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WEBSITE REDESIGN

SOUTH BAYSIDE WASTE MANAGEMENT AUTHORITY (SBWMA) / RETHINKWASTE

TABLE OF CONTENTS

COVER LETTER	3
.....	
SGA QUALIFICATIONS, EXPERTISE, AND PRIOR EXPERIENCE	4-7
.....	
APPROACH AND PROJECT UNDERSTANDING	8-37
.....	
PROJECT EXAMPLES	13-35
.....	
REFERENCES	38-41
.....	
COST PROPOSAL	42-43
.....	
APPENDIX	44-51
.....	
ATTACHMENT A: QUALIFICATION CERTIFICATION	45-46
.....	
STAFF RESUMES	47-51
.....	

COVER LETTER

Founded in 1998, S. Groner Associates (SGA) is a full-service strategic marketing and communication corporation with an emphasis on public education and outreach, and promoting the public good. We are especially adept at digital engagement. Almost all of our clients are government agencies and the vast majority of our work focuses on increasing community participation with issues that promote change for the betterment of the community and the environment.

Prior to SGA, Stephen worked for the County of Los Angeles Department of Public Works for nearly a decade as an Environmental Engineer and Program Manager. While at the County, Stephen headed the Environmental Affairs Program, which managed the County's Household Hazardous Waste (HHW) program, the largest program of its kind in the country, serving almost 10 million residents. Under his management, Stephen developed a coalition of cities to jointly implement the outreach aspects of the program at the county level. The success of this approach was hailed by the State as one of the most effective HHW collection programs in California.

SGA is proud of our award-winning work, especially around recycling, litter prevention projects, and waste reduction issues. Our experience working on recycling and broader environmental marketing efforts include partnering with the counties of Los Angeles, Orange, Riverside, San Bernardino, San Mateo, Contra Costa (Recycle Smart program), Alameda and Santa Barbara. We have also worked with the City of Irvine, Los Angeles, Palmdale, Thousand Oaks, Santa Monica, Santa Ana, and West Hollywood. In addition, we have worked with the Mojave River Watershed Group, the State Water Resources Control Board, the US Environmental Protection Agency, the California Stormwater Quality Association, Los Angeles Housing and Community Investment Department, the Los Angeles Regional Development Commission, the National Resources Defense Council, and even the South Bayside Waste Management Authority Rethink Waste Program (SBWMA). We currently have an on-call contract with StopWaste Alameda County.

In terms of experience developing and redesigning websites for government agencies, we have helped several government entities transform their static websites to content-rich destinations and personal user experience portals. Over the years, SGA has designed, launched, and supported more than 35 distinct digital marketing campaigns and mobile optimized and responsive websites for our clients. The websites range in target audiences from a multi-audience site for San Bernardino County Public Education Program to focusing on youth littering with the Bay Area Stormwater Management Agencies Association to the revitalization of the Watts neighborhood. While the objectives of each organization may be different, the goals are all the same: develop websites that are more streamlined, citizen-centric, mobile-friendly, and less likely to grow obsolete in a few years.

We are excited to bring our passion and expertise to RethinkWaste. Our team's diverse strengths allow us to blend our understanding of strategic communications and community insight with our technical expertise that can help RethinkWaste create effective public outreach and communication campaigns that will increase awareness and reinforce residential, commercial and industrial recycling and waste diversion.

Sincerely,



Stephen Groner, President SGA

SGA QUALIFICATIONS, EXPERTISE, AND PRIOR EXPERIENCE



SGA was founded with the express purpose of affecting positive change in the communities in which we live and for the clients that we serve. Now in our twentieth year, this principle has been the driving force in the projects we choose to pursue.

Our expertise lies in community engagement, public outreach and awareness, and Community-Based Social Marketing (CBSM). Almost all of our clients are government agencies and the vast majority of our work involves the engagement of residents with community issues that can improve the quality of their lives, protect the environment, or make their communities more sustainable.

We have a fully staffed office in Oakland, California. SGA employs fourteen full-time and part-time staff in addition to a dedicated roster of freelance professionals that help us provide a comprehensive suite of services ranging from graphic design to custom websites. Our company's promise to make a positive impact on the community ensures that our employees are committed to improving local communities. SGA is made up of a dedicated team of individuals whose unwavering commitment to serving the needs of our clients align seamlessly with the fundamental values of the firm. We bring a proven track record in branding, advertising, website design, social media, event coordination, graphic design, strategic planning, video production, training services, business outreach, market research, stakeholder engagement, and robust, metric-driven evaluation strategies.

In terms of developing and designing websites for government entities, SGA understands that citizens have come to expect the same effortless experiences they do with private sector website design. Specifically, government website design should include, at a minimum, navigation with search capability, prominently feature top services, offer personalized experiences based on geography, and more. Unlike those in the private sector, government website design must be driven by citizen behavior, which includes people of all demographics. Whereas the private sector may have a targeted demographic of customers, government website design must serve all people, including those with disabilities. With this in mind, we focus on easy information delivery and task completion that is mobile-friendly, responsive, and accessible. Our experience has shown us that public sector websites that are informed by data and meet the criteria for citizen-driven design elements lead to higher citizen satisfaction and engagement. We have included several examples of the websites we have created:

- [San Bernardino County Public Education Program \(SBC\)](#) - Over the years, the SBC noticed that the community was not engaging as much with its stormwater pollution message. As with many public education and outreach programs, program fatigue set in and gradually there was a diminishing return from the County's target audiences. To address these concerns and to increase community engagement and awareness, SGA helped the Program rebrand its program to "*Where Water Meets Community.*" Pairing the rebranding with a website redesign was a key component to the program's transformation. The website redesign helped support the rebranding efforts, playing a crucial role in the overall success.
- [Riverside County Public Education \(RC\)](#) – SGA completely redesigned and overhauled RC's existing website to make existing information more accessible to residents while still complying with mandatory state permit requirements. The new website featured a new Content Management System (CMS), became mobile responsive, and redesigned to allow accessibility to all users.
- [Watts Re:Imagined, Natural Resources Defense Council](#) - Building on existing plans, social case studies, and public service infrastructure, Watts Re:Imagined aimed to

revitalize the historic neighborhood of Watts with development that focuses on quality of life, social equity, economic opportunity, and environmental sustainability. SGA designed a modern and sleek website using the newly created logo as inspiration. It showcased the rich history while laying out a clear plan for the Watts neighborhood, including benefits to the community, environment, and investors. The website served as the principal platform where residents, politicians, and stakeholders could learn about the vision and plans for the Watts revitalization.

- [Los Angeles Housing + Community Development Department \(HCIDLA\)](#) – As a newly formed agency, HCIDLA wanted to be more customer-focused, solution-oriented, and forward-thinking while engaging stakeholders. To do this, SGA designed HCIDLA’s website to be a useful resource to priority stakeholders by creating a user experience similar to an in-person meeting.

Every government entity is different and has unique needs and priorities. SGA uses a collaborative process – seeking government input and approval along the way. Our designs incorporate our client’s needs and attributes, ensuring a professional, beautiful website that a government organization can be proud of.

For this proposal, SGA will include Drew Matamales, an experienced web developer and programmer. Drew has built custom websites that are easy to use, accessible, and beautiful. With over ten years of experience as a web developer, his experience is centered around standards-based, modern web development favoring a responsive design, progressive enhancement, and graceful degradation approach that gives users the best possible functionality on the device they are using, from desktop computers to tablets and phones.

A graduate of the University of California at Santa Barbara, Drew specializes in web front-end development (*HTML5 / CSS 3 / JavaScript*) and back end programming (*LAMP, Drupal, WordPress*). He also has extensive experience with conceptualization, design, speed optimization & SEO, server administration, and copywriting and editing. Drew has a wide breadth of experience, a unique combination of skills, and a passion for building excellent web software, which gives him the knowledge, expertise, and dedication to make any project a success.

Drew has provided SGA with technical and design assistance with the following programs:

- Orange County Stormwater Program
- San Mateo Countywide Water Pollution Prevention Program
- San Bernardino County Public Education Program
- Riverside County Public Education Program

While SGA has extensive experience developing websites and digital content, we also have developed and implemented a wide range of campaigns to educate and assist residents and multi-family and commercial properties about recycling, waste reduction, and resource conservation. We have a thorough understanding of the common barriers that stakeholders face in adopting recycling or waste reduction. From this understanding, we have helped the following organizations promote their recycling and waste reduction program:

- **Rethink Waste:** SGA partnered with South Bayside Waste Management Authority (SBWMA) to help them meet the State’s 75% recycling goal by 2020. SGA educated and encouraged residents and stakeholders in San Mateo County to participate in waste reduction, recycling and sustainable practices, increase participation in program initiatives, such as HHW recycling, and build a strong foundation that helps Rethink

Waste meet the objectives of the long range plan.

- **Recycle Smart:** SGA worked with the Central Contra Costa Solid Waste Authority (CCCSW) to create an umbrella brand and outreach strategy to specifically engage businesses and multi-family complexes to help CCCSW achieve 75% waste diversion by 2020. The plan specifically focused on increasing recycling and composting in multi-family and commercial properties and provide assistance to help them improve their diversion efforts. SGA began by going into the community and conducting focus groups, surveys, and social media monitoring to understand the particular barriers and motivators to recycling and composting within our target audiences. Our final five-year strategy provided a suite of tailored outreach strategies and a materials toolkit under an umbrella brand designed for a new Recycle Smart multi-family and commercial property program.
- **Culver City Multi-Family Recycling:** SGA worked with Culver City to turn 3,240 multi-family units that did not already recycle into recycling powerhouses (exceeded goal by 71%), through directly working with multifamily property managers to champion the recycling program to their residents and to help managers find recycling services and bins that fit their properties.
- **San Bernardino Zero Waste Community (ZWC):** SGA collaborated with the ZWC Committee on developing and implementing several innovative programs supporting waste prevention, reuse and recycling throughout their respective jurisdictions. SGA designed and implemented focused waste reduction, reuse and recycling programs targeting the Zero Waste Communities' businesses and residents, while developing a process to ensure that the selected programs and projects were relevant to Committee member needs.

As required by the RFP, SGA is aware of all the addendums that have been issued and has incorporated their provisions in our proposal.

APPROACH AND PROJECT UNDERSTANDING



WEBSITE DESIGN

When we begin a website design and development project, it's very tempting to begin with design concepts. Everyone loves to be involved in the look and feel of a brand new website. However, our experience has shown us that hitting fast forward to the design stage creates a lot of risk for our clients. Without taking into consideration the invaluable research and strategy that's required to create a powerful user experience, the new website can fall flat in meeting the needs of its targeted audiences.

SGA recommends the use of a customizable template with combining custom web development to achieve a modern, user-friendly website. The process of layout configuration and design would start with drafting a new sitemap and identifying different page layout templates that are needed throughout the site. The advantages of using customizable templates as a foundation for the website are that they are cost-effective, consistent, and updating is relatively easy. By using an already designed format for the entire site, the resulting pages will have a uniform appearance. In addition, navigation between pages is usually greatly simplified, with reduced risk of broken links or other inter-connectivity problems.

We would then customize the templates to suit the needs of Rethink Waste. In our approach, we will employ a combination of wireframe, mockups, and prototyping tactics. Whether these tactics are performed in succession depends on the project timeline or progress, For example, sometimes skipping mockups and creating a lo-fi prototype early on can be what's best for the project. Alternatively, we might follow a process in which we progress from wireframes to mockups and finish in code. It is important to not only find the best process, but also the right process for Rethink Waste.

Wireframes are low-fidelity, 'bare-bones' blueprints, usually presented with placeholders for final content, to be filled in at a later point in the design cycle. Wireframes can help represent what goes where in a design, without us having to spend too much time on the details. The advantage of wireframes is that it helps Rethink Waste visualize the general website layout without expending costly design dollars.

Once the wireframe has been approved, we can then design mockups of the websites. While wireframes are design placeholders, mockups can give Rethink Waste a more realistic impression of how the website will look. Mockups are static high-profile visual design drafts providing visual details, such as colors and typography. Mockups can help us organize project details and find errors early on.

Wireframes handle structure, mockups handle visuals, and prototypes handle usability. Prototyping allows Rethink Waste to actually interact with the redesigned website, even if only slightly. Creating a prototype will give us preliminary information on the user experience, pinpoint which elements work best, and predict usability problems before they become problems.

Our experience in effective website design and building is evidenced by our well-honed interactive design and development workflow. It is a process that ensures the websites we design and develop for our clients are focused on delivering customized, measurable outcomes, not trendy creative or one-size-fits-all themes. It combines our creative and technical process into one easy-to-follow workflow.

CONTENT MANAGEMENT SYSTEM

SGA conducted some preliminary research into the Apostrophe system to understand the CMS framework and its capabilities. The Apostrophe CMS is not as established as other CMS like WordPress and Drupal. Apostrophe is limited by a very small number of developers that support it, so it doesn't have a large collection of available modules and plugins or a lot of community-based support resources. It's meant to be a light framework so that users can create nimble projects almost "from scratch." For example, the blog system is a separate module in Apostrophe. This makes Apostrophe potentially a good choice for projects where the intent is to go off the beaten path but in our opinion, it is not a great choice for a medium-to-small informational site like Rethink Waste.

For these reasons, SGA recommends that the new Rethink Waste site utilize WordPress as its Content Management System (CMS). As of 2018, WordPress powers 32% of all website on the internet and owns over 60% market share, almost 10X more than its closest competitor Joomla, which came in at 3% usage and 6% market share. SGA has developed numerous websites for government programs throughout the State and has found WordPress to be the quickest to learn, the best supported, and has the broadest suite of integrated widgets and add-ons to help customize the user experience.

While both platforms are open-source content management systems, WordPress is built using PHP language using MySQL databases to store and retrieve data, while Apostrophe is built using JavaScript language. Besides the programming language barrier, we would also consider restructuring the content of the RethinkWaste.org site: culling out unused or infrequently visited pages (using Google Analytics), adding new content and pages, or revising, merging, and reorganizing pages.

In investigating the best and simplest way to migrate content from Apostrophe to WordPress, we discovered that it appears there is a path to migrate content from WordPress to Apostrophe, however, the reverse is not allowed. We tested the live demo on the Apostrophe CMS website and found that the drag-and-drop style page builder it uses will not lend itself to an easy or quick automated migration. Because of these factors, SGA recommends a manual migration to ensure that the content we are migrating over is transferred correctly and accurately.

CONTENT MIGRATION

Let there be no mistake: Content migration will be one of the most important parts of this project, and it can also be one of its most difficult and expensive components. Migration is a subject that is almost universally underestimated because it's a task that is made more difficult by a variety of factors both incidental and deliberate. It's also the main reason why implementation projects can go beyond their intended schedules.

As noted in the RFP, Rethink Waste has approximately 400 pages and 2,000 downloadable documents and files. Migrating this content accurately and correctly will be a huge undertaking. As mentioned previously, SGA recommends a manual migration of the RethinkWaste site because of the incompatibility of Apostrophe's CMS framework and WordPress. The best path may be simply recreating the pages manually by copying and pasting HTML from the front end of the site using Chrome's web inspector. Depending on how things like the CartSMART and BizSMART "Dos and Don'ts" table are built out, they may need to be recreated. While this might

be more time consuming, this will ensure that the existing content is migrated accurately and successfully. While we feel that this would be a straightforward approach, things like the “Dos and Don’ts” table may take a bit longer because they likely have associated CSS and JavaScript that would need to be copied over or recreated in a format that fits the new theme.

To make the content migration process smoother and easier, a solid foundation must be laid. The steps we would take to migrate the site would include the following:

1. Analyze Rethink Waste’s Content

To begin with, we will need to have a proper understanding of Rethink Waste’s content and how we will manage the migration. To do this, we will develop a robust strategy using the following guidelines:

a. Take Inventory

Before commencing on the migration process, we will make a list of every kind of content on Rethink Waste’s website. It will include file types, hyperlinks, metadata etc. We will need to understand where the existing content in the current system setup is kept and how we will handle the content while migrating it to a new platform.

b. Strategize the migration

This is the second most important step. It involves taking the content inventory and coming up with a strategy for moving it to a new platform. While accessing the content, we will note down the things Rethink Waste is willing to migrate and the content we can ignore. We will request a copy of the current sitemap to analyze as well as access to the site’s Google Analytics account to determine which of the current 400 pages are frequented and which are rarely or never viewed. We would also review which events are the most and least popular. Events include clicks on outbound links, PDF downloads, and form submissions.

2. Cleanup Rethink Waste’s Content

More often than not, the legacy content must be cleaned before it can be imported into the new CMS. SGA will create a content strategy that will lay the foundation for the information architecture for the new design. During this time, if some of the content needs custom coding, we will resolve this early on to avoid any future problems.

a. Map out the Metadata

It is important to categorize and tag the content while migrating it. SGA will keep track of how the content is linked to different sections of Rethink Waste’s website and variables through tags and categories. The overall purpose behind mapping the metadata is to make it easy for SGA to sort, search and filter the content within the frontend and backend.

b. Create redirects to avoid breaking bookmarks or embedded links.

While moving content to a new CMS, the organization of pages, images and documents are sure to change. The URLs of content will change to reflect a new directory structure. When this occurs, any bookmarks to the old website or any links embedded in online and offline advertisements will break. To resolve this, a 301 redirect will have to be created that points every old URL to the corresponding content asset in the new system. Serving a 301 indicates to both browsers and search engine bots that the page has moved permanently.

3. Migrate The Content

After taking inventory of the content, creating a content strategy and mapping out the metadata, it’s time to migrate. Because we are recommending a manual migration, we will develop a workflow that will break down every step required to take an existing piece

of content and turning it into a new piece of content on the new platform. The workflow will include steps like entering metadata, page titles, etc.

GRAPHIC DESIGN

Modernizing the look and feel of the website is an important part of providing a unique user experience. There are many potential pitfalls for any organization seeking to redesign its website. The website is part of the organization's "brand" and is usually the first impression that a new visitor has of the organization. Thus, a properly designed website must go beyond coding. Graphic design must play a fundamental part of any web design. It not only is the creative spirit of the site but also is critical to the overall branding strategy. Graphic design encompasses everything from background images, banners and button controls to color scheme, text style, and graphics. Good graphic design will increase the usability of Rethink Waste's site. Web visitors often have little patience for complex or confusing sites and will move on fairly quickly. We can encourage viewers to stay on Rethink Waste's site by using graphic design to keep navigation simple, making sure the graphics are content appropriate, and choosing eye-pleasing colors and text styles.

At SGA, our graphic design and creative team not only knows how to develop effective web graphics, but we also know how to do so in an efficient and budget-conscious manner. Our team consists of a few right-brain dominant creative folks as well as a few left-brain-dominant logistical types who balance out the creative output with strong analytics and metric driven evaluations.

We believe in putting first things first and never missing the details on the back end. That means every project starts with research. Research becomes strategy, and then turned into messaging and specific creative executions. At the beginning of this project, SGA will conduct a series of meetings and discussions focused on better understanding RethinkWaste's goals and needs. During these meetings, we will gain a better understanding of the organization's branding, any existing style guides, color palettes, and graphic design preferences. While we work closely with Rethink Waste to create web graphics, we will be guided by the following principles that have helped us in the past with similar clients:

- 1. Graphics should fit in with the purpose, organization, and style of the page.** SGA only uses graphics to enhance the design, structure, or informative content of the web page without distracting attention.
- 2. Avoid using graphics with large file sizes that add to the load time of the page.** We will also consider the cumulative file size of all images on the page. Excessive "page weight" caused by poor image use can result in slow load times for pages.
- 3. Graphics should help to guide the viewers' focus to the important content on the page.** We use graphic elements to direct viewers' attention and provide structure for the page.
- 4. Avoid repetitive use of overly bright or potentially "obnoxious" images.** These types of "eye-catching" images may be attractive at first, but after the novelty wears off, they may cause viewers to lose patience with the site.
- 5. Avoid the use of graphics to convey textual content information.** Graphic based text presents a variety of problems: Images of text can't be resized like true text, so users with poor vision are unable to resize it to meet their visual needs; images require much longer to download than text; users can't search for images of text using their browser's search

feature; and search engines are better able to index websites that contain actual text, well-structured with HTML.

6. **Provide textual equivalent alternatives for graphic content.** Whenever images are used, we provide equivalent content or descriptions of the image in a textual format.
7. **When using text in graphics, make sure there is sufficient contrast between the text and the background color.** We design graphic elements so that users can easily distinguish the text from its background.

PROJECT EXAMPLES

We have included three case studies that demonstrate our previous experience developing websites.

WATTS RE:IMAGINED

01. THE CHALLENGE

Watts Re:Imagined was a collaboration of individuals and community organizations committed to fostering a vibrant future for Watts. As part of the new branding and communication strategy to promote the revitalization of the historic neighborhood of Watts, the Natural Resources Defense Council needed to create a website that focused on quality of life, social equity, economic opportunity, and environmental sustainability in the Watts neighborhood.

02. THE SOLUTION

SGA created new branding and communication strategy for Watts Re:Imagined which included a mobile responsive website. Our goal was to create a look, feel, voice and narrative that helped Watts Re: Imagined meet its multi-faceted goals. Through a strategic, integrated communications effort, SGA informed, engaged, and promoted Watts Re:Imagined to the local community and the greater Los Angeles public.

Watts Re: Imagined had two major branding and communication goals:

1. Leverage the visibility of the 50th anniversary of the Watts Riots to promote brand recognition and a widespread understanding of the Watts Re:Imagined vision.
2. Garner interest and support from stakeholders, politicians, and potential investors to bring the Watts Re:Imagined plan to life.

This project showcases one of SGA's incredibly important skill sets: The ability to hit the ground running. SGA found and nurtured the voice of the campaign, developed a social media suite, built a mobile responsive website, created new branding material, developed a communication plan and events master calendar that tied together the plans of various stakeholders and contributors, produced an editorial calendar of content that could honor the range of voices that needed to be heard, and successfully managed the ongoing promotion up until the 50th Anniversary of the Watts Uprising.

In order to develop a website to fit the needs of Watts Re:Imagined, SGA had to gain a deep understanding of the goals, expectations and potential pitfalls of the campaign. To do this, we developed a client survey as a way to learn more about the project and the needs and expectations of our clients.

Who is Watts Re:Imagined? An organization with a deep connection to Watts and a profound belief that the neighborhood can be a place where quality of life, social equity and economic development thrives.

Who is our audience? Community members, local businesses, investors, stakeholders, politicians and government organizations. The community is 60% Latino and 40% African American. The age of residents is below 25 and above 60. The middle-age demographic is not strongly represented in Watts.

What does our audience need? An opportunity to rally behind and a belief that the vision of Watts can become reality.

What experience would the Watts Re:Imagined campaign give them? Relief that finally there is a real and attainable vision for Watts, excitement for the changes in Watts, and the sense that there is room for everyone to get involved and make this happen.

What do we want to say to our audience? This is a vision born out of Watts, from the people who have built this neighborhood. Our vision can work and we know how to achieve it. If not now, when? And why not?

What do you want to achieve with this campaign? Short-term: leverage the visibility of the 50th anniversary of the Watts Riots. Long-term: garner the support to execute the multi-faceted vision illustrated in the Watts Re:Imagined Scope of Work.

Besides the Watts Riots, what other topics or events should we emphasize?

GENERAL TOPICS

- Economic redevelopment
- Community empowerment
- Social equity
- Public transportation
- Environmental sustainability

SPECIFIC TOPICS

- Grant Housing/Bank of America land
- Civic Center parcels along 103rd between Success and Compton,
- Frank Gehry-designed Children's Institute
- Martin Luther King Shopping Center
- Blue Line Train Station, Cultural Crescent and Watts Towers
- Central Avenue Master Plan
- Watts Greenstreets
- Green Alleys
- Main Street Watts connecting Civic Center, MLK Center, Metro Blue Line and Jordan Downs
- Analysis of existing plans and studies to support redevelopment and green

- infrastructure
- Jordan Downs redevelopment
- Community events (e.g., pop-up green alleys, Watts Summer Festival, 50th anniversary commemorations)

What's the future plan for Watts Re:Imagined? The initial campaign will be focused on awareness, but the larger goal of this multi-year effort is to gain funding and support for the actualization of the Watts Re:Imagined campaign.

What does success look like for this project? Brand recognition, wide-spread understanding of the ethos and mission of Watts Re:Imagined and development of digital and print materials.

What challenges do you foresee? It will be very important to avoid the feel of gentrification with this campaign and to involve established community organizations like the Watts Labor Community Action Committee (WLCAC) and the Neighborhood Council in the execution of the vision. There may be a sense of resignation in the community that will need to be overcome. Our community audience is philosophically disparate. We need to engage both young people, <25 years old, and the older generation (>60 years old).

What are you looking for in SGA as a partner? Expert guidance and leadership on communications and materials development. Watts Re:Imagined must feel like it was born out of Watts to avoid the gentrification pitfall, so SGA will need to work in the background and allow the community to be the voice of the campaign.

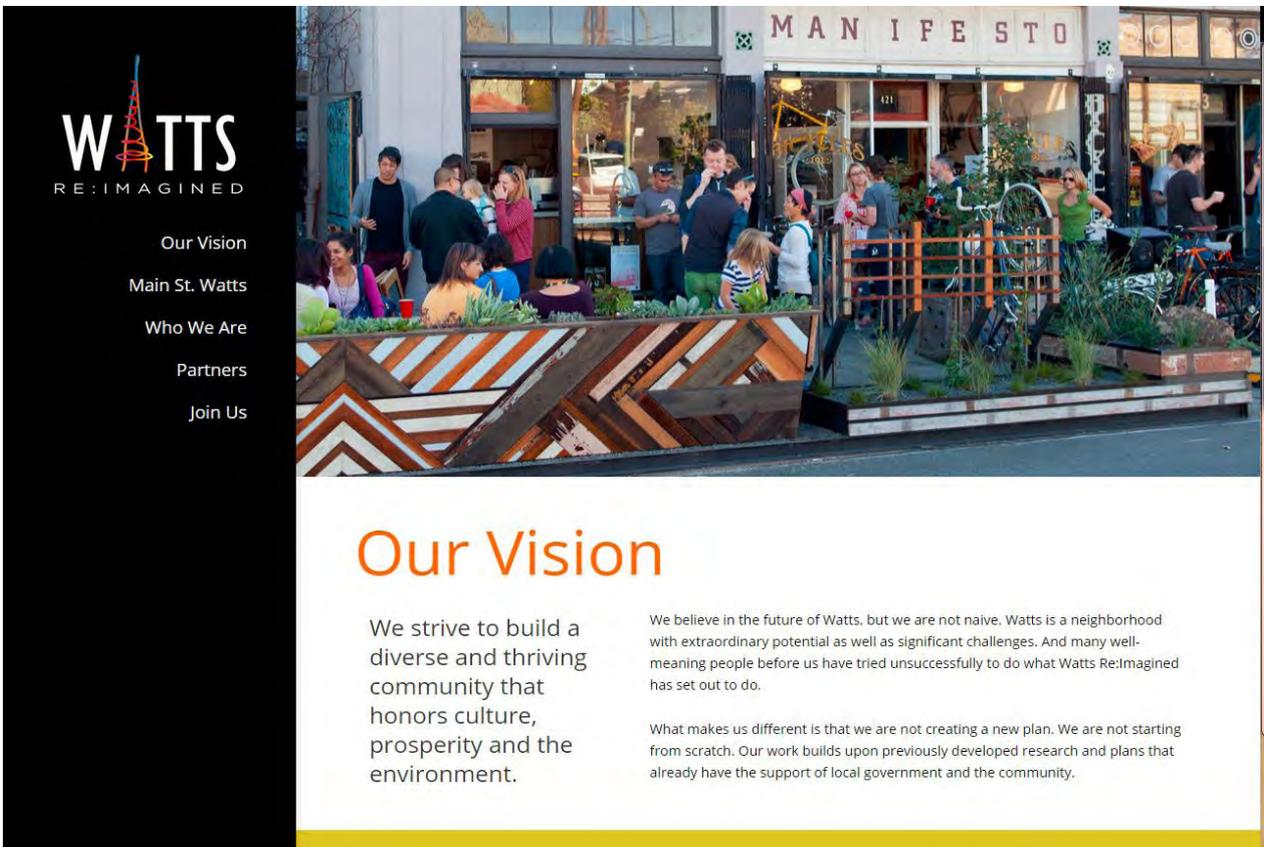
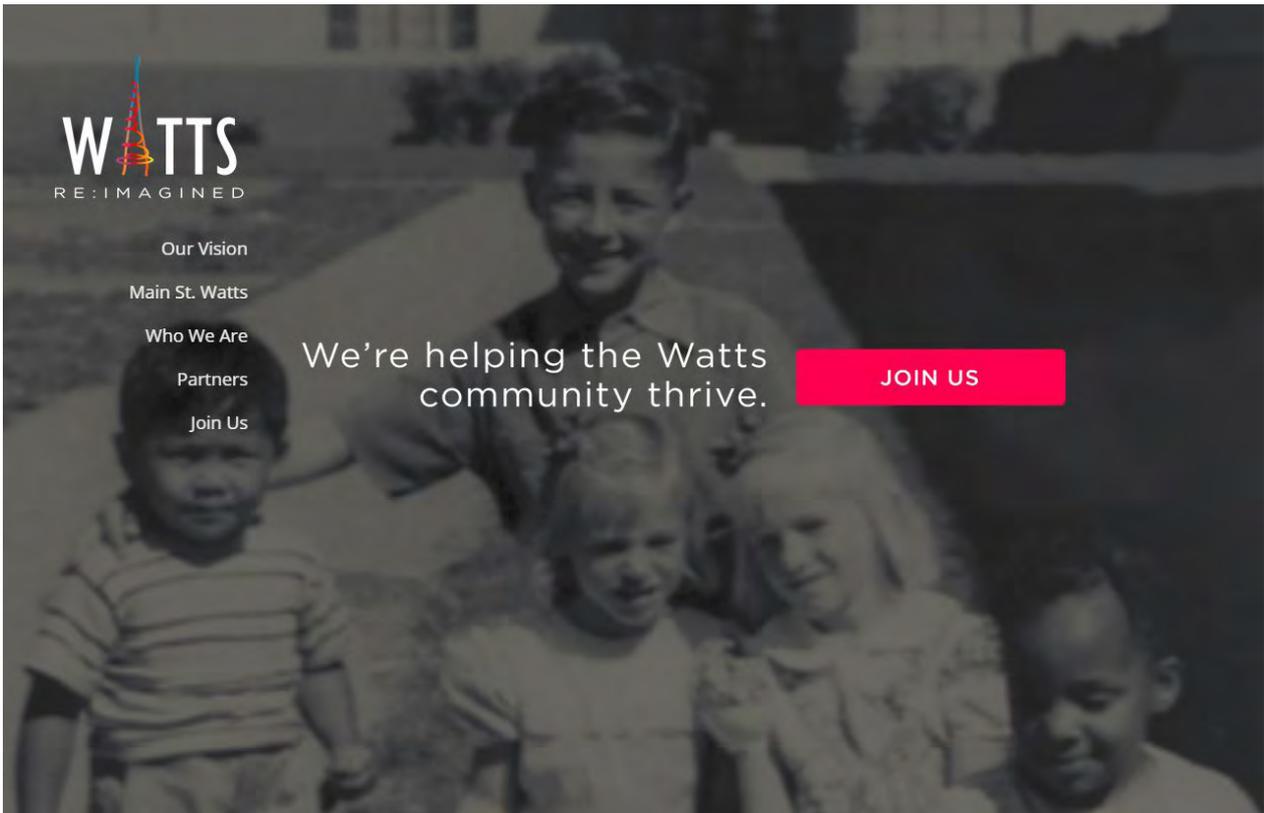
03. THE RESULTS

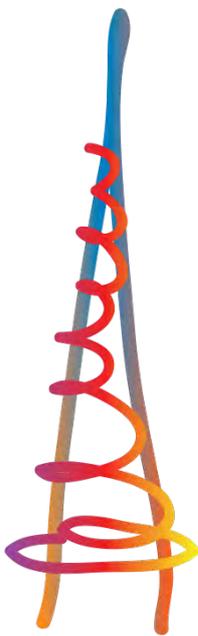
SGA developed a modern and sleek website to serve as the hub for the Watts Re:Imagined organization, wattsreimagined.org.

We modeled the website off the the modern, clean style of the new logo we created. The Watts Re:Imagined website showcase the rich history of Watts and laid out a clear plan for a reimagined Watts, including benefits to the community, environment and investors. The website was provided a platform where residents, politicians and stakeholders can engage in the future of Watts. It will be fully viewable and functional on desktop computers, tablets and mobile phones.



New website and landing page





WATTS
RE:IMAGINED

Online Media User Guide

Prepared with care by



1

Website User Manual

Important Guidelines and Best Practices

The WattsReimagined.org website was built as a one-page, scrolling website. This allows for the Watts Re:Imagined story to be told with an attractive visual flow.

What is Recommended: Create News Posts

To keep the website up-to-date with the latest news, publish posts in the News section. This provides fresh content for visitors and is an optimal space for adding new content.

What is Not Recommended: Editing the Main Page

Because this design was custom built to enhance the content, as a best practice, major changes to the content are not recommended as it will alter the visual layout of the website. Major changes should be conducted by a web design professional.

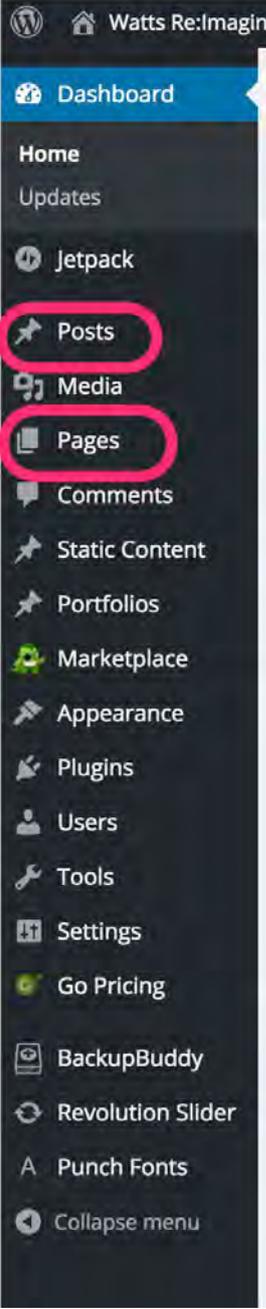
Minor text changes are allowed and are outlined below.

How to Use This Guide

To use this guide, you must first be logged into Watts Re:Imagined's website. <http://www.wattsreimagined.org/wp-admin>

Logging In

1. Go to <http://www.wattsreimagined.org/wp-admin>
2. Enter assigned log in information.
3. After you log in, the "Dashboard" page will appear and you will see the Control Panel on the left.



The image shows a screenshot of the WordPress dashboard sidebar. The sidebar is dark-themed and contains various menu items. Two items, 'Posts' and 'Pages', are highlighted with red circles. The 'Posts' item has a star icon, and the 'Pages' item has a document icon. Other items include 'Dashboard', 'Home', 'Updates', 'Jetpack', 'Media', 'Comments', 'Static Content', 'Portfolios', 'Marketplace', 'Appearance', 'Plugins', 'Users', 'Tools', 'Settings', 'Go Pricing', 'BackupBuddy', 'Revolution Slider', 'Punch Fonts', and 'Collapse menu'.

CONTROL PANEL

Posts: This is where your News Posts live and the primary feature you will be working with.

Pages: This is where your Main Page lives.

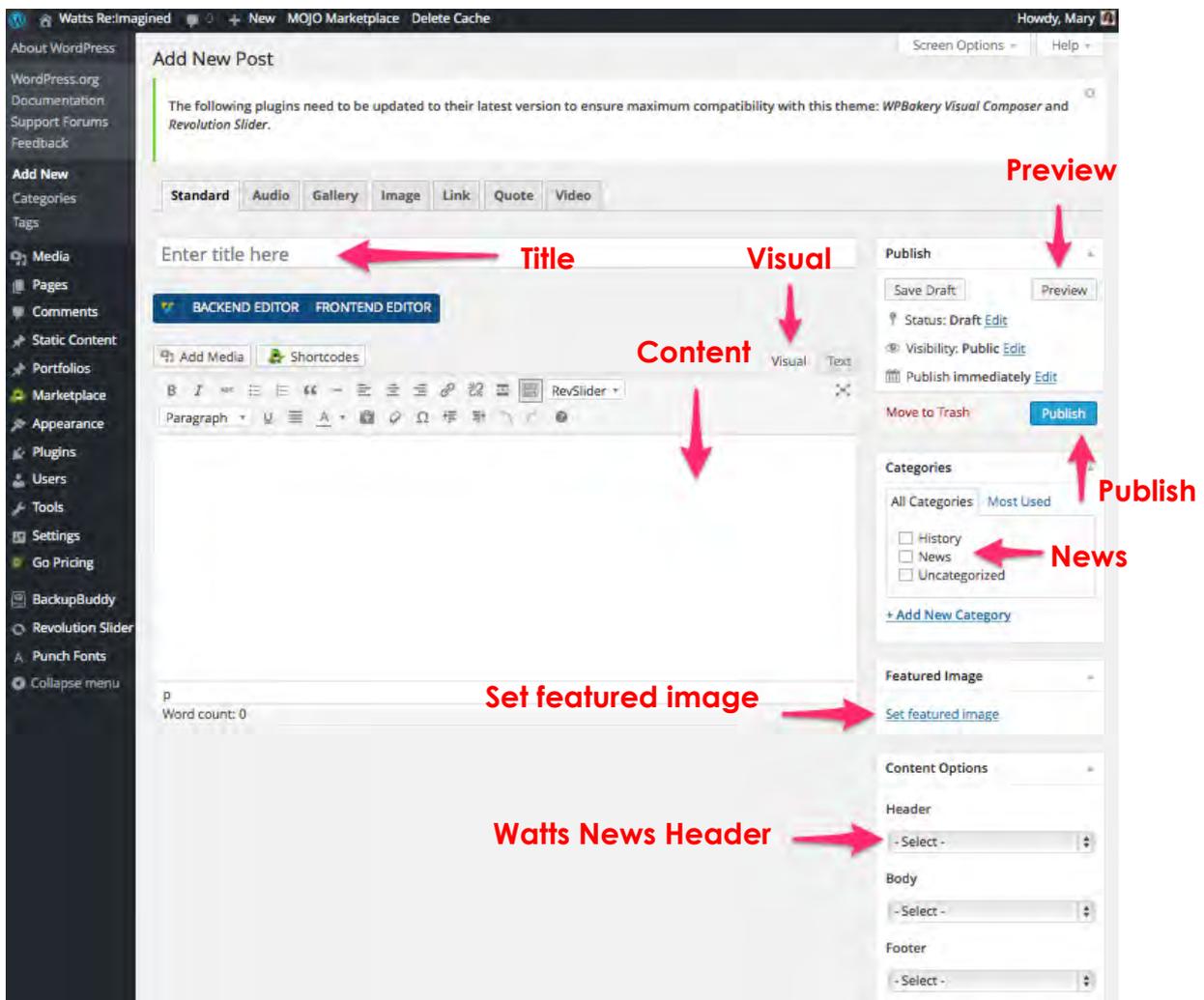
Creating a News Post

How to Create a News Post

1. Log on to WP.
2. In the control panel, hover over **Posts** and click on **Add New**.
3. Enter the **title** of your News post.

4. Make sure the **Visual** tab is selected so you can have access to the text formatting options.
5. Add your content in the **content** window.
6. Select **"News"** as the category.
7. Add an image by clicking on **Set featured image**.
Image recommendations: horizontal format with minimum width of 1150 pixels
8. Under Content Options, select **"Watts News Header"**.
9. Under Publish, click on **Preview**.

If all is good, click on **Publish**.



Tips:

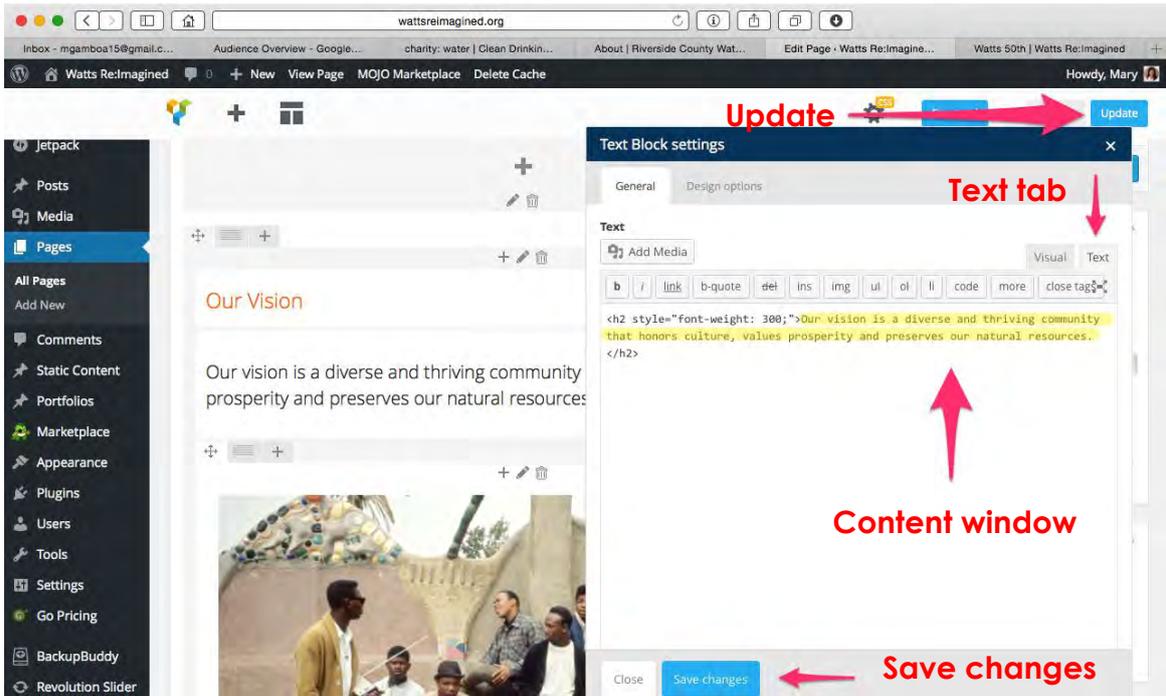
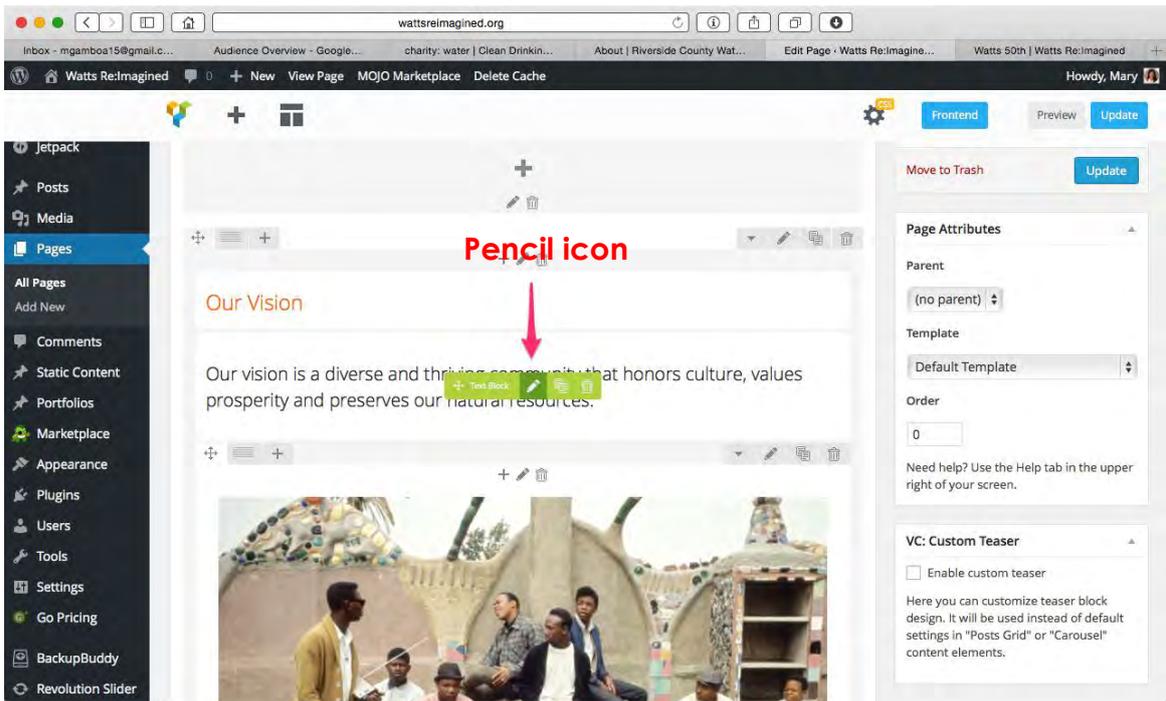
When considering adding content, have in mind the photos/images you would like to use for the post ahead of time.

Always remember to review any changes you make on the live website immediately after you Publish or Update in case there are any issues.

Text Edits

How to Make a Text Edit

1. Log on to WP.
2. In the control panel, click on **Pages** and select **Main Page - Front Page**.
3. Find the area you wish to edit and hover over the box that contains the content until you see a Pencil icon. Click on the **Pencil**.
4. When the popup window appears, click on the **Text tab**.
5. It is important that you make your changes within the brackets >  < (see highlighted area in the **content window**)
NOTE: On this main page, if you see doubles of the content you wish to edit, that means there is a separate mobile layout for the section and the edit you wish to make will have to be applied there as well.
6. If you are happy with the changes you've made, click on **Save changes**.
7. Once the editing box closes, click on **Update**.



SAN BERNARDINO COUNTY STORMWATER PROGRAM

01. THE CHALLENGE

Since 1994, the San Bernardino County Stormwater Program (Program) has been conducting NPDES MS4 Permit-required Public Education and Outreach activities. Since that time, the Program has achieved significant success in developing and implementing a watershed-wide stormwater public education and outreach program with emphasis on educating the public on the impacts from polluting activities to receiving waters and providing guidance on best management practices to prevent stormwater pollution.

Over the years, the Program noticed that the community was not engaging as much with the Program's stormwater pollution message. As with many public education and outreach programs, program fatigue sets in and gradually, there is a diminishing return from the County's target audiences. Water pollutants were no longer strong motivators to encourage residents to act. Instead, the Program noticed that community-centered issues around pride of place and protecting water resources resonated more with County residents than the traditional environmentally focused effort (i.e., the impacts of stormwater to the receiving waters). To address these concerns and to increase community engagement and awareness, SGA helped the Program rebrand its program to "Where Water Meets Community." As part of this rebranding, a new website was designed and developed to promote the new branding.

02. THE SOLUTION

SGA helped the Program redesigned its website with updated messaging, graphics, and even educational animated video. With this rebranding effort, the Program created a new public education campaign that focuses on how protecting water quality protects the community. By making the website more community-oriented, SGA demonstrated that long-running programs like the San Bernardino County Stormwater Program could adopt a malleable approach to improve the ways they communicate and implement its public education program.

We redesign the Program's website using the new logo and branding developed by SGA. The target audiences were residents (pet owners, DIYers, car enthusiasts, home owners, gardeners, pool owners), teachers, business owners, contractors and other stakeholders. One of the goals of the website is to increase the proper disposal of household hazardous waste among San Bernardino County residents to protect water quality and to ensure dog owners are picking up after their dogs, to ensure they are using canisters correctly, and to create a social norm around this action. To do this, SGA create a website that was user-friendly, public-facing and responsive to look best on any device. The new website included 30 pages and 3 Spanish language pages.

SGA worked with the County to develop a robust sitemap based on our understanding of how residents were currently utilizing the website and how we wanted them to engage. The website featured a prominent banner for which we developed a range of collateral that could be easily adjusted, edited, or removed based on the current efforts of the program at that time.

During the redesign, SGA worked with staff to identify the core activities the Program wanted to emphasize. They were to increase engagement (participation), support mandatory programs (dispose), expand the reach of the program (sign up), and disseminate information (read). These core focuses were then prominently featured via simple groupings to make the website a one-stop-shop for residents that was as simple and intuitive to use as possible.

03. THE RESULTS

Pairing the rebranding with a website redesign (<https://sbcountystormwater.org/>) was a key component to the Program’s transformation. The website redesign helped support the County’s rebranding efforts, playing a crucial role in the overall success. The Program’s website anchors the online program, providing a consistent online hub of information acting as a home base. Residents and stakeholders visit respective pages in order to learn more information or opt into one of our campaigns.

	Pre-Redesign	Post-Redesign
Total Website Visitors	8,403	12,553
Total Page Views	14,557	20,478

Based on our efforts, the Program was awarded the California Stormwater Quality Association’s (CASQA) award for outstanding stormwater quality news, information, outreach, and media in 2018.

Report Illegal Dumping 1-877-WASTE18



SAN BERNARDINO COUNTY STORMWATER POLLUTION PREVENTION

ABOUT RESIDENTS BUSINESSES STUDENTS GOVERNMENT GET INVOLVED

EASY TO DOWNLOAD OUTREACH MATERIALS

Business owners, teachers, property managers and more... we have print ready outreach materials for you!



Protect your family and community with safety products and materials.



UNTIL THIS IS A REALITY. PLEASE PICK UP AFTER YOUR PET.



ALLOW ONLY PERMITTED TO KEEP OUR WATERS CLEAN

Want to help stop pollution?

PARTICIPATE

in a community event near you

DISPOSE

of toxic waste properly

SIGN UP

to receive water quality tips

READ

the Water Quality Management Plan

HOUSEHOLD HAZARDOUS WASTE DISPOSAL



Take your toxic household materials like motor oil and oil filters, anti-freeze, paints, solvents, cleaners and old batteries to one of the nine permanent collection facilities, offering free drop-off service and safe disposal of your unwanted chemicals. Find out about Household Hazardous Waste (HHW) and why it's so important to store and dispose of HHW safely and properly. Check out this video for useful

[Read More](#)

HELP US REACH 3000!

Find us on Facebook:



2,743 people like San Bernardino County Stormwater.

WHAT IS STORMWATER POLLUTION?

Stormwater is urban runoff water that has picked up pollutants as it flows through the storm drain system a network of channels, gutters and pipes that collect runoff from city streets, neighborhoods, farms, construction sites and parking lots and empties directly into local waterways

LEARN MORE

DOWNLOAD OUTREACH MATERIALS



SAN BERNARDINO COUNTY POLLUTION PREVENTION TIPS

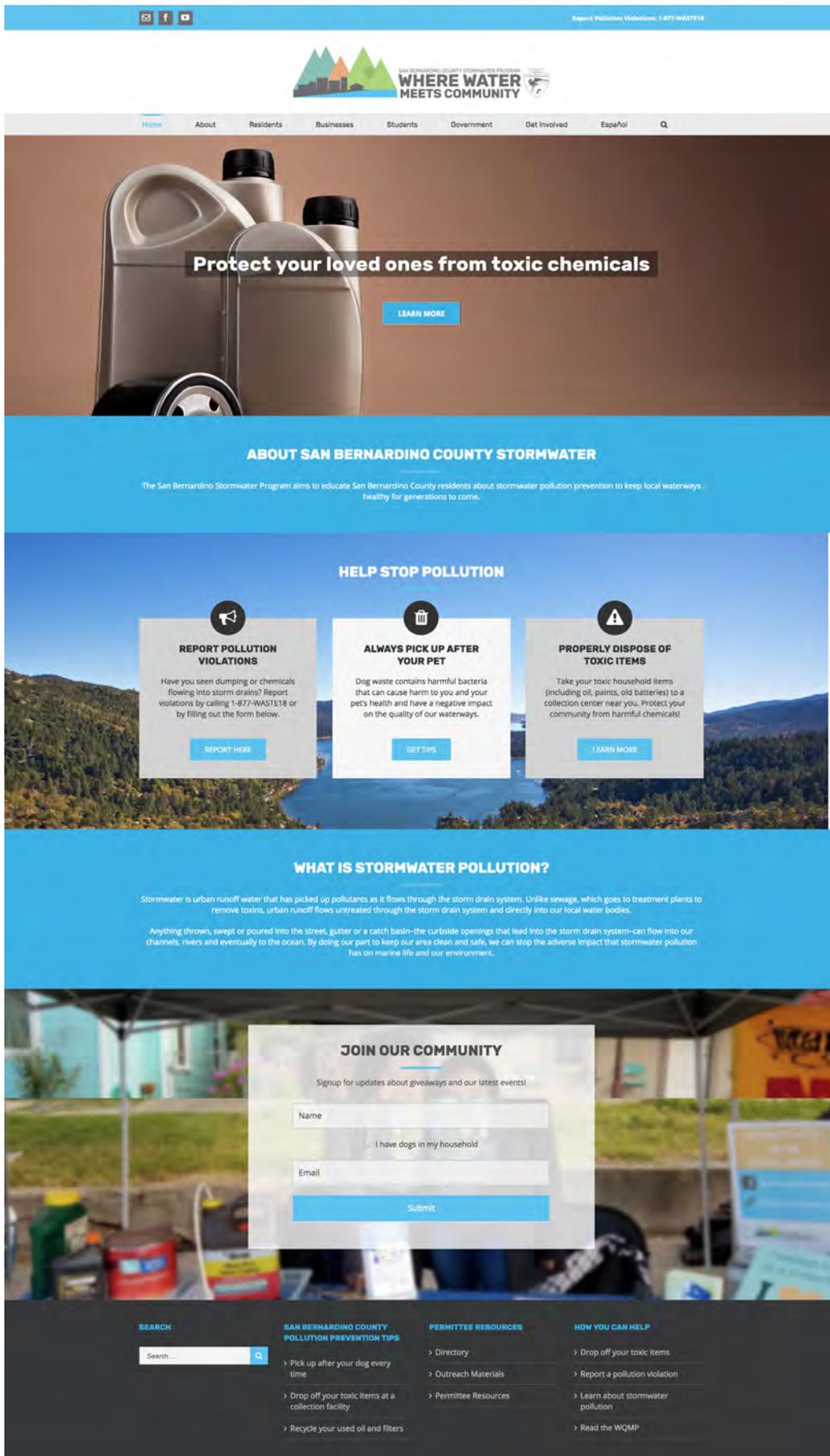
- Pick up after your dog every time
- Recycle your used oil and filters
- Drop off your toxic materials at a collection facility

PERMITTEE RESOURCES

- Directory
- Reference Materials
- Training Documents

HOW YOU CAN HELP

- Dispose of toxic waste
- Report a pollution violation
- Learn about stormwater pollution
- Read the WQMP



Landing page for educational materials

Report Pollution Violations: 1-877-WASTE18

Home About Residents Businesses **Government** Get Involved Blog Español Q

OUTREACH MATERIALS

Home / Government / Outreach Materials

Below is a list of outreach materials intended to assist permittees with public education on stormwater tips and BMPs.

Educational Handouts

- + Ads and Media
- + Businesses
- + Displays
- + Homeowner's Associations and Property Managers
- + Residents
- + Schools
- + E-Newsletter Inserts

SUBSCRIBE

Join 8,000+ neighbors & receive e-Updates.

FREE DOG WASTE BAGS

Pick up after your pet to prevent pollution.

DISPOSE OF TOXIC ITEMS

Get directions and hours for local household hazardous waste collection centers.

SEARCH

SAN BERNARDINO COUNTY POLLUTION PREVENTION TIPS

- > Pick up after your dog every time
- > Drop off your toxic items at a collection facility
- > Recycle your used oil and filters

PERMITTEE RESOURCES

- > Directory
- > Outreach Materials
- > Permittee Resources

HOW YOU CAN HELP

- > Drop off your toxic items
- > Report a pollution violation
- > Learn about stormwater pollution
- > Read the WQMP

© 2015-2017 SAN BERNARDINO COUNTY STORMWATER PROGRAM

Report Pollution Violation: 1-877-WASTE11

Home
About
Residents
Businesses
Government
Get Involved
Blog
ESPAÑOL
Q

ESPAÑOL

Home / Español

Información en Español

La Contaminación de Aguas Pluviales

¿Qué es la contaminación por aguas pluviales? ¿Cuáles son los contaminantes comunes y sus efectos en nuestras fuentes de agua? ¿Qué puede hacer usted para evitar esto?

APRENDE MÁS >

Dueños de Perros y Nuestras Comunidades

Al recoger el desecho de su perro, usted contribuye en la protección de la integridad de nuestras fuentes de agua locales y comunidad. ¡Solicite una bolsa de desecho de perro gratis para usted y su amigo!

APRENDE MÁS >

Desechos Tóxicos Domésticos

Algunos artículos tóxicos en su hogar requieren ser desechados de forma especial. Mantenga los productos químicos nocivos fuera de nuestro medio ambiente llevándolos a un centro de recolección.

APRENDE MÁS >

Cómo Prevenir la Contaminación de Aguas Pluviales del Condado de San Bernardino

SEARCH

SAN BERNARDINO COUNTY POLLUTION PREVENTION TIPS

- > Pick up after your dog every time
- > Drop off your toxic items at a collection facility
- > Recycle your used oil and filters

PERMITTEE RESOURCES

- > Directory
- > Outreach Materials
- > Permittee Resources

HOW YOU CAN HELP

- > Drop off your toxic items
- > Report a pollution violation
- > Learn about stormwater pollution
- > Read the WQMP

© 2015-2017 SAN BERNARDINO COUNTY STORMWATER PROGRAM

RIVERSIDE COUNTY STORMWATER PROGRAM

01. THE CHALLENGE

Riverside County Stormwater Program (RCSP) wanted to redesign and overhaul its existing website while continuing to meet all NPDES permit requirements and making existing information more accessible to residents. The redesigned website would build, integrate, and reflect the new branding for the RCSP.

02. THE SOLUTION

The purpose of the redesigned website was to provide the Riverside County Stormwater Program with a modern, easy-to-navigate website that would serve as a hub for all of its programs and where engaged residents can find the resources they are looking for. The target audience was the general public - residents who have engaged with the Riverside County Stormwater Program.

SGA redesigned RCSP's website so that it operated on a robust Content Management System (CMS), be mobile responsive to ensure equal functionality for all mobile, tablet, and desktop viewers, and be designed to address all target audiences. In developing the website, SGA will revisited content on the current website and work with Riverside County Flood Control and Water Conservation District (District) staff to determine how the program should best be represented on the new website, all while reflecting the new, modern brand of Riverside County Stormwater Program.

Before formal project kick-off, SGA collaborated with RCSP staff to create a Strategic Working Document that consists of a comprehensive work plan and timeline. Our approach to redesigning the website consisted of five key phases:

Planning: We needed to understand how both the residents and District staff will use the website and ensure that the design achieves those twin goals. SGA developed a sitemap, which ensured that all key pages of the new website were considered, outlined their relationship to each other, and defined the overall webpage navigation. We also designed the wireframes for the site.

Upon signoff on the sitemap and wireframes, SGA began building the website using the WordPress Content Management System (CMS). Once we had all the components in place, we then considered the visual design.

Development: After the Planning Phase, we assisted Riverside County IT staff with the installation of the CMS and necessary plugins. We jointly programmed the website with the functionalities and features relevant to the website, such as custom forms, email lists, widgets, calendars, etc. We then used CSS to build custom styling to complement the visual design components and maximize accessibility to ensure ADA compliance.

SGA then worked with District staff to identify current content that was necessary for the new website and revised and added new content consistent with the new brand and messaging.

Testing: SGA conducted a comprehensive series of tests and reviews to ensure accuracy of all links, forms, etc.

Launch: After formal signoff from District staff from the staging site, Riverside County IT staff will transport the functional staging site onto a live website and launch for public view.

Maintenance: Shortly after launch of the website, SGA provided District staff with a complete user manual that showed the processes to update and maintain the core functionality of the website. In addition to the user manual, SGA provided a comprehensive training session walking through all of the website core features. This training session was conducted in an experiential fashion, ensuring that District staff have all gone through the steps to update and maintain the website.

SGA will include pro bono maintenance of the website for six months after launch to address any website issues that arise to ensure that the website continues to perform concurrent to launch.

03. THE RESULTS

SGA helped the RCSP redesign their website with new branding and content to educate residents, teachers, business owners, contractors, and stakeholders about the actions they can take to keep local waters clean. The new website, created in WordPress with new plugins, allowed RCSP staff to independently maintain and update the site. In the end, RCSP has a website (<https://www.rcwatershed.org/>) that is:

- User friendly, public-facing look and feel
- Natural (not municipal) tone of voice
- Responsive

Riverside Stormater Program was previously ONLY a tab in on Riverside County Flood Control and Water Homepage

Riverside County Flood Control and Water Conservation District

OUR MISSION - We responsibly manage stormwater
in service of safe, sustainable, and livable communities.







1995 Market Street, Riverside, CA 92501 951-955-1200

Storm Preparedness

Report Clogged Drain

Drought Portal

If this is an Emergency Dial 911
To report non-emergency flooding during business hours: 951.955.1200, After Hours: 951.955.1230

- Home
- About the District
- Programs and Services
- Technical Resources
- Rainfall and Weather
- Construction Bid Opps
- Non Construction Bids
- Divisions
- Links
- Job Postings
- Annual Budget Process
- 2018 Professional Services On-Call List RFQ
- District Address
1995 Market Street
Riverside, Ca 92501
Phone: (951) 955-1200
FAX: (951) 788-9965
Mon-Fri 8:00 am - 5:00 pm



Belltown Market Street in Riverside

Design and Construction

The engineering design of all projects constructed by the District is performed by, or under the direct supervision of, one of the District's design teams. They are responsible for coordinating all activities involved in moving projects forward from the conceptual planning phase to the actual start of construction. The Contract Administration Section administers all District construction contracts and inspects the construction of all flood control projects to be accepted for operation and maintenance by the District. For information about projects under design, construction projects currently being advertised or to order copies of our standard drawings (design manual) please call the District's front desk at (951) 955-1200. Also, check the Project Bid page for projects currently advertised for bids.

- How are we doing? Click here to give us feedback.
-  Floodplain Management
 -  Watershed Protection
 -  Financial Reports
 -  Capital Improvement Projects
 -  Drought Portal
 -  HEC-HMS Preprocessor
 -  Low Impact Development
 -  Surplus Material
 -  Operations and Maintenance Request Form

Programs & Services


Development Review


District Projects


Encroachment Permits


Floodplain Management


Master Plans


Watershed Protection


Flood Zone


Topographic Maps


GIS

 **RATE OUR WEBSITE**
Website Design Survey

 **IMPROVING INFORMATION**
Information Availability Survey

 **WE NEED YOUR INPUT**
Electronic Services Survey

Public Notices

- Public Notices | Public Budget Hearings / Work Sessions | CEQA/Section 18
- Notice of Intent to Award - Norco MDP Line NA-1, Stage 2 and Lateral NA-1A, Stage 1 project
 - RCFC & WCD Drafting Manual has been revised and updated as of August 2018. All project drawings shall conform with the updated Drafting Manual as of August 1, 2018. A copy of the updated Drafting Manual can be found here.
 - RFQ 2018 Professional Services On-Call List
 - RCFC & WCD Standard Drawing MH260 has been revised and updated as of September 2016.
 - RCFC & WCD Standard Drawing M815 has been revised and updated as of September

Current Bids

- View All Bid Results District Advertised Projects
- The links below will display the Summary document. To view details, as well as, all other bids, please click on the link shown above.
- Banning MDP Line D-2 and Lateral D-2A
 - University Wash Channel Stage 3
 - Homeland MDP Line 1 Stage 1
 - Santa Ana Brine Line
 - Hemet MDP Line C Stage 4
 - Romoland MDP Line A Stage 4
 - Palm Springs Line 43 and Lateral 43A Stage 1

Message From The General Manager-Chief Engineer



Welcome to the Riverside County Flood Control and Water Conservation District website. Here you will find information regarding how to access our public services, conduct business with the District, facilitate inter-agency coordination and generally learn about how we manage stormwater in service of building safe, livable and sustainable communities. You can also learn a little bit about our history and our projects that effectively manage flood hazards, capture and recharge local stormwater to enhance local water supplies, and to build projects and programs to protect the health of our lakes, rivers and streams. I am also very proud of our staff and their commitment to excellence, integrity, outstanding public service, accountability and open communication. We look forward to demonstrating this commitment to our customers through all our interactions, be it digital or face-to-face.

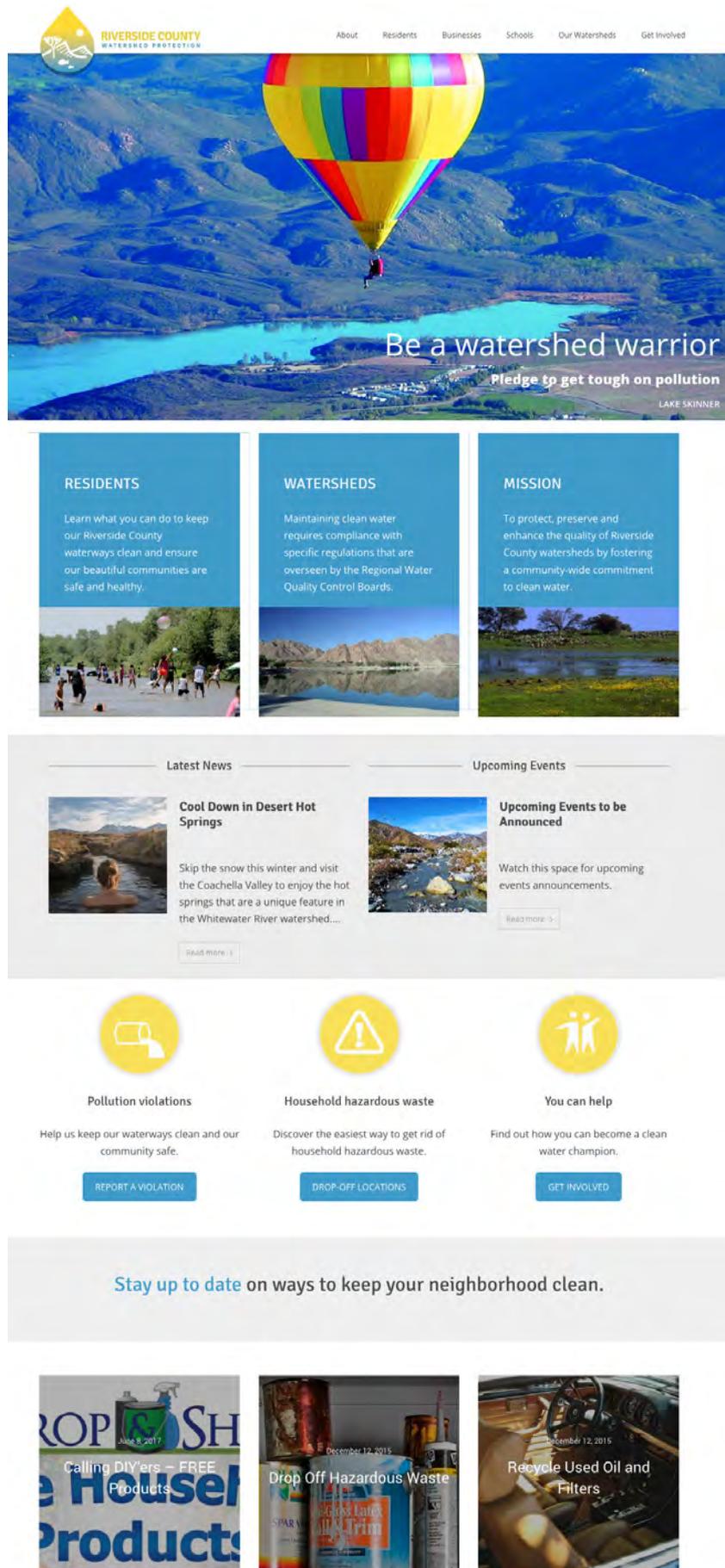
If you are seeking specific information and can't find it, have a suggestion about how to improve our service, or would like to recognize outstanding service rendered, please feel free to complete this short survey to help us improve.

Jason E. Uhley

Water Conservation Resources

- Drought Portal
- California Native Plant Week
- Riverside County Water Task Force
- California Department of Water Resources
- Save Our Water
- Be Water Wise

Redesigned Riverside County Stormwater Program



RIVERSIDE COUNTY
WATERSHED PROTECTION

About Residents Businesses Schools Our Watersheds Get Involved

Be a watershed warrior

Pledge to get tough on pollution

LAKE SKINNER

RESIDENTS

Learn what you can do to keep our Riverside County waterways clean and ensure our beautiful communities are safe and healthy.

WATERSHEDS

Maintaining clean water requires compliance with specific regulations that are overseen by the Regional Water Quality Control Boards.

MISSION

To protect, preserve and enhance the quality of Riverside County watersheds by fostering a community-wide commitment to clean water.

Latest News

Upcoming Events

Cool Down in Desert Hot Springs

Skip the snow this winter and visit the Coachella Valley to enjoy the hot springs that are a unique feature in the Whitewater River watershed....

[Read more >](#)

Upcoming Events to be Announced

Watch this space for upcoming events announcements.

[Read more >](#)

Pollution violations

Help us keep our waterways clean and our community safe.

[REPORT A VIOLATION](#)

Household hazardous waste

Discover the easiest way to get rid of household hazardous waste.

[DROP-OFF LOCATIONS](#)

You can help

Find out how you can become a clean water champion.

[GET INVOLVED](#)

Stay up to date on ways to keep your neighborhood clean.

Calling DIYers - FREE Household Products

July 8, 2017

Drop Off Hazardous Waste

December 12, 2015

Recycle Used Oil and Filters

September 12, 2015

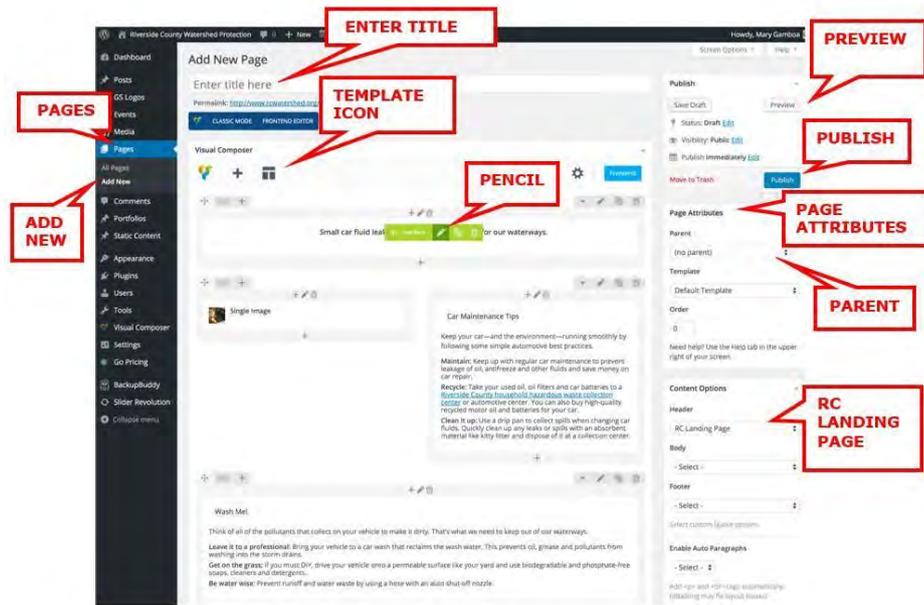
SGA developed website user manual for Riverside County Stormwater



RC Watershed Website User Guide

Prepared with care by 
S.GRONER ASSOCIATES, INC.

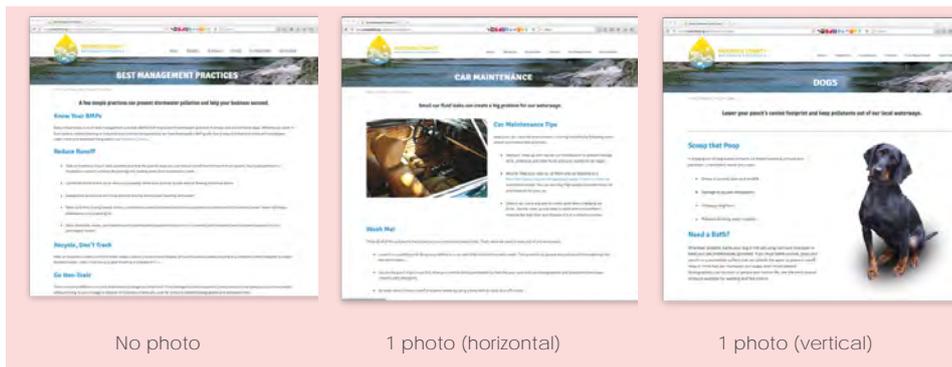
Main Page Editing Window (Graphic)



Examples of Page Templates

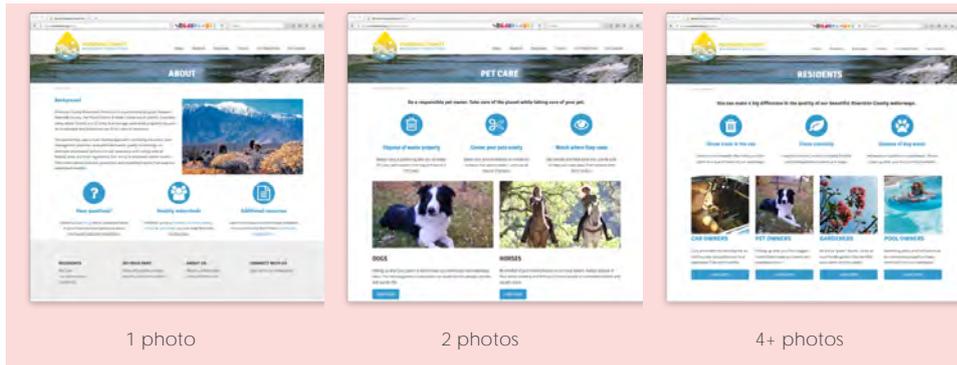
Subpages

These are the most common types of pages you will build. They are designed to showcase a single topic (e.g., pet waste).



Landing Pages

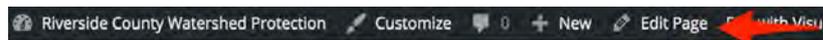
These pages act as an entry point to the subpages. They should be used sparingly.



Text Changes

How to Make Text Edits

1. Log on to the website.
2. Find the page you would like to edit on your live website.
3. Click on **EDIT PAGE** at the top.



4. Hover over the **TEXT BLOCK** section you would like to edit until you see the **PENCIL** icon within the green box. Click on the **PENCIL**.



5. When the text block window opens:
 - a. Click on **T ICON**.

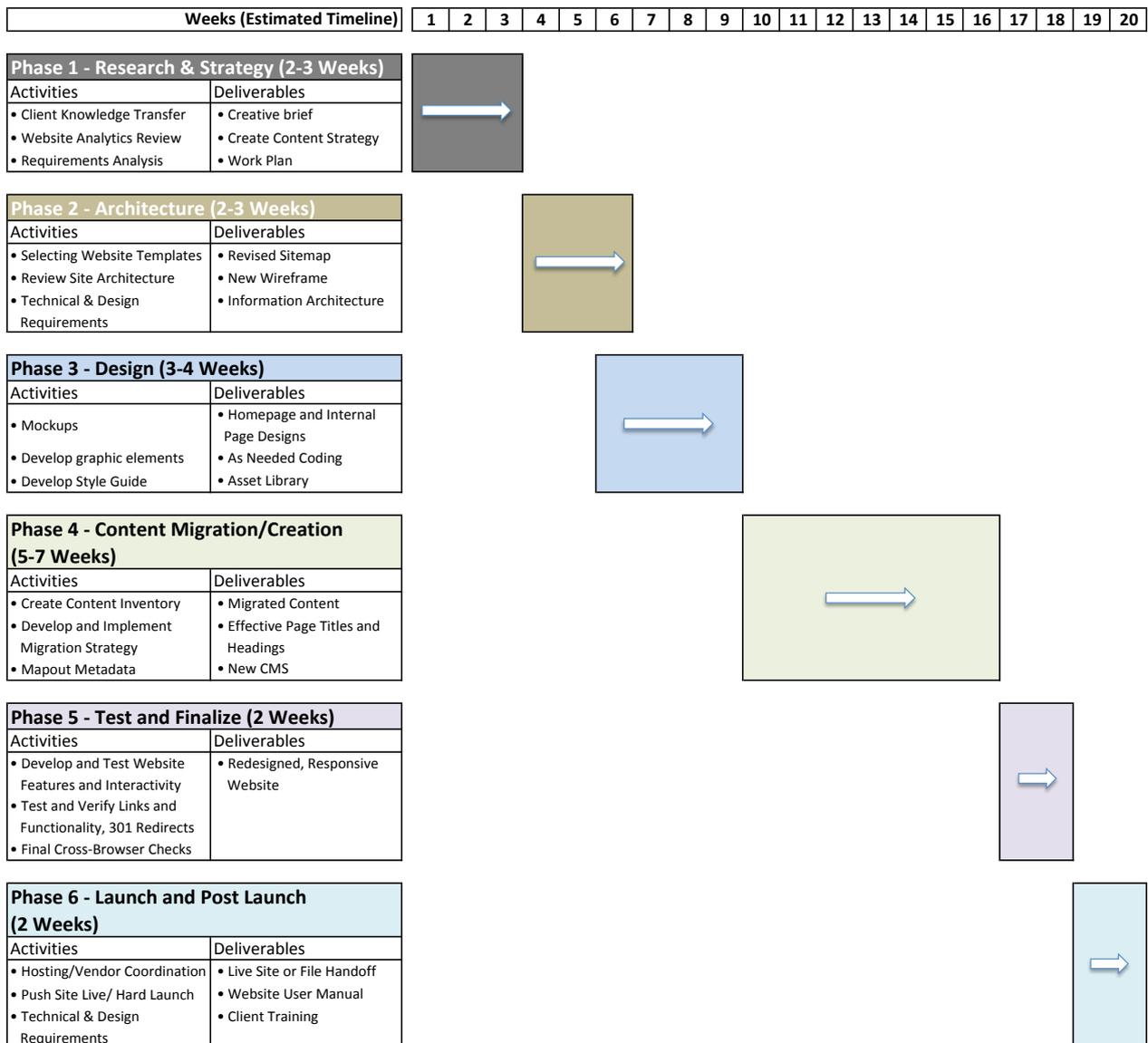


- b. Place your cursor after the last letter of old text.

PROJECT MANAGEMENT

In our experience, it is effective project scheduling that is crucial to ensure a program’s success. To keep projects on track, set realistic time frames, assign resources appropriately, and manage quality, SGA uses Wrike, a project work management and collaboration platform. With this program, we can keep project management deliverables and scope of work in check, completing things on time and on budget. We are also able to share project details with Rethink Waste such as progress charts, timelines, and tasks. This sharing feature allows us to unite RethinkWaste and our team creating a vision for success and gets everyone on the same page of what’s needed to stay on track for success.

Because Rethink Website wants a live website by the end of July 2019, SGA has set up the following timeline:



To ensure that the project stays on track, SGA will also set up weekly check-in meetings with the RethinkWaste team so we can discuss exactly where we are in process and review any challenges, successes, and upcoming events so there will never be any “surprises” in the timeline.

MULTIPLE LANGUAGES

Language translation on a website ensures that a multilingual community has access to the same content as English speakers. We would recommend reviewing the Google analytics to see if we can determine the number of Spanish and Chinese visitors. This will help us in determining if separate websites are needed. If Rethink Waste would like dedicated websites devoted to Spanish or Chinese visitors, SGA can create separate URLs for each site and translate the website content into the appropriate language. With that being said, creating separate websites can inflate the budget. Another approach is to create separate landing pages in Spanish and Chinese in the main Rethink Waste website. These landing pages can house pertinent information and content catered to the Spanish and Chinese communities.

Probably the simplest and most effective manner to include translations will be to add a Google Translate plugin onto the website. Once a language is selected, the areas of selectable text (meaning not embedded in images or PDFs) would be translated throughout the site.

Google Translate has up to 100 different languages to select from which include Spanish, Traditional Chinese, or Simplified Chinese, among several others. In terms of accuracy, The Washington Post reports that Google Translate is comparable to human translators, thanks to its recently updated Google Neural Machine Translation system. It still occasionally drops words and mistranslates non-standard sentences where the object of the preposition is not clear. Overall, however, it is quite accurate and a quick and easy integration into the website which could be done at or after the initial launch of the new website. If language translation was indeed a needed capability, SGA would suggest integrating it into the redesign. This would not add any additional time to the project and would be a feature once the new site was promoted to its priority audiences.

REFERENCES

Attachment B: Client Reference Form

Provide the names and contact information of at least three (3) references for which similar services have been provided in the last three (3) years.

Previous Client Reference Worksheet

Name of Company or Agency	San Bernardino County Stormwater Program
Address	825 East Third Street
	San Bernardino, CA 92415
Customer Contact Name(s), Address, Phone Number(s) and Email	Arlene Chun, Stormwater Program Manager
	825 East Third Street, San Bernardino, CA 92415
	Arlene.Chun@dpw.sbcounty.gov
	(909) 387-8109
<p>Brief description of work performed for this client (use additional sheets if necessary):</p> <p>Over the years, the SBC noticed that the community was not engaging as much with its stormwater pollution message. As with many public education and outreach programs, program fatigue set in and gradually there was a diminishing return from the County’s target audiences. To address these concerns and to increase community engagement and awareness, SGA helped the Program rebrand its program to “Where Water Meets Community.” Pairing the rebranding with a website redesign was a key component to the program’s transformation. The website redesign helped support the rebranding efforts, playing a crucial role in the overall success. More details are located in case study incorporated in this proposal.</p>	

Attachment B: Client Reference Form

Provide the names and contact information of at least three (3) references for which similar services have been provided in the last three (3) years.

Previous Client Reference Worksheet

Name of Company or Agency	City of Los Angeles Public Education Program
Address	100 South Broadway, 10th Floor
	Los Angeles, CA 90015
Customer Contact Name(s), Address, Phone Number(s) and Email	Maureen English, Management Analyst
	100 South Broadway, 10th Floor, Los Angeles, CA 90015
	Mo.English@lacity.org
	(213) 485-0587
<p>Brief description of work performed for this client (use additional sheets if necessary):</p> <p>SGA has worked with the Los Angeles Stormwater Program since 1998, We have developed and implemented award winning programs including major media advertising campaigns, the creation and operation of a website, eNewsletter and social media, school outreach, business outreach, events outreach, pollutant-specific outreach, strategic planning and market research.</p>	

Attachment B: Client Reference Form

Provide the names and contact information of at least three (3) references for which similar services have been provided in the last three (3) years.

Previous Client Reference Worksheet

Name of Company or Agency	Riverside County Public Education Program
Address	1995 Market Street
	Riverside, CA 92501
Customer Contact Name(s), Address, Phone Number(s) and Email	Darcy Kuenzi, Government Affairs Officer
	1995 Market St. Riverside, CA 92501
	dkuenzi@rivco.org
	951.955.1688
Brief description of work performed for this client (use additional sheets if necessary):	
<p>SGA completely redesigned and overhauled Riverside County’s existing website to make existing information more accessible to residents while still while complying with mandatory state permit requirements. The new website featured a new Content Management System (CMS), became mobile responsive, and redesigned to allow accessibility to all users. More details are located in case study incorporated in this proposal.</p>	

COST PROPOSAL

Website Redesign_ReThink Waste

S. Groner Associates

PROPOSED STAFF	Suzi Senna	Sasha Pfeufer	Mary Gamboa	Drew Matamales		
JOB FUNCTION	Project Manager	Project Specialist	Sr. Graphic Designer	Web Developer		
HOURLY RATES	\$ 150.00	\$ 122.00	\$ 130.00	\$ 130.00		
DELIVERABLES	HOURS	HOURS	HOURS	HOURS	TOTAL HOURS	TOTAL AMOUNT
PHASE 1: RESEARCH/STRATEGY						
Pre-project strategy planning	2	2		2	6	\$804
Kick off meeting with Rethink Waste	4	4			8	\$1,088
Develop detailed work plan and content strategy	8	2	2	4	16	\$2,224
Subtotal	\$2,100	\$976	\$260	\$780		\$4,116
PHASE 2: WEBSITE ARCHITECTURE						
Review and analyze website architecture	4			2	6	\$860
Review technical and design requirements	2			2	4	\$560
Review and revised sitemap	4			1	5	\$730
Develop wireframes	4		2	1	7	\$990
Develop new information architecture	2		2	1	5	\$690
Review and propose new templates (3 concepts)	8	4	12	8	32	\$4,288
Subtotal	\$3,600	\$488	\$2,080	\$1,950		\$8,118
PHASE 3: DESIGN						
Develop homepage and internal page designs mockups	4		16		20	\$2,680
Develop graphic elements	4		20		24	\$3,200
Develop style guide and asset library	2		8		10	\$1,340
Code website as needed	2			4	6	\$820
Subtotal	\$1,800	\$0	\$5,720	\$520		\$8,040
PHASE 4: CONTENT MIGRATION AND CREATION						
Create content inventory	4			2	8	\$860
Develop and implement content migration strategy	8			60	68	\$9,000
Mapout metadata	4			4	8	\$1,120
Implement new CMS	4		2	6	12	\$1,640
Subtotal	\$3,000	\$0	\$260	\$9,360		\$12,620
PHASE 5: TEST AND FINALIZE						
Develop and test website features and interactivity	8	4	8	8	28	\$3,768
Test and Verify Links and Functionality, 301 Redirects	4		2	4	10	\$1,380
Final Cross-Browser Checks	2			2	4	\$560
Subtotal	\$2,100	\$488	\$1,300	\$1,820		\$5,708
PHASE 6: LAUNCH AND POST LAUNCH						
Push Site Live/ Hard Launch	4		2	2	8	\$1,120
Hosting/Vendor Coordination	2	1			3	\$422
Live Site or File Handoff	2			2	4	\$560
Website User Manual/Client Training	8	4	10		22	\$2,988
Subtotal	\$2,400	\$610	\$1,560	\$520		\$5,090
WEEKLY AND MONTHLY MEETINGS						
Conference calls, invoices, administrative duties	16	4	4	4	28	\$3,928
Subtotal	\$2,400	\$488	\$520	\$520		\$3,928
					Total	\$47,620

APPENDIX

Attachment A: Qualification Certification

FIRM NAME	S.Groner Associates
ADDRESS	317 Washington St, Suite 204, Oakland, CA 946-7
TELEPHONE #	(510) 224-5086
CONTACT EMAIL	S.Groner@SGAMarketing.com
CONTACT NAME AND TITLE	Stephen Groner, President

FIRM REPRESENTATIONS

1. Firm additionally certifies that neither firm nor its principals are presently disbarred, suspended, proposed for disbarment, declared ineligible or voluntarily excluded from participation in this transaction by any federal department or agency, any California State agency, or any local governmental agency.
2. Firm certifies that they did not receive unauthorized information from any RethinkWaste staff member, contractor or Board Member during the RFQ response period except as provided for in this RFQ package or through formal addenda, if any, issued by RethinkWaste.
3. The firm certifies that they do not have any conflicts of interest, whether actual or perceived, and has disclosed any such work in its response to this RFQ.
4. The firm hereby certifies that the information contained in the Proposal and all accompanying documentation is true and correct.
5. Please check the appropriate box below:
 - If an **individual** submits a response to this RFQ, he or she shall sign it. If he or she is doing business under a fictitious name, the response shall so state.
 - If a response to this RFQ is submitted by a **partnership**, the full names and addresses of all members and the address of the partnership shall be stated and the response shall be signed for all members by one or more members thereof.
 - If a **corporation** submits a response to this RFQ, an authorized officer or officers of the corporation shall sign it in the corporate name.
 - If a **limited liability company (LLC)** submits a response to this RFQ, an authorized officer or officers shall sign it in the LLC's name.
 - If a response to this RFQ is signed by a **joint venture**, the full names and addresses of all members of the joint venture shall be stated and a representative of each individual entity shall sign it.

Attachment A – Qualification Certification (continued)

By signing below, the submittal pursuant to this RFQ shall be deemed a representation and certification by the client that they have investigated all aspects of the RFQ, that they are aware of the applicable facts pertaining to the RFQ process, its procedures and requirements, and that the client has read and understand the RFQ.

Authorized Representative Name: (Signature)	
Authorized Representative Name: (Print name)	Stephen Groner
Authorized Representative Title and Entity: (Print title and entity)	President, S. Groner Associates
Complete additional signatures below as required.	
Authorized Representative Name: (Signature)	
Authorized Representative Name: (Print name)	
Authorized Representative Title and Entity: (Print title and Entity)	
Authorized Representative Name: (Signature)	
Authorized Representative Name: (Print name)	
Authorized Representative Title and Entity: (Print title and entity)	



STEPHEN GRONER, P.E.

PRESIDENT/PROJECT DIRECTOR



EDUCATION

B.S. in Civil Engineering and Environmental Engineering
University of Wisconsin

California Registered Civil Engineer
Certificate Number 50884

EXPERIENCE

SUMMARY:

- 25 years water quality issues
- 20 years communication strategy

WORK HISTORY:

S. Groner Associates, Inc. (SGA)
Founder, President, 1998 – Present

LA County Dept. of Public Works,
Environmental Affairs
Program Manager, 1989 – 1998

SKILLSET



ABOUT STEPHEN

Stephen Groner is the founder and president of S. Groner Associates, Inc., a communications consulting firm specializing in community outreach and environmental education. Stephen has more than 25 years of public and private sector experience, formerly as a manager for Los Angeles County Public Works and then as a consultant to municipal, state and federal agencies. Through his work, Groner has helped shape and implement many of the major pollution prevention and community outreach programs in Southern California over the past decade.

RELATED PROJECT EXPERIENCE

EPA FISH CONTAMINATION EDUCATION COLLABORATIVE

Stephen directed the fish contamination education collaborative for the US Environmental Protection Agency, which in 2010 won the national PR industry award for best community service campaign in the country (PRSA Silver Anvil)

STATEWIDE PLASTICS DEBRIS PROJECT

Stephen served on the advisory board for the Statewide Plastics Debris Project a joint project sponsored by the State Water Resources Control Board, the California Coastal Commission, the Algalita Marine Research Foundation, and the H. John Heinz Center for Science, Economics, and the Environment.

SANTA MONICA BAY

Stephen chaired the Santa Monica Bay regional task force to address water quality issues from wastewater treatment systems in the northern Santa Monica Bay. The task force included stakeholders from the State, County, and local officials in addition to environmental groups and community leaders. The task force released its recommendations and was able to obtain a State grant of approximately \$1 million to implement its key recommendations.

STATE WATER RESOURCES CONTROL BOARD

Stephen participated as a part of a stakeholder group assisting the State Water Resources Control Board on the development of regulations for AB 885, addressing on-site wastewater management statewide.

STATEWIDE STORMWATER TASKFORCE

Stephen served as chair of the Statewide Storm Water Taskforce Committee on Public Involvement and Public Participation, a program that helped coordinate public education efforts Statewide on water quality issues.

WORKSHOPS AND SPEAKING ENGAGEMENT

Collaborated with Professor P. Wesley Schultz to conduct workshops on outreach and behavior change for local municipalities across the State and country sponsored by CalRecycle on the west coast and on the east coast by US EPA's superfund program.



SUZI SENNA

PROJECT MANAGER



EDUCATION

Bachelor of Science, Electronic Media Arts and Communication, Rensselaer Polytechnic Institute

EXPERIENCE

SUMMARY:

- 10 years marketing management experience
- 8 years design experience

WORK HISTORY:

S. Groner Associates, Inc. (SGA)
Project Manager 2018 – Present

OrigAudio,
Director of Marketing, 2016 – 2018

Bullpen Marketing,
Creative Director, 2008 – 2016

SKILLSET

Management



Strategic Planning



Marketing/Branding



Design



ABOUT SUZI

Suzi brings to the table over a decade of experience executing marketing campaigns and materials from initial concept through design phase to completion. As a project manager, she has the experience to help clients improve communities through marketing, communications and research efforts.

With a degree from Rensselaer Polytechnic Institutes in Electronic Media, Arts, and Communications, she has a pragmatic yet creative approach to solving difficult marketing challenges utilizing various media in the most efficient way possible.

RELATED PROJECT EXPERIENCE

SAN MATEO COUNTYWIDE WATER POLLUTION PREVENTION PROGRAM

As the Project Manager, Suzi will work with the City/County Association of Governments (C/CAG) to reduce the pollution carried by stormwater into local creeks, the San Francisco Bay, and the Pacific Ocean. She will help municipal agencies in San Mateo County to address the water quality and flow-related impacts of stormwater runoff which includes a public education program with an aim to educate residents about the causes of stormwater pollution and its adverse effects on local water quality. SMCWPPP empowers residents with environmentally friendly practices and encourages support for and participation in SMCWPPP activities.

THERMOSTAT RECYCLING CORPORATION

The Thermostat Recycling Corporation (TRC) is a nonprofit stewardship organization that facilitates and manages the collection and proper disposal of mercury-containing thermostats. Suzi will be assisting in developing and managing the stakeholder outreach strategy and logistics for the program. She will also manage TRC's social media by creating and post engaging content.

ORIGAUDIO

As the Director of Marketing, Suzi planned and implemented the organization's promotion and marketing strategies, led a marketing team and managed outside vendors to help accomplished organizational goals and support internal staff. She also managed client relationships that led to an increase in overall sales. She successfully started, launched, and promoted the company's brand and redesigned its website. She created and executed new social media strategy which increased followers in all platforms. Suzi also managed email campaigns, creation of marketing collateral, PR, and internal and external communications.

BULLPEN MARKETING

Suzi executed all marketing campaigns and materials from initial concept through design phase as well as production. She designed projects including logo work, web sites, e-blasts, brochures, newsletters, magazines, advertising, billboards and promotional items. She communicated one-on-one with multiple clients on different projects, preparing project proposals, and managing time lines.



MARY GAMBOA

SR. GRAPHIC AND WEBSITE DESIGNER



EDUCATION

B.A. in Studio Art, Minor in Digital Art,
University of California, Irvine

EXPERIENCE

SUMMARY:

- 8 years graphic design and layout
- 10 years web design
- 12 years marketing

WORK HISTORY:

S. Groner Associates, Inc. (SGA)
Sr. Graphic/Web Designer
2010 – Present

Threeink Design
Freelance Graphic and Web Designer,
2008 – 2010

SKILLSET

Graphics



Web Design



Creativity



Management



ABOUT MARY

Mary Gamboa has more than 10 years' experience developing innovative graphic designs, websites, and visual marketing solutions. Mary is an experienced graphic designer and layout specialist who developed and managed the visual designs for both the *Be the Street* and Los Anglers campaigns. She successfully developed the Green Business logo for the US Zero Waste Business Council. She was responsible for creating and designing the websites for Riverside County Stormwater Program and Clearwater Tunnel Project.

RELATED PROJECT EXPERIENCE

LOS ANGELES HOUSING & COMMUNITY INVESTMENT DEPARTMENT (HCIDLA)

Mary designed and developed the complete rebranding of all materials for HCIDLA. Initially beginning with their core logo, Mary subsequently developed distinct images for each of HCIDLA's sub programs and rebranded all materials, brochures, and letterheads to ensure a coherent feel to their programs.

BE THE STREET

Mary was the lead designer for this innovative and visual campaign. Created in partnership with the Bay Area Stormwater Management Agencies Association (BASMAA), Be the Street was a litter abatement program targeted at Bay Area youth. The campaign relied heavily on branding and images so that the different aspects of the campaign (online, offline, Facebook, events, etc.) were all immediately recognizable. *Be the Street* won the 2014 CASQA award for Best Stormwater Outreach program.

US ZERO WASTE BUSINESS COUNCIL

Mary developed the logo for Green Businesses recognized by the US Zero Waste Business Council. This logo recognizes companies that produce products with net-zero waste during production. The logo was created in consultation with partners from Disney, Whole Foods, Sierra Nevada Beer, and other nationwide brands.

UNITED STATES EPA AND FISH CONTAMINATION EDUCATION

Mary developed numerous branded materials for a range of FECE programs including the Los Anglers brand, contamination tip cards, FCEC logo, and fliers and poster promoting annual events. Collectively, the cohesive branding allowed the range of programmatic pieces to come together into an effective, overarching program that addressed the human health risk posed by the Palos Verdes Superfund site.

DIRECT BRANDING

Mary manages and maintains SGA's internal web design and marketing materials. As manager, Gamboa sets the creative visual direction and tone.



SACHA PFEUFER

PROJECT SPECIALIST



EDUCATION

B.A. in Environmental Studies
Vassar College

EXPERIENCE

SUMMARY:

- 2 years social media experience
- 1 year marketing and communications experience

WORK HISTORY:

S. Groner Associates, Inc. (SGA)
Project Specialist, 2018 – Present

Matt Hornby Garden Design
Stone Mason, 2017 – 2018

SKILLSET

Social Media



Planning/Organizing



Digital Outreach



Communication



ABOUT SACHA

Sacha Pfeufer joined SGA as a Project Specialist. Passionate about all kinds of environmental issues, he brings a host of experience in event planning and environmental organizing, as well as hands-on field experience from retrofitting houses with stormwater and greywater systems. His senior college thesis focused on analyzing the socioeconomic and racial dimensions of the volunteer program at The Food Project, a Boston-based urban farm.

RELATED PROJECT EXPERIENCE

CALIFORNIA DEPARTMENT OF TOXIC SUBSTANCE CONTROL - THERMOSTAT RECYCLING CORPORATION (TRC)

The Thermostat Recycling Corporation (TRC) is a non-profit (501c6)1 stewardship organization that facilitates and manages the collection and proper disposal of mercury-containing thermostats. Sacha has been assisting the program by developing outreach materials promoting the rebate program to various stakeholders. He also has helped with researching and analyzing the data collection.

SAN MATEO COUNTYWIDE WATER POLLUTION PREVENTION PROGRAM

The San Mateo Countywide Water Pollution Prevention Program (SMCWPPP) was established in 1990 to reduce the pollution carried by stormwater into local creeks, the San Francisco Bay, and the Pacific Ocean. Sacha has been working with the County's public education program helping them implement targeted pollutant reduction strategies. He is also involved in the monitoring program to help characterize local water quality conditions and evaluating the overall effectiveness of the program's implementation.

MATT HORNBY GARDEN DESIGN

Sacha began as a laborer for Jean Brooks Landscapes, a company in Cambridge, MA. After moving to California, he was quickly offered a Foreman position at Rock & Rose Landscapes, where he oversaw the installation of residential development projects from start to finish. He relocated to the East Bay, and began working as a stone mason and also manage the social media promotion and marketin for Matt Hornby Garden Design.

CREATIVE TIME

Creative Time presents the most innovative art in the public realm. From their base in New York, they work with artists who ignite the imagination and explore ideas that shape society. Sacha maintained the communications database, entering and organizing hundreds of individual and institutional contacts using ETapestry software. He also conducted in-depth research on speaker prospects for the Creative Time Summit, as well as compiled dossiers providing historical and theoretical context for conference theme. He assisted in drafting and editing concise bios for dozens of international Summit speakers and drafted formal invitation letters, as well as regular correspondence for Summit participants, vendors, and attendees.

Drew H. Matamales

TEL 818.584.2202 E-MAIL drew@matamales.com WEB websitesforhumans.com

12 YRS EXP
MARKETING
INDUSTRY

12 YRS EXP
WEB DEVELOPMENT
HTML CSS

8 YRS EXP
WEB PROGRAMMING
JAVASCRIPT PHP SQL

8 YRS EXP
SERVER ADMIN
LINUX CPANEL WHM

8 YRS EXP
CMS CUSTOMIZATION
WORDPRESS DRUPAL

Profile

Master cross-platform, mobile responsive front end web developer, seasoned back end web programmer and problem solver. Specializing in deep customization of Drupal and WordPress with custom and contrib code.

Selected Highlights

- Developed hundreds of high profile, high traffic desktop/mobile responsive Content Management System (CMS) websites, static websites, and email newsletters
- Comprehensive experience with all stages of website creation, from conceptualization and design through development and deployment
- Built deeply customized Drupal and WordPress sites with custom themes and plugins/modules
- Developed custom e-commerce systems including cart to payment with complex business rules
- Integrated numerous APIs (social, video, maps, analytics, etc.) with WordPress and Drupal
- Managed projects and people, organized projects and delegated tasks
- Wrote and edited copy
- Produced sound mixes and video edits

Work Experience

Concept Marketing

Sr. Web Developer • Park City, UT • 2015-present

Developed provocative and beautiful custom responsive CMS websites for this marketing agency's high profile clients. Built deeply customized, unique Drupal and WordPress sites with custom themes and plugins/modules.

- Developed custom e-commerce systems from cart to payment with complex business rules
- Built websites from scratch, start to finish
- Conceptualized websites and features
- Created easy-to-edit websites with simple form based back ends
- Also added custom features to preexisting sites based on frameworks like Avada, Genesis, and Salient
- Configured and deployed Google G Suite
- Optimized websites for SEO, speed, and efficiency
- Established development practices and workflows
- Communicated with clients in person, via email and over the phone. Helped to sell websites to clients and assess needs and solutions
- Delegated tasks, managed vendors
- Collaborated with external teams
- Administered Linux servers
- Cleaned sites of malware and established defenses
- Wrote and edited copy for websites
- Wrote documentation
- Worked with numerous social/video/audio APIs
- Developed & sent corp/clients email newsletters

Creative Channel Services

Web Developer • Los Angeles, CA • 2015

Short-term contract position. Worked as part of a large team building CyberScholar, a high traffic e-learning Drupal site. Developed official learning hubs for Canon, Sony, Microsoft, Beats by Dre, HP, Acer, iRobot and more.

- Deeply integrated KISSmetrics analytics into the site and SCORM modules
- Built custom modules and added templates and functionality to custom themes
- Interfaced w/ Twitter, Facebook & other social APIs, implemented & styled feeds
- Integrated SCORM training into the site and fixed issues with training modules
- Built out multi-domain support in Drupal
- Made numerous contributions to this mobile-responsive site and related web properties

page 1 of 3

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