#### SPOKANE RIVER REGIONAL TOXICS TASK FORCE

# Qualifications and Proposal for Support Services

Submitted by White Bluffs Consulting, LLC, in partnership with Anchor QEA and Desautel-Hege.







June 1, 2018

Chris Page William D. Ruckelshaus Center 901 Fifth Avenue, Suite 2900 Seattle, WA 98164 (206) 770-6060

SUBJECT: Request for Qualifications and Proposal – Support Services for the Spokane River Regional Toxics Task Force

Dear Mr. Page:

White Bluffs Consulting is pleased to submit this proposal in response to your request for support services for the Spokane River Regional Toxics Task Force (SRRTTF) including project implementation coordination and tracking of actions in the Task Force's Comprehensive Plan, facilitation of full Task Force meetings and various administrative support activities. We have also provided our capabilities regarding the identified optional tasks of grant writing and reporting, and assistance in outreach and communications.

We are providing you with a qualified team experienced in each of the identified support areas. We are proposing a primary support team backed up by a deep bench of team members with Anchor QEA and Desautel-Hege, available to provide additional support as needs emerge as part of implementation. Our work experience highlights prior project management, facilitation and support services.

We believe our experience on one project in particular, the Yakima Basin Integrated Water Resource Management Plan, has specific lessons learned for the Task Force that can be applied in your transition from planning to implementation. Additional detail on this plan and transition to implementation lessons learned are outlined in more detail in our proposal. We are excited about the opportunity to put our team's capabilities and experience to work for you!

Please contact me at 509.539.3366 or ben@whitebluffsconsulting.com to further discuss our proposal or notify us if we have been selected for a June 27 interview. Thank you for considering our submittal.

Sincerely,

Ben Floyd

Project Manager and Certified Professional Facilitator

White Bluffs Consulting, LLC

## **CONSULTANT TEAM INFORMATION**

## White Bluffs Consulting Qualifications

White Bluffs Consulting, LLC, was incorporated to provide planning, permitting, public involvement, facilitation, and project management services to public and private clients. The firm is built upon a tradition of customer service, clear and respectful communications and developing creative solutions that also comply with project requirements. Lara and Ben Floyd share ownership in the business. Ben has more than 25 years of experience in project management, facilitation, and planning services. Lara Floyd has more than three years of experience in project coordination and administration, and facilitation support.



Ben and Lara enjoy working on some of the most challenging planning and implementation opportunities in the Pacific Northwest. Together they have worked with diverse planning groups to develop comprehensive plans, voluntary stewardship plans for agriculture producers, and regulatory compliance strategies. As part of these efforts, they have provided facilitation services and meetings documentation, developed and implemented public involvement and outreach strategies, and identified effective plan implementation strategies. They enjoy working with state and local governments, interest groups and engaged citizens in Central and Eastern Washington, and understand how planning work is conducted in this setting. Ben and Lara listen, understand, and help diverse groups meet their toughest challenges. They are able to assimilate information and communicate with the technical expert or the newly involved citizen regarding the scientific, regulatory and political aspects of a resource management effort.

Their collective experience is supported by Ben's prior experience as a senior project manager and Certified Professional Facilitator (CFP) with more than 20 years in consulting and five years in county government, with most of his work experience focused in the Pacific Northwest and Eastern Washington on regulatory compliance, water resource management, and local development programs and regulations.

#### Firm Contact Information

White Bluffs Consulting, LLC 189205 E 36th Avenue Kennewick WA 99337

Ben Floyd Project Manager/CFP 509-539-3366 ben@whitebluffsconsulting.com Lara Floyd
Project Coordinator
509-460-2001
lara@whitebluffsconsulting.com



We are pleased to offer Anchor QEA and Desautel-Hege (DH) as support to White Bluffs Consulting. Josh Jensen with Anchor QEA will work closely with Ben and Lara, primarily on the executive coordination and program management responsibilities. DH's Andrei Mylroie is available to help with any supplementary facilitation needs as well as support the optional outreach and communication tasks. Other staff in Anchor QEA and DH are also available to provide support if needed. More information is provided under the Project Team section.



The project team assembled for this project has effectively worked together on other projects in Eastern Washington and Northeast Idaho. Ben Floyd, prior to opening White Bluffs Consulting, worked for Anchor QEA and led several complex technical planning and regulatory compliance projects for the company, many with facilitation services included. The partnership between White Bluffs Consulting and Anchor QEA continues, with several projects being worked on jointly, as described in more detail under Experience with Similar Projects section.

Ben has also work jointly with DH on a current project in the Palouse basin for the Palouse Basin Aquifer Committee (PBAC), where Ben has led technical work related to future water supply development and meeting facilitation of PBAC technical discussions while DH has led the development of a communications action plan, website updates and related efforts. The team will be working together for PBAC to develop public meeting presentations and other materials for upcoming meetings on surface water supply options to offset declining groundwater aquifers.

#### **About Anchor QEA**

Anchor QEA is an environmental and engineering consulting company specializing in aquatic habitat and water resource planning and permitting projects. They provide an energetic and talented team of scientists, planners, and engineers who work closely with their clients on a variety of services, providing a full range of science and engineering services to support project needs and requirements. Their clients recognize that the strength Anchor QEA brings to each and every project reflects core values of technological leadership, integrity, superior product quality, and client satisfaction.

In identifying *potential conflict of interest considerations*, Anchor QEA currently works for Avista providing on-call technical review services and other technical support through their science group. On behalf of Avista and Kaiser Aluminum, Anchor QEA staff managed the cleanup analysis and remedial design of a State sediment cleanup project that addressed PCBs, hydrocarbons, and other associated chemical releases in the Upriver Dam area of the Spokane River. The remedy for the site included an innovative reactive (coal-based) cap over most of the PCB deposit, limited nearshore dredging in a wetland habitat area, and monitored natural recovery. Anchor QEA continues to assist Avista with sediment monitoring within the Spokane River. We have not included any of the staff currently supporting Avista in this proposal, and can establish an internal firewall or other protocols to further strengthen this separation if desired.



#### About Desautel-Hege

Established in 1996, DH is recognized in Washington State and beyond for the results they help their clients achieve. They are a team of 25 experienced professionals who craft campaigns, programs and materials that raise awareness, educate consumers, influence behavior and drive measurable results.

DH has called Spokane, WA home for over 20 years. They have worked with government agencies, businesses, non-profits and causes to communicate public issues to diverse audiences and stakeholders. Their pulse on the business community is unmatched in Spokane—DH team members serve and have served on over 40 boards including Greater Spokane Incorporated, Vision 2030, University District, Downtown Spokane Partnership, Spokane Young Professionals, and so many more. DH regularly works with elected leaders at the City of Spokane and Spokane County, as well as agencies like Spokane Regional Health District, Spokane Transit Authority and Spokane Regional Transportation Council. They also work with Tribal entities including the Kalispel Tribe of Indians and the Upper Columbia United Tribes.

### **EXPERIENCE WITH SIMILAR PROJECTS**

Included in this section are highlights of our team's experience in facilitation and administrative support services, and project management and coordination.

#### **Facilitation and Administrative Support Services**

A majority of the projects managed by Ben Floyd over his consulting and public sector career have included facilitation and administrative support services, working with multi-stakeholder groups, and communicating complex technical information to non-technical parties. During the early part of his career he recognized the need for effective facilitation in the regional planning efforts and began developing his skills as a facilitator – providing clients with someone who understands both the technical elements and process components of an effective planning or implementation effort. This dual capacity is not only efficient but also effective in delivering technically sound and broadly supported solutions to challenging problems.

Josh Jensen has also provided facilitation and support services for complex regulatory compliance efforts. He has demonstrated his abilities as an effective communicator and a good listener, and he also has an eye for detail. He effectively coordinates with project team members, clients and interested stakeholders in a respectful and conscientious manner.

Several White Bluffs Consulting and Anchor QEA projects have also included website development and maintenance, or providing formatted documents ready for posting to existing client websites. Lara Floyd has supported some of the more recent projects, providing email communications, developing meeting agendas, preparing meeting notes, formatting documents and coordinating website updates.

Ben, Josh, and Lara regularly use proven tools such as action trackers, standing coordination calls among the project team and with clients, and technology to keep multi-stakeholders groups engaged and informed. They also know how to pick up the phone or schedule an in-person meeting when more traditional approaches are needed. Maintaining regular communication is a key value in the work they perform.



#### **Project Management and Coordination**

Ben began his consulting career as a natural resources planner and project manager. He has managed technical studies and watershed assessments and plans, storage feasibility studies, and regulatory compliance and environmental review projects. He has also led local regulations and comprehensive plan updates, helped communities comply with stormwater program requirements, and managed water system plan updates. Josh Jensen also has strong technical experience.

Each project begins with a clearly defined scope of work that incorporates client expectations, project schedule, regularly planned check-ins, and deliverable due dates. Depending upon the complexity of the project, additional project tracking tools can also be used and reviewed in project coordination meetings or calls. Regular communications and coordination are important to White Bluffs Consulting, Anchor QEA and DH team members.

Facilitation, administrative support services, project management and technical work coordination experience details are highlighted in our project experience below. Table 1 highlights relevant team project experience followed by project descriptions.

Table 1 – Selected Team Experience in Past Five Years

Project Names	Multi-Stakeholder Groups	Communicating Complex Technical Information	Website Management	Project Management/ Technical Work Coordination	Meeting Facilitation and Notes	Optional Tasks
Yakima Basin Integrated Water Resource Management Plan Development	✓	✓	✓	✓	✓	Outreach Grants
Yakima Basin Integrated Water Resource Management Plan Implementation	✓	✓	✓	✓	✓	Outreach Grants
Voluntary Stewardship Program Work Plans for Pend Oreille, Ferry, Lincoln, Whitman, and Four Other Counties	✓	✓	✓	✓	✓	Outreach
Shoreline Master Program Updates for Stevens, Ferry, Lincoln, and Five Other Counties	✓	✓	✓	✓	✓	Outreach Grants
Grant PUD Permitting On-Call		✓		✓	✓	
NPDES Stream Bioassessment Monitoring		✓		✓		
Port of Seattle On-Call Dredging Services	✓	✓		✓	✓	Grants
Palouse Basin Aquifer Committee Water Supply Alternatives/Communications and Website	✓	✓		✓	✓	Outreach
Grant PUD Brand and Website		✓	✓		✓	Outreach



#### Yakima Basin Integrated Water Resource Management Plan

Highlights: Workgroup and Subcommittees Facilitation | Workgroup Administrative Support | Multi-Stakeholder Coordination



The Yakima River Basin encompasses 6,155 square miles and includes portions of four counties in central Washington State. The U.S. Bureau of Reclamation's (Reclamation) Yakima Project has 1 million acre-feet of storage in five main reservoirs and supplies water to approximately 450,000 acres of irrigated land. In drought years, districts with junior water rights have received less than 40 percent of their supply causing severe economic impacts. That, coupled with a severe

decline in anadromous salmon, has prompted decades of planning for water supply and fisheries restoration. Federal legislation has been passed authorizing fish passage, water conservation and some additional water storage. However, the measures taken to date have not appreciably improved water supply or fisheries.

In 2009, a more detailed and comprehensive public involvement process began through formation of a group of 25 irrigation district, fish and wildlife agency, Yakama Nation, county and city, environmental group (American Rivers and Trout Unlimited), and Federal and State representatives. That group is called the YRBWEP Workgroup. They were asked to provide input on and guide the development of a Yakima Basin Integrated Water Resource Management Plan (Integrated Plan) and Yakima River Basin Study.

Ben Floyd served on this project as the project manager and YRBWEP Workgroup facilitator. In 2009 through 2011 the Workgroup met almost monthly to discuss and refine plan elements. Over this time Ben transitioned into the primary facilitator for several additional subcommittees – instream flow, habitat and others - that were organized to develop specific plan elements. For



each meeting Ben coordinated meeting scheduling and notifications, developed and maintained an interested parties list, worked with the client leads and technical team members to plan meeting content and prepared agendas, developed meeting packets, prepared meeting notes and coordinated formatting of meeting content for posting to the Reclamation website. The YRBWEP Workgroup supported the Integrated Plan in 2011 by a unanimous vote.

The Integrated Plan as adopted outlines nearly \$4 billion in water management and ecosystem restoration strategies planned for a 30-year implementation timeframe. It addresses key water resource and fisheries issues that exist today and provides a comprehensive framework to solve those problems. It also provides an adaptive management framework to address potential future changes including climate change effects. Details of the Integrated Plan and the process to prepare it can be found at: http://www.usbr.gov/pn/programs/yrbwep/2011integratedplan/index.html



## Yakima Basin Integrated Water Resource Management Plan Environmental Review and Implementation Support

Highlights: Implementation Support | Adaptive Management | Effective Communication Protocols

Since 2011 Ben has continued as the facilitator for the YRBWEP Workgroup during the Yakima River Basin Study and associated environmental review and for plan implementation. This included maintaining all of the duties described in the project description above plus additional assignments associated with plan implementation.

He schedules and leads leadership team coordination calls twice each month with Reclamation and Washington State Department of Ecology (Ecology) leads, the consultant technical team lead, and other technical project leaders. Key technical details, upcoming meeting objectives, individual stakeholder communications, funding strategies and grants to pursue and other implementation details are discussed. Call action items, assignments and due dates are documented and distributed by email after each call. These calls have played a key part of maintaining the regular communications necessary to support successful plan implementation.



In 2016 through a separate agreement with Ecology, Ben also assumed facilitation of the Integrated Plan Executive and Implementation Committees' monthly meetings. The Yakama Nation, agency representatives, and major interest groups on the YRBWEP Workgroup are represented on the Executive Committee, along with chairs for each subcommittee. This committee focuses on coordinating technical work, developing funding strategies, environmental compliance strategies, and provides input to Reclamation and Ecology on upcoming Workgroup meetings. The Implementation Committee does not include federal agency representatives and is focused on lobbying and legislative strategies in Olympia and Washington D.C.

In addition to preparing for and facilitating the monthly meetings, Ben spends time each month in individual communications with committee members to maintain a pulse on current events and perspectives that helps inform meeting agendas and implementation strategies. He also supports associated activities such as planning legislator tours in the basin and outreach efforts on specific projects. And he facilitates the Lower Yakima Subgroup, which has been charged with developing more specific solutions to meet water supply, instream flow and water quality needs in the lower Yakima.

#### **Client References**

Tom Tebb Ecology Office of Columbia River 509-952-5080 thomas.tebb@ecy.wa.gov Wendy Christensen Reclamation YRBWEP Phase II and Integrated Plan Manager 509-575-5848 x203 gchristensen@usbr.gov Andrew Graham Integrated Plan Project Manager for HDR Engineering 360-570-4409 andrew.graham@hdrinc.com



## Voluntary Stewardship Program Work Plans for Multiple Counties in Eastern Washington

Highlights: Multi-Stakeholder Facilitation | Administrative Support to Workgroups | Tracking Technical Work | State Agency Coordination and Approvals

Anchor QEA and White Bluffs Consulting have teamed up to provide planning, public involvement, meeting facilitation, administrative and technical support to multistakeholder planning groups in Adams, Asotin, Ferry, Franklin, Grant, Lincoln, Pend Oreille and Whitman counties. Planning groups ranged in size from 7 to 15 people representing agriculture, environmental interests, tribes, local and state agencies and the public at large. These plans are developed as a voluntary option to regulatory protection of critical areas in and adjacent to agricultural lands. Plans include:



- A summary of state requirements
- · Describe critical areas common in each county and identify baseline conditions
- Summarize existing and planned conservation actions
- Include goals and benchmarks
- · Implementation and outreach strategies

For these projects, Ben Floyd facilitated planning meetings, and served as project manager on six of the eight plans, coordinating technical work and document production assignments. Ben and Josh worked together on several of these plans. Josh worked with Ben to track progress on technical tasks, worked with clients in planning meetings and documenting project action items, and submitting draft work plans to the State Conservation Commission and technical review panel, and preparing comment response documents in coordination with the planning groups.

Ben and Lara worked together on meeting notifications, agendas, preparing and distributing meeting notes, maintaining email lists, collecting and responding to comments, maintaining and updating email distribution /interested parties lists, coordinating website updates and other related activities. Five of the 8 work plans have been approved, and the rest will be approved by fall 2018.

#### **Client References**

Mark Nielsen, Manager Franklin Conservation District (509) 366-1678 mark-nielson@conservewa.net Andy Huddleston, Planner Pend Oreille County (509) 447-6462 ahuddleston@pendoreille.org

Additional references are available upon request.



## Shoreline Master Program Updates for 18 Cities and Towns and Eight Counties in Eastern Washington

Highlights: Multi-stakeholder Facilitation | Administrative Support to Technical Advisory and Citizen Groups | Managing and Tracking Technical Work | State Agency Coordination and Approvals

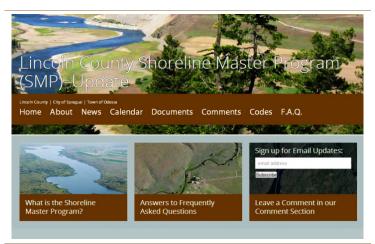


Ben served as the project manager and facilitator on shoreline master program (SMP) updates for Stevens, Ferry, Lincoln, Asotin, Garfield, Columbia, Grant and Franklin Counties and associated cities and towns. For each project he led a team of hydrologists, biologists, water quality specialists, planners, public involvement specialists and GIS analysts in developing:

- Public involvement plans
- Shoreline inventory, analysis and characterization reports
- Shoreline goals, policies and regulations
- Shoreline habitat restoration plans
- Cumulative impacts analysis reports
- Public access plans
- Compiled administrative records.

Each SMP update included working with both a citizen's advisory group and a technical advisory group, or in some cases a combined group. The technical advisory committee provided input on key information sources, regulatory provisions, and restoration actions. We worked closely with Ecology staff on each of these projects, often collaboratively working the clients and Ecology to brainstorm tailored standards to the unique conditions existing within a jurisdiction.

Additionally, public visioning meetings and workshops to review draft SMP elements were also held. Ben led the meetings planning, facilitated workshops and meetings, coordinated newspaper and email notices, and prepared or reviewed meeting notes and visioning summaries. He also worked with Anchor QEA graphics and web designers to develop several websites to support the SMP updates. A screenshot of the Lincoln County webpage below identifies the layout. Webpages were updated regularly with new information, meeting notices and materials, and other related



#### **Lincoln County Coalition SMP Update Website**

Design and maintained SMP update websites, providing effective tools for sharing information, and obtaining and documenting public input.

information. These websites proved effective tools for sharing information and receiving public input. Public communication materials were also developed including SMP primers and user guides providing examples of how the updated codes would apply to common development scenarios.





Each SMP was tailored to specific conditions, needs and opportunities. Addressing National Park Service lands on Lake Roosevelt, development areas along the Spokane River, and customized development standards for Crab Creek intermittent flows were important aspects of the Lincoln County SMP update. For Stevens and Asotin Counties public access plans were developed, documenting both formal and informal recreation opportunities, and proposed improvement plans. Addressing parks and U.S. Army Corps of Engineers (USACE) public lands in

the City of Richland were an important aspect of this update, including consistency with the USACE McNary Shoreline Management Plan for docks and other water-related uses.

#### **Client References**

Erik Johansen, Director Stevens County Land Services (509) 675-4681 ejohansen@stevenscountywa.gov Damien Hooper, Director Grant County Planning Department (509) 398-3817 dhooper@grantcountywa.gov

Additional references are available upon request

### Grant Public Utility District On-call for Permitting Services

Highlights: Coordination with Regulators | Permitting | Work Tracking System

Anchor QEA is providing on-call permitting services to Grant PUD to support Federal Energy Regulatory Commission compliance and operational improvement projects. Ben Floyd served as project manager for this effort from 2013 to 2017. Work under this contract has included preparing SEPA checklists and JARPA forms, and mitigation reports for several small and large projects at Priest Rapids Dam,



the New Wanapum Heritage Center, and several recreation projects on the Columbia River in Douglas and Grant counties.

Permitting work was going on simultaneously on several projects in the early years of this contract. The project team developed a permits tracking tool to track the status of preparing permitting documentation and technical reports, submittals, responses and approvals. This tool was reviewed during weekly and then monthly coordination calls, and it helped in coordination and follow up on consultant team and PUD assignments, status and work completions. Work has been performed collaboratively with the PUD and federal, local and state regulators.

#### **Client Reference**

Ross Hendrick Grant PUD (509) 431-2681 rhender1@gcpud.org



#### Hecla Mining Company NPDES Stream Bioassessment Monitoring

Highlights: NPDES Compliance | Multi-Agency and Subconsultant Coordination | Reporting



Since 2007, Anchor QEA has been working with the Hecla Mining Company to conduct annual stream bioassessment monitoring of habitat features, benthic macroinvertebrates, and fish from representative reaches downstream of mine tailings pond National Pollutant Discharge Elimination System (NPDES) discharges. Josh Jensen has managed and led the field effort and reporting for this project since 2008.

The work applied the State of Idaho's beneficial use reconnaissance program wadeable streams protocol. Anchor QEA led the field efforts and their subconsultant, EcoAnalysts, conducted the benthic macroinvertebrate identification analyses.

The project includes annual coordination with the Idaho Department of Fish and Game to obtain collection permits and occasionally conduct joint field monitoring efforts. Following each field effort, a report is prepared for the U.S. Environmental Protection Agency summarizing the monitoring and benthic macroinvertebrate analysis results.

In a separate unplanned event, Anchor QEA biologists developed and implemented an urgent study to evaluate potential impacts to stream macroinvertebrates following an accidental release of a processing

chemical from a mine. Compounding effects of habitat features, including fine-grained sediment inputs from an adjacent interstate highway, were integrated into the analysis.

#### **Client Reference**

Lance Boylan
Hecla Mining Company
(208) 682-5655
LBoylan@hecla-mining.com





#### Port of Seattle On-Call Dredging Services

#### Highlights: Program Management | Permitting and Compliance | Agency Coordination

Anchor QEA has been the Port of Seattle's primary dredging consultant for more than 18 years, and it has managed 17 dredging and disposal projects involving approximately one million cubic yards of clean and contaminated sediment, including PCB-contaminated waterways.

Anchor QEA has provided creative solutions to save the Port significant costs, including coordinating with and facilitating meetings with key



stakeholders, programmatic permitting for multi-facility and navigation channel maintenance dredging, contractor on-call procurement, master specifications development, and use of innovative technologies and approaches. The Port has successfully implemented its first maintenance dredging event at Terminal 18 in the East Waterway of the Duwamish River, a contaminated site with widespread PCB contamination.

Anchor QEA led all critical aspects for these dredging projects, including project management, environmental review and permitting, agency negotiation, sediment characterization, bathymetric surveying, engineering design, geotechnical studies, bid support and procurement strategy, construction management, and environmental monitoring. These projects include berth maintenance dredging and deepening (Terminals 5, 18, 25, 30, 46, 66, 90/91, and 115), East and West Waterway deepening projects, cruise facility relocation and Terminal 90/91 and Pier 66 dredging, and dock replacement and dredging at Shilshole Bay Marina and Fishermen's Terminal. Josh Jensen has provided scope of work development, agency coordination, planning and permitting, and grant writing support under this contract since 2013.

#### **Client Reference**

Jon Sloan Port of Seattle (206) 787-3675 sloan.j@portseattle.org



### Palouse Basin Aquifer Committee | Future Water Supply, Brand + Website

Highlights: Technical Work Coordination | Multi-Stakeholder Facilitation | Communications Plan and Website Development | Outreach

The Palouse Basin Aquifer Committee (PBAC) is a voluntary, multi-jurisdictional group with the mission of ensuring a safe and sustainable supply of water for the future. The Palouse groundwater basin is the sole source of water for over 60,000 residents of Pullman, Washington and Moscow, Idaho and outlying areas in both Whitman County (Washington) and Latah County (Idaho). Also included among our groundwater users are Washington State University and the University of Idaho.

Ben Floyd has been leading a team of engineers and planners since 2016 focused on evaluating and prioritizing surface water supply options to help water suppliers in the Palouse Basin meet their existing and future water demands for the next 50 years, and offset groundwater declines. More than 40 potential actions have been narrowed down to 4 alternatives that are currently being evaluated in a multi-phased feasibility study.

In parallel with the water supply evaluation, DH developed a communications plan for PBAC to help reach audiences with more readily understood information. Because PBAC has such a collaborative, data-driven approach that heavily analyzes data, DH helped PBAC to inform the community about the region's future in a way that could be easily understood. The communications plan we developed gave context around data to make information accessible in order to help the community understand what it means for them.







Most recently, DH updated PBAC's visual identity, including building out a new website for them. The website is set to launch in July of 2018. Since partnering with PBAC, DH has also helped with their annual water report, which updates the community on the current status of the aquifer. Like with other messaging, DH helps with simplifying the message in order for the community to understand what the report means.

DH is also helping PBAC to identify who their key audiences are, what their awareness level of the aquifer is, what the desired action from them is, and what input they have on future supply options. This research is aimed to help PBAC communicate effectively with those who the aquifer and potential future supply options impacts.

#### **Client References**

Kevin Gardes City of Pullman Public Works Director and Prior PBAC Chair 509-338-3217 Kevin.gardes@pullman-wa.gov Korey Woodley PBAC Executive Manager 509-336-5266 kwoodley@uidaho.edu



#### Grant County Public Utility District Communications Strategy and Plan

Highlights: Website Design | Communications Research | Strategy Development and Implementation



In December of 2016, DH was retained by Grant County Public Utility District to be the utility's agency of record. Grant PUD's goal was to reconnect with the people of the surrounding region and communicate their commitment and to the area. DH conducted research into what the people of Grant county really cared about, not pertaining to utilities, but

their way of life. We developed a "powered by" theme, organized around the lives of people in the Grant service territory. "Powered by" was applied to how Grant PUD powers not only the environment, but people's way of life. This campaign came alive in the form of an entirely new creative approach. DH developed a new look and feel for their advertising, an internal communications plan, interior signage and customer communications, tying it all in with the utility court's business objectives.

In the fall of 2017, DH started developing a new website for Grant County PUD. This website will include e-commerce, an intranet, customer facing pages and more. DH used the thinking behind the "powered by" campaign as a place to build upon to create a cohesive employee and customer experience. Development and QA/QC are expected to be completed by June of 2018, with a launch in July. Feedback from user testing has been extremely positive with county residents saying, "they can't wait for the new website to launch."







**Client Reference** 

Andrew Munro Senior Manager, Grant PUD 509.668.0430 Amunro@gcpud.org



#### **Testimonials**

In addition to the client references provided above, here is some specific feedback about our facilitation and project management work from some of the clients we have served.

"Ben Floyd has played a key role in developing an Integrated Water Resource Management Plan for the Yakima Basin. His communications style, ability to grasp the key issues, and approach in working with the Workgroup has been invaluable in achieving consensus on the plan."

Rick Dieker, Manager of Yakima-Tieton Irrigation District and Yakima River Basin Workgroup Member

"I have worked with Ben Floyd for nearly a decade as our project manager and facilitator to develop consensus on complex Oregon and Washington water management strategies and plans for the Walla Walla basin. He has played a key role in some of the more notable successes we have achieved in the Walla Walla basin."

Cathy Schaeffer, Former Executive Director of Walla Walla Watershed Management Partnership (now serving as Deputy District Director for Representative Cathy McMorris Rodgers)

"Ben has done an amazing job of helping a disparate group of Yakima basin stakeholders to be solutionoriented and collaborative throughout the development of the Yakima Basin Integrated Plan and the beginnings (now underway) of its implementation strategy. One of Ben's many strengths is his sense of humor, which he uses to good effect in moving an agenda forward."

Michael Garrity, Prior Washington State Conservation Director of American Rivers and Yakima River Basin Workgroup Member (now with Washington Department of Fish and Wildlife)

"Ben Floyd, Josh Jensen and the rest of the consultant team did a great job in developing our Franklin County VSP work plan, and in facilitating our meetings. They listened to workgroup members, incorporated their input into the plan, and developed a first-rate product. The approach they used was clean and smooth, and transparent. They used effectively tools like a comment response matrix and other summaries to communicate complex information to a non-technical audience. The handoff of GIS datasets was clean and efficient."

Mark Nielsen, Franklin Conservation District Manager

"Josh, thanks for all of the work you do...much of it is behind the scenes, but I know that you're a huge part of everything we've accomplished this year."

Jennifer Wieland, SDOT Project Manager for the Elliott Bay Seawall Project

"Thanks Josh for stepping up and doing such a great job with conducting meetings and distributing notes."

Elaine Petkovsek, Denovo Group Project Manager for the Lower Duwamish Waterway

"Lara and Ben Floyd and the rest of the White Bluffs team are helping Pend Oreille County, our producers, and key stakeholders develop a VSP work plan. The team has jumped in with both feet and in a very short time helped us prepare our plan, organize, and facilitate workgroup meetings, help us maintain our VSP website, and conduct public outreach meetings. And they do it all with a smile! I highly recommend them to those looking to hire a professional, efficient, and organized team to facilitate and coordinate multi-stakeholder processes."

Andy Huddleston, Pend Oreille County Planner



## **PROJECT TEAM**

Ben Floyd will serve as client contact, project manager and facilitator for this project. He will work closely with Josh Jensen, Anchor QEA on the Executive Coordination, Program Management and Facilitation tasks outlined in the SRRTTF request for proposal. Ben and Josh will work closely with Lara Floyd, who will be the Lead for the identified Administrative and Communications Support tasks.

This is a proven team that has worked together on several multi-stakeholder projects dealing with complex and detailed natural resource challenges. Our technical understanding combined with our proven communications approaches, facilitation methods and administrative tools, will allow us to quickly come up to speed on and begin adding value to address the challenges facing the SRRTTF. Team members understand the importance of strictly following the Task Force's MOA and associated procedures. We also recognize the value of regular communications and coordination with both individual members and the full Task Force to gain insights and understanding into implementation challenges and opportunities, and to build Task Force confidence in the facilitation team.

#### Key Personnel, Qualifications, and Experience

Staff Member	Role and Experience Summary	Relevant Project Experience Highlights
Ben Floyd White Bluffs Consulting Kennewick, WA	Project Manager and Facilitator  • 25 years of experience in facilitation, natural resource planning and reports	<ul> <li>Yakima Basin Integrated Water Resource Management Plan technical work coordination with various stakeholders, facilitation and administrative support</li> <li>Voluntary Stewardship Program Work Plans for various counties and conservation districts, including technical work coordination, planning group facilitation and</li> <li>Shoreline master program technical work coordination, advisory groups facilitation, website updates and coordination with Ecology</li> <li>Nearly 10 years of watershed planning technical work coordination and meeting facilitation, and administrative support</li> </ul>
		to multi-stakeholder Planning Units
Lara Floyd White Bluffs Consulting	<ul><li>Project Coordinator</li><li>3 years in various planning efforts</li></ul>	<ul> <li>Pend Oreille and Ferry County Voluntary Stewardship Program meetings and Workgroup coordination and administrative support, and website updates</li> </ul>
Kennewick, WA		• Grant County comprehensive plan project coordination, comment response summaries and action items tracking
		<ul> <li>Benton County comprehensive plan and rural water resources strategy projects, preparing comment response summaries, meeting notes and other administrative duties</li> </ul>



Staff Member	Role and Experience Summary	Relevant Project Experience Highlights
Josh Jensen Anchor QEA Seattle, WA	Technical Work Program Coordinator  • 10 years in various planning efforts	<ul> <li>Adept at communicating complex project details and schedule with large, interdisciplinary teams on Voluntary Stewardship Program, Lower Duwamish, and Port of Seattle projects</li> <li>Experience coordinating permitting, remediation, and allocation processes on cleanup sites with PCB contamination issues for Port of Seattle and Lower Duwamish clients</li> <li>Highly organized and effective at tracking scopes of work, schedules, and multiple project tasks</li> <li>Proficient writer for large environmental reports to publicly accessible permit documents, grant requests, meeting and materials</li> </ul>

#### Support for Optional Tasks: Outreach and Communications

As noted DH's Andrei Mylroie is available to help with any supplementary facilitation needs as well as support the optional outreach and communication tasks. Other staff in Anchor QEA and DH are also available to provide support once needs are better understood.

Staff Member	Role and Experience Summary	Relevant Project Experience Highlights
Andrei Mylroie Partner, DH Spokane, WA	<ul><li>Partner</li><li>34 years in communications and team coordination</li></ul>	<ul> <li>Develops overall marketing and communications strategy for clients such as Grant PUD and PBAC, as well as playing an integral role in the firm's day-to-day business management</li> <li>Specific expertise in organizational positioning, branding, media relations and executive coaching</li> </ul>
		<ul> <li>Leads business development efforts for DH, one of the largest integrated public relations firms in the Northwestern U.S.</li> </ul>

## PROJECT UNDERSTANDING AND APPROACH

Sections of the Spokane River and Lake Spokane have been placed on the state 303(d) list of impaired waters for polychlorinated biphenyls (PCBS) based on concentrations of PCBs measured in fish tissue that exceeded a fish tissue equivalent concentration. The Spokane River Regional Toxics Task Force (SRRTTF) was formed through a 2012 Memorandum of Agreement (MOA) to develop a plan to bring the Spokane River into compliance with PCB water quality standards. The SRRTTF completed the preparation of a Comprehensive Plan to Reduce PCBs in the Spokane River in late 2016.

The plan identifies the primary PCB delivery mechanisms to the Spokane River along with associated control actions, including existing and potential new actions. Opportunities to improve existing control actions were also identified, along with a commitment to implement two new control actions. The plan also includes milestones, timelines and metrics for assessing the effectiveness of control actions with



associated implementation summaries prepared annually and a five year Implementation Assessment Report.

In 2017 and 2018, the SRRTTF has been transitioning their focus from plan development to plan implementation. Implementation requires staying power by those involved, increasing participation and involvement through outreach and education efforts, clearly articulated annual priorities to help maintain Task Force focus, and consistent progress on implementing control actions by the multiple parties involved, as well as progress in filling in data gaps on key technical questions. During plan development, the SRRTTF had a specific task and product to deliver. Now the Task Force is more reliant on the efforts of individual members and others responsible for implementing the control actions, their ability to secure grant funding to increase the pace of implementation, and the time needed to improve scientific understanding and answer key technical questions. To support implementation, the Task Force is seeking qualifications and proposals from qualified consultants for support services in the form of program management support, facilitation of Task Force meetings and administrative and communications support for implementation of activities identified in its Comprehensive Plan. Optional tasks for pursuing grants and outreach and communications have also been identified.

The White Bluffs Consulting team included in this proposal has the qualifications, expertise and ability to address all the requested services. Additionally, our experience with other technical and complex planning efforts has allowed us to develop proven tracking and report tools, communications protocols, and lessons learned that may have application to the Task Force. We hope the Task Force gives us the opportunity to apply our skills, knowledge and expertise to help you with successful plan implementation.

In addition to the requested services, our team has identified some additional activities that we would like to undertake during the first six months of the contract period. These include:

- Individual meetings with each member of the Task Force to understand various perspectives on the
  history of the planning process, the implementation challenges ahead, priorities, and other relevant
  topics. These individual meetings can help us begin to establish working relationships and the more
  informal lines of communication and trust that needs to be in place for our success in effectively
  serving you.
- Review of the existing meeting schedule and other Task Force processes, technical work plans, and
  near-term priorities so we understand the existing processes and work that is ongoing. As part of
  this review, we may offer options and suggestions for Task Force consideration for moving forward
  based on our experience and what we learn from this review and individual Task Force member
  meetings.

From these two efforts, in combination with the identified administrative and communications support, executive coordination, program management and facilitation services, we hope to work with the Task Force by the end of 2018 to have a two-year work plan identified for 2019-2020, with specific actions, milestones, and priorities that provides a focus for meetings, technical work, grant opportunities and communication efforts for this time period.



### **Optional Tasks**

DH is also prepared to support the Spokane River Toxics Task Force with additional communications and outreach efforts as requested.

- Grant Writing and Reporting
- Assistance in Outreach and Communications

## **COST PROPOSAL**

Below is our initial estimate for costs of the tasks outlined in the RFP, plus one additional task at the end of the table, entitled Ramp-up Activities, which includes meetings and calls with individual Task Force Members and other initial coordination activities. We look forward to discussing and refining this work plan and budget based on your feedback and ideas.

## **Budget and Rates**

Task	Details	Notes	<b>Estimated Cost</b>
1a	Note taking and meeting summaries (assume 4 - 6 per year, half to full days in duration)	Distribute notes consistent with MOA	\$6,600 (\$1,100/mtg)
1b	Secure meeting venues		\$500
1c	Maintain Task Force email lists	Ongoing, 2 hours per month planned	\$1,800
1d	Post necessary meeting materials to Task Force website for six meetings. Also includes meeting with WSU facilitation team to give us access and any pertinent information.	Ongoing, post content consistent with MOA	\$2,400
1e	Post Task Force products and reports to website	Ongoing, 2 hrs./month planned	\$1,800
1f	Email blasts to Task Force members regarding meetings, report availability, request for review, and relevant grant opportunities	Ongoing, 2 hrs./month planned	\$1,800
2a	Project coordination and oversight of work group tasks, scopes of work, contractors and schedules (and develop implementation tracking system – scope addition)	Approximately \$5,000 for proposed tracking system	\$18, 176
2b	Coordination with Administration and Contracting Entity (ACE) in execution of all contracts and project deliverables	Most of cost duplicate with 2a	\$2,400
2c	Identify and solicit advice from technical consultant(s) and the Task Force Community Technical Advisor	Hours for Ben and Josh both	\$8,688
2di	Maintain roster of Task Force Members (signatories to the MOA, voting and non-voting members)		\$600
2dii	Develop agendas for full Task Force meetings and coordinate between work group activities and agenda content	Planned for 6 meetings	\$4,650 (\$775/mtg)



Task	Details	Notes	<b>Estimated Cost</b>
2diii	Provide proper notice of full Task Force meetings in accordance with the MOA and any subsequent addendums to the MOA	5 business days ahead of meeting	\$900
2div	Coordinate with meeting facilitator to plan and execute Full Task Force meetings (including agenda preparation)	Agenda preparation covered in 2dii	\$3,300
2dv	Evaluate Task Force processes on an ongoing basis and recommend management and process changes to the Task Force to promote efficiency and successful outcomes	Ongoing	\$7,240
2dvi	Track progress in accomplishing goals of Comprehensive Plan and provide continued implementation focus for Task Force– report regularly at TF meetings and prepare brief annual summary reviewing implementation activities of TF	Some costs duplicate with 2a	\$4,992
2ei	Facilitate full Task Force meetings	Planned for 6 meetings	\$ 8,400 (\$1400/mtg)
2eii	Ensure Task Force works in accordance with the intention of MOA and subsequent addendums to the MOA (including decision-making protocol, dispute resolution and monitoring for quorum attendance at SRRTTG meetings where decision-making is anticipated).	Most of budget incorporated in other tasks	\$1,400
3	Ramp up activities and individual communications with Task Force Members (not Included in RFP)	Meetings and/or check in calls with SRTTFF members and info review	\$10,000
	Direct expenses	Travel, meals, printing costs @ \$350 per meeting	\$7,200
	Total	\$92,846	

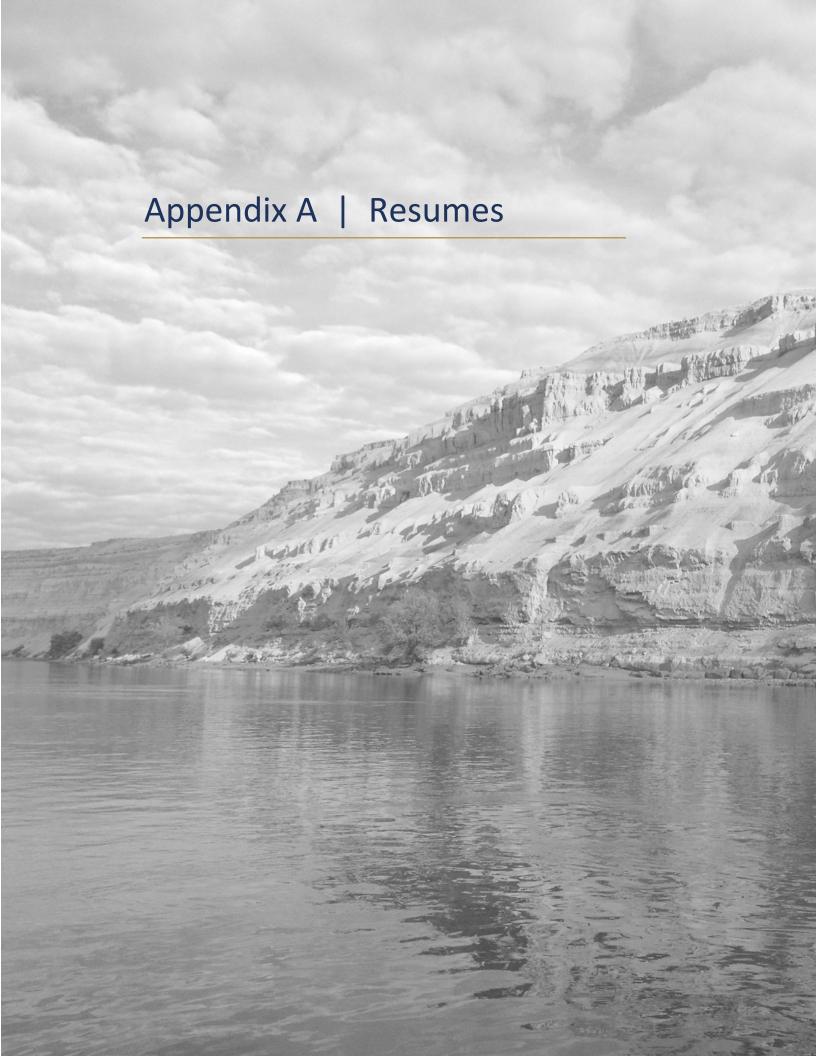
## Rate Schedule

#### Primary Staff

Ben Floyd – Project Manager and Facilitator	\$ 175
Lara Floyd – Project Coordinator	\$ 75
Josh Jensen – Technical Work Program Coordinator	\$ 170
Optional Task Staff	
Andrei Mylroie – Communications Lead	\$ 225

Other staff and rates will be provided as necessary based on optional tasks identified, scoped, and included in contract services.







## Ben Floyd

## Project Manager and Facilitator

#### **Education**

Masters in Business Administration, Washington State University, 2000

B.A. in Political Science, Brigham Young University, 1993

## Professional Associations and Certifications/Training

Member, International Association of Facilitators (IAF)

IAF Certified Professional Facilitator

Technology of Participation
Training, The Effective Facilitator
and 7 Habits of Highly Effective
Facilitators

Mr. Floyd has worked on a variety of projects including natural resource protection and management plans, land use and infrastructure planning, and federal, state and local regulations compliance. He provides planning, regulatory compliance, and management services for several development projects in the Pacific Northwest.

Ben has managed multi-disciplinary teams, fostered open communications, and developed innovative solutions that draw upon and integrate the collective team strengths to achieve desired results. He has also managed multi-disciplinary planning and permitting projects, including comprehensive planning, State Environmental Policy Act (SEPA) compliance, utility management plans, critical areas and shorelines development regulations, and project permitting. Mr. Floyd has also crafted public involvement strategies, meeting plans, and meeting facilitation for controversial and complex natural resource management and new infrastructure projects.

He listens, understands, and helps clients meet their toughest challenges. Ben is able to assimilate the political, financial, and technical aspects of a project and bring it to a successful conclusion. He understands the needs of local government and utilities and brings this knowledge to assist our clients to find the best solution possible. He has worked extensively with multi-stakeholder groups. He has successfully led several regional initiatives and is recognized for his ability to develop consensus on difficult issues.

## **Project Experience**

#### Yakima River Basin Study Workgroup Facilitation and Final Integrated Plan

US Bureau of Reclamation and Washington State | Yakima, Washington

As lead facilitator, Mr. Floyd is assisting local, state, federal and tribal agencies, and environmental interests in developing a final Yakima Basin Integrated Plan, that characterizes water resource, habitat enhancement and instream flow management measures for the next 50 years in the Yakima Basin. As a senior planner, Mr. Floyd prepared the aquatic species and fisheries sections of the draft and final PEIS, and also contributed to other EIS sections. Additionally, as lead facilitator, Mr. Floyd is assisting local, state, federal and tribal agencies, and environmental interests in advancing the Yakima Basin Integrated Plan. Ben plans and facilitates stakeholder meetings and supports technical subcommittees in their efforts to prepare and implement elements of the plan. He has been leading these meetings since 2009.

Additionally, he coordinates agency communications outside of meetings to address key issues including Columbia River water availability, Yakima mainstem floodplain habitat enhancement and storage priorities. He led development of the Basin Study and Integrated Plan report. He works closely with Washington Department of Ecology Columbia River Program and Bureau of Reclamation staff, along with the multi-disciplinary project team.

#### Salmon Recovery Lead Entity Advisory Group Strategic Planning and Facilitation Services

Salmon Recovery Lead Entity Advisory Group | Walla Walla, Washington

Ben worked with the Salmon Recovery Lead Entity Advisory Group (LEAG) to develop a strategic plan for the organization. This included interviewing LEAG members, assisting with a survey, and facilitating two half-day workshops to identify, prioritize and establish a timeline for actions to include in the strategic plan.

#### Pend Oreille County and Several Other County Voluntary Stewardship Program Plans

Voluntary Stewardship Program Work Plans | Multiple Counties, Washington

As project manager Ben provided planning, public involvement, meeting facilitation, administrative and technical support to multi-stakeholder planning groups in Adams, Asotin, Ferry, Franklin, Grant, Lincoln, Pend Oreille and Whitman counties. Planning groups ranged in size from 7 to 15 people representing agriculture, environmental interests, tribes, local and state agencies and the public at large. These plans are developed as a voluntary option to regulatory protection of critical areas in and adjacent to agricultural lands.

#### **Grant PUD Permitting Services**

Grant PUD | Ephrata, Washington

Ben worked Ben Floyd served as project manager for this effort from 2013 to 2017. Work under this contract has included preparing SEPA checklists and JARPA forms, and mitigation reports for several small and large projects at Priest Rapids Dam, the New Wanapum Heritage Center, and several recreation projects on the Columbia River in Douglas and Grant counties. Permitting work was going on simultaneously on several projects in the early years of this contract. The project team developed a permits tracking tool to track the status of preparing permitting documentation and technical reports, submittals, responses and approvals.

#### **Grant County Shorelines Master Program (SMP) Update**

Grant County | Ephrata, Washington

As project manager, Ben is leading the development of the Grant County, six participating cities, and a town with updating their shoreline regulations. This project has included identifying shoreline jurisdiction waterbodies, developing the Inventory Analysis and Characterization (IAC) Report, and preparing draft elements of the SMP. Ben has helped the Coalition develop strategies for addressing development areas, protecting environmentally sensitive areas, and providing for public access. He has also led public involvement and workshops with planning commissions and elected officials. He facilitated the majority of the public meetings and presented information to the planning commissions and elected officials, including presentations at more than 30 meetings. He also managed development of the Restoration Plan and Cumulative Impacts Report.

#### **Ferry County Shoreline Master Program Update**

Ferry County and City of Republic | Republic, Washington

As project manager, Ben led the development of the Ferry County and City of Republic SMP update.

This has included completing the shoreline jurisdiction analysis, developing a website and public participation plan, and drafting an IAC Report. Ferry County has had several recent land-use, legal challenges, and he has worked with the County to build and coordinate with interest groups to provide opportunity for frequent input and updates through the planning process.

#### **Lincoln County Coalition Shoreline Master Program Update**

Lincoln County Coalition | Davenport, Washington

As project manager, Ben is leading the development of the Lincoln County Coalition SMP update. This project has included identifying shoreline jurisdiction waterbodies, developing the IAC Report, and preparing draft elements of the SMP. Ben has helped the County and participating cities and towns develop strategies for addressing developing areas, protecting environmentally sensitive areas, and providing for public access. Addressing National Park Service lands on Lake Roosevelt, and development areas along the Spokane River and Crab Creek intermittent flows are important aspects of this update for the County. For Odessa, limiting the shoreline jurisdiction area was important, and Anchor QEA was able to work with the Washington State Department of Ecology (Ecology) to reduce the area included in jurisdiction to less than the Federal Emergency Management Agency (FEMA) floodway width by using an alternative floodway delineation methodology.

#### 2008 and 2014 City of Pullman Water System Plan and SEPA Review

City of Pullman | Pullman, Washington

This plan update involved demand forecasting, system analysis, development of a capital improvement program, and a financial analysis to ensure cost-effective implementation. As project manager, Mr. Floyd reviewed the City of Pullman's water conservation program and updated it to comply with Washington DOH water efficiency rule, including an evaluation of the potential for water reuse and aquifer storage and recovery to aid in optimizing management of the City of Pullman's water resources. He also prepared a SEPA checklist to support plan adoption. Project work was completed in 2014.

#### **Palouse Basin Watershed Plan**

Palouse Conservation District | Pullman, Washington

As project manager and facilitator, Mr. Floyd led development of a watershed plan in coordination with a local watershed planning unit comprised of Idaho and Washington representatives from local and state agencies, tribes and the general public. Ben helped identify water management actions to meet long-term water supply needs, improve water quality and instream flows, with information organized by drainage areas within in the basin. He also led the development of SEPA documentation.

#### Walla Walla Habitat Conservation Plan and Environmental Impact Statement

Various irrigation districts | Oregon and Washington

As Project Manager, Ben assisted Oregon and Washington irrigation districts in developing a draft Habitat Conservation Plan and Environmental Impact Statement for steelhead and bull trout habitat on the Walla Walla River. Ben was the project manager and led public involvement, EIS scoping, and facilitated the public meetings. He also coordinated translation of scoping background materials into Spanish, and developed Hispanic population communications strategy to reach potentially affected farm workers. Ben coordinated website updates with the clients, along with email and direct mail communications. He also worked with the technical team to plan and then facilitate more than 30 meetings and conference calls between the Districts and the Services (National Marine Fisheries Service and US Fish and Wildlife Service) negotiating HCP terms and conditions, and approaches for addressing data gaps. He supported the Bi-State HCP Coordinating Committee comprised of local, state, federal and tribal agency representatives through meeting planning, facilitation and presentations. He also led

a multi-disciplinary team to develop technical tools for analyzing impacts on habitat from potential conservation measures.

## U.S. Army Corps of Engineers Lower Snake Programmatic Sediment Management Plan and Environmental Impact Statement Scoping and Strategy Document

U.S. Army Corps of Engineers | Walla Walla, Washington

Mr. Floyd assisted USACE in developing a NEPA compliance strategy document for the scope of a programmatic Environmental Impact Statement (EIS) for the Snake River drainage in Idaho, Oregon, and Washington. For the EIS and sediment plan strategy document, he helped identify discipline reports, preliminary alternatives, and other information to support EIS development. He also developed an agency technical coordination strategy for developing the lower Snake sediment management plan and EIS. He facilitated technical group meetings attended by stakeholder federal, state and local agencies to develop consensus on technical information essential for use in the EIS. He also worked with the technical group to develop a charter and operating rules.

#### Asotin, Tucannon and Walla Walla Subbasin Plans

Asotin and Columbia Conservation Districts and Walla Walla County | Southeast Washington

As Project Manager, Ben assisted with developing the Asotin, Tucannon and Walla Walla Subbasin Plans, and also led public involvement and outreach efforts. He worked closely with technical leads for tribal, local, state and federal agencies to develop the draft and final plans being used for implementing restoration actions in these subbasins. Ben facilitated workshops designed to incorporate technical input from local and state natural resource and fisheries managers into Ecosystem Diagnosis and Treatment (EDT) analysis being performed for the basin. He also facilitated public meetings on the project and developed many valuable stakeholder relationships that he still maintains.

#### **WRIA 35 Watershed Assessment and Plan**

Asotin PUD | Clarkston, Washington

Ben served as project manager for the Middle Snake (WRIA 35) watershed plan, working closely with a planning group comprised of public, agriculture and fisheries management representatives. Ben led the technical and facilitation support to the planning group. The plan addressed water quantity, instream flow, surface and ground water quality and aquatic habitat. Ben also served as project principal on three studies focused on strengthening the technical foundation for the watershed plan: (1) Identify and evaluate potential off-stream storage sites and sites that may be used for shallow ground water storage, (2) Identify potential erosion and sediment sources on Pataha Creek, and fecal coliform sources on Asotin Creek, and (3) evaluate the basis for the 1998 303(d) listings in the watershed.

#### Wenatchee Valley Phase II NPDES Stormwater Program

Cities of Wenatchee and East Wenatchee and Douglas and Chelan Counties | Wenatchee, Washington

As project planner and facilitator, Mr. Floyd assisted the cities of Wenatchee and East Wenatchee and Douglas and Chelan Counties with developing a regional stormwater program plan. The plan identified a baseline of activities being performed by each jurisdiction and how these activities compared to Phase II NPDES requirements. Additional activities necessary for compliance were also identified. Mr. Floyd prepared the plan public involvement and education and outreach sections. He also facilitated citizen and agency steering committee meetings and prepared meeting presentations and handouts.



## Lara Floyd

## **Project Coordinator**

#### **Education**

Associate of Applied Science Utah Valley Community College Lara Floyd is a project coordinator with more than three years of experience in project coordination and administration, and facilitation support.

She has worked on several types of planning and permitting projects performing coordination and project administrative responsibilities, including email communications with diverse planning groups, preparing meeting notes and action items, preparing and editing planning documents, preparing comment/response matrices and coordinating website updates. She has also periodically assisted with field work associated with habitat surveys.

She is a proficient word-processor, has an eye for detail, and an effective communicator.

Prior to her consulting experience she worked in a personnel office for a large food processing company where she assisted with hiring seasonal employees, scheduling shifts and office administration duties.

## **Project Experience**

#### **Pend Oreille County Voluntary Stewardship Program**

Pend Oreille County | Newport, Washington

As project coordinator, Lara is in charge of all email communications with the 15 member Work Group. The Work Group includes tribal government, local government and agency, agriculture producers, land trust and citizen representatives, and is responsible for developing a Voluntary Stewardship Work Plan to guide critical areas protection and enhancement on agricultural lands. She takes notes at the monthly meetings, organizes the notes and emails them along with other documents to the Work Group. She also tracks and follows up on action items. She helps prepare the power point presentations and agendas for all the Work Group meetings. Lara schedules the meeting venues for monthly and public meetings and sends out all meeting notices.

Most recently she has helped plan and schedule two public meetings, coordinating notices, postcard development, venue scheduling, preparation of presentations, and email communications with an interested parties list.

#### **Grant County Comprehensive Plan**

Grant County | Ephrata, Washington

For this project, Lara served as project coordinator. She assisted with planning project meetings, documenting public comments and preparing responses as part of the public review process, and

preparing meeting notes, and performing other administrative and project tracking responsibilities. She also coordinated with the client on project logistics, including meeting action items and follow up. She helped update the transportation element of the plan by surveying airport managers in Grant County to determine if any land use conflicts exist or might emerge through proposed updates to the County's plan. She summarized survey findings in a technical memorandum.

#### Ferry County Voluntary Stewardship Program

Ferry County/Republic, WA

As project assistant, Lara prepared meeting notes for a Work Group meeting and two public meetings in Republic and Curlew. She coordinated with other team members for review and finalizing meeting notes and provided other logistical support.

#### Benton County Rural Water Supply Program and Comprehensive Plan Update

Benton County | Prosser, Washington

For this project, Lara served as project coordinator. She assisted with planning project meetings, documenting public comments and preparing responses as part of the public review process, and preparing meeting notes, and performing other administrative and project tracking responsibilities. She also coordinated with the client on project logistics, including meeting action items and follow up.

#### Iron Horse Development Shrub Steppe Habitat Critical Areas Report Addendum

Southridge Area/Kennewick, Washington

Lara assisted with field work on this project, which included assisting the lead biologist with an on-site habitat assessment and characterization to determine if any changes had occurred on the property since a 2008 survey. For the field work she helped document plant and wildlife species presence, habitat functions, non-native/invasive species present and other relevant information.

## Port of Kennewick 100<sup>th</sup> Anniversary History Documentation Support

Port of Kennewick | Kennewick, Washington

For this project, Lara assisted the Port of Kennewick by documenting key historic events that occurred in its 100 year history. She led the compilation of their history by reviewing and organizing hundreds of original documents, area newspaper articles and photos that the Port had collected over many years. She was the lead author in developing a detailed Port history, a summary timeline graphic with pictures and historical milestones clearly identified, and shorter history brochure. The brochure and timelines were coordinated with a graphic designer and distributed at the Port's 100 year anniversary celebration. Port documentation was returned to the Port as an organized hard copy and electronic data set for future use and reference.



## Joshua Jensen

## Senior Environmental Planner

Mr. Jensen is a senior environmental planner with 10 years of experience in project coordination, process management, and planning and permitting waterway cleanup, development, and restoration projects. As a planner, Mr. Jensen has helped many clients navigate complex permitting processes requiring federal, state, and local compliance. This includes working with multidisciplinary project teams and stakeholder groups to deliver workable regulatory strategies, as well as leveraging strong relationships with local agencies to obtain permits and approvals in a timely and efficient manner. For these planning efforts, Mr. Jensen employs a high level of organization and strong communication skills to coordinate with diverse teams and meet strict deadlines. This includes writing and managing complex scopes of work, developing detailed Gantt charts and schedules, preparing for and facilitating team and agency meetings, writing publicly-accessible permit documents or grant requests, and reporting critical task details.

#### **Education**

Masters of Environmental Management, Duke University, 2017

Professional Certificate, Environmental Law and Regulation, University of Washington, 2010

BA, Economics/Environmental Studies, Western Washington University, 2007

#### **Memberships**

President and Board Member Elect, Northwest Association of Environmental Professionals National Association of Environmental Professionals

## **Project Experience**

Elliott Bay Seawall
Replacement Project
Seattle Department of
Transportation
Seattle, Washington

Mr. Jensen worked with Seattle Department of Transportation (SDOT) to obtain permits for this high-profile seawall replacement and habitat restoration. Mr. Jensen facilitated interdepartmental, interagency, and stakeholder meetings; developed and managed a detailed schedule featuring multiple deliverables and processes, helped oversee subconsultant contracts and schedules, and developed an extensive permit application package for the project. The project stretched over a mile along the historic Seattle Waterfront and included coordination with the Washington State Department of Ecology and other stakeholders to address legacy contamination along the waterfront and avoid impacts to existing contaminant caps near the project.

## Voluntary Stewardship Program

Multiple Counties and Conservation Districts in Washington State Mr. Jensen worked with multiple counties on the Voluntary Stewardship Program, developed for agricultural producers by the Washington State Conservation Commission, in coordination with the William D. Ruckelshaus Center, to protect critical areas while maintaining agricultural viability. Mr. Jensen's role included coordinating with diverse watershed work groups to develop work plans, facilitating work group meetings, website management, and managing schedules constrained by state funding availability. Mr. Jensen developed scopes of work and managed this process for multiple counties at a time including Adams, Asotin, Douglas, Grant, Franklin, Lincoln, Pend Oreille, and Whitman counties.

### Lower Duwamish Waterway Projects Multiple Clients

Mr. Jensen currently provides planning and permitting services for multiple clients on a variety of projects on the Lower Duwamish Waterway in Seattle, Washington. The Lower Duwamish Waterway is a Superfund and Model Toxics Cleanup

## **Project Experience**

Seattle, Washington

Act (MTCA) site with legacy contamination issues, including widespread PCB contamination in the soils, sediments, and water. As a go-to planner for many of these clients, Mr. Jensen has navigated the regulatory process and coordinated with agencies and stakeholders on multiple projects, including maintenance dredging, pier replacement, slope stabilization, remediation, and cleanup allocation processes. For these projects, Mr. Jensen has attended and presented at multiple Lower Duwamish Waterway cleanup meetings, coordinated closely with stakeholders, clients, and agencies, and navigated a complex regulatory environment.

## NPDES Bioassessment Monitorina

Hecla Lucky Friday Mine Mullan, Idaho

Mr. Jensen has coordinated and managed this annual National Pollutant Discharge Elimination System (NPDES) bioassessment monitoring project located at the South Fork Coeur d'Alene River since 2008. This project includes coordinating with State of Idaho Department of Fish and Game; managing macroinvertebrate taxonomic scope of work and analyses review with a subcontractor; and developing detailed reports for the U.S. Environmental Protection Agency for each year that monitoring is conducted. All work complies with NPDES permit requirements.

#### Comprehensive Plan Updates Multiple Cities and Counties Washington State

Mr. Jensen has worked with multiple cities and counties, including the City of Kennewick, and the Counties of Benton, Grant, and Whatcom, to update their Comprehensive Plans consistent with the Washington State Growth Management Act. Mr. Jensen helped developed and implement scopes of work. manage schedules, and provide technical support for developing plan updates. These planning efforts have also required coordinating with the clients to understand key issues affecting the plans and collecting and integrating wide-ranging public feedback on the plans.

### **Natural Hazards Mitigation** Plan Update

Whatcom County Emergency Management Division Whatcom County, Washington

Mr. Jensen helped coordinate and draft the Whatcom County Natural Hazards Mitigation Plan update for the Whatcom County Emergency Management Division (EMD). As required by the Federal Emergency Management Agency (FEMA), jurisdictional hazard mitigation plans must be updated every 5 years to qualify for federal funding mechanisms. Mr. Jensen effectively communicated with FEMA, the Washington State Division of Emergency Management, the Whatcom County EMD and local jurisdictions and facilitated several public meetings.

### East Waterway Maintenance **Dredging Program** Port of Seattle

Seattle, Washington

Mr. Jensen worked with the Port of Seattle to coordinate with regulatory agencies and obtain permits for this proposed 10-year maintenance dredging program to maintain access to the Port's terminals located in the East Waterway of the Duwamish Waterway. The East Waterway is a local toxics program cleanup site exhibiting PCBs and other legacy contaminant issues. This work included developing a scope of work, preparing detailed schedule, helping manage an interdisciplinary team, coordinating with federal, state, and local agencies, and obtaining permits for the first dredging effort for this program at Terminal 18.

Andrei Mylroie, Partner

Role: Communications and Outreach



Andrei brings years of experience working with government agencies and the private sector to engage leadership and stakeholders in public issues and business strategy. He led DH through our public engagement and media relations campaign for the Lake Roosevelt Superfund designation project, earning extensive support from statewide elected leaders and elevating the issue across Washington state.

Andrei has facilitated public meetings for the Washington State Department of Transportation, Spokane Regional Transportation Council, the Washington State Department of Health, and businesses across the Pacific Northwest. As the strategic lead for DH's Grant County PUD account, he helped craft a brand campaign to engage multiple stakeholder audiences across the county and distill complex technical information into compelling and accessible messages. He sifted through brand strengths and fractures in the client's reputation in order to inform communications campaigns rooted in business strategy. Andrei is DH's leading brand strategist and regularly works with companies in the energy and utility space.

Partner, DH Spokane, WA 1999 – present

- Develops overall marketing and communications strategy for clients, as well as playing an integral role in the firm's day-to-day business management
- Specific expertise in organizational positioning, branding, media relations and executive coaching
- Leads business development efforts for DH, one of the largest integrated public relations firms in the Northwestern U.S.

#### Team Manager

Trek/Volkswagen & Team Gary Fisher Mountain Bike Racing Teams, Spokane, WA

1994 - 1998

- Teams included the Olympic Gold Medalist, World Cup Champion, and World Champion
- Developing team infrastructure using the teams' 1.3-million-dollar budget
- Running the teams' day-to-day operations, including management of 10 athletes and 5 staff members
- Negotiating with team sponsors and race promoters
- Coordination of marketing, public relations, engineering and team needs

#### Education

 Bachelor of Science in Communications, 1993, University of Colorado, Boulder, CO

