

A G E N D A
BIG BEAR MUNICIPAL WATER DISTRICT

BOARD OF DIRECTORS
Regular Meeting
September 19, 2013

PLACE: Big Bear Municipal Water District
40524 Lakeview Drive, Big Bear Lake, CA 92315

Next Resolution Number: 2013-12

OPEN SESSION: 1:00 P.M.

- 1. CALL TO ORDER**
- 2. PLEDGE OF ALLEGIANCE**
- 3. DISCUSSION AND ACTION ON CLOSED SESSION ITEMS**
- 4. REPORTS**
 - A. General Manager
 - B. Lake Manager
 - C. Legal
 - D. Committee
 - E. Other
- 5. CONSENT CALENDAR**
 - A. Minutes of a Regular Meeting of September 5, 2013
 - B. Warrant List dated September 10, 2013 for \$109,989.60
 - C. Consider approval of a Special Event Permit for North Shore Elementary School Rubber Ducky Race scheduled for Friday, September 20th, at the East Launch Ramp
- 6. BUSINESS**
 - A. Consider approval of awarding a consulting contract for the Stanfield Marsh Interpretive Signs
- 7. PUBLIC FORUM**

(The Board will receive comments from the public on items not on the agenda; no action is permitted on these items. Time set aside not to exceed 30 minutes total by all participants)
- 8. ANNOUNCEMENTS**
- 9. DIRECTOR COMMENTS**

10. ADJOURNMENT

NEXT MEETING: Open Session at 1:00 P.M.
Thursday, October 3, 2013
Big Bear Municipal Water District
40524 Lakeview Drive, Big Bear Lake, CA

PLEASE NOTE:

If you wish to address the MWD Board of Directors during discussion of an agenda item, or during the PUBLIC FORUM, please complete a Speaker Request card (blue in color) and give it to the Board Secretary. Unless a detailed presentation of an agenda item is required by the Board of Directors, it is requested that each speaker limit comments to FIVE MINUTES. All testimony given before the Board of Directors is tape recorded.

Agenda related writings or documents provided to the Board of Directors are available for public inspection at www.bbmwd.org or in the District office during business hours, 8:00 am – 4:30 pm Monday – Friday.

Big Bear Municipal Water District wishes to make all of its public meetings accessible to the public. If you need special assistance to participate in this meeting, please contact the Board Secretary. Notification 48 hours prior to the meeting will enable the District to make reasonable arrangements to ensure accessibility to this meeting

***MINUTES OF A REGULAR MEETING OF
BIG BEAR MUNICIPAL WATER DISTRICT
HELD ON THURSDAY, SEPTEMBER 5, 2013***

CALL TO ORDER

President Smith called the Open Session to order at 1:00 PM. Those in attendance included Director Murphy, Director Lewis, Director Suhay, Director Eminger, District Counsel Wayne Lemieux (via Skype), General Manager Scott Heule, and Board Secretary Vicki Sheppard.

DISCUSSION AND ACTION ON CLOSED SESSION ITEMS

President Smith reported that there was no closed session at the meeting of August 15th.

REPORTS

General Manager Scott Heule reported that the effort to document work in kind to the ACOE auditors continues to move forward. He stated that after we receive credit for the alum treatment, high resolution mapping and the aeration system we will be within about \$610,000 of the \$4.36 million needed to finally close out the project. He explained that we have to rush through some last bits to be sure we can get everything we need from Kathy Bergmann who intends to retire within a few months. Mr. Heule reported that after today, only 6 days are left available for the harvester to work. He explained that we lost some time due to inclement weather and lightening the past few days. He added that this has been a rough summer with declining water levels, clearer water allowing a more robust crop of aquatic plants, and large areas of very shallow water that prevents access by the harvester. He explained that we must be careful not to chemically harvest large areas because the dying and decomposing plants increase algae blooms that smell and kill fish. Mr. Heule asked that everyone take a moment to look over the large yellow paper banner with notes and drawings done by the 3rd graders at North Shore Elementary thanking MWD for the KOOL Kids event last month. He also shared some notes with pictures drawn by some of the children from Baldwin Lane Elementary. He commented that you might have seen some District activity at the Stanfield Marsh corner. He explained that a couple of our maintenance staff is there pressure-washing a couple decades of dirt and grime off the gazebo and generally cleaning up around the parking lot and landscaping. He added that they will also be painting the concrete floor and refinishing the wood of the gazebo.

APPROVAL OF CONSENT CALENDAR

Upon a motion by Director Murphy, seconded by Director Suhay, the following consent items were unanimously approved:

- Minutes of a Regular Meeting of August 15, 2013
- Warrant List dated August 29, 2013 for \$81,622.66

DISCUSS AND DIRECT STAFF REGARDING THE PROPOSED IN-LIEU WATER AGREEMENT AMENDMENT AND SEPTEMBER LAKE RELEASE

Mr. Heule reported that the Board had the opportunity to review and ask questions of staff concerning a proposed amendment to the in-lieu agreement with San Bernardino Valley Municipal Water District during the workshop on August 22, 2013. He added that Don Evenson provided a PowerPoint presentation (copy attached) that detailed the history of the in-lieu

agreement, efforts to amend the agreement to reduce the cost and increase the typical level of the lake, and describe the 600 acre-foot lake release that will take place beginning September 10. He explained that this Board and the Board of the San Bernardino Valley Municipal Water District have scheduled a combined workshop to further discuss amending the in-lieu agreement. He reported that if the proposed terms of the amendment are agreed to, the District will save \$80,000 to \$100,000 annually beginning in Fiscal Year 2017-18. He explained that in order for the studies necessary to analyze the details of the lake condition as a result of the proposed amendment, Staff must perform additional modeling and climate analysis. He stated that Staff requests that the Board consider approving this additional work in preparation for the combined workshop in November. He added that the additional effort is expected to require roughly 75 hours by Don Evenson to complete. Mr. Heule asked if the Board would like to see the slide presentation again or just ask questions. President Smith said that he is in favor of going straight to questions. Director Murphy said that he believes that slide numbers 5 and 6 might be of interest to the public. Mr. Heule went over slide 5 "1987 Mutual Lake Release Policy" and slide 6 "1996 In-Lieu Agreement" and also slide 19 "Lake Levels Under MOU and Big Bear Lake Release Policy". Director Lewis asked why we can't do a MOU rather than an amendment to the contract. District Counsel Wayne Lemieux explained that a contract is no different and just as good as a MOU adding that MOU's make people feel good. Director Suhay reported that in the past the District did MOU's because they considered them temporary. Director Lewis stated that during the workshop she heard that we could "opt out" of a contract. Mr. Lemieux explained that we can "opt out" of a contract or a MOU. Director Lewis asked for an explanation of water releases in emergency situations. Mr. Heule referred to slide 23 explaining that releases from Valley District's emergency storage account could be made when the SWP allocation to Valley District is less than 25,000 AF or operational problems would prevent Valley District from delivering in-lieu water to Mutual. He also explained slide 24, Valley District operational storage account when in the event of an "emergency" when Valley District's Emergency Storage Account is not full, Big Bear would make an "advance for emergency purposes" to ensure the full emergency amount is available. Adding that Valley District would repay the emergency advance with future supplemental in-lieu deliveries. Valley resident, Larry Cooke, asked for a definition of a SWP emergency situation. Mr. Heule explained that he can't really answer that question because the situation (political and environmental) with the Delta Smelt can't be projected. President Smith explained that we don't know exactly what SBVMWD is thinking "emergency account" vs. "operational account" adding that when we release water we are only giving back what is not ours to keep. Mr. Heule stated that whether or not the workshop in November resolves all the issues, it is important that we get together and discuss all of our concerns. President Smith added that there is nothing to prevent us from extending the current contract if we are not comfortable with the new agreement and if all our questions aren't answered in the November workshop. Mr. Heule reported that the release will begin next Tuesday adding that this release is a test. Larry Cooke asked where the water is going that will be released Tuesday. Mr. Heule explained that it goes down Bear Creek to the So. Cal Edison plant then it is percolated or distributed to Valley's customers. President Smith added that we will ramp up and then ramp down so we don't strand fish in Bear Creek. Director Murphy stated

that we may want to schedule another workshop before the one in November. President Smith explained that we may not have time. He added that he feels we should go to the meeting in November and if we still don't have any concrete information, extend the current agreement and then revisit it at a later workshop. Director Suhay stated that the release next week will show Valley that when they call for water we will comply. Mr. Heule stated that we can't make any decisions at the meeting in November; just get necessary information and go back and discuss it. He added that he will be meeting with Don Evenson and Doug Headrick before the next Watermaster meeting to discuss how in-lieu deliveries are called for. He explained that he doesn't anticipate there will be anything to sign before next year. Director Suhay stated that he hopes both parties will have what they need to make a decision sooner than later. President Smith asked Director Murphy if he thinks a workshop is still needed before the meeting in November. Director Murphy said he would like to see one after the November meeting. Mr. Heule asked for approval for the additional work in preparation for the combined workshop in November. President Smith stated it is approved.

PUBLIC FORUM

No comments were made

ANNOUNCEMENTS

Mr. Heule announced that the annual summer staff barbeque that was cancelled has been rescheduled for Sunday, October 6th. He reported that the Lake release begins Tuesday, September 10th. He added that, as far as we can determine, everything is in place and ready to record and manage. He explained that changes in release rates are scheduled to be made only once on any given day and always on a week day. He commented that we will provide a detailed update on the progress of the release at the next Board meeting on September 19. He reported that Mike Stephenson returns to work Monday, September 16. Mr. Heule explained that he will be at the annual CSDA conference Monday, Tuesday, and Wednesday, September 16, 17 and 18.

DIRECTOR COMMENTS

No comments were made.

ADJOURNMENT

There being no further business, the meeting was adjourned at 2:05 P.M.

NEXT MEETING

Open Session at 1:00 P.M.
Thursday, September 19, 2013
Big Bear Municipal Water District
40524 Lakeview Drive, Big Bear Lake, CA

Vicki Sheppard
Secretary to the Board
Big Bear Municipal Water District

(SEAL)

In-Lieu Water Agreement with San Bernardino Valley MWD 1996 - 2013

Big Bear MWD Board Workshop
August 22, 2013

1

Three Important In-Lieu Periods Since The 1977 Judgment was Signed.

- 1977 – 1986. The years after the Judgment was signed and before Big Bear adopted the Mutual Lake Release Policy.
- 1987 – 1995. The years after Big Bear adopted the Mutual Lake Release Policy and before the In-Lieu Agreement with Valley District was signed.
- 1996 – 2013. The years since the In-Lieu Agreement with Valley District was signed.

2

1996 In-Lieu Agreement

- 1996 – Big Bear and Valley District entered into an In-Lieu Agreement for Valley District to deliver In-lieu water to Mutual beginning in FY 1996-97 following the 1987 Mutual Lake Release Policy.
- The “base cost” of the In-Lieu Agreement was \$834,000 a year for the first ten fiscal years.
- Beginning in FY 2006-07 the “base cost” was adjusted for changes in AV relative to FY 2004-05
- The annual In-Lieu cost reached a maximum in FY 2009-10 at \$1,281,000

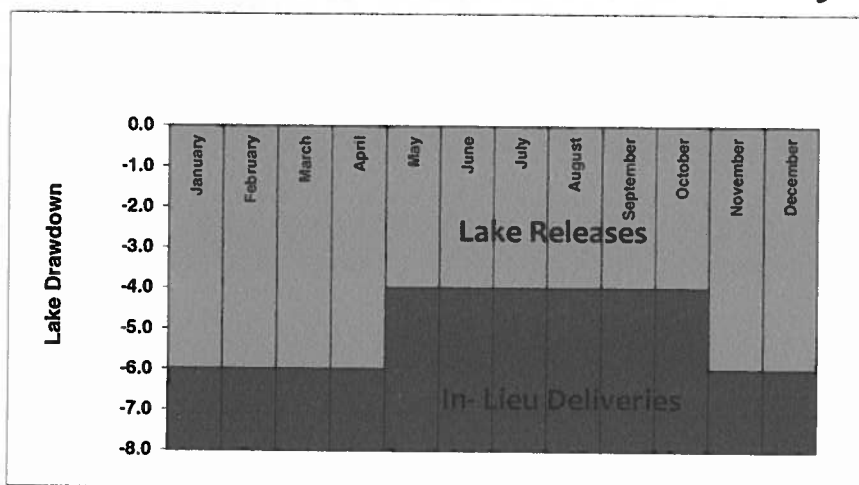
3

1996 In-Lieu Agreement

- The current (FY 2013-14) annual In-Lieu cost is \$1,220,000.
- Beginning in FY 2017-18 there will be an increase in the “base cost” from \$834,000 to \$895,000 that could increase the annual In-Lieu cost an additional \$80,000 to \$100,000 per year depending on the AV at the time.
- The 1996 In-Lieu Agreement has been modified four times
 - 1999 for repairs to the Greenspot Pipeline
 - 2006 for impacts of Big Bear’s Flood Control Drawdown Policy
 - 2006 for Big Bear’s revised Snowmaking water sales contract
 - 2012 for connections to the SWP East Branch Extension and to evaluate alternative in-lieu storage concepts.

4

1987 Mutual Lake Release Policy



5

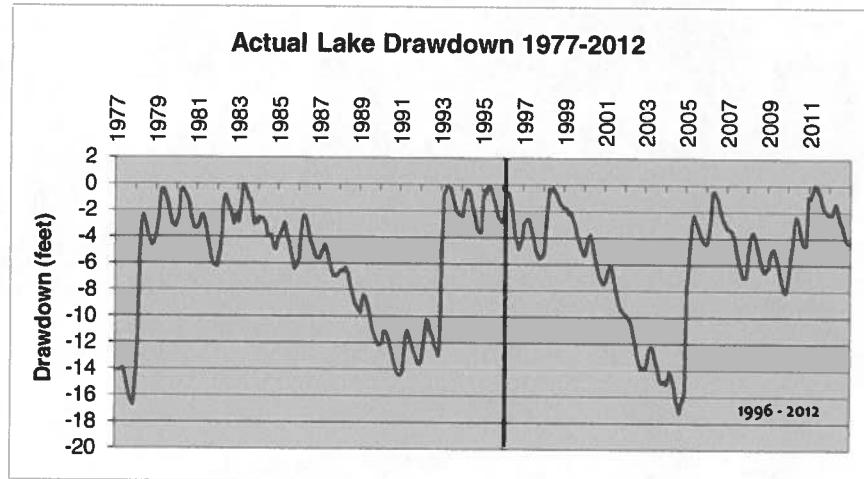
1996 In-Lieu Agreement

- For the 17 years (1996 – 2012) under the In-Lieu Agreement:
- Mutual's demands averaged 5,616 AF/year.
- They were met by:

▪ Mutual Lake Releases	242 AF/year
▪ Fishery Lake Releases	362 AF/year
▪ In-Lieu Deliveries	<u>5,012 AF/year</u>
▪ Total Deliveries	5,616 AF/year
- Lake levels declined to a record low and recovered.

6

1996 In-Lieu Agreement



7

1999 Memorandum of Understanding

- 1999 – Big Bear and Valley District entered into a Memorandum of Understanding that modified the In-Lieu Agreement for two years to provide assurances that Valley District could meet their high elevation In-Lieu obligations while their Greenspot Pipeline was under repair.
- 2001 – The MOU was extended for two years, until the end of 2002.

8

1999 Memorandum of Understanding

- MOU allowed Valley District to deliver In-Lieu Water when the lake level was high enough that lake releases would normally be made.
- MOU allowed an equivalent amount of water to be stored in Big Bear Lake in the event Valley District needed it to meet their “high elevation” In-Lieu obligations in the following years.
- Unused water would be returned to Big Bear.

9

1999 Memorandum of Understanding

- In 1999 Valley District delivered an extra 3,501 AF of In-Lieu water to Mutual, which increased lake levels about 1.2 feet.
- During the four years of the MOU, Valley District did not need any of the water stored in the lake for “high elevation” In-Lieu requirements.
- Increased evaporation from the lake over the four years of the MOU was estimated to be 893 AF.
- Big Bear got the balance of 2,608 AF at the end of 2002 and the MOU was terminated.

10

2003-04 In-Lieu Studies

- To better analyze in-lieu needs, Big Bear, Valley District and Mutual jointly conducted a Lake Management Study.
- They agreed to use water years and a 53-year period between October 1945 and September 1998 that included three wet and dry cycles with the lake full at the beginning and end of the 53-year period.
- During this 53-year period, the average annual in-lieu deliveries was estimated to be 2,815 AF/year assuming the Mutual Lake Release Policy was followed.

11

2006 Flood Control Release Policy

- 2006 – Big Bear adopted a flood control release policy to maintain lake levels one foot below full between December 31 and March 31.
- Estimated long-term average In-Lieu Deliveries increased from 2,815 to 2,895 AF/year, an increase of 80 AF/year.
- The cost of In-Lieu Water was priced at \$150/AF.
- The increase in the “base cost” of the In-lieu Agreement was \$12,000 per year.
- Adjusted for changes in AV this increase is now about \$17,000 per year.

12

2006 Snowmaking Water Sales

- 2006 –Big Bear entered into an agreement to increase the annual snowmaking withdrawal to up to 11,000 AF in any ten-year period, not to exceed 1,300 AF in any single water year.
- Estimated long-term average In-Lieu Deliveries increased from 2,895 to 2,914 AF/year, an increase of 19 AF/year.
- The cost of In-Lieu Water was priced at \$150/AF.
- The increase in the “base cost” of the In-lieu Agreement was \$2,850 per year.
- This increase after adjusting for AV changes is now about \$4,000 per year

13

2010 In-Lieu Concept Discussions

- Big Bear and Valley District held further discussions to determine if the In-Lieu Agreement could be modified to:
 - Increase water levels in Big Bear Lake during the summer recreation season (between Memorial Day and Labor Day), and
 - Provide Valley District water in storage in Big Bear Lake for “emergency” purposes.
- The goal was an operational plan that would be beneficial to both agencies and would not change the existing cost of the In-Lieu Agreement.
- The discussions were put on hold before any detailed discussions or evaluations on the limitations of storage and releases were held.

14

2012 Discussions/Concepts

- Valley District expressed interest in resuming the 2010 discussions on the In-Lieu Agreement.
- Valley District has an interest in water storage in Big Bear Lake, improving on the 1999 MOU experience.
- A concept that would eliminate summer lake releases for Mutual, better manage fall deliveries to Valley District, provide storage opportunities for Valley District and reduce In-Lieu costs would be developed and evaluated.

15

July 2012 In-Lieu MOU

- Big Bear and Valley District entered into an In-Lieu MOU effective July 1, 2012 through December 31, 2013.
- Valley District informed Big Bear that due to construction of the East Branch Extension of the SWP, elements of Valley District's water delivery system would be out of service in 2013 and they may not be able to deliver In-Lieu Water to Mutual during a portion of the year.
- Valley District agreed to deliver In-Lieu water to Mutual during times when Big Bear would normally make lake releases for Mutual and Big Bear agreed to give them storage credit in the Lake for these supplemental In-Lieu deliveries.

16

July 2012 In-Lieu MOU

- Additional evaporation resulting from the higher lake levels would be deducted from Valley District's lake storage account.
- Big Bear agreed to release water from Valley District's lake storage account as needed to meet Mutual's In-Lieu needs.
- Big Bear and Valley District agreed to examine changes to the 1996 In-Lieu Agreement that would create additional benefits for each party.

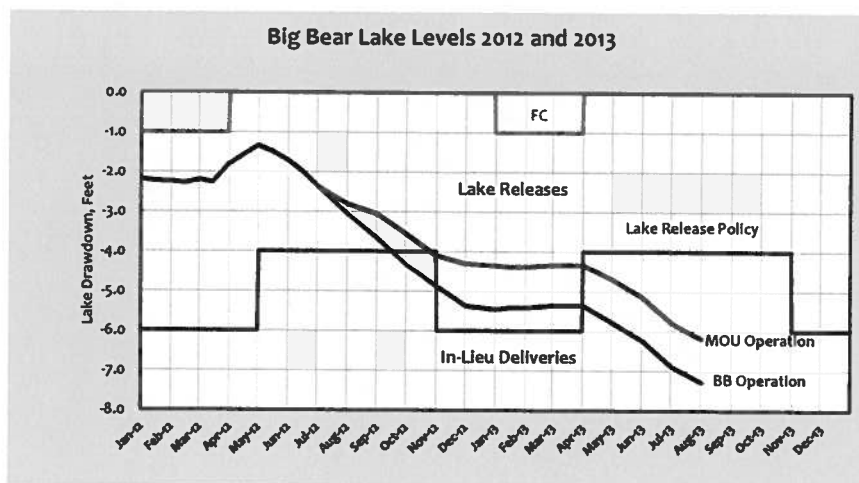
17

Status of July 2012 In-Lieu MOU

- Status as of July 2013
- Valley District has delivered 3,291 AF of supplemental In-Lieu water to Mutual when Big Bear normally would have made lake releases for Mutual.
- Big Bear Lake is 1.09 feet higher than it would have been if the Lake Release Policy had been followed.
- Additional evaporation from the higher lake levels has been 187 AF.
- Valley District has 3,104 AF of water in their lake account.

18

Lake Levels Under MOU and Big Bear Lake Release Policy



19

Status of July 2012 In-Lieu MOU

- A draft “term sheet” for an amendment to the 1996 In-Lieu agreement has been developed for discussion purposes.
- A test release plan has been proposed to evaluate the capability to control, measure and capture lake releases that would occur under the conditions of the draft term sheet.
- The test release plan could also be used in the event Valley District is unable to deliver In-Lieu water to Mutual.

20

Draft Term Sheet

- Big Bear would allow Valley District to store water in Big Bear Lake for
 - Emergency Purposes (2,800 AF)
 - Operational Purposes (2,800 AF)
- Valley District would meet all of Mutual's needs for lake water between Memorial Day and Labor Day regardless of lake level and would get credit in their storage account for deliveries made when Big Bear would normally make lake releases for Mutual. Credits would go first to their Emergency Account, and when full would go to their Operational Account.

21

Draft Term Sheet

- After Labor Day and before Memorial Day Valley District would have the option to also deliver In-Lieu water to Mutual during periods when lake releases would normally be made; storage credits would go to their Operational Storage Account.
- Spills and Flood Control Releases from Big Bear Lake would first come from Valley District's Operational Storage Account; when it is depleted, they would come from their Emergency Storage Account until it is depleted, then they would come from Big Bear's lake account.

22

Draft Term Sheet

- Increased lake evaporation resulting from higher lake levels would be
 - Deducted from Valley District's storage accounts between Labor Day and Memorial Day, and
 - Shared 50-50 between Valley District and Big Bear between Memorial Day and Labor Day to reflect the benefits gained by each agency during the summer recreation season.
- Releases from Valley District's Emergency Storage Account could be made when
 - The SWP Allocation to Valley District is less than 25,000 AF, or
 - Operational problems would prevent Valley District from delivering In-lieu water to Mutual.

23

Draft Term Sheet

- Releases from Valley District's Operational Storage Account could be made after Labor Day and before Memorial Day providing
 - the lake level is within 8 feet of full, and
 - Emergency Releases are not occurring.
- In the event of an "emergency" when Valley District's Emergency Storage Account is not full, Big Bear would make an "advance for emergency purposes" to ensure the full emergency amount (2,800 AF) is available; Valley District would repay the emergency advance with future supplemental In-Lieu deliveries.

24

Draft Term Sheet

- To reflect the benefits of these changes in In-Lieu Policy
 - Valley District would waive the In-Lieu Cost increase scheduled for FY 2017-18; the estimated cost increase is \$80,000 to \$100,000 per year depending on AV at the time of the increase,
 - Valley District would reduce the In-Lieu costs by \$50,000 per year for FY 2014-15, FY2015-16, and FY 2016-17 while the amendment is being implemented and the storage accounts are being filled, and
 - Valley District and Big Bear would evaluate and adjust the In-Lieu requirements and costs resulting from changes in lake releases for fishery protection under SWRCB Order 95-4 as amended on January 8, 2009.

25

Test Release Plan

- A “test release plan” has been developed to evaluate the capability to control future Valley District releases, to accurately measure the releases, and to determine how much of the releases will reach a point where Valley District can divert the flow.
- The releases would be made through the 14-inch sluice gate on the Outlet Works of Bear Valley Dam.
- Releases would be measured by the 36–inch electromagnetic flowmeter in the Outlet Works.
- Downstream flow measurements would be made at Station A on Bear Creek and at SCE PH #1 intake to estimate losses between Bear Valley Dam and SCE PH#1.

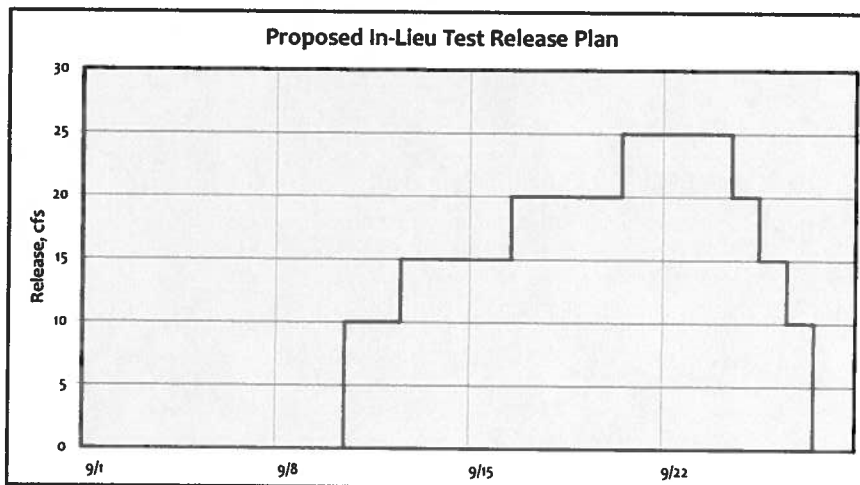
26

Test Release Plan

- The release rates would cover the expected range of “emergency” releases when Valley District would not be able to deliver In-Lieu water to Mutual; this flow range is estimated to be 15 to 25 cfs.
- The test release plan would begin Tuesday September 10 and end on Friday September 27; a duration of 18 days.
- Approximately 605 AF of water would be released.
- The lake level would drop about 3 inches.

27

Test Release Plan



28

Possible Next Steps

- Prepare operational concepts to be evaluated.
- Evaluate results of Test Release Plan
- Evaluate benefits and impacts of alternative operational concepts.
- Board Workshop(s)
- Select preferred concept
- Finalize draft term sheet
- Determine CEQA requirements
- Prepare Amendment to 1996 In-Lieu Agreement

Big Bear MWD
Warrant List Detail
 August 30 through September 10, 2013

Num	Date	Name	Account	Paid Amount
151711	9/10/2013	MCDONALD JAMES L	1001-01 · General Checking Account	
292	8/26/2013		4600-03 · REV OPS - Boat Permits	-110.00
TOTAL				-110.00
151712	9/10/2013	BREWSTER CHARLES	1001-01 · General Checking Account	
293	8/28/2013		2800-02 · Special Event Deposits	-500.00
TOTAL				-500.00
151713	9/10/2013	YAUCHZEE BARBARA	1001-01 · General Checking Account	
300	8/28/2013		4600-06 · REV OPS - Rec Vehicle Revenue	-40.00
			4600-12 · REV OPS- Utility Fee RV Revenue	-9.50
TOTAL				-49.50
151714	9/10/2013	RIDDLE MICHAEL	1001-01 · General Checking Account	
309	9/5/2013		4600-03 · REV OPS - Boat Permits	-110.00
TOTAL				-110.00
151715	9/10/2013	ACWA AUTO & GEN LIABILITY	1001-01 · General Checking Account	
10/01/13-09/...	8/19/2013		5508-10 · ADMIN-Insurance	-9,550.58
			5508-20 · WATER-Insurance	-18,465.35
			5508-30 · MAINT-Insurance	-17,828.04
			5508-40 · OPS-Insurance	-17,828.04
TOTAL				-63,672.01
151716	9/10/2013	ACWA HEALTH INSURANCE	1001-01 · General Checking Account	
A000166300	8/30/2013		5020-10 · ADMIN-Health Insurance	-4,834.42
			5020-20 · WATER-Health Insurance	-1,885.20
			5020-30 · MAINT-Health Insurance	-3,655.66
			5020-40 · OPS-Health Insurance	-4,083.93
			5021-10 · ADMIN-Dental Insurance	-305.11
			5021-20 · WATER-Dental Insurance	-119.20
			5021-30 · MAINT-Dental Insurance	-249.01
			5021-40 · OPS-Dental Insurance	-282.79
			5022-10 · ADMIN-Life Insurance	-198.14
			5022-20 · WATER-Life Insurance	-78.62
			5022-30 · MAINT-Life Insurance	-77.34
			5022-40 · OPS-Life Insurance	-66.99
			5550-01 · ADMIN-Director Group Insurance	-6,136.25
TOTAL				-21,972.66
151717	9/10/2013	ALL PROTECTION ALARM	1001-01 · General Checking Account	
449075	8/27/2013		5630-31 · MAINT-Bldg/Facil Maint/Rep-Shop	-13.38
449103	8/28/2013		5630-31 · MAINT-Bldg/Facil Maint/Rep-Shop	-860.00
451740	9/3/2013		5630-10 · ADMIN-Bldg/Facility Maint/Rep	-198.45
451543	9/3/2013		5630-43 · OPS-Bldg/Fac Mtn/Rep-WEST RAMP	-91.86
451627	9/3/2013		5630-10 · ADMIN-Bldg/Facility Maint/Rep	-37.10
451403	9/3/2013		5630-10 · ADMIN-Bldg/Facility Maint/Rep	-41.96
TOTAL				-1,242.75
151718	9/10/2013	AT & T MOBILITY	1001-01 · General Checking Account	
08162013	8/16/2013		5505-10 · ADMIN- Creek Telem Sim Card	-32.66
TOTAL				-32.66

Big Bear MWD
Warrant List Detail
 August 30 through September 10, 2013

Num	Date	Name	Account	Paid Amount
151719	9/10/2013	BBLM	1001-01 · General Checking Account	
19	8/20/2013		5590-41 · OPS-Petroleum-VESSELS	-863.10
21	8/27/2013		5590-41 · OPS-Petroleum-VESSELS	-615.45
TOTAL				-1,478.55
151720	9/10/2013	BEAR VALLEY ELECTRIC	1001-01 · General Checking Account	
08232013	8/23/2013		5507-43 · OPS-Utilities-Ramps	-179.06
08272013	8/27/2013		5507-22 · WATER-Utilities-Dam	-72.78
08282013A	8/28/2013		5507-21 · WATER-Utilities-Aerator	-1,631.28
08282013B	8/28/2013		5507-22 · WATER-Utilities-Dam	-164.82
08282013C	8/28/2013		5507-22 · WATER-Utilities-Dam	-12.93
08282013D	8/28/2013		5507-41 · OPS-Utilities-Main Office	-12.83
08282013E	8/28/2013		5507-43 · OPS-Utilities-Ramps	-128.64
TOTAL				-2,202.34
151721	9/10/2013	BIG BEAR DISPOSAL	1001-01 · General Checking Account	
0000002148	9/1/2013		5507-41 · OPS-Utilities-Main Office	-313.47
TOTAL				-313.47
151722	9/10/2013	BIG BEAR SHEET METAL	1001-01 · General Checking Account	
4147	8/22/2013		5630-10 · ADMIN-Bldg/Facility Maint/Rep	-280.64
TOTAL				-280.64
151723	9/10/2013	BUTCHER'S BLOCK AND BUIL...	1001-01 · General Checking Account	
219167	6/26/2013		5650-02 · WATER-Watershed Mgt Equip&Maint	-20.02
235795	8/27/2013		5630-41 · OPS-Bldg/Fac Mtn/Rep-RV PARK	-3.66
237631	9/3/2013		5630-41 · OPS-Bldg/Fac Mtn/Rep-RV PARK	-27.49
237831	9/4/2013		5630-42 · OPS-Bldg/Fac Mtn/Rep-EAST RAMP	-6.04
239043	9/9/2013		5630-41 · OPS-Bldg/Fac Mtn/Rep-RV PARK	-9.17
TOTAL				-66.38
151724	9/10/2013	BYRD INDUSTRIAL ELECTRON...	1001-01 · General Checking Account	
811-13	8/22/2013		5640-02 · WATER-Dam Maintenance	-1,755.92
TOTAL				-1,755.92
151725	9/10/2013	CHARTER COMMUNICATIONS	1001-01 · General Checking Account	
08162013	8/16/2013		5505-08 · ADMIN- Phone Office DSL	-274.99
TOTAL				-274.99
151726	9/10/2013	CHEM-PAK	1001-01 · General Checking Account	
83120	8/16/2013		5504-31 · MAINT-Janitorial Supplies-Admin	-342.04
83121	8/19/2013		5504-43 · OPS-Janitorial Supp-SS Reliefs	-96.38
83234	9/3/2013		5504-41 · OPS-Janitorial Supplies-Ramps	-287.71
TOTAL				-726.13
151727	9/10/2013	COLONIAL LIFE	1001-01 · General Checking Account	
3587144-08...	8/25/2013		2100-18 · Colonial Life- Post Tax Payable	-174.39
			2100-19 · Colonial - Pre Tax Payable	-220.59
TOTAL				-394.98

Big Bear MWD
Warrant List Detail
 August 30 through September 10, 2013

Num	Date	Name	Account	Paid Amount
151728	9/10/2013	COMSERCO	1001-01 · General Checking Account	
66317	8/31/2013		5506-41 · OPS-Radio Service Contract	-260.00
TOTAL				-260.00
151729	9/10/2013	CONKLIN PAINT	1001-01 · General Checking Account	
86321	8/1/2013		5630-41 · OPS-Bldg/Fac Mtn/Rep-RV PARK	-83.61
86336	8/1/2013		5630-42 · OPS-Bldg/Fac Mtn/Rep-EAST RAMP	-446.38
TOTAL				-529.99
151730	9/10/2013	CONNELLY PUMPING SERVICE	1001-01 · General Checking Account	
13797	7/29/2013		5632-02 · MAINT-SS Reliefs Pumping	-190.00
13857	9/1/2013		5632-04 · MAINT-SSRelief/Port SpEvt Rent	-320.00
TOTAL				-510.00
151731	9/10/2013	CSB WATER AND SANITATION	1001-01 · General Checking Account	
08312013A	8/31/2013		5507-43 · OPS-Utilities-Ramps	-123.92
08312013B	8/31/2013		5507-43 · OPS-Utilities-Ramps	-123.92
TOTAL				-247.84
151732	9/10/2013	DIRECTV INC	1001-01 · General Checking Account	
21194235337	8/23/2013		5507-42 · OPS-Utilities-RV Park	-192.71
TOTAL				-192.71
151733	9/10/2013	DISH NETWORK	1001-01 · General Checking Account	
09042013	9/4/2013		5507-41 · OPS-Utilities-Main Office	-70.00
TOTAL				-70.00
151734	9/10/2013	DIY HOME CENTER	1001-01 · General Checking Account	
9161	9/3/2013		5630-10 · ADMIN-Bldg/Facility Maint/Rep	-217.66
9172	9/4/2013		5630-42 · OPS-Bldg/Fac Mtn/Rep-EAST RAMP	-31.09
TOTAL				-248.75
151735	9/10/2013	DWP	1001-01 · General Checking Account	
08292013A	8/29/2013		5507-42 · OPS-Utilities-RV Park	-359.83
08292013B	8/29/2013		5507-41 · OPS-Utilities-Main Office	-15.14
08292013C	8/29/2013		5507-41 · OPS-Utilities-Main Office	-49.90
08292013D	8/29/2013		5507-43 · OPS-Utilities-Ramps	-339.63
08292013E	8/29/2013		5507-43 · OPS-Utilities-Ramps	-20.19
08292013F	8/29/2013		5507-44 · OPS-Utilities-Trout Pond	-83.19
TOTAL				-867.88
151736	9/10/2013	EVENSON DON (REIMBURSE)	1001-01 · General Checking Account	
08122013	8/12/2013		5510-05 · ADMIN-Public Info-Other Agency	-530.68
TOTAL				-530.68
151737	9/10/2013	JOBS AVAILABLE	1001-01 · General Checking Account	
09092013	9/9/2013		5509-03 · ADMIN-Memberships-Subscriptions	-45.00
TOTAL				-45.00

Big Bear MWD
Warrant List Detail
 August 30 through September 10, 2013

Num	Date	Name	Account	Paid Amount
151738	9/10/2013	LEMIEUX & O'NEILL	1001-01 · General Checking Account	
20-999M 169	8/31/2013		5520-01 · ADMIN-District Counsel Retainer	-3,500.00
TOTAL				-3,500.00
151739	9/10/2013	LINCOLN NATIONAL	1001-01 · General Checking Account	
09122013	9/12/2013		2101-01 · Deferred Compensation	-1,525.00
TOTAL				-1,525.00
151740	9/10/2013	MASTERCARD	1001-01 · General Checking Account	
08302013 4...	8/30/2013		5580-41 · OPS-Boat Maintenance-Patrol	-182.56
			5580-41 · OPS-Boat Maintenance-Patrol	-66.05
			5541-31 · MAINT-Uniform/Sm Equip-Reg Empl	-125.52
			5510-02 · ADMIN-KOOL KIDS Program	-260.77
			5630-42 · OPS-Bldg/Fac Mtn/Rep-EAST RAMP	-73.34
			5510-05 · ADMIN-Public Info-Other Agency	-66.07
			5510-02 · ADMIN-KOOL KIDS Program	-1,485.04
			5541-31 · MAINT-Uniform/Sm Equip-Reg Empl	-83.68
			5510-05 · ADMIN-Public Info-Other Agency	-56.73
			5510-08 · ADMIN-Empl Recognition-End of S	-31.51
			5505-06 · ADMIN-Phone Cell Phones	-47.28
			5510-03 · ADMIN-Empl Recognition-Pub Info	-52.00
			5510-05 · ADMIN-Public Info-Other Agency	-122.76
TOTAL				-2,653.31
151741	9/10/2013	MID AMERICA APPLE PLAN	1001-01 · General Checking Account	
09122013	9/12/2013		2100-20 · Apple Plan - Employee Pay	-681.82
			2100-21 · Apple Plan - Company Pay	-681.82
TOTAL				-1,363.64
151742	9/10/2013	MOUNTAIN WATER COMPANY	1001-01 · General Checking Account	
22883	8/30/2013		5507-43 · OPS-Utilities-Ramps	-135.00
22791	8/31/2013		5507-43 · OPS-Utilities-Ramps	-45.55
TOTAL				-180.55
151743	9/10/2013	NAPA AUTO PARTS	1001-01 · General Checking Account	
151547	8/19/2013		5631-02 · OPS-Quagga Prevention Equip	-4.39
152137	8/23/2013		5580-42 · OPS-Boat Maintenance-Work	-213.46
152595	8/26/2013		5580-42 · OPS-Boat Maintenance-Work	-8.02
153210	8/30/2013		5580-41 · OPS-Boat Maintenance-Patrol	-37.20
TOTAL				-263.07
151744	9/10/2013	NO CONTRACT VOIP	1001-01 · General Checking Account	
09052013	9/5/2013		5505-01 · ADMIN-Phones Local/Hardware/Rep	-144.18
TOTAL				-144.18
151745	9/10/2013	QUILL	1001-01 · General Checking Account	
4987104	8/20/2013		5503-01 · ADMIN-Office Supplies-Office	-35.94
TOTAL				-35.94

Big Bear MWD
Warrant List Detail
 August 30 through September 10, 2013

Num	Date	Name	Account	Paid Amount
151746	9/10/2013	ROTARY	1001-01 · General Checking Account	
07312013	7/31/2013		5509-08 · ADMIN-Member/Subs/Permit-Rotary	-92.00
08312013	8/31/2013		5509-08 · ADMIN-Member/Subs/Permit-Rotary	-111.00
TOTAL				-203.00
151747	9/10/2013	SQUEEGEE CLEAN WINDOW ...	1001-01 · General Checking Account	
08282013	8/28/2013		5630-10 · ADMIN-Bldg/Facility Maint/Rep	-50.00
TOTAL				-50.00
151748	9/10/2013	SUPERMEDIA	1001-01 · General Checking Account	
08192013	8/19/2013		5505-07 · ADMIN-Phone Office Web/Email	-29.95
TOTAL				-29.95
151749	9/10/2013	VERIZON CALIFORNIA	1001-01 · General Checking Account	
08252013	8/25/2013		5505-05 · ADMIN-Phone Weather Station	-45.25
08282013	8/28/2013		5505-04 · ADMIN-Phone At the Dam	-46.96
TOTAL				-92.21
151750	9/10/2013	XEROX	1001-01 · General Checking Account	
069914732	9/1/2013		5620-13 · ADMIN-Copier Maint/Repair	-74.30
			2950-03 · Copier Lease	-469.50
TOTAL				-543.80
151751	9/10/2013	MASTERCARD	1001-01 · General Checking Account	
08302013 3...	8/30/2013		5510-05 · ADMIN-Public Info-Other Agency	-35.01
			5570-01 · ADMIN-Training/Seminars-GM	-85.00
			5571-02 · ADMIN-Div 2- Lewis Expenses	-85.00
			5571-05 · ADMIN-Div 5- Smith Expenses	-85.00
			5571-03 · ADMIN-Div 3- Suhay Expenses	-85.00
			5510-08 · ADMIN-Empl Recognition-End of S	-51.67
			5510-05 · ADMIN-Public Info-Other Agency	-50.33
			5570-01 · ADMIN-Training/Seminars-GM	-80.83
			5510-08 · ADMIN-Empl Recognition-End of S	-77.30
			5510-05 · ADMIN-Public Info-Other Agency	-16.48
TOTAL				-651.62
151752	9/10/2013	SUPERMEDIA	1001-01 · General Checking Account	
09012013	9/1/2013		5505-01 · ADMIN-Phones Local/Hardware/Rep	-67.50
TOTAL				-67.50

**BIG BEAR MUNICIPAL WATER DISTRICT
REPORT TO BOARD OF DIRECTORS**

MEETING DATE: *September 19, 2013*

AGENDA ITEM: *5C*

SUBJECT:

**CONSIDER APPROVAL OF A SPECIAL EVENT PERMIT FOR NORTH SHORE
ELEMENTARY SCHOOL RUBBER DUCKY RACE**

RECOMMENDATION:

The General Manager and the Operations Committee (Directors Murphy & Suhay) recommend approval of this event.

DISCUSSION/FINDINGS:

For the second year, North Shore Elementary School has requested a special event permit for a rubber ducky race at the East Launch Ramp. The event would be held on Friday, September 19, 2013. They propose walking the children to the ramp from the school with each grade level watching one of seven race starts. They propose launching the ducks from the easterly dock next to the ramp and using the adjacent beach area. The Committee recommends approval of this event subject to the following special conditions:

1. All children will remain on the shoreline.
2. Adults only will be allowed on the dock.
3. All activity must remain on the easterly dock and the beach area immediately east of the east dock.
4. A method to contain the ducks within the race area will be used such as a boat/kayak/canoe with a fish net to capture errant ducks and prevent them from floating away.

OTHER AGENCY INVOLVEMENT: None

FINANCING: None

Submitted by: Scott Heule, General Manager



Big Bear Municipal Water District

Lake Management

Board of Directors
Todd Murphy – Division 1
Mary Ann Lewis – Division 2
Skip Suhay – Division 3
John Eminger – Division 4
Vince Smith – Division 5

SPECIAL EVENT PERMIT FOR BIG BEAR LAKE

As of Big Bear Municipal Water District (hereinafter "District") grants a Special Event Permit to **North Shore Elementary School Rubber Ducky Race** as follows:

Section 1. Event Described

Permittee may conduct only the event described on Exhibit "A", attached hereto and hereby incorporated by this reference. Permittee shall comply with laws, rules and regulations applicable to the event.

Section 2. Fees and Deposits

Within 30 days before the event the Permittee shall pay the District an administrative fee described in Exhibit "B" and the Permittee shall deposit \$500.00 with the District to cover the cost of clean-up and other added expenses incurred by the District if Permittee fails to comply with this Permit. Any part of the deposit, if any, not used by the District shall be refunded to the Permittee within 30 days after the event. The attached Fee Schedule (Exhibit "B") details additional rates for specific events and special services.

Section 3. Indemnification

A. Permittee shall indemnify and hold harmless and defend District, its officers, agents, employees and volunteers from and against: cost, liability and damages, including attorney's fees and litigation costs, arising out of any act or omission to, including any negligent act, or omission to act, by Permittee, its officers, agents, employees or volunteers arising out of activities permitted herein.

B. Permittee shall reimburse District and its directors, officers, employees, agents and/or volunteers, for any and all legal expenses and costs incurred by each of them in connection therewith or in enforcing the indemnity herein provided.

Section 4. Insurance

A. Permittee shall cause the District, its officers, agents and employees to be named as an additional or co-insurance under policies of commercial general liability insurance as broad as the following:

1. General Liability - one million dollars (\$1,000,000) per occurrence for bodily injury, personal injury and property damage. If Commercial General Liability Insurance or other form with a general aggregate limit is used, either the general aggregate limit shall apply separately to the project/location (with the ISO CG 2501 or insurer's equivalent endorsement provided to the District) or the general aggregate limit shall be twice the required occurrence limit.

2. The coverage shall contain no special limitations on the scope of protection afforded to the District, its officers, employees, agents and volunteers.
3. The permittee's insurance shall be primary insurance as respects the District, its officers, employees, agents and volunteers. Any insurance, pooled coverage or self-insurance maintained by the District, its officers, employees, agents and volunteers shall not contribute to it.
4. Any failure to comply with reporting or other provisions of the policies including breaches of warranties shall not affect coverage.
5. The permittee's insurance shall apply separately to each insured against whom claim is made or suit is brought, except with respect to the limits of the insurer's liability.
6. Such liability insurance shall indemnify the permittee against loss from liability imposed by law upon, or assumed under contract by, the permittee for damages on account of such bodily injury (including death), property damage, personal injury and completed operations and products liability.
7. Such insurance shall be provided on a policy form written by underwriters through an agency satisfactory to the District which includes a cross-liability clause, and covers bodily injury and property damage liability, blanket contractual liability and completed operations liability.
8. Any deductible or self-insured retention must be declared to and approved by the District. At the option of the District, either the insurer shall reduce or eliminate such deductibles or self-insured retentions.
9. The insurer shall have a current A.M. Best's rating of no less than A-VII or equivalent.

B. If applicable, the permittee shall cover or insure under the applicable laws relating to:

1. Workers' compensation insurance, all of their employees working on or about the event, regardless of whether such coverage or insurance is mandatory or merely elective under the law, and the permittee shall defend, protect and save harmless the District, its officers, employees, agents and volunteers from and against all claims, suits, and actions arising from any failure of the permittee to maintain such insurance. Before beginning work, permittee shall furnish to the District satisfactory proof that he has taken out for the period covered by the event, full compensation insurance for all persons employed directly by him in the event contemplated under this contract, has been obtained in accordance with the "Workers' Compensation and Insurance Act".
2. The permittee shall provide employer's liability insurance in the amount of, at least, \$1,000,000 per accident for bodily injury and disease.

C. Prior to execution of the contract, the permittee shall file with the District evidence of insurance from an insurer or insurers certifying to the coverage of insurance required herein. Such evidence shall include original copies of the ISO CG 2010 (endorsement form or insurer's equivalent) signed by the insurer's representative and certificate of insurance (Accord Form 25-S or equivalent). If such proof is not received 30 days prior to the event, the event may be canceled by the District's General Manager. All evidence of insurance shall be certified by a properly authorized officer, agent or qualified representative of the insurer and shall certify the names of the insured, any additional primary insurers, where appropriate, the type and amount of the insurance, the location and operations to which the insurance applies, the expiration date. The insurer will give by certified mail, written notice to the District at least thirty (30) days prior to the effective date of any cancellation, lapse or material change in the policy.

Section 5. Safety Regulations

The Permittee shall conduct the event with due care for the safety and welfare of participants and spectators, and in compliance with all laws, rules and regulations of federal, state, county or local agencies asserting jurisdiction. The Permittee shall attend two meetings with District representatives prior to the event described as follows:

A. Permit compliance meeting: Permittee shall demonstrate that all permit conditions have been met.

B. Skipper's and/or Safety meeting: Event organizers and participants shall meet with District representatives to have any questions answered and to receive an update of current Lake conditions which may affect event activities.

Section 6. Conditions

The Permittee shall comply with the conditions set forth on Exhibit C attached hereto and hereby incorporated by this reference.

Accepted by:

7-27-13
Date

J Hollenbaugh
Permittee

Date

General Manager

EXHIBIT A

DESCRIPTION OF EVENT

1. Name of Event: North Shore Elementary School Rubber Ducky Race
2. Location: East Boat Ramp
3. Date(s): September 20, 2013
4. Describe Event: students at the school would sponsor ducks, then we will go to the beach by the launching ramp and have a race
5. Estimated Number of Participants:
6. Estimated Number of Spectators: we will have each grade level come over and watch about 90-100 people for each race & we will have 7 different starts.
7. Method of Limiting Attendance:
8. Method of Trash Collection and Disposal: N/A
9. Proposed First-Aid Services: N/A
10. Proposed Security Services: N/A
11. Proposed Fire Protection Services: N/A
12. Proposed Sanitation Facilities: N/A
13. Parking Arrangements: we will be walking from the school
14. Name, Address and Telephone Number of Person Available Before and During Event with authority to Control Event: Jennifer Hollenbaugh
P.O. Box 4622
BBL, CA 92315 (909) 659-6071
15. Perimeter control, if applicable:

For District use only:

(601) Deposit \$ _____
Date _____ Ck # _____

(511) Fee \$ _____
Date _____ Ck # _____

EXHIBIT B

FEE SCHEDULE

1. APPROVED SPECIAL EVENTS (except filming/photos):

Administrative fee:	\$100
Refundable deposit:	\$500
Lake usage fee: Non-commercial	-0-
Commercial	\$200/event or 5% of gross (whichever is greater)
Fishing events:	\$15 per angler or \$500 (whichever is greater)
*Services requiring Lake Patrol or work boat services (one hour minimum):	
Boat with operator	\$115/hour
Each additional staff person	\$ 30/hour
Other services:	actual cost

*These fees will be deducted from the deposit where it is determined that additional Lake Patrol, weed harvesting or similar services will be necessary in the interest of health and safety.

2. GROUP SPECIAL EVENT PERMITS

A discounted boat permit fee for approved special events will be available at prevailing fees for the term of the event to those entrants not already having a boat permit. Any entrant participating for less than the full term of the event shall pay the normal daily permit fees. A minimum number of twenty-five special event boat permits shall be issued for the approved event to qualify for this special group rate. A group special event permit shall not be issued for major holidays or holiday weekends. Permittee shall be responsible for the sale of the special event boat permits. Proper remittance from the sale of these permits must be delivered to the District within three (3) days of the conclusion of the special event. Permittee shall be responsible for all permits including any missing permits. All other special event permit processing fees shall apply. Participants may upgrade the special event discounted boat permit to an annual boat permit by paying the difference between the special event permit fee and the annual permit fee. Upgrades to annual permits shall be handled at the District Administration office only.

EXHIBIT C
SPECIAL CONDITIONS

2013 NORTH SHORE ELEMENTARY SCHOOL RUBBER DUCKY RACE

1. All children will remain on the shoreline
2. Adults only will be allowed on the dock
3. All activity must remain on the easterly dock and the beach area immediately east of the east dock
4. A method to contain the ducks within the race area will be used such as a boat/kayak/canoe with a fish net to capture errant ducks and prevent them from floating away

**BIG BEAR MUNICIPAL WATER DISTRICT
REPORT TO BOARD OF DIRECTORS**

MEETING DATE: September 19, 2013

AGENDA ITEM: 6A

SUBJECT:

CONSIDER APPROVAL OF AWARDING A CONSULTING CONTRACT FOR THE STANFIELD MARSH INTERPRETIVE SIGNS

RECOMMENDATION:

The General Manager and the Lake Improvement Committee (Directors Eminger & Lewis) recommend approval of awarding a consulting contract for interpretive signs for the Stanfield Marsh Wildlife and Waterfowl Preserve.

DISCUSSION/FINDINGS:

The Committee conducted a telephone interview of the two finalist consultants for the interpretive signs for Stanfield Marsh, The Acorn Group and Artefact Design (proposals are attached). A third consultant, The Watershed Group, was eliminated earlier due to the firms distance from Big Bear and their proposed project cost. Both of the finalists are southern California firms. The Acorn Group is in Tustin and Artefact Design is in Cardiff. Both firms recognized the need to work closely with the District especially during the initial stages of the effort. And generally both had the same approach and timeline (about six months) for getting the project completed. A distinction was apparent with the Acorn Group during the telephone interviews that revealed a very well organized thought process that emphasized a theme to be incorporated by the signs. The Acorn Group wanted to have the project to result in a cohesive idea or thought that visitors could take away. After the Committee explained that several organizations and other agencies were in the process of putting both way finding and interpretive signs throughout the valley, the Acorn Group demonstrated a clear understanding of the challenges and opportunities when working with multiple agencies and organizations. The Committee recommends that the District award a consulting contract to The Acorn Group for the design, fabrication, and delivery of eight interpretive signs for the Stanfield Marsh Wildlife and Waterfowl Preserve at a cost not to exceed \$30,000 in accordance with the Fiscal Year 2013-14 Budget for the Lake Improvement Fund.

OHER AGENCY INVOLVEMENT: None

FINANCING: Lake Improvement Fund

Submitted by: Scott Heule, General Manager

Proposal to develop panels for the Stanfield Marsh Wildlife and Waterfowl Preserve at Big Bear Lake



Submitted to the
Big Bear Municipal Water District

The Acorn Group
180 South Prospect, Suite 230
Tustin, CA 92780
www.acorngroup.com



The Acorn Group
180 South Prospect, Suite 230
Tustin, CA 92780
(714) 838-4888 / jrigby@acorngroup.com
www.acorngroup.com

July 23, 2013

Scott Heule, General Manager
Big Bear Municipal Water District
PO Box 2863
Big Bear Lake, CA 92315-2863

Dear Mr. Heule,

The Acorn Group is excited to hear of Big Bear Municipal Water District's plans to develop interpretive signs for the Stanfield Marsh Preserve boardwalk. We feel we are particularly well suited for this work and are pleased to submit this proposal. Our qualifications include:

- œ A proven track record of creating engaging and award-winning interpretive media;
- œ Extensive experience crafting powerful interpretive themes that resonate with the audience;
- œ Knowledge of the natural history of Southern California's mountain regions and bird life;
- œ An extensive portfolio of traditional and innovative wayside exhibits; and
- œ Direct and immediate availability from our Southern California office.

We share your enthusiasm for enhancing visitor experiences at the Preserve. We believe the material contained in this proposal demonstrates our capabilities and experience, not only in interpretive planning and design, but also in capturing the stories of the land and in this case, water and marsh.

We look forward to hearing from you.

Sincerely,

Jennifer Rigby
Director

Overview of The Acorn Group, Inc.

Comprised of nationally certified interpretive planners, graphic designers, and exhibit designers, The Acorn Group offers services in interpretive planning and design; conceptual design of exhibits, interpretive panels, wayfinding systems, and other media; large-scale curriculum projects and environmental education initiatives; evaluation studies; and, professional development in environmental education and environmental interpretation.

The Acorn Group team is dedicated to the field of interpretation and actively involved in the National Association for Interpretation, as well as other complementary professional organizations. We are passionate about our work. Our greatest satisfaction comes from seeing plans and drawings become reality and watching visitors take delight in new experiences.

The Acorn Group was established in 1990 and incorporated in California in 1995. Our clients are diverse, ranging from government agencies to private and non-profit institutions. Project sites include interpretive centers, ecological reserves, museums, botanical gardens, zoos, parklands, and educational institutions. Our projects hold in common a celebration of cultural and natural history grounded in a message of stewardship.

Our projects and efforts are recognized nationally, receiving such awards as the Exhibit Design Award, Print and Media Design Award, and Interpretive Media Award by the National Association for Interpretation, Best of Show by the Western Fairs Association, Award of Excellence by the California Parks and Recreation Society, and National Education Award by the Association of Zoos and Aquariums. The Orange County League of Conservation Voters presented The Acorn Group with the Orange County Environmental Business of the Year Award in 2005. In 2007 The Acorn Group received the First Place Interpretive Media Award from the National Association for Interpretation for design of Nix Nature Center. In 2012 the North American Association for Environment Education honored The Acorn Group with their Outstanding Service to Environmental Education Award.

Recently completed projects include planning and design for River Oaks Park, Inspiration Park, Placerita Canyon, West Basin Municipal Water District's new Water Education Center, Cooley Landing, Huntington Beach Wetlands Conservancy, George F Canyon Nature Center, White Point Nature Preserve, West Coyote Hills in Fullerton, Agua Hedionda Lagoon Discovery Center, and Coral Mountain Discovery Park; interpretive panel design for Cuyamaca Rancho State Park, Yorba Cemetery, Old Courthouse, Coastkeeper Gardens, DeForest Wetlands, Dana Point Headlands, Lodi Lake Park, and Edgewood Preserve; review and assessment of Pennsylvania State Parks' education and interpretive programs; development of an education prospectus for the IMAX film *America's Oceans*; and interpretive master planning for Lincoln Children's Forest (New Mexico), Garvan Woodland Gardens (Arkansas), McCrory Gardens (South Dakota), and Fellows Riverside Gardens (Ohio).

In 2009 The Acorn Group, in association with the State Education and Environment Roundtable, completed a six-year project developing the K-12 Curriculum for California's landmark Education and Environment Initiative. This initiative required working closely with the State Board of Education, Office of the Secretary of Education, Curriculum and Supplemental Materials Commission, State Department of Education, California Environmental Protection Agency, and California Natural Resources Agency. The initiative received unanimous approval by the State Board of Education, a first for environmental education in the state. The Acorn Group also served as project manager for California's master plan for environmental education, *Education & the Environment: Strategic Initiatives for Enhancing Education in California*; the State Curricula and Compendia Project; and the Unified Education Strategy on the Environment.

Current projects include interpretive master planning and design for Anza-Borrego Desert State Park, Pittsburgh Botanic Garden, Aliso and Wood Canyons Regional Wilderness Park, Silverwood Lake State Recreation Area, Seed Savers Exchange, Crystal Cove State Park, Sycamore Canyon Nature Center, Carpinteria State Beach Visitor Center, City of Highland Natural Parkland, and the Alameda Creek Watershed Center. Other projects include interpretive panel design for the National Park Service, City of Glendale, Strathern Wetlands, City of Newport Beach, and historic Serrano Adobe.

Company philosophy

The Acorn Group is committed to delivering the finest services and products related to environmental interpretation and education. We enjoy the challenge of fulfilling the interpretive and educational needs of diverse populations while promoting stewardship of natural and cultural resources. We bring extensive knowledge of interpretive planning and frequently work with clients who need to balance the needs of visitors and sensitive resource management issues. We also bring extensive knowledge of environmental education, both in theory and practice, and exercise care in the development of programs and policies that enlighten without advocacy.

The Acorn Group is well known for its professionalism and capabilities. The company was founded on the tenets of integrity, innovation, and responsibility, and we consistently reflect these values in every project we undertake, regardless of scope or size. Our goal is to advance environmental literacy through inspiration and knowledge.

The Acorn Group, Inc. is incorporated in the State of California and certified as both a Small Business and Women's Business Enterprise.

About our team

Two of our team members would work on the Stanfield Marsh Preserve project: interpretive planner and writer, Jennifer Rigby, and art director, Brian Burton.

Jennifer Rigby



Director of The Acorn Group, Jennifer Rigby has been working in the field of interpretation since 1981. First working in a nature center, followed by an aquarium and later a zoo, she founded The Acorn Group in 1990. Since that time she has been directly involved in the development of hundreds of interpretive master plans, interpretive panels, and exhibit design packages. Projects have taken her to California's coastal dunes, Oregon's rugged coastline, New Mexico's arid desert and steppe, and the hardwood forests of Ohio, Arkansas, and Pennsylvania, to name a few. Regardless of the environment, her focus is on creating sensory-rich experiences and helping visitors cultivate their own sense of place.

Jenny's training and experience have earned her a reputation for creating effective, dynamic educational and interpretive experiences. Her projects are nationally recognized, earning awards for Exhibit Design, Print and Media Design, and Interpretive Media Design from the National Association for Interpretation (NAI); Best of Show from the Western Fairs Association; Award of Excellence from the California Parks and Recreation Society; and the National Education Award from the Association of Zoos and Aquariums. She is the recipient of the 2002 California Project Learning Tree Award for Service to Environmental Education, the 2002 California Institute for Biodiversity Educator of the Year Award, and the 2005 Howard Bell Award for outstanding achievements and contributions as a leader in the field by the Association for Environmental and Outdoor Education. In 2012 the North American Association for Environment Education honored her with their Outstanding Service to Environmental Education Award.

Jenny is a founding member of the National Association for Interpretation (NAI). Currently she serves as a member of the board certification team for that organization, as well as the ad hoc California State Environmental Literacy Plan committee. She is also a board member of American Trails, a national organization dedicated to the creation, conservation, and enjoyment of quality trails and greenways.

Jenny has served as an advisor on several national curriculum projects, directed the California Department of Education curriculum and compendium project, and served as project manager of the California Plan for Environmental Education and Senate Bill 373 (School Diversion and Environmental Education Law) and as co-consultant on Assembly Bill 1548 (the Education and the Environment Initiative. This initiative mandated the development of a unified education strategy to bring education about the environment into California's primary and secondary schools. It received unanimous approval by the State Board of Education, a first for environmental education in the state.

Her background includes interpretive master planning; teaching in formal and non-formal institutions, including zoos and aquaria; interpretive writing; exhibit and graphic design; and program evaluation, research and training. She holds a bachelor's degree in social ecology, master's degree in education, and two California teaching credentials. She is certified by NAI as an interpretive planner. When she isn't writing about the outdoors, she's likely hiking in it with her family.

Brian Burton



Brian Burton is the creative director for The Acorn Group. His areas of expertise include interpretive panel design and production, as well as design and production of educational media, brochures, advertisements, packaging, and graphic identity and standards.

With more than 25 years of experience, Brian's work has encompassed hundreds of logos, brochures, posters, and packaging, and recently, interpretive panels and other media related to outdoor interpretation of natural and cultural history. Brian's creative talents can be seen in work created by The Acorn Group for Orange County's Old Courthouse, the City of Highland's Natural Parkland trail, City of Glendale's Verdugo Mountain Trail, Huntington Beach Wetlands Conservancy, Cuyamaca Rancho State Park, Coastkeepers Garden, DeForest Wetlands, Chadwick School, West Basin's Water Education Center, Dana Point Headlands, White Point Preserve, Coral Mountain Discovery Park, Agua Hedionda Lagoon and Discovery Center, Environmental Nature Center, Big Canyon Creek Nature Park at the Upper Newport Bay, West Coyote Hills, and Laguna Lake Park. In addition to digital art, Brian works with traditional art media, including pencil, ink, and airbrush.

Strategy for preparing interpretive panels

Our process would begin with a site visit to study the Stanfield Marsh Preserve, walk along the boardwalk, and take note of the resources at hand. Discussions with staff help us understand the challenges, any problematic behaviors that need to be addressed (e.g., feeding or harassing wildlife), optimal stories to tell, and what reference materials are available (e.g., bird and fish lists, inventory of aquatic plants, contact names for Big Bear Valley Historical Society, etc.). Background research is undertaken and content outlines for the panels are written and submitted for client review.

We recognize that interpretive writing differs from scientific or technical writing. It moves beyond the facts to first beckon the visitor, and second, engage them on multiple levels. It is goal-directed, focusing on a given theme to help tell a broader story. It takes the site's tangible elements, like the bald eagle, and links them to intangible meaning, like an icon of our natural heritage, a symbol of hope, and a call for stewardship.

Certain guidelines apply when developing the text for interpretive panels. The text needs to be brief—not exceeding 200 words—with words selected carefully for the greatest impact. The text needs to be hierarchically arranged so that the reader can grasp the message in three seconds (by reading only the title), 30 seconds (by reading the title and subtitle), or three minutes (by reading the entire panel). The text needs to be appropriate for the target audience and it needs to withstand the rigors of readability testing to make sure it is age level-appropriate. Last, it needs to be enjoyable to read. Liberal use of analogies, metaphors, and similes helps connect unfamiliar concepts to figures of speech the audience understands.

Once the draft text is prepared, we submit it for client review and subsequent fine-tuning or revision. At the same time, we begin the process of designing panel templates for client review and later, begin the task of gathering images, commissioning art and photography if needed, and laying out individual panels based on the specifications of the Water District and sign manufacturer.

A complete set of layouts is submitted for client review and discussion. Ongoing communication with our manufacturer is critical at this juncture to ensure that design works within the capabilities of production. Once the layouts have been approved, we create digital production files and work hand in hand with the manufacturer through delivery of the final product.

Work Samples

TREKS ACROSS THE SKY

Bolsa Chica has been on nature's map for a long time.

Most shorebirds, waterfowl, and terns you see at Bolsa Chica are globe-trotting animals that migrate each year. When the weather changes in the fall, these birds begin their journey southward from northern breeding and feeding grounds to warmer wintering sites. Following the Pacific Flyway, they migrate thousands of miles from as far north as Canada and Alaska to as far south as Patagonia.

Like other coastal wetlands, Bolsa Chica is an important rest stop for these weary travelers. Thousands of birds rest and refuel in its salt marshes, mudflats, and tidal basins. Some linger longer than others. The terns stay long enough to nest here throughout the summer before heading back to South America for the winter.

Alaska, Canada, USA, Mexico, South America, Patagonia

Banding

Western gull

California Noddy tern

HEY KIDS!

Birds aren't the only animals in Southern California that migrate. Can you match each animal with its migration route?

1. Painted lady butterfly	A. Pacific Ocean to both stream or river
2. Pacific gray whale	B. Deserts and west coastal areas of Mexico and California to as far north as Oregon
3. Greenhead	C. Lagoons in Mexico to beyond Alaska

Bolsa Chica Wetlands, Huntington Beach

Setting Down Roots

The park's trees and plants hold soil in place and help protect the creek.

The park's redwoods, oaks, and shrubs do more than create a beautiful setting. They provide us with many "free services." They absorb carbon dioxide. They produce oxygen and cleanse the air we breathe. Their complex root systems hold soil in place, preventing silt from reaching Coyote Creek where it could degrade water quality and affect aquatic life.

The bioswale you see also takes advantage of nature's free services. The shallow depression works like a sponge to capture runoff. The runoff soaks into the ground where it is retained by a special soil mixture. From there it can recharge groundwater or be absorbed by plants.

Green clean

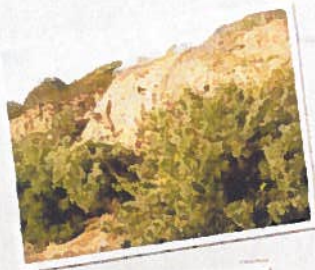
The plants that grow in the swale - grasses, oaks, and shrubs - all have the job of holding soil in place. They filter and slow the flow of runoff, trap silt and debris, and break down heavy metals and other pollutants. They also serve habitat for wildlife, including songbirds, small mammals, and reptiles.

River Oaks Park, San Jose

MISSION FOOTPRINTS

Before European settlement, native Californians managed the grass and textures of the foothills. The grass-covered slopes of California's rugged foothills were a natural backdrop for a palatial village in the spring. The flowers of coastal cholla, creosote bush, and golden cholla added color to the scene, but it was the native oak and the mission oak that were the most important.

These coastal oaks were used for building and for making tools. They contained a natural resin that was used to make glue and to seal cracks. The bark was used for making baskets and for making sandals. The leaves were used for making sandals and for making hats. They also contained the leaves of the Acacia tree, which were used for making hats and sandals.



Eighteenth century footprints and hoofprints left a mark on the land



When the first missionaries arrived in California in the late 1700s, the landscape began to change. The fields of native grasses and herbs were used for the building and horses of the early missions. In the early 1800s, the open lands surrounding the missions were used for grazing. The first missionaries brought with them the seeds of sheep, cattle, and horses. These animals were used for food and for transport. The missionaries also brought with them the seeds of wheat, corn, and other crops. These crops were used for food and for export.



Cattle were an important commodity for the missions. Their hides, which were used for making shoes and other goods, were sold to the Spanish government. The hides were also used for making clothing and other goods. The Spanish government used the hides to pay for the missions. The hides were also used for making clothing and other goods. The Spanish government used the hides to pay for the missions.

During the height of the missions, the hides were sold to the Spanish government. The hides were also used for making clothing and other goods. The Spanish government used the hides to pay for the missions. The hides were also used for making clothing and other goods. The Spanish government used the hides to pay for the missions.

In the 1840s, the Spanish government began to encourage the missions to sell their lands. The missions were sold to the Mexican government. The Mexican government used the lands for agriculture and other purposes. The Mexican government used the lands for agriculture and other purposes. The Mexican government used the lands for agriculture and other purposes.



Hide as seen in the 1840s. Hides were used for making shoes and other goods. The Spanish government used the hides to pay for the missions.

Dana Point Headlands, Dana Point

GIFTS FROM THE SEA

At the time the Spanish began exploring the region, California Indians were well established in the coastal region. The Tongva and Anisacoms lived in large villages along Orange County's coast and valleys. These tribes took advantage of the rich resources of the sea and the land.



Ocean resources have sustained people for thousands of years



The waters of Dana Point also offered abundant resources, including seals, fish, kelp, abalone, and other marine life. The Tongva and Anisacoms used these resources for food and for trade. They also used the resources for making tools and other goods. The Tongva and Anisacoms used these resources for food and for trade.

The seal was a valuable resource for the Tongva and Anisacoms. The seals were used for food and for trade. The Tongva and Anisacoms used the seals for food and for trade. The Tongva and Anisacoms used the seals for food and for trade.

Dana Point seals are protected as a State Marine Conservation Area. Seals are an important part of the coastal ecosystem. Seals are an important part of the coastal ecosystem. Seals are an important part of the coastal ecosystem.



At Dana Point, gifts from the sea came in other forms as well. In the 1930s, legendary waves of the Dana Point Cove began attracting surfers, including the famous surfer Duke Kahanamoku. The local, so-called "Dana Cove" started to draw waves but for the most part, the waves were small and gentle.

The surfers of Dana Cove were small and gentle. The surfers of Dana Cove were small and gentle. The surfers of Dana Cove were small and gentle. The surfers of Dana Cove were small and gentle.



At the time, Dana Cove was a small and gentle. The surfers of Dana Cove were small and gentle. The surfers of Dana Cove were small and gentle. The surfers of Dana Cove were small and gentle.

Dana Point Headlands, Dana Point

Humans have left their mark on this landscape, clues to who they were and why they were here.

Clues to the Past

Archeologists have found evidence of occupation by Cahuilla clans and Japanese immigrants. Historians have located accounts of explorers from Spain and land surveyors from the War Department in Washington, DC. The historical society has photos of Mexican farmers, transplanted Easterners, WWII soldiers in training, dude ranchers, movie stars and the moguls who made them famous. All around you is evidence of 20th-century real estate development and the rise of the resort economy.



Portrait of a Cahuilla Indian



A restored 1920s-style building, the original Le Queen Hotel, now houses a boutique restaurant, the original National Equine Park, Capes, Bird Flies, and other activities.



Photo with 1920s-style hotel, the original Le Queen Hotel, now houses a boutique restaurant, the original National Equine Park, Capes, Bird Flies, and other activities.



Historical photo of immigrants with family dogs and found in a museum wing located at the corner of Veterans and Broadway Streets, 1910



Two recently built buildings, the Museum and Special Collections, are part of Le Queen.

"Confronted by a desert, the first thing Americans want to do is change it."

— Alan Brinkley, *California Desert*

Coral Mountain Discovery Park, Coachella Valley

Here, all around you, the underground preserves desert life. Largely hidden from view, the roots of some plants grow deep into the sandy soil searching for water. Other plant roots fan out near the surface waiting to capture every morsel of rainfall or evening dew.

Can You Imagine?

Small mammals, reptiles, and insects hide beneath rocks or burrow to escape both the scorching daytime sun and



predators on the prowl for a juicy meal. Frogs hibernate underground until a spring rain awakes them like a mating call.

It's hard to fully appreciate what you can't see, but use your imagination and picture not only the life that exists before your eyes but also beneath your feet.



When ground and below, desert life is abundant, though sometimes subtle.



"Void of life it never is, however dry the air and villainous the soil."

— Novelist Mary Austin, *Land of Little Rain*



Coral Mountain Discovery Park, Coachella Valley

THE BUTTERFLY BAR

California's butterflies need native plants for nectar and nurseries.

The Environmental Nature Center's Butterfly House contains only plants that are native to Orange County. Native plants are those plants that grew here prior to European contact centuries ago.

Fountains of Nectar

Using their straw-like proboscis, most adult butterflies drink flower nectar. Other butterflies ingest fluids from the sap flowing out of trees, rotting fruit, and even rot!



Monarch (Papilio machaon)



Western Tanager Butterfly (Gotha octo-lineata)

Picky Eaters

Native caterpillars eat only specific native plants. The Lycaeides Adonalis, for example, will only lay its eggs on willows.

If a butterfly cannot find its native host plant, it will not lay eggs. If a caterpillar is reared from its host plant, it likely will not eat.

Habitat Helpers

Some California butterflies require an endangered or rare host plant. You can help them by planting locally native host plant species in your yard.

The Polydamna (Euphydryas) butterfly, for example, has been found only in gardens of its host plant, which is native to a specific plant community.



Arizona Blue (Glaucopsyche lycearcus)



California Poppy (Eschscholzia californica)



Red Admiral (Vanessa atalanta)



Asian Tiger (Danaus genutia)

Environmental Nature Center, Newport Beach

RISING FROM THE ASHES

FIRE DESTROYS, BUT IT ALSO RENEWS


2007 SANTIAGO FIRE

In October 2007 an arson-generated fire began near Santiago Canyon and quickly spread in a southeasterly direction. By the time it was controlled, over 20,000 acres were burned. Most of Limestone Canyon and Whiting Ranch Wilderness Park was affected.

WITNESSING SUCCESSION

Natural landscapes undergo a gradual process of change as they recover from fire. Plants respond in "waves" through a process called succession.


Some of the first plants to reappear on the landscape are pioneer wildflowers, called "fire followers." Over the next few years, native shrubs such as Yucca, California sagebrush, and buckwheat reappear. Some reappear from underground root buds, while others sprout from seeds. Scattered oaks will soon reappear from their branches, as well as their root crowns. After decades, mature stands of chaparral, coastal sage scrub, and even oak woodlands are seen once again.



Map: USGS, 2007. Area affected by the 2007 Santiago Fire.

Southern California's natural landscape is a dynamic system shaped by climate and sometimes even fire. In the chaparral, for example, winter rains bring about lush growth, summer heat and drought cause growth to slow to a crawl. The plants' moisture level drops. The heat and drought of summer continue into autumn when the warm, dry Santa Ana winds start to blow. The winds lower humidity to dangerous levels, increasing the threat of fire.

Yet those same flames that appear to destroy plant life create conditions for their renewal. Dead plant matter is converted to ash which releases nutrients into the soil. The fire's heat, smoke, and other factors allow fire-dependent seeds to germinate. Fire removes the canopy and allows sunlight to reach the ground, warming the soil and encouraging the growth of new seedlings.



POST-FIRE TRAIL MANNERS: PLEASE REMAIN ON THE TRAIL OF THE SE NATURAL LANDS SITE. DISGUISED AND NEW FRASIDIA PLANT GROWTH COULD BE DAMAGED. PLEASE DO NOT

Limestone Canyon, Orange County

Scope of work:

Planning and research, \$500.00

Site visit to Stanfield Marsh Preserve and client meeting; background research, and development of content outlines

Conceptual design, \$500.00

Based on development of two optional templates

Panel copy, \$6,000.00

Interpretive writing of body, captions, and callouts for eight panels, inc. one round of revisions, editing, and readability tests (\$750.00/panel)

Preliminary design, \$6,000.00

Design and layout of eight panels, inc. images for position only (FPO), (\$750.00/panel)

Digital photography, \$2,400.00

Background research, correspondence, and license fees based on \$300.00/panel. Assumes some images, including panel map, are provided by the client as high resolution files at no charge and others purchased through Cal Photos and other sources.

Final design, \$2,000.00

Final design and layout of eight panels and preparation of art production files, (\$250.00/panel)

Fabrication, \$5,840.00

Fabrication of eight (8) different 36" x 24" x 3/4" exterior-grade digital high pressure laminate panels; eight threaded holes + screws per panel; paper proofs and lab proof; wrapping and crating. Fabrication of sixteen (16) NPS-style 12 x 12" base plates with single-leg, in-ground pedestals (\$730.00/panel set)

Estimated ground freight, \$500.00

Shipping of eight (8) panels and sixteen (16) pieces of hardware to Big Bear Lake.

Sales tax (7.5%) on fabrication of panels and hardware, \$438.00

Total fees: \$24,178.00



**Stanfield Marsh Wildlife and Waterfowl Preserve
Interpretive Signage Program
Big Bear Lake, CA**

Proposal

19 July 2013

Presented by



ARTEFACT DESIGN

PO Box 102

Cardiff, CA 92007

(760) 944-3502

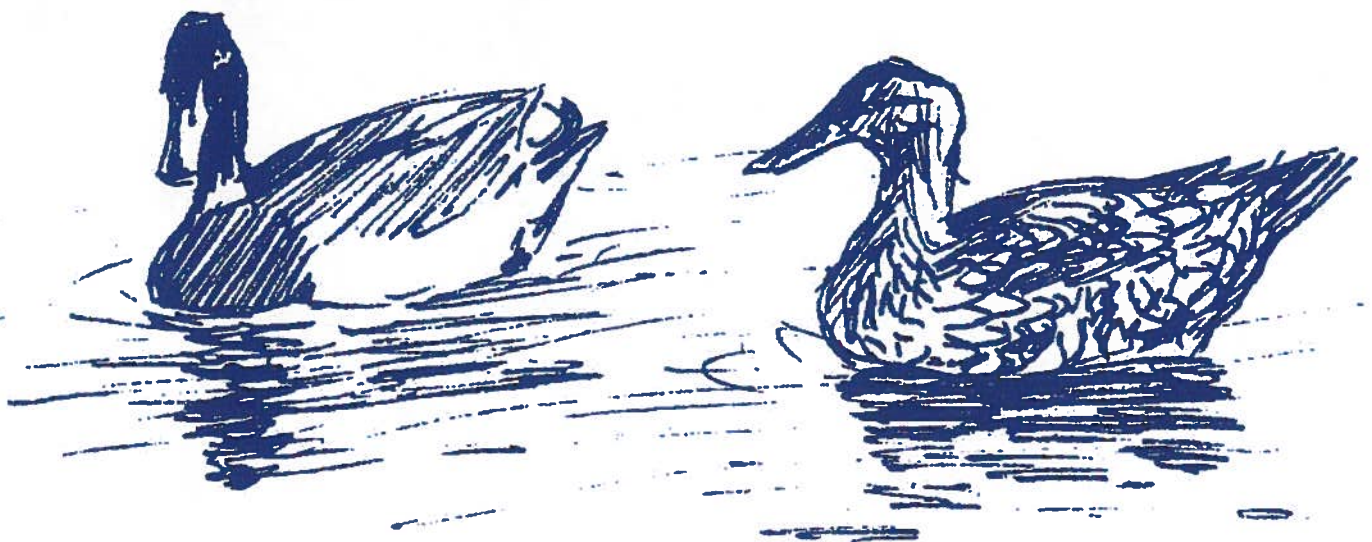


TABLE OF CONTENTS

Introduction 3

Chapter 1 — Proposal Summary 4

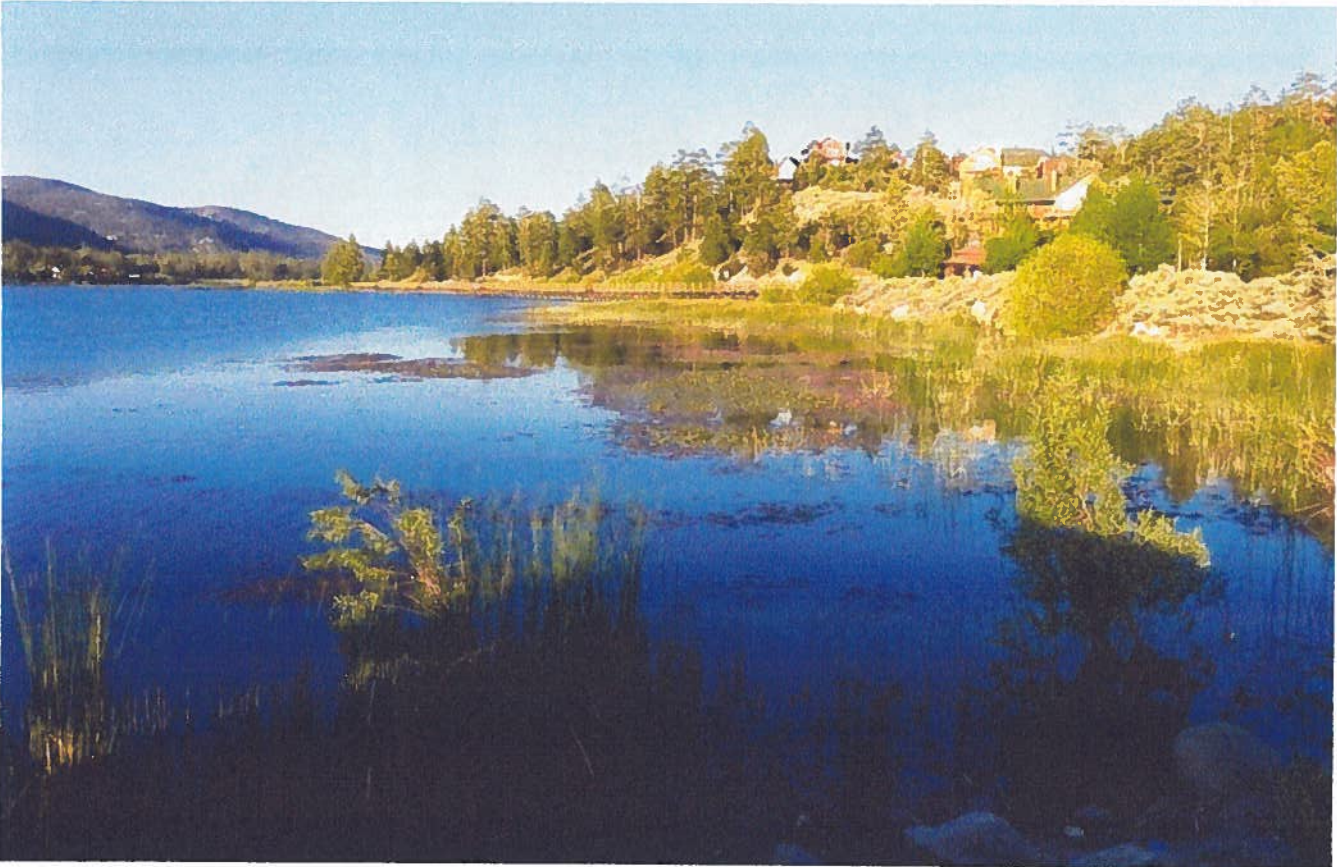
Chapter 2 — Profile on the Proposing Firm..... 8

Chapter 3 — Project Staffing 12

Chapter 4 — Proposal Costs Sheet and Rates 13

References 14

Appendices 1 — Project Samples 15



Stanfield Marsh, Big Bear Lake, CA *photo courtesy BigBearLake.net*

INTRODUCTION

Artefact Design is delighted to submit our Proposal to the Big Bear Municipal Water District for the design and fabrication of eight interpretive panels at the Stanfield Marsh Wildlife and Waterfowl Preserve in Big Bear Lake, CA.

We are excited about the possibilities for the Stanfield Marsh Wildlife and Waterfowl Preserve. It's a beautiful location with a compelling natural history. We believe that a thoughtful interpretive approach will enhance its appeal, inspire a sense of stewardship, and create a safe, comfortable atmosphere.

Artefact Design's qualifications for this project include:

- Proven leadership and innovation in interpreting natural environments, particularly in Southern California
- Experience working with municipalities and other public agencies on over a dozen interpretive projects
- Extensive experience in selecting display materials for harsh outdoor environments
- Broad expertise and capability with multi-sensory interpretive options in the outdoors

We know that visitors do read and learn from interpretive panels if the panels are truly interpretive — if they are designed to be inviting and if the text and imagery rewards the visitor with a good story or a connection to their own experience. We hope to bring this valued opportunity to the Stanfield Marsh Wildlife and Waterfowl Preserve.

We thank you for your time and consideration and look forward to hearing from you.

Tanya Bredehoft

Artefact Design



San Dieguito River Park, Del Mar, CA

CHAPTER 1 — PROPOSAL SUMMARY

Scope of Work

This is a proposal to the Big Bear Municipal Water District (client) from Artefact Design (design team) for design and fabrication of eight (8) interpretive panels for the Stanfield Marsh Wildlife and Waterfowl Preserve in Big Bear Lake, CA. The project consists of creating new designs and content for eight (8) 24"W x 36"H x .75"D outdoor interpretive panels in an existing kiosk. Interpretive topics will include local fish, aquatic plants and birds, lake and dam history, and orientation information. The design team will work with the client to develop the interpretive themes and content, create new text, design new layouts, and obtain new photos and/or illustrations. Some photos will be supplied by the client, as will basic map information.

The interpretive elements will work in harmony with the view and aesthetics of the location. The elements will be safe for the visitor. All graphic layouts will be designed to meet current ADA requirements of accessibility, height, and legibility. The elements of Universally Accessible Design will be applied when designing to ensure messages will reach the widest range of visitor regardless of physical or learning abilities.

All materials and finishes of the panels will be selected to resist vandalism, theft, and UV radiation, and to withstand heavy visitor use and the weather conditions of the area. Panels will come with a five-to-ten year guarantee. In addition, every attempt will be made to include materials and strategies that reduce the project's impact on the environment.

Goals

- Update the existing information and improve the visitor's experience.
- Define a visual direction for the elements that expresses the unique identity of Stanfield Marsh Preserve.
- Provide an engaging, informative experience and basic wayfinding.

Phase 1: Concept Design (6–8 weeks)

- a. Materials, colors, and typefaces (font and approximate sizes) to be used
- b. Framing and/or mounting details
- c. Draft text
- d. Approximate area and location of text, illustrations, and photographs, with rough "thumb-nail" sketches of illustrations.

Phase 2: Design (8–10 weeks)

- a. Illustration and photo research and acquisition
- b. Topic research including interviewing of client subject matter specialists
- c. Text writing and editing
- d. Production of camera-ready artwork and illustrations for the interpretive panels

Phase 3: Final Design (4–6 weeks)

- a. Finalize illustration and photos
- b. Finalize all text and content

PROPOSAL SUMMARY CONTINUED

Phase 4: Fabrication (~6 weeks)

- a. Bid package production and coordination
- b. Coordination with selected fabricator to delivery

Close coordination will be required throughout the design and construction of the project. The design team will conduct briefings with the client to present designs and obtain approvals.

Process or Work Plan

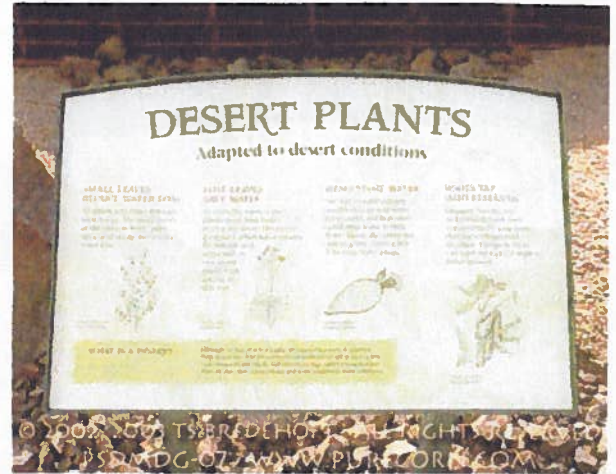
Based on our experience, the following process would suit the Stanfield Marsh Wildlife and Waterfowl Preserve project.

Phase 1 — The process begins with a half-day meeting of key personnel to discuss vision, audience, and other key elements. The design team organizes the information gathered at the first meeting, develops it, then builds an agenda for the second planning meeting. The second meeting allows us to gather more information from key stakeholders and get feedback on the outline of the content plan to date. The team continues to work on the plan, incorporating this information, and delivers the draft plan to the client. The purpose of this draft content plan is to insure that all agree on the direction being taken for the program. After incorporating draft plan comments, the design team returns for the final presentation of the content master plan.

To keep the process efficient, meetings are well planned and kept to a minimum. The design team provides an agenda for all meetings. The results of these meetings define the interpretive program.

Once the content plan is approved, design can begin. The sign types are developed to a point of design intent with materials and samples available. A presentation, along with the content plan, will be ready for submittal to the required reviewers.

Deliverable: draft interpretive text, one (1) set 30% concept drawings.



Palm Springs Museum of Art demonstration garden (18 signs), Palm Springs, CA

PROPOSAL SUMMARY CONTINUED

Phase 2 — Once the content plan and design direction have been approved, design of the signs begins.

Design Development (60%)

- Client communications
- Begin design concept(s), sketching major or prototypical items
- Research and identify visuals, photos, objects, etc.
- Decide on placement and develop a specific location plan and elevations
- Develop labels (visuals/text for all panels)
- Review & approval
- Revise based on evaluation data, reviews, budget/time constraints
- Prepare designs
- Review & approval

Design (90%)

- Client communications
- Select final materials for production and installation
- Revise as needed to gain final approval
- Finalize production budget and schedule
- Prepare final designs

Deliverable: final interpretive text, one (1) set 60%, one (1) set 90% design drawings

Phase 3 — Once all content has been approved, final design and production files of the signs begins.

Final Design (100%)

- Client communications
- Incorporation of all final approved text and design comments to all elements
- Prepare final graphic files for production and final drawing package for fabrication

Deliverable: final digital files for panel production, one (1) set 100% fabrication drawings



Elephant Overlook interpretive program (35 signs) at San Diego Safari Park, Escondido, CA

PROPOSAL SUMMARY CONTINUED

Phase 4 — Once all files have been submitted, fabrication and production of the signs begins.

Fabrication/Installation

- Client communications
- Coordination of fabrication, production and delivery

Deliverable

- Eight (8) 24"W x 36"H x .75"D outdoor interpretive panels



Agua Hedionda Lagoon Visitor Center, Carlsbad, CA



CHAPTER 2 — PROFILE ON THE PROPOSING FIRM

Artefact Design

Artefact Design specializes in information and communication design for interpretive settings and is a California certified small business (#55099). Tanya Bredehoft, principal of Artefact Design, is an industrial designer with over 20 years of professional experience on major international and domestic projects. In addition to her broad experience with product and graphic design, she brings expertise with the communications and media industries. Artefact Design has worked with diverse clients such as California State Parks, Birch Aquarium at Scripps, the San Diego Padres, and the San Diego Wild Animal Park. Projects have involved comprehensive wayfinding, media, and interpretive design. Ms. Bredehoft received a B.S. in Industrial Design, with honors, from San Francisco State University.

Artefact Design is a trim and efficient firm with an exemplary record of completing projects on time and within budget to the satisfaction of our clients. Owner operated, our firm has developed a committed and talented group of professionals who have worked together successfully for over 15 years. We are careful to balance our project schedule to ensure that we can give appropriate time and allocate sufficient resources to this project and any we undertake. The quality of our work and loyalty of our client base can attest to our ability to follow through and deliver on projects as well as our general work ethic.

Artefact Design was founded in 1996 and has been profitable each year since founding. No litigation has been brought against Artefact Design.

San Elijo Lagoon Conservancy habitat restoration markers,
Encinitas, CA





ARTEFACT DESIGN...

is an interpretive design studio. Our staff and collaborative colleagues consist of design, information, and education professionals. We are committed to bringing a thoughtful, integrated and engaging experience to every project.

We use our skills and our extensive experience working with museums, aquariums, public agencies, and private industry to find new solutions to the challenges which arise in the design and development of public communication.

SERVICES...

Environmental Graphic Design

- Interpretive planning / Educational standards alignment
- Bilingual programs
- Wayfinding

Exhibit Design

- Interpretive planning / Educational standards alignment
- 2-D, 3-D, and virtual exhibits
- Presentation packages
- Production and fabrication consultation

Graphic Design

- Identity
- Information



SELECTED PROJECTS...

City of Carlsbad
Dept of Parks & Recreation
Carlsbad, CA

Planning, design, and project coordination of an interpretive sign program for the Lake Calavera trail. Opening 2013.



USF&W San Diego
San Diego Bay Birding & Walking Trail
Imperial Beach, CA

Planning, design, and project coordination of a bilingual interpretive sign program for wetlands restoration in southern San Diego Bay. Opening 2013.

CA Dept of Parks & Recreation
Old Town State Historical Park
San Diego, CA

Interpretive master planning, design, and project coordination for the Hazel Waterman exhibit at *la Casa de Estudillo* in Old Town State Historical Park, San Diego. Open 2012.



CA Dept of Parks & Recreation
Border Field State Historical Park
Imperial Beach, CA

Planning, design, and project coordination of a bilingual interpretive sign program for wetlands restoration at Border Field State Historical Park within the Tijuana Estuary Reserve. Open 2012.

Puente Creek Nature Education Center
La Puente, CA

Planning, design and coordination of interpretive exhibits, signage and educational materials for a bilingual trail and wayfinding program in an urban park. Open 2013.

San Diego Wild Animal Park
San Diego, CA

Planning, design, and project coordination of an interpretive sign program for a three-acre African Elephant Overlook. Open 2010.

The Escondido Creek Conservancy
Escondido, CA

Interpretive master plan, exhibit design and trail program design for a new nature center. Open 2009.



San Dieguito River Park. JPA
Escondido, CA

Planning, design, and fabrication coordination for various interpretive trail programs. Ongoing projects since 2004.

San Elijo Lagoon Conservancy
Encinitas, CA

Planning, design, development, and coordination of interpretive trail programs and public outreach materials. Ongoing projects since 2000.

BLM California Desert District
Santa Rosa & San Jacinto Mountains
National Monument
Palm Springs, CA

Planning, design and fabrication coordination of interpretive exhibits, signage and educational materials for SR&SJM visitor center. Ongoing projects since 2002.

Upon Request

ADDITIONAL CLIENTS...

ARTEFACT DESIGN

P O B O X 1 0 2
CARDIFF, CA 92007

TEL 760 944-3502
ARTEFACTID.COM



CURRICULUM VITAE...

Tanya Symons Bredehoft, Owner/Principal

Artefact Design
POB 102
Cardiff, CA 92007-0102
T 760 944-3502
E tanya@artefactid.com
www.artefactid.com

City of Encinitas business registration #11033
City of San Diego business registration #B2012010367
CA SBA #55099
EIN 45-4828207
Sole proprietor, currently 4 contract employees



EDUCATION...

CalPoly, San Luis Obispo, CA
California State University, San Francisco, CA
B.S. Design & Industry, 1987

PROFESSIONAL EXPERIENCE...

1996–Present
Owner, Artefact Design, Cardiff, CA
Owner of a business which specializes in the planning and design of interpretive exhibitions, graphics, and signage for museums, communities, and public space.



1990–1996
Freelance designer, San Francisco, CA
A member of a team of design professionals.
Exhibit development and design, environmental graphic design, and project management.
Projects: Casa Grande Ruins National Park, San Antonio State Park Historical Museum, Agate Fossil Beds National Monument, Kartchner Caverns State Park, US Holocaust Memorial Museum *Daniel's Story*, Denver Zoo, Monterey Bay Aquarium, Steinhart Aquarium, Apple Computer.



1987–1990
Designer, West Office Design, San Francisco, CA
Exhibit development and design, environmental graphic design, and project management.
Projects: Hong Kong Museum of Science and Industry, California Science Center, BFI Industries Garbage Museum, Washington State Historical Museum.



PROFESSIONAL ACTIVITIES...

Member, Society of Environmental Graphic Design (SEGD)
Member, National Association for Interpretation (NAI)
Member, Western Museum Association (WMA)
Member, San Diego Exhibits & Evaluator's Group (SDEEG)

ARTEFACT DESIGN

P O B O X 1 0 2
CARDIFF, CA 92007

TEL 760 944-3502
ARTEFACTID.COM

KEY PARTNERS

Maraya Cornell, Content Developer, Writer

Working in collaboration with Big Bear Municipal Water District, Maraya Cornell will be responsible for developing an approach to the interpretive content, conducting any necessary research, and writing the panel text.

Maraya Cornell brings more than 10 years of interpretation, story development, and writing expertise to her visitor-centered approach to exhibit development and writing. She has broad experience developing and writing the text for outdoor panels and displays for parks, visitor centers, and culturally significant sites. She is skilled at presenting natural and cultural history in a way that's compelling, meaningful, and inspiring.

Recent projects include writing text for a National Geographic travelling exhibition; editing and writing for the Cuyahoga National Park Visitor Center; writing all exhibit text for a new visitor center at Death Valley National Park; concept development, research, and writing for outdoor exhibits for the San Diego Bay National Wildlife Refuge Complex, the City of Carlsbad, Border Field State Park, Fort Ord Dunes State Park, and the County of Napa.

Education

MFA, Creative Writing, Nonfiction,
University of Alabama, Tuscaloosa, AL

BA, English, Lewis & Clark College,
Portland, OR

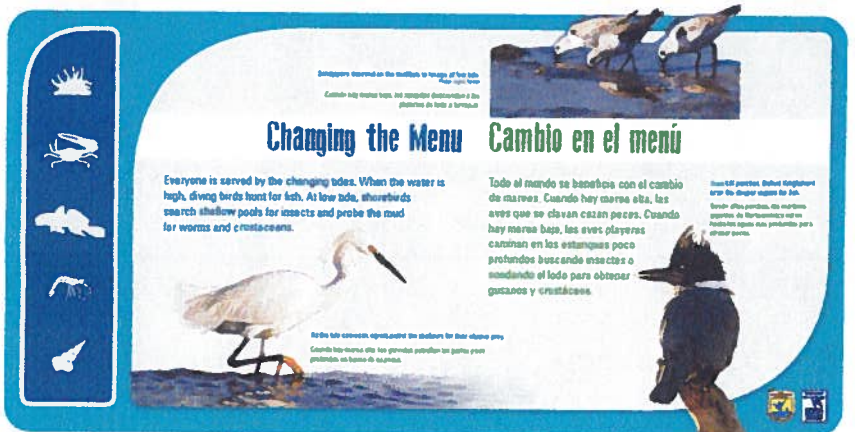
Professional Affiliations

American Association of Museums

National Association for Museum
Exhibition

Western Museums Association

California Association of Museums



Outdoor bilingual panels for US Fish & Wildlife Service. Concept and writing by Maraya Cornell. Panel art and design by Artefact Design.

CHAPTER 4 — PROPOSAL COSTS SHEET AND RATES

Creative Director	12 hr @ \$90/hr	\$1,080.00
Project Manager	40 hr @ 75/hr	3,000.00
Designer	60 hr @ 75/hr	4,500.00
Content Developer / Writer	55 hr @ 75/hr	4,125.00
Technician (graphics, media, illustration)	80 hr @ 60/hr	4,800.00
Administration	50 hr @ 50/hr	2,500.00
Pier Diem Rate: Travel, meals, etc.	6 @ \$80/day	480.00
	Total	\$20,485.00

Phase 1— Concept Development \$6,500.00
 Deliverable: draft interpretive text, one (1) set 30% concept drawings

Phase 2— Design \$7,485.00
 Deliverable: final interpretive text, one (1) set 60%, one (1) set 90% design drawings

Phase 3— Final Design \$5,000.00
 Deliverable: final digital files for panel production, one (1) set 100% fabrication drawings

Phase 4— Fabrication & Delivery \$1,500.00
 Deliverable: fabrication coordination and delivery of all interpretive panels

- (8) 24"W x 36"H x .75"D outdoor grade HPL \$750/ea **\$6,000.00**

Grand Total **\$26,485.00 USD**

REFERENCES

1. Karen Berry, Interpretation and Education Manager



San Diego Coast District California State Parks
4477 Pacific Coast Highway
San Diego, CA 92110
(619) 980-4712
Karen Beery, kbeery@parks.ca.gov

2010–present: *La Casa de Estudillo* Hazel Waterman exhibit, opened 2012.

Project Service: ADA site evaluation, interpretive master planning, exhibit design, graphic design and fabrication/installation for the Hazel Waterman outdoor exhibit at *la Casa de Estudillo* in Old Town, San Diego.

2,000 Sq. Ft. / Project Costs: \$150K



2. Doug Gibson, Executive Director

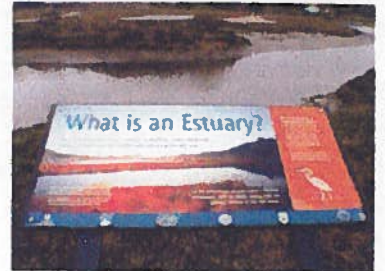


San Elijo Lagoon Conservancy
PO Box 230634
Encinitas, CA 92023-0634
(760) 436-3944
Doug Gibson, doug@sanelijo.org

2000–present: Various interpretive signage programs, visitor map, informational brochures, exhibits

Project Service: Interpretive planning, exhibit design, graphic design and fabrication/installation coordination.

1,000 acre site / Project Costs: varied, up to \$30K



3. Anne Marie Tipton, Education Coordinator

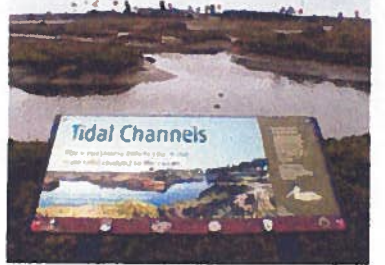


Tijuana River National Estuarine Research Reserve
301 Caspian Way
Imperial Beach, CA 91932
(619) 575-3613 x304
Anne Marie Tipton, AMTIPTON@parks.ca.gov

2011: Border Field State Park, Monument Mesa Interpretive Renovation

Project Service: Site evaluation, interpretive content development and design, and fabrication/installation coordination for six outdoor interpretive panels.

2,000 Sq. Ft. / Project Costs: \$25K



San Elijo Lagoon interpretive trail and visitor center, Encinitas, CA

APPENDICES 1 — PROJECT SAMPLES



Sample 1. Lake Calavera interpretive trail signage

Interpretive sign program for the City of Carlsbad Parks and Recreation Department. The program is to be installed Fall 2013.



These samples were chosen to illustrate a thematic interpretive sign program that provides scientific or technical illustrations, writing and design abilities.

Content development and writing: Maraya Cornell

You Are Here in the
AGUA HEDIONDA WATERSHED

All of the water in a watershed, whether on the surface or underground, eventually drains into the same place. In the Agua Hedionda Watershed, that place is our beaches. Whatever is on the ground gets washed there too. So, if you wouldn't want to swim in it, please don't leave it on the ground!

Lake Calavera

This area was built in 1940 by the Carlsbad Municipal Water Company to store drinking water for the community.

The Calavera Club is a private resort that opened in 1940.

This is the main building at the resort and was built in 1940.

It's a Volcano!

The hill before you is what's left of one of North America's smallest volcanoes. Mount Calavera is a "volcanic plug" — the cooled and hardened lava in the volcano's once molten throat.

Columns of Lava

The pillars of rock are called "columnar joints." When the lava at the center of the volcano cooled, it contracted and split into these six-sided columns.

Mt. Calavera

Geologists believe this volcano erupted 15-20 million years ago.

Before

Eruption

Now

Sample 1. Lake Calavera interpretive trail signage

Interpretive signs to be installed Fall 2013.

CITY OF CARLSBAD
Parks & Recreation

Something's Blooming

Southern California plants cope with our long dry summer by keeping different schedules. The result is that something is blooming or showing off brightly colored berries at just about any time of year.

Fall
Eumecurus laevis
Calochortus nuttallii

Winter
California whiteblossom
Blackberry

Spring
Manzanita
Blue-chalk grass

Summer
Lemonadeberry
California manzanita

CITY OF CARLSBAD
Parks & Recreation

Know Your Neighbors

Animals like to hide. But if you look and listen, you just might spot some of these neighbors. They've been here longer than we have!

By the Water
Pacifica seal
Red-tailed hawk
Mallard duck

On the Ground
Gray fox
California quail
Golden-crowned kinglet

In the Air
American kestrel
California Gnatcatcher
Red-shouldered hawk

CITY OF CARLSBAD
Parks & Recreation

Why do Wetlands Matter?

Wetland Plants
Plants in a healthy wetland help absorb nitrogen and other pollutants.

Because they...

- Clean our water**
Mud and wetland plants act as a sieve, filtering out and absorbing pollutants.
- Prevent flooding**
A single acre of wetland can hold a million gallons of water.
- Reduce erosion**
The roots of wetland plants grip the soil.
- Nurture wildlife**
Wetlands are some of the richest ecosystems in the world.

Less than 10% of San Diego County's wetlands remain. It's crucial that we preserve what we have left, and keep them clean and healthy.

Sample 2. San Diego Bayside Birding and Walking Trail continued

Dinner Bills **Picos para comer**

California Avocet
 2000 The Avocet. Photo by George Fiske for Nature

Black-necked Stilt
 2000 Photo: Scott G. Koppelman

Long-billed Curlew
 2000 Photo: Scott G. Koppelman

Willet
 2000 Photo: Scott G. Koppelman

Common Goldeneye
 2000 Photo: Scott G. Koppelman

Lesser Scaup
 2000 Photo: Scott G. Koppelman

Ring-billed Gull
 2000 Photo: Scott G. Koppelman

Changing the Menu **Cambio en el menú**

Everyone is served by the changing tides. When the water is high, diving birds hunt for fish. At low tide, shorebirds search shallow pools for insects and probe the mud for worms and crustaceans.

Todo el mundo se beneficia con el cambio de mareas. Cuando hay marea alta, las aves que se alimentan en el agua buscan peces. Cuando hay marea baja, las aves playeras buscan en las estratificación poco profundas buscando insectos o cavando el fango para obtener gusanos y crustáceos.

Action Figures **Figuras de acción**

California Gull
 2000 Photo: Scott G. Koppelman

Ring-billed Gull
 2000 Photo: Scott G. Koppelman

Willet
 2000 Photo: Scott G. Koppelman

Lesser Scaup
 2000 Photo: Scott G. Koppelman

Black-necked Stilt
 2000 Photo: Scott G. Koppelman

Willet
 2000 Photo: Scott G. Koppelman

Western Salt Company

Harvesting Salt from Seawater
 The process of harvesting salt from seawater has remained essentially unchanged for thousands of years. Seawater flows into large ponds through a tide gate and begins to evaporate. The once-clear salty brine moves through a series of smaller ponds until it crystallizes into salt. The salt is then scooped up and carried into various grades before being bagged and sold.

Cosecho de sal a partir del agua de mar
 Los salinos que se extienden sobre la bahía son parte de la Western Salt Company Salt Works, que comenzó a producir sal en 1902. El agua de mar fluye a través de una compuerta de marea hacia grandes estanques y luego a una serie de estanques más pequeños hasta que se cristaliza y comienza a caer. La sal se recoge y se clasifica en diferentes grados antes de empaquetarse y venderse.

Sample 3. Santa Rosa & San Jacinto Mountains National Monument Visitor Center Kiosk
 Kiosk and six interpretive panels designed and installed in 2002. The project was a multi-agency partnership project between City of Palm Desert (contracting entity), BLM, and others.

The sample was chosen as a demonstration of interpretive and informational signs that provide an area overview with rules and regulations in a visually thematic presentation.

