa Valley – “Tourism Matters” PowerPoint Presentation.

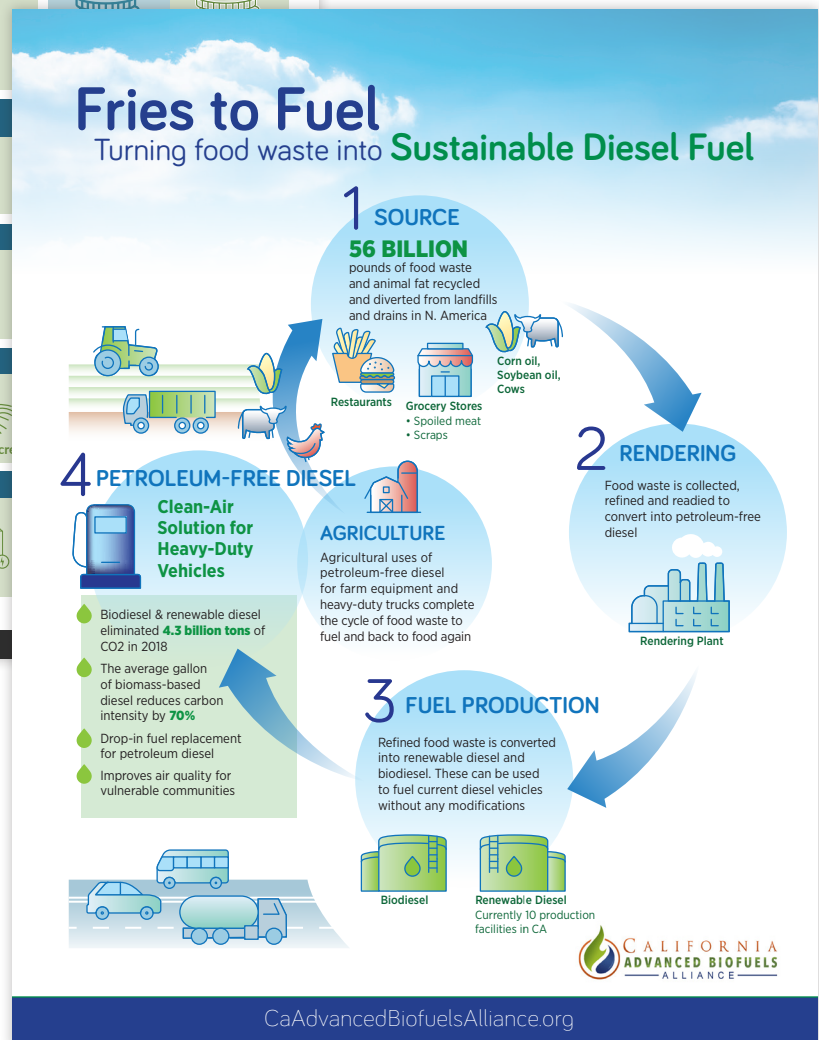
We worked with the internal communications team at Visit Napa Valley to create this 29-slide “Tourism Matters” PowerPoint presentation for their outreach team. This presentation was used to explain and communicate the reason tourism is so important to Napa Valley. Our team worked within the branding standards directed by Visit Napa Valley and created the visual layout and design for everything in this presentation, including the charts and data visualizations. We also created a matching companion custom folder and welcome kit that was used in their outreach to members of the tourism industry.

4. Infographics

Infographics: The agency and design team will develop infographics as needed to support and convey each of our core messages. We have found that infographics are a highly effective way to succinctly and dramatically illustrate the need, value and urgency of the RD 1000 capital improvement project. This could include graphics on flooding, property values, cost-benefit of the project improvements, etc.



Various Infographics. These two sheets are infographic samples created for the California WaterFix project (above) and the California Advanced Biofuels Alliance (right). In each case, we distilled down complicated concepts to make them more engaging and easier to understand.



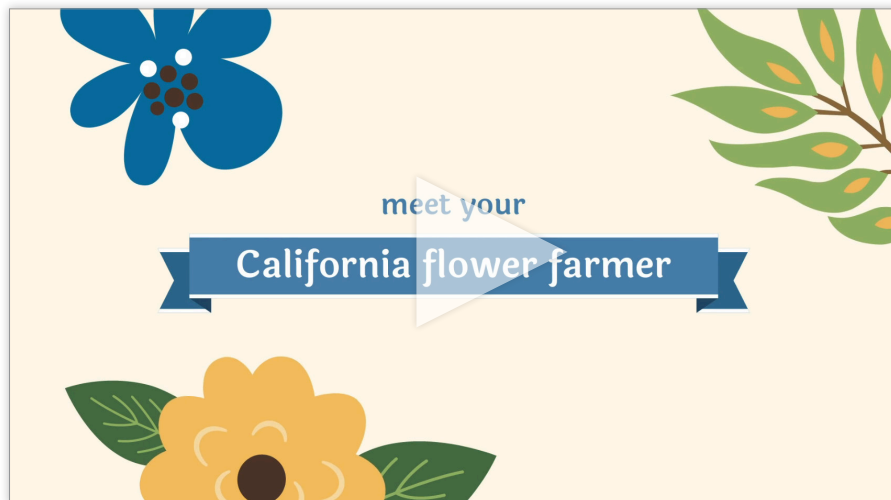
5. Videos

Perhaps the most powerful communications medium is video. However, due to extremely short attention spans, the length of videos need to be relatively short – 30-seconds to a couple minutes.

For this reason we would expect to develop a series of videos – either with new footage or via animated videos – or a combination of both.

The videos would be produced for multiple uses – social media, public meetings, website, etc.

Additionally, RD 1000 may want to consider more of a documentary-style video that could be shown at community meetings and online. Subject matter would follow approved messages that may include a “worst case scenario,” Katrina-like vulnerability and impact on life, property, transportation (I-5 and Sacramento International Airport).



The California Cut Flower Commission – Four California Flower Farmer Promotion Videos. In April of 2019, our team criss-crossed the state to capture these four unique videos promoting June as California Cut Flower Month. Our goal was to tell the story of the legacy of the most diverse collection of flower farmers in the country. The videos include a mix of interview style footage and location shots taken by drones to show owners working alongside workers in the most beautiful farms on earth.

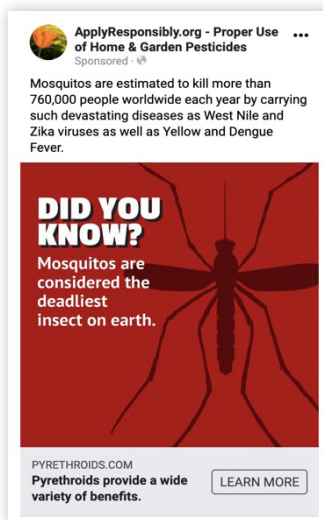
We conducted the interviews, captured the video and audio, created the motion graphics, then edited it all together to create these very effective videos.



6. Social Media Posts + Blogging

The agency would work with RD 1000 staff to develop a monthly editorial calendar to ensure regular posts to social media.

The approach has worked well for us in numerous campaigns and is integrated into the overall communications timeline to ensure maximum impact.



Apply Responsibly – Various Social Media Campaigns. Over the past 12 years, our teams have worked together to support the social media messaging for this consumer portion of The Pyrethroid Working Group. Through the use of digital channels that include Facebook, Twitter, Pinterest, Google Display ads and Instagram, consumers were driven to interact with Apply Responsibly messaging by taking the quiz, interacting with the website or watching our videos.

7. Print Materials: White Paper

While the public is generally not interested in reading a lengthy and serious document, we believe that a substantive white paper is necessary for this project.

We envision a comprehensive, yet easy-to-understand document that will add credibility to the project. It will synthesize engineering findings, vulnerabilities of the system, the cost and how it will be responsibly managed, etc. A white paper will provide information designed to address concerns, answer questions and allay any fears among the community.

Our agency excels at taking complex issues and putting them into materials that are accessible and effective.

BUILDING CALIFORNIA BETTER UNDERGROUND:
 CURRENT AND POTENTIAL STRATEGIES TO REPAIR & REPLACE WATER DELIVERY INFRASTRUCTURE

An ACEC California Infrastructure Discussion Paper

Mainline Condition
 (in miles)

High Moderate Risk	47%
"A" Low Risk	589 miles
"B" Low to Moderate Risk	2,140 miles
"C" High Risk	13 miles

Mainline Replacement Goal

200,000 ft. (10 miles) annual replacement rate by 2020

American Council of Engineering Companies (California Chapter) – Infrastructure White Paper.

This clean, content-driven publication removes most styling to help the reader focus on the important information and data around the need for infrastructure improvements around the state.

CALIFORNIA ADVANCED BIOFUELS ALLIANCE

A Roadmap for Eliminating Petroleum Diesel in California by 2030

A California Advanced Biofuels Alliance (CABA) Report

Introduction

For the past decade, California has been a world leader in combating climate change by advocating for and instituting aggressive policies, including the creation of a cap-and-trade carbon market and the low carbon fuel standard. In his final term, outgoing Governor Jerry Brown committed the state to put 5 million electric vehicles on the road by 2030 – in keeping with the goal to cut greenhouse gas emissions by 40 percent from 1990 levels. To achieve this, the state must also promote other policies and solutions to reduce reliance on petroleum fuel.

California Annual Diesel Demand Forecast

Year	Petroleum Diesel	Biodiesel	Renewable Diesel
2018	~3,000	~500	~500
2020	~2,500	~1,000	~500
2025	~1,500	~1,500	~500
2030	~500	~2,000	~500

California Advanced Biofuels Alliance – Eliminating Petroleum by 2030 White Paper. This colorful publication pushes the boundaries of a white paper by including more colorful illustrations and infographics to help tell the story of a renewable energy source that can help California reach its clean energy goals by 2030.

8. Print Materials: Doorhangers / Mailers / Lawn Signs

The agency will explore developing these standard materials related to any communications campaign that should be necessary for gaining community approval.



SMUD – Assorted Door Hanger Time-of-Day Rate Ads.

These door hangers were part of the ongoing rate plan education campaign mentioned earlier. Page Design Group worked with the client to develop the layouts, illustration and photo choices.

9. Print Materials: Handouts / Postcards

Our team has vast experience in producing engaging materials to support public outreach and education programs.

Energy Saving Tips
Little Things. Big Potential.

- **Program your thermostat** at 78° or 80 degrees to prevent your house from getting too hot. This, plus your thermostat setting to 65° or 66 degrees from 8 p.m. to 8 p.m. on weekdays. Set your thermostat to 68 degrees after 8 p.m. Check your thermostat manual for specific instructions.
- **Close curtains and blinds** on windows that get direct sun.
- **Use ceiling or standing fans** to help you feel cooler.
- **Avoid using multiple appliances** (dishwasher, air conditioner, or heater) from between 5 p.m. through Friday.
- **Schedule chores like laundry** and using your dishwasher for 8 p.m. on weekdays or any day.
- **Filtering and heating systems** for pools and spas only need to be on a certain number of hours each day. Adjust your settings so these systems are not on between 5 p.m. and 8 p.m. during the summer months.
- **Use your laptops, tablets, and other chargeable devices** in battery mode between 5 p.m. and 8 p.m. Then charge them during off-peak hours from 9 p.m. to 9 a.m.

Summer Peak Hours Reminder

Beginning June 1 through September 30, the summer peak rate of \$0.2825 per kilowatt hour (kWh) will apply from 5 p.m. to 8 p.m., Monday through Friday — except July 4th and Labor Day.

Powering forward. Together. **SMUD**

Energy Saving Tips

We're here to help you control your electricity bills and keep your home comfortable, especially during the 5 to 8 p.m. Peak hours. A few energy saving tips are listed below.

- **Some of the biggest electricity users** in your home have programming options. By setting appliances and devices to run during off-peak hours, you won't have to give them a second thought.
- **Avoid using multiple appliances** like your oven, dishwasher, air conditioner, weather and dryer at the same time between 5 p.m. and 8 p.m., Monday through Friday.
- **Schedule chores like laundry, vacuuming and using your dishwasher** before 5 p.m. or after 8 p.m. on weekdays or any time on weekends.
- **Filtering and heating systems** for pools and spas only need to be on a certain number of hours each day. Adjust your settings so these systems are not on between 5 p.m. and 8 p.m. during the summer months.
- **Use your laptops, tablets, smart phones and other chargeable devices** in battery mode between 5 p.m. and 8 p.m. Then charge them during off-peak hours from 9 p.m. to 9 a.m.

Sign up for **Bill Pay Your Way** and get the convenience of a pre-determined monthly payment amount and to set your payment due date. You'll still need to manage your electricity use, especially during the summer months when high usage could affect the future payment amount.

Sign up today and start saving!

Our Time-of-Day (4-7 p.m.) Rate closes on December 31, 2017. This may be a better option for you because your solar system is likely producing much of the electricity you need during the daytime hours when prices are higher.

The chart to the right shows the different time periods and prices on this rate.

To see your personalized rate comparison, log in to My Account on smud.org and click the My Rate link under My Energy Tools.

For more details and easy enrollment, go to smud.org/TOD or scan this code with your smartphone.

Enrollment in our Time-of-Day (4-7 p.m.) Rate closes December 31, 2017

Sign up today — you could save on your electric bill!

Powering forward. Together. **SMUD**

January 20, 2019
John Smith
1234 Street, Sacramento, CA 95845

<<Contract Account>>

New Time-of-Day Rate can help you control your electricity bills and help the environment!

Dear John Smith,

We're rolling out a new rate called the Time-of-Day (5-8 p.m.) Rate. This will become the standard rate for all residential customers in 2019. Some customers will move to this rate as early as October 2018. Your rate will change to the Time-of-Day (5-8 p.m.) Rate on approximately August 12, 2019.

On the Time-of-Day (TOD) Rate, when you use electricity is just as important as the amount of electricity you use, giving you the opportunity to use electricity based on the price and the time of day.

The chart below shows what your monthly bills could look like on the 2018 Time-of-Day (5-8 p.m.) Rate and on the optional 2018 Fixed Rate. This comparison uses 12 months of your energy usage history and assumes that your usage, and the weather, remains the same.

Rate	Annual total	Jul 2017	Aug 2017	Sep 2017	Oct 2017	Nov 2017	Dec 2017	Jan 2018	Feb 2018	Mar 2018	Apr 2018	May 2018	Jun 2018
2018 Time-of-Day (5-8 p.m.)	\$2,511.20	\$264.34	\$253.18	\$282.31	\$515.65	\$463.57	\$460.67	\$515.96	\$515.86	\$512.12	\$426.51	\$522.82	\$522.82
2018 Fixed Rate	\$2,486.89	\$271.32	\$242.91	\$274.94	\$517.38	\$463.11	\$463.11	\$513.04	\$513.04	\$513.44	\$415.87	\$528.68	\$271.41

Note: This estimate includes applicable taxes, fees, and the System Infrastructure Fixed Charge (SIFC). This is an optional rate. This rate is not available to solar customers.

Your estimated annual electricity bills are \$64.31 more on the Time-of-Day (5-8 p.m.) Rate compared to the optional Fixed Rate.

That's without making any changes to how you use electricity. Keep in mind that on the Time-of-Day Rate, you could reduce your electricity bills by shifting your usage to lower-cost off-peak hours, especially during the summer months.

Flip this report over for helpful energy saving tips. If shifting your electricity use to lower-cost off-peak times is not an option for you, you may want to consider enrolling in the optional Fixed Rate.

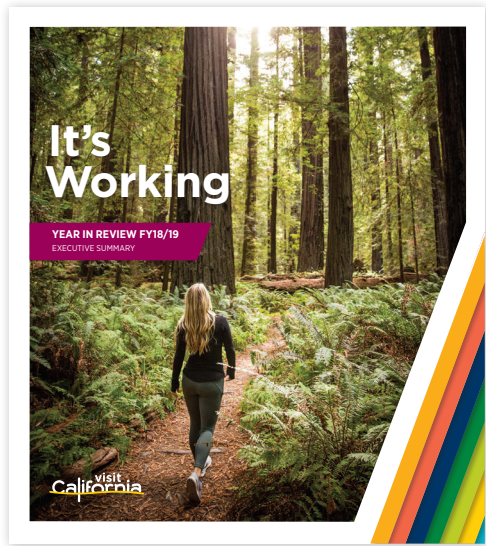
To learn more, go to smud.org/TimeOfDay or scan this code with your smartphone. Or call us toll-free at 1-888-742-7653.

Powering forward. Together. **SMUD**

SMUD— 2012-21 Assorted Direct Mail Promotions and Campaigns for Time-of-Day Rate Changes. In 2012 SMUD was chosen as one of 10 electric utilities in the country to rollout a new way of pricing and metering electricity. Much of the effort was spent educating the public about this new way of thinking about electric utility rates.

Page Design Group was chosen to help create all of the preliminary campaign materials that included advertising and direct mail as the initial outreach channels. These recent examples of two oversized postcards and formatted educational letters make up a small portion of the elements in this campaign. Over the course of the last 9 years, our team has been providing many of the pieces associated with this successful program.

9. Print Materials: Brochures



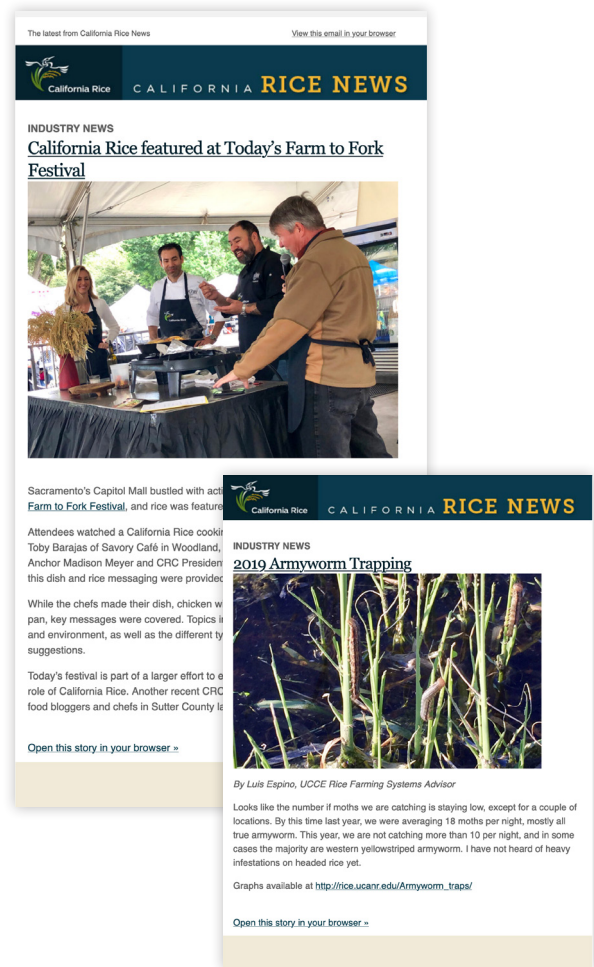
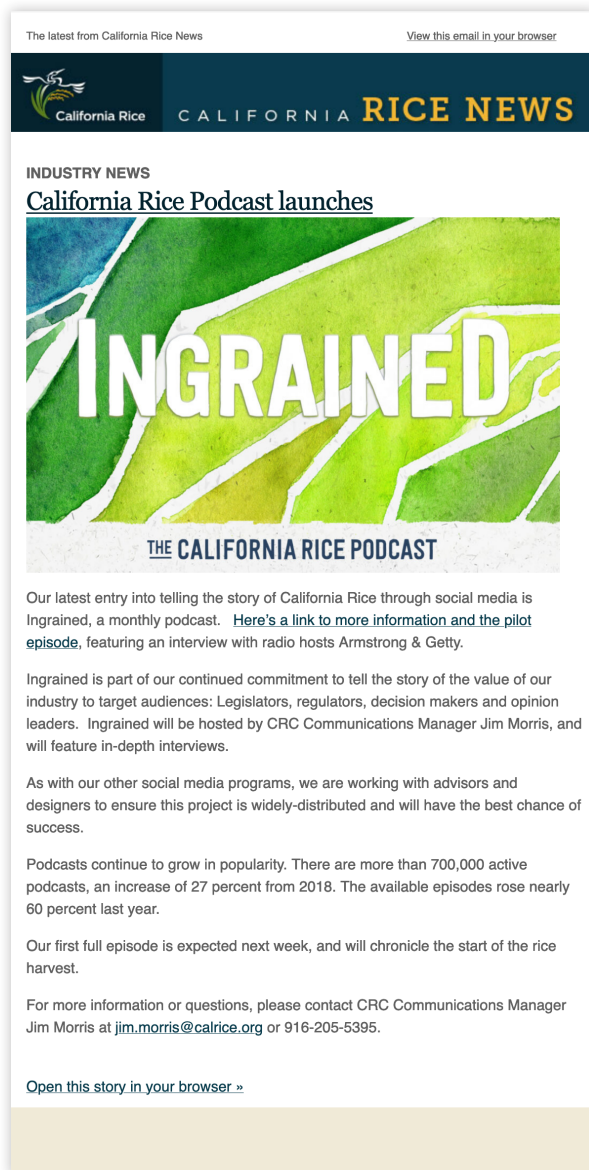
Visit California Mini Year in Review – FY 18/19. We worked with the internal communications team at Visit California to create this layered diecut brochure. Our team created all of the informational charts and graphics, the design and layout of this unique brochure and retouched all of the photography.

This was a unique project in that a simple visual system was required to indicate the different sections of content to the reader. The audience was very diverse and only some of the content in this piece was relevant to their business, therefore the color coded corners told them quickly where to go to get the information they needed.



10. E-Blasts / Newsletters

E-blasts provide a streamlined way to share news and updates with those in the community most likely to engage with our messaging. By creating clean, direct and mobile-friendly content, we can ensure the public sees the most important information in their email inbox. The agency will work with RD 1000 to ensure we're delivering the right messaging to our designated audience.



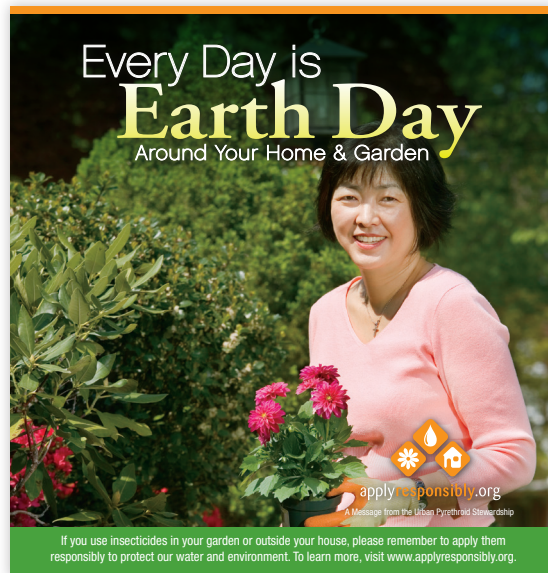
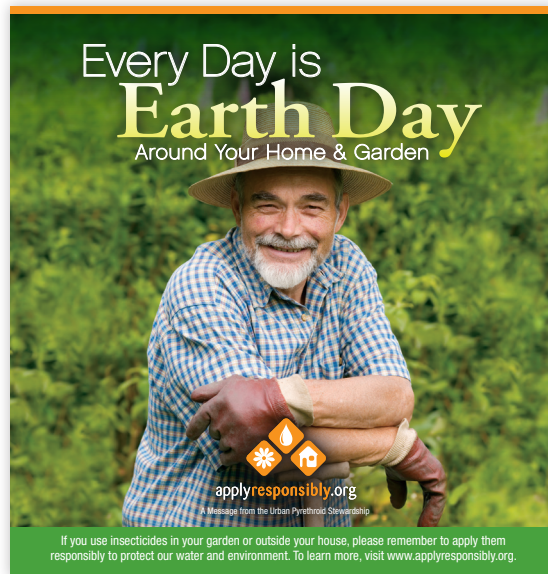
CalRiceNews – Grower Portal and E-Blasts.

The California Rice Commission was looking for a way to send important information to their growers. They were looking to leverage email and maintain a central location that would allow growers to read important news and sign up to receive updates.

In November of 2014 Page Design Group launched CalRiceNews.org as a central hub for all Rice Commission members. Every week since its launch, 2-4 messages are posted to the website and sent via email to an active list of over 1000 members. Page Design Group designed the templates for the emails and created a workflow that allows the messages to automatically send via email once the news is posted to the website.

11. Transit Advertising (sample 1)

The agency will consider a range of outdoor and transit advertising in strategic locations – for example, digital billboards (on I-5 for Natomas commuters back and forth from downtown Sacramento), as well as signage on buses, bus shelters, etc.



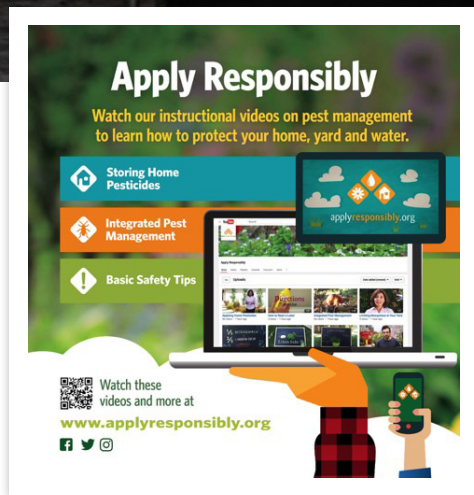
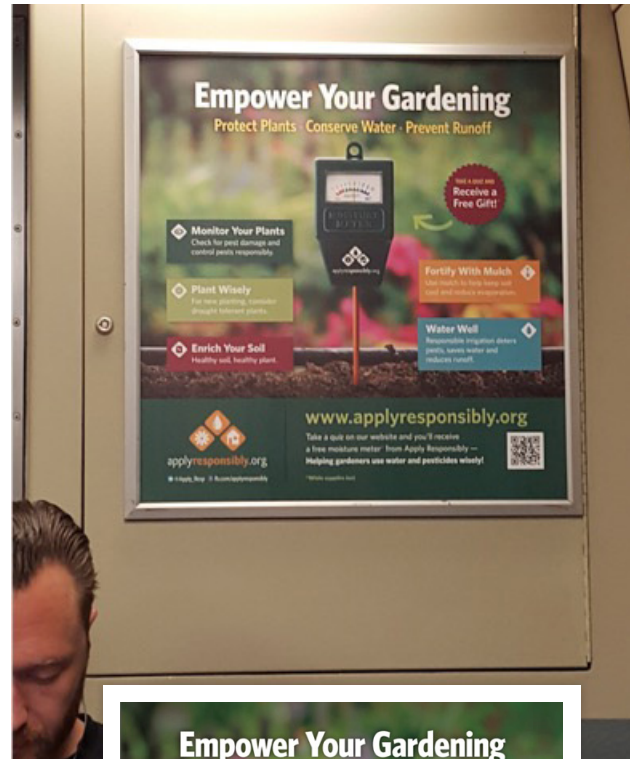
Apply Responsibly – 2017 BART advertisement campaign. Our teams worked to create four 2' x 2' BART train signs promoting the use of safer, natural pesticides in your garden. We researched the beautiful and diverse stock photography used for this campaign, created effective layouts, and delivered print-ready files to a BART-approved printer for final output and installment across the entire BART system.

11. Transit Advertising (sample 2)



Fairfield and Suisun Transit (FAST) – 2020 Bus Shelter Signs. In 2020, Page Design worked with the team at FAST to create these five unique 4' x 6.5' backlit signs that were recently installed on many of the FAST bus shelters and at the Fairfield/Suisun Amtrak Station. Our team worked to not only shoot the photography, design and produce these signs, but also helped source the right vendor for print and installation.

11. Transit Advertising (sample 3)



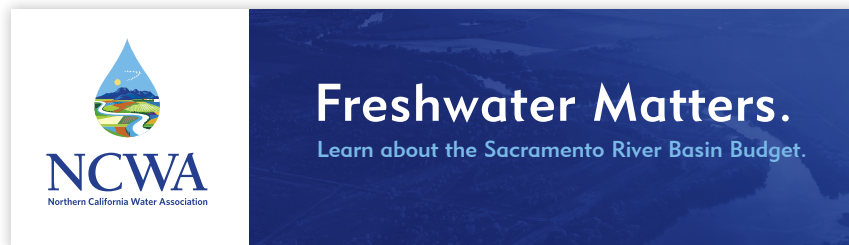
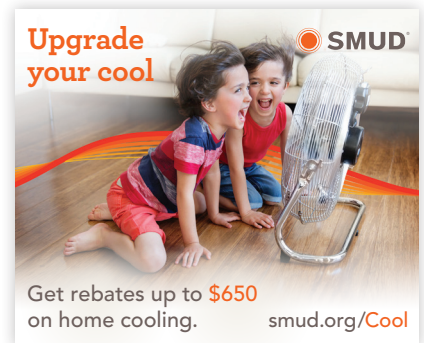
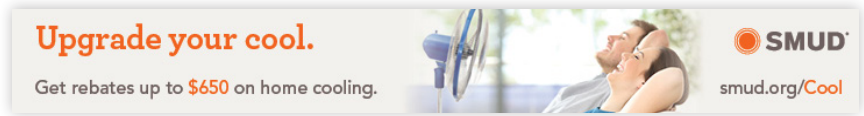
The Pyrethroid Working Group – 2018 Transit Awareness Campaign.

Transit advertising has played an ongoing role in the promotion of Apply Responsibly's messages. Starting in 2016, Allenstrategic and Page Design Group worked together to develop a public awareness campaign for Apply Responsibly. This campaign has also appeared in hundreds of Bay Area Rapid Transit (BART) trains on an annual basis. We expanded into Southern California with bus shelter units that were used to catch the attention of motorists who drove by the shelters and those who ride public transportation.

12. Banner Ads

Banner ads are an effective tool for online advertising, hitting residents where they consume news and entertainment.

Sacramento Municipal Utility District – “Upgrade your cool.” campaign. Because our team works directly with the marketing team at SMUD, we get the chance to develop small online campaigns for them. These are two examples of campaigns we developed as web banners. We created these visuals and headlines to highlight the summer rebates campaign related to upgrading air conditioners in the region. We helped them decide that a campaign with a variety of different photos would help this campaign succeed and offer a variety of fun visuals that would help grab attention. These two photos were chosen and then the campaign was created and distributed in a wide variety of shapes and sizes online, as well as on digital billboards across the region.



Northern California Water Association – Freshwater Matters Digital Ad campaign. Our team has worked closely with the Northern California Water Association to create everything from position pamphlets and signage, to event materials and white papers. We also created their logo and advertising banners for the internet. These are two recent examples of web banners that were designed for the client.

13. “Over-the-Top” Advertising

An emerging advertising tool known as OTT (over the top) targets viewers in an entirely new way – through streaming services such as Hulu and other online channels. Demographics can be highly targeted using data from Amazon or Google.



14. MEDIA: PRESS RELEASES + ADVISORIES

While the agency has written and distributed hundreds of news releases over the years, the rationale has changed over time. They will be used traditionally to generate media interest locally where needed, as well as to create a record so that client information appears during online searches by interested parties.

Advisories remain an effective way to notify press about news conferences, community events, etc.

15. MEDIA: OP-EDS + BLOGS

Opinion pieces remain an effective tool as they provide the client with an opportunity to frame and legitimize an issue. Not only is this effective with major news outlets such as the Sacramento Bee, but also on local community papers, bulletins and blogs. We typically draft op-eds from the perspective of a credible third-party advocate who can weigh in to legitimize and frame the issues.

Having these types of pieces posted on blogs can sometimes be equally effective and easier to get published on our time frame.

16. MEDIA: HOLDING STATEMENTS

As part of the media and crisis planning, the agency will develop a series of “holding” statements that will be at the ready should possible issues emerge during the campaign. For example: should an environmental group be opposed to the project and voice their opinion in the media, we would have a response that could be immediately issued.

17. PUBLIC NOTICE CONTENT + COMMUNITY ANNOUNCEMENTS (sample 1)

The agency will work with RD 1000 to draft and place any legal requirement to issue a public notice. We trust the district’s legal team will lead this effort, which we will support with design, and placement if necessary, to ensure compliance.

Additionally, the agency will support RD 1000’s efforts to notify residents about any community meetings, educational or volunteer opportunities.

The Delta Conveyance – 2020 Your Delta, Your Voice Awareness Campaign. In 2020, the team from the Department of Water Resources contacted us to create a campaign to drive engagement with the multi-lingual Sacramento River Delta population. This campaign encouraged people to fill out a simple survey to help better inform project leaders about the social impact of this giant project.

Our team sourced the appropriate photos, then developed the copy and visuals for these campaign materials. A substantial part of this awareness campaign was executed with online advertising, and we also created posters and postcards, as well as all of the social media pieces.

17. PUBLIC NOTICE CONTENT + COMMUNITY ANNOUNCEMENTS (sample 2)

IT'S A DIRTY JOB BUT WE'RE HAPPY TO DO IT.

The sewer system is probably the last thing on your mind, but at the Sacramento Area Sewer District, it's our first priority. We're the region's largest sewer utility.

Learn more at SacSewer.com.

SERVING YOU 24/7

SEWER PROBLEMS? CALL US FIRST DAY OR NIGHT—AT (916) 875-6730.

SERVING YOU 24/7

IT'S A DIRTY JOB, BUT WE'RE HAPPY TO DO IT.

The sewer system is probably the last thing on your mind, but at the Sacramento Area Sewer District, it's our first priority. We're the region's largest sewer utility.

SEWER PROBLEMS? CALL US FIRST—DAY OR NIGHT—AT (916) 875-6730.

Recipe for FOG-Free Holidays
Can It! Scrape It! Trash It!

Stop the Clog!
Every year, especially during the holiday season, we see an increase in sewer backups and overflows caused by fats, oils, and grease (FOG). When food scraps, gravies, and oils—go down kitchen sink drains and garbage disposals, they build up inside sewer pipes. That buildup constricts the flow of debris in the system like roots. The result is clogged sewer pipes, which can lead to messy, costly sewer backups into your home. That's something no one wants any time of the year—especially during the holidays while you're hosting family and friends.

The good news is this problem is completely preventable!

Dispose of fats, oils, and grease properly with three easy steps:

- Can it!** Once cooled, pour leftover oils and grease into a sturdy container.
- Scrape it!** Before washing, scrape out fats, oils, and grease from pots and pans.
- Trash it!** Put fatty and greasy food scraps in the garbage, not down the drain!

FOG Disposal Tips

- Garbage disposals do not get rid of FOG. Just as fat accumulates and causes blockages in human arteries, FOG hardens and accumulates in sewer pipes, restricting flow and causing messy, costly sewer backups and overflows.
- Use sink strainers to keep greasy or fatty food items from entering the kitchen drain, then empty the strainer into the garbage.
- As you're preparing food, rather than throwing away empty jars and cans, set them aside and use them to collect FOG when you're cleaning up after a meal. Remember, only solidified grease can be thrown into the garbage. Once full, seal the top of the entire container and throw it into the garbage.
- For cooking oil—like what's needed for deep fried turkeys—pour the cooled liquid oil back into gallon jugs and make sure the lid is screwed or taped shut. If your local waste service provider allows curbside pick-up of cooking oil, place your oil at the curb on your pick-up day according to the guidelines. If not, visit SacSewer.com/oil for a listing of local recycling sites.

For more tips and info about FOG disposal, visit SacSewer.com/holidayFOG.

The Sacramento Area Sewer District – Bill inserts and FOG Flyer. In 2019 and 2020, our design team worked with the internal team at the Sacramento Sewer District to create the design for each of these pieces.

C. Personnel Qualifications

Allenstrategic

Allenstrategic is led by founder and owner Stevan Allen, who will be primarily responsible for providing the services required by RD 1000. Stevan Allen and his firm Allenstrategic has provided a wide range of clients with myriad services, including strategic communications planning, community engagement, traditional and social media relations, crisis planning and management, advocacy and public policy support, issues advertising and public affairs branding.

The firm's expertise is grounded in more than 50 years of direct experience in journalism, government and public relations. One of the distinguishing characteristics of Allenstrategic is that we provide the expertise of a large firm while offering the benefits of a smaller agency. This allows clients to work directly with senior staff on all projects.

The Allenstrategic team is comprised of:

Stevan Allen, Founder of Allenstrategic – Stevan is a two-time winner of the prestigious Silver Anvil, the highest national award in the PR industry. From crisis management and media relations to strategic planning and public affairs outreach, Stevan brings a wide range of expertise. Stevan possesses more than 25 years experience working in public relations, journalism and California government, including two years as press secretary to Lieutenant Governor Gray Davis. In more than seven years as a professional journalist, Allen worked on staff at The Washington Post and the Tampa Bay Times. Prior to starting his firm, Stevan was senior vice president and deputy general manager for Edelman, the world's largest independent PR agency. Prior to that, he served as a vice president for Fleishman Hillard, where he worked on regulatory and consumer advocacy issues. Stevan is a graduate of the University of California at Davis with Bachelor of Arts degrees in German and International Relations.

Hector Barajas, Chief Strategist and Senior Advisor – Hector is a nationally recognized political strategist and communications and media relations expert. The Hearst Corporation has recognized Hector as one of the 20 Latino Political Stars nationwide, and Campaigns and Elections magazine named him one of the Top 50 Influencers in the United States. Hector serves as a respected on-air analyst for Univision and Telemundo, while providing regular commentary to Sacramento's News10, Bloomberg News, New York Times, and a host of other publications and media outlets. He received his degree in Political Science from California State University, Los Angeles.

Ashley Clark, Project Manager and Liaison – Ashley is responsible for crafting and implementing the communications strategy for all clients across the Allenstrategic portfolio. Ashley additionally manages relationships with media, associations, vendors, business partners, and advertisers. Ashley resides in Sacramento and is a graduate of the University of California at Berkeley with a BA in Political Science and minor in Spanish.

Janae Grant, Community Engagement – Janae has experience providing outreach, communications and consulting services to local campaigns, elected officials and associations, particularly in the Natomas community. She holds a bachelor's degree in sociology from the University of California, Davis and a master's degree in criminal justice from the University of Phoenix.

Page Design Group

Page Design Group was founded in Sacramento on May 1, 1980 by Paul Page, and specialized in traditional print and publication design. Mr. Page retired after 36 years and in December 2019 Michael Hendry and Eric Grotenhuis formed the present ownership team. Eric is the CEO and manages the print and branding team, while Michael is the COO and manages the web-based and digital marketing projects. Every one of our staff listed on this submission is a creative designer.

The Page Design team is comprised of:

Eric Grotenhuis, Account Representative and Creative Director – Eric Grotenhuis will supervise the team and act as account representative as well as creative director. He will be the main point of contact for Page Design Group, and attend all kick-off meetings. Eric will supervise the development progress throughout the course of each project. Eric will also lead the team in charge of all estimating, managing, tracking, invoicing and accounting for project materials and expenses. Eric is a graduate of the Milwaukee Institute of Art & Design.

Michael Hendry, Web Design Manager – Michael Hendry will supervise the digital team and act as creative director for most digital projects. For these, he will be the main point of contact, attend all kick-off meetings and supervise the development progress throughout the course of each digital project.

Sherril Cortez, Graphic Designer, Art Director and Print Production Manager – Sherril Cortez will be one of the main project managers for each project. She will typically work with another design team member to prepare all design concepts, schedule meetings, update the client, and move each project towards its final approval stage. After a design is approved and moves along to the production phase, Sherril will manage the final production of the final print-ready art for the printer. Sherril is a graduate of Graphic Design from San Jose State University. She has been with Page Design Group since 1984.

Jonathan Stellmach, Visual Designer, Art Director and Videographer – Jonathan's skills are called upon for many different visual design, video and animation projects. Jonathan Stellmach will attend all photo/video sessions, as well as supervise the final edit and art direction for each video/animation project. Jonathan studied design at California State University at Chico and graduated with a degree in communication design.

D. List of Clients

Please feel free to reach out to any of the below references to learn more about how our team has consistently provided outstanding communications and branding services to these public-sector clients for many years.

Aqua es el Asunto de Todos

Project funded by Westlands Water District – the goal of this campaign was to educate the Latino community in both the Central Valley and Southern California on the impacts of the drought and how California’s water system operates.

We worked under the direction of Maria Gutierrez, former Senior Vice President and Regional Director of local media for Univision, and media experts Michael Fenenbock, and Daphne Weisbart.

Maria has since passed, but Michael and Daphne can be reached at: michael.fenenbock@gmail.com or daphne.weisbart@gmail.com

California Natural Resources Agency

Project: Delta Conveyance Project
“California WaterFix”

1416 9th St, Sacramento, CA 95814
916.653.5656

We were tasked with helping to inform the Spanish language media and California’s Latino community on the Delta Conveyance. This included pitching reporters, setting up media interviews and assisting with the website and materials translation.

We provided updates to Karla Nemeth, former Deputy Secretary and Senior Advisor for Water Policy at the California Natural Resources Agency. Karla is currently Director of the California Department of Water Resources.

California Rice Commission

1231 I Street, Sacramento, CA 95814
Tim Johnson, President
916.387.2264 | tjohnson@calrice.org

Page Design Group works with the California Rice Commission on many fronts including: brand identity design, web design, infographic designs, communication design, advertising, social media, special reports, event promotion, and their annual report. Our professional relationship dates back to 1995.

Visit California

555 Capitol Mall, Suite 1100, Sacramento, CA 95814
Sarah Gilbert, Creative Development Manager
916.955.1613 | sgilbert@visitcalifornia.com

Page Design Group works with Visit California on many high-visibility projects for their partners and constituents including: brand identity design, infographic design, communication design, email campaign design, trade show materials, special reports, and event promotion. Our professional relationship dates back to 2014.

Sacramento Regional County Sanitation District

10060 Goethe Road, Sacramento, CA 95827
Sharon Sargeant, Communications & Media Officer II
916.876.6016 | sargeants@sacsewer.com

Page Design Group has worked with the team at Sacramento Regional County Sanitation District since 2017. During this time we have successfully completed infographic designs, a kids activity book, a collection of newsletter designs, posters, and three annual reports.

Sacramento Municipal Utility District

Karen McCord, Marketing Specialist
916.732.6472 | Karen.McCord@smud.org

SMUD has utilized the services of Page Design Group since 1988. We are currently working with the SMUD Marketing team to create a handful of animations educating customers on time-of-use pricing plans and other conservation topics. The 2010 and 2012 annual reports were very well received and won the American Public Power Association’s Award of Excellence.

SolTrans – Solano County Transit

Beth Kranda, Executive Director
707.736.6994 | beth@soltransride.com

The relationship with SolTrans started back in 2011 when two smaller transit groups combined in Vallejo. Since then, Page Design Group have designed everything from the logo and branding system, to signage that appears all over the bus stops, to bus graphics, bus schedules and maps, to their current website. Beth and her team have trusted Page Design Group to keep things looking up to date as well as serving the mission of SolTrans.

E. Additional Consultant Information

Scope of Practice: National, Regional, State, Local

Allen Strategic established: July 1, 2003

Page Design Group established: May 1, 1980

Number of Consultant’s Employees (including our partner Page Design Group): 12

Location of primary office: Sacramento, CA

Number of Consultant Clients: Five core strategic communications clients (this includes a major client with four separate communications programs), with over a dozen clients assisted on an "as-needed" basis throughout the year. Over 130 clients over the life of the agency.

Fee Schedule

Billing Rates

Allenstrategic: Stevan Allen (\$250) / Hector Barajas (\$225) / Ashley Clark (\$150) / Janae Grant (\$75)

Page Design Group: Eric Grotenhuis / Mike Hendry+ Other 9 = \$150 per Hour Blended Rate)

Task	Team Members	Est. Hours*		Est. Low	Est. High	Est. Expenses**
Phase 1: Research + Information Audit						
Kick-Off Meeting	All team members	Fee Waived		\$0	\$0	Waived
SWOT Session + Report	AS	4-6 hours		\$3,500	\$7,500	
	PAGE			\$500	\$1,000	
Messaging Session + Report	AS	5 hours	8 hours	\$5,000	\$8,000	
Focus Groups + Polling Survey and poll development, questions	AS	10 hours	20 hours	\$10,000	\$20,000	
Focus Groups Two standard focus groups, Facilitator fees, 8-12 participants	AS	8 hours	16 hours	\$16,500	\$25,000	TBD
Polling of registered voters 30-40 questions, n=300	David Binder + Associates (For example)	10 hours	20 hours	\$23,210	\$28,820	TBD
Research Reviews + Report: Based on research results, revised messages and strategies	AS	5 hours	10 hours	\$3,500	\$6,000	
Audit: Community + Stakeholder Relations	AS	3 hours	5 hours	\$800	\$1,500	
Audit Media Relations + District Policies	AS	3 hours	5 hours	\$800	\$1,500	
Partnerships Review	AS	2 hours	4 hours	\$500	\$1,250	
Social Media Audit	AS	3 hours	4 hours	\$800	\$1,250	
TOTALS (Phase 1)		53 hours	88 hours	\$65,110	\$101,82	

* Based on blended rate of \$200 per hour

** Hard costs for production, vendors, etc.

Task	Team Members	Est. Hours*		Est. Low	Est. High	Est. Expenses**	
Phase 2: Planning + Content Development							
Strategic Planning	AS	12 hours	18 hours	\$12,500	\$17,500		
	PAGE	5 hours	5 hours	\$5,000	\$5,000		
Campaign Logo and ID	PAGE	8 hours	10 hours	\$7,500	\$10,000		
Web Site Content Design	AS	5 hours	7 hours	\$5,000	\$8,000		
	PAGE	20 hours	60 hours	\$25,000	\$75,000	\$1,500 Annual Hosting fee	
Powerpoint Content Design	AS	3 hours	8 hours	\$250	\$1,000		
	PAGE	5 hours	12 hours	\$4,500	\$10,000		
InfoGraphics Content Design	AS	4 hours	6 hours	\$500	\$1,750		
	PAGE	4 hours	8 hours	\$650	\$1,800		
Videos (price is per one video)	AS	5 hours	10 hours	\$5,000	\$12,500		
White Paper Content Design	AS	4 hours	8 hours	\$3,500	\$6,000	PAGE Design/Printing	
	PAGE	3 hours	6 hours	\$2,000	\$3,500		
Social Media Postings	AS	6 hours	10 hours	\$2,500	\$5,000	Facebook Ads	
Campaign Materials (Content and Design)	AS	4 hours	5 hours	\$2,000	\$3,000		
	PAGE	Door Hangers		\$500	\$700		
		Lawn Signs	12 hours	18 hours	\$500	\$850	
		Public Notices			\$450	\$750	
		Other					
Transit Advertising Content Design	AS	3 hours	4 hours	\$2,500	\$4,000		
	PAGE	5 hours	8 hours	\$3,500	\$7,500		
Banner Ads Content Design and Placement	AS	3 hours	4 hours				
	PAGE	3 hours	4 hours	\$3,000	\$12,000		
Media Materials	AS	1 Op-Ed					
1 Media Advisory		5 hours	8 hours	\$7,500	\$10,500		
1 News Release							
1 FAQ							

* Based on blended rate of \$200 per hour

** Hard costs for production, vendors, etc.

Task	Team Members	Est. Hours*		Est. Low	Est. High	Est. Expenses**
Media Training + Response Planning Prep / Session / Report Rude FAQ / Holding Statement	AS	8 hours	12 hours	\$5,000	\$15,000	
Community Meetings (Planning)	AS	4 hours	8 hours	\$2,500	\$5,000	
Informational Handouts	PAGE	3 hours	8 hours	\$1,500	\$4,000	
TOTALS (Phase 2)		131	238	\$102,850	\$220,350	\$1,500 Annual Hosting fee

Phase 3: Plan Implementation + Campaign Management						
Monthly Time: Project Management Media Outreach Community Outreach Digital Outreach Ongoing Strategic Counsel Client Communications Contract Administration	AS	562.5 hours OR 62.5 hours per month for 9 months	900 hours OR 100 hours per month for 9 months	\$112,500	\$180,000	
Monthly Time: Website maintenance or content/ art updates	PAGE	8 hours per month for 9 months	16 hours per month for 9 months	\$6,750	\$20,250	
TOTALS (Phase 3)				\$112,500	\$180,000	

Administrative Costs 10%				\$12,330	\$20,160	
Allenstrategic Totals				\$292,790	\$522,330	
Page Design Group Totals				\$61,350	\$152,350	\$1,500 Annual Hosting fee

* Based on blended rate of \$200 per hour

** Hard costs for production, vendors, etc.

NOTE: The above budget provides a wide estimated range of costs, which can vary greatly depending on client needs and expectations. The agency is flexible and will work within this range to accommodate whatever budget is appropriate for RD 1000.



RECLAMATION DISTRICT 1000

DATE: AUGUST 13, 2021

AGENDA ITEM NO. 6.1

TITLE: Fiscal Year 2021/2022 Workplan, Goals and Priorities

SUBJECT: Review and Discuss Fiscal Year 2021/2022 Workplan, Goals and Priorities.

EXECUTIVE SUMMARY:

General Manager King has prepared the Fiscal Year 2021/2022 Workplan, Goals and Priorities for Reclamation District No. 1000 (RD 1000; District) (Attachment No. 1). The intent of the document is to be a guide for the District to ensure the work of the District is in alignment with the expectations of the Board of Trustees.

RECOMMENDATION:

Staff recommends the Board review and discuss the Fiscal Year 2021/2022 Workplan, Goals and Priorities.

FINANCIAL IMPACT:

None.

ATTACHMENTS:

1. Fiscal Year 2021/2022 Workplan, Goals and Priorities

STAFF RESPONSIBLE FOR REPORT:

Kevin L. King, General Manager

Date: 08/05/2021

Fiscal Year 2021/2022 Work Plan						
Action Item	Responsible	Priority	Status	Start	End	Notes
Administration						
District Policy Update	King	High	In Progress	July 2021	September 2021	Update of District Policies based on CSDA Template
2022 Trustee Election	King/Downey Brand	Low	Not Started	October 2021	November 2022	Preparation for 2022 District Election; including early notification, outreach and stream-lining ballot counting procedures
Mitigation Property Agreement	King/Downey Brand	Low	Not Started	January 2022	June 2022	Negotiate Agreement for Mitigation Property owned by the District.
Financial						
Phase 2 Financial Plan	King	High	In Progress	April 2021	December 2021	Currently under contract with NBS for Phase 2. Results of Study anticipated by Dec. 2021.
Annual Audit	Gutierrez	High	In Progress	July 2021	December 2021	Work with Richardson & Associates on Annual Audit
Indirect Cost Allocation Plan	Gutierrez	Medium	In Progress	July 2021	June 2022	Currently under contract with Matrix Consulting Group for the development of Indirect Cost Allocation Rates.
CCAD 2	King/Downey Brand	Medium	In Progress	July 2021	June 2022	Coordinate with SAFCA to fully execute CCAD 2.
Operations						
FMAP 2021	King/Holleman	High	In Progress	April 2021	December 2021	Complete Equipment Purchases and Vegetation Removal per Funding Agreement with DWR for 2021
Natomas Levee Improvement Project	King/Holleman/Devereux	High	In Progress	July 2021	December 2025	Continue coordination with US Army Corp of Engineers, SAFCA and Others for the Planning, Design and Implementation of the Natomas Levee Improvement Project
Vegetation Management	Holleman	Medium	In Progress	July 2021	June 2022	Continue improvements to the District's Vegetation Management Program, including coordination with Natomas Mutual Water Company and the Natomas Basin Conservancy
Hydrologic Model Update	King	Medium	In Progress	October 2020	July 2022	Continue working with CESI, the City of Sacramento and the County of Sacramento on updating the Natomas Basin Hydrologic Model.
FMAP 2022	King/Holleman	Low	In Progress	March 2022	December 2022	Work towards execution and implementation of FMAP Grant funding for Fiscal Year 2022/2023

Action Item	Responsible	Priority	Status	Start	End	Notes
SWIF Implementation	Holleman	Low	Not Started	April 2021	December 2022	Major work towards outreach and encroachment removal will begin in FY 2021/2022 once the District's SWIF is approved by various agencies. Coordination with SAFCA and others will be critical to successful implementation of the program.
CIP Projects Implementation	King/Holleman	Varies	In Progress	July 2021	June 2022	Continue to work with KSN to design and implement CIP improvements as approved in FY 2021/2022 Budget
Development Projects	King/Holleman	Varies	In Progress	July 2021	June 2022	Respond to, review and coordinate Development Projects inside and outside District boundaries to protect the District and ensure long term goals of the District.
Encroachment Permit Processing	King/Holleman	Varies	On Going	July 2021	June 2022	Process Encroachment Permits, in a timely manner as received by the District.
Outreach						
PSA w/Outreach Consultant	King	High	In Progress	May 2021	August 2021	Execute Professional Services Agreement with Consultant to assist the District with various outreach needs of the District.
Social Media	Gutierrez/Forehand	High	On Going	July 2021	June 2022	Continue to increase the District's presence and reach of Social Media Accounts to improve District communications with Constituents.
Community Meetings	King	Medium	On Going	July 2021	June 2022	Participate in Community Meetings, as available, to update the Community on the status of various District Projects and increase Community awareness of the District and the services provided.
Flood Week	Gutierrez/Forehand	Medium	In Progress	October 2021	October 2021	Participate in the Annual Flood Awareness Week hosted by the City of Sacramento.
Transparency	King	Medium	In Progress	July 2021	June 2022	Increase District Transparency and make the District's public meetings more accessible to the Community, including video broadcasting of the District's meetings.
Creek Week	Holleman	Low	Not Started	February 2022	April 2022	Participate in the Annual Creek Week cleanup and Support clean water way initiatives.
Personnel						
Injury Illness Prevention Plan	Holleman	High	In Progress	April 2021	June 2022	Draft and Adopt an Injury and Illness Prevention Plan for the District.
Safety Manual Update	Holleman	High	In Progress	April 2021	June 2022	Update the District's Safety Manual and ensure the health and wellbeing of the District's employees.
Education/Training	King/Gutierrez/Holleman	Medium	In Progress	July 2021	June 2022	Continue to identify and provide education and training for District Staff
Employee Handbook Update	King/Gutierrez	Medium	Not started	January 2022	July 2022	Update the District's Employee Handbook to ensure compliance with State and Federal Laws, Rules and Regulations.



RECLAMATION DISTRICT 1000

DATE: AUGUST 13, 2021

AGENDA ITEM NO. 6.2

TITLE: Sacramento County Treasury Oversight Committee

SUBJECT: Review and Consider Selection of Sacramento County Treasury Oversight Committee Special District Representative and Authorize Board Secretary to Cast Vote.

EXECUTIVE SUMMARY:

Reclamation District No. 1000 (RD 1000; District) has an opportunity to vote in the Sacramento County Treasury Oversight Committee Election for the Special District Seat. Candidate statements are provided in Attachment No. 1. A majority vote of the Board of Trustees is required to cast a vote for the Seat A position.

RECOMMENDATION:

Staff recommends the Board review and consider selection of a Special District Seat for the Sacramento County Treasury Oversight Committee and Authorize the Board Secretary to cast a ballot.

FINANCIAL IMPACT:

None.

ATTACHMENTS:

1. Sacramento County Treasury Oversight Committee Candidate Statements

STAFF RESPONSIBLE FOR REPORT:



Kevin L. King, General Manager

Date: 08/05/2021



COUNTY OF SACRAMENTO
TREASURY OVERSIGHT COMMITTEE
SPECIAL DISTRICT REPRESENTATIVE ELECTION
2021 BALLOT

AGENDA ITEM 6.2
ATTACHMENT NO. 1

Below is the candidate nominated for the Special District Representative of the Sacramento County Treasury Oversight Committee. In accordance with Government Code section 27132(f), and as outlined in the June 4, 2021, letter sent Special District Pooled Investment Fund Participant Board Chairs, please cast your district's vote for the Special District Representative by marking the box next to a candidate listed below. A candidate statement is enclosed to assist your governing body in the selection process.

- Laura Lavallee
Fulton-El Camino Recreation and Park District

- Ronald Empedrad
Sacramento Metropolitan Fire District

Return this ballot in the enclosed self-addressed envelope to:

**Investment Division
Department of Finance
County of Sacramento
PO Box 1703
Sacramento, CA 95814**

*Ballots must be received at the Department of Finance no later than **September 10, 2021**.*

If you have any questions regarding the election process, please contact Dave Matuskey at the Department of Finance at (916) 874-4251.

Laura Lavallee
3005 Kerria Way
Sacramento, CA 95821
916.396.1103

To Whom it May Concern,

RE: COUNTY OF SACRAMENTO TREASURY OVERSIGHT COMMITTEE

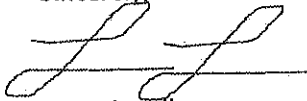
Please accept my application for the vacancy with the County of Sacramento Treasury Oversight Committee. Attached is my resume for you to consider.

I have served on the Fulton-El Camino Recreation and Park District Board of Directors for the past twelve years, including several years as a member of the Finance and Personnel Committee. I have a strong belief in the importance of special districts as a form of local government. It would be a privilege to serve on the County of Sacramento Treasury Oversight Committee in order to advocate for the interests of special districts, as well as to advocate for the interests of general population of the County of Sacramento.

My educational and professional background is as a licensed civil engineer. As such I have developed technical and analytical skills that I believe would be an asset in the work performed by the Treasury Oversight Committee.

I would very much appreciate the opportunity to serve the County in this capacity. Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read 'Laura Lavallee', written over a horizontal line.

Laura Lavallee

CANDIDATE STATEMENT

RONALD EMEPDRAD

I would be honored to represent special districts on the Sacramento County Treasury Oversight Committee. I believe I am well qualified to serve in this role. I examined various government investment portfolios in my seven years of experience as an independent financial auditor for local government units and nine years as controller for the Sacramento Metropolitan Fire District. Additionally, I've been a California certified public accountant for 16 years. I meet all the criteria specified on the Treasury Oversight Committee Fact Sheet. I understand the duties of the Committee and I hope to contribute a unique perspective in carrying out these duties. Thank you for your consideration of my candidacy.



RECLAMATION DISTRICT 1000

DATE: AUGUST 13, 2021

AGENDA ITEM NO. 7.1.1

TITLE: Committee Meeting Minutes

SUBJECT: Committee Meeting Minutes since the July Board Meeting

EXECUTIVE SUMMARY:

Executive Committee Meeting – July 29, 2021

A meeting of the Reclamation District No. 1000 Executive Committee was held on Thursday, July 29, 2021, at 8:00 a.m. via GoToMeeting and Conference Call. In attendance were Trustees Gilbert and Lee-Reeder. Staff in attendance was General Manager King. Public Attendees were Brett Gray, John Penning and Matt Lauppe from Natomas Mutual Water Company.

GM King and Natomas GM Gray presented the committee with several items for discussion. The discussion centered on vegetation management and channel maintenance.

With no further business on the Executive Committee Agenda, meeting adjourned at 8:30 a.m.

Executive Committee Meeting – August 4, 2021

A meeting of the Reclamation District No. 1000 Executive Committee was held on Wednesday, August 4, 2021, at 8:00 a.m. via GoToMeeting and Conference Call. In attendance were Trustees Gilbert and Lee-Reeder. Staff in attendance was General Manager King. There were no members of the public present, therefore no public comments were received.

General Manager King presented the proposed agenda for the August 13, 2021, Board of Trustees meeting. The Committee reviewed the agenda and approved as presented.

With no further business on the Executive Committee Agenda, meeting adjourned at 8:25 a.m.

Urbanization Committee Meeting – August 10, 2021

Minutes from the August 10, 2021 Urbanization Committee Meeting will be provided at the September 2021, Board of Trustees meeting.

STAFF RESPONSIBLE FOR REPORT:

Kevin L. King, General Manager

Date: 08/11/2021