

Proposal for Scope #12A: SRS Finance Forum – Meeting Planning & Support

Presented to
Chesapeake Bay Trust
60 West Street, Suite 405
Annapolis, MD 21401

Presented by
Alliance for the Chesapeake Bay
501 Sixth Street
Annapolis, MD 21403



A) Project Team

The Alliance for the Chesapeake Bay has assembled a team specifically qualified to deliver the services requested under Scope #12A. This team has the qualifications and experience to deliver these services in a timely and efficient manner.

- Mary Gattis, Director of Local Government Programs and LGAC Coordinator, will provide general oversight and manage the project staff. Mary has over 31 years of experience in environmental policy, planning and program implementation
 - Mary Gattis is the Director of Local Government Programs for the Alliance and the LGAC Coordinator. She works with LGAC's Executive Committee to plan quarterly LGAC meetings; represents LGAC on Chesapeake Bay Program workgroups and Goal Implementation Teams; coordinates roundtables for elected officials; develops conference session proposals and panels; identifies future leaders and engages them in the work of the Chesapeake Bay Program; and, serves as liaison to the watershed States and the District of Columbia. She also manages the Local Government Engagement Initiative with partners throughout the watershed.
Before joining the Alliance, Mary was a senior environmental planner at the Lancaster County Planning Commission where she managed the development of the County's first Integrated Water Resources Plan. She also chaired the Pennsylvania Department of Environmental Protection's (PA DEP) Urban/Suburban/Rural workgroup and served on PA DEP's Management Team during the development of Pennsylvania's Phase I and II WIPs. Over Mary's career she has held a variety of positions in the public, private and not-for-profit sectors. Mary has a Bachelor's in Business Administration from Belmont University and is a member of the American Institute of Certified Planners.
- Jennifer Starr, Program Manager, Local Government Programs, will serve as project manager. Jennifer has 30 years of experience in environmental policy and administrative logistics
 - Jennifer Starr is an Alliance Program Manager working on Local Government Programs and serves as the LGAC Program Assistant. In this position she manages all the meeting logistics for the quarterly LGAC meetings, the annual local government forums, all Local Government Engagement Initiative conference calls and meetings, and any other meeting logistics required. This includes identifying and procuring meeting spaces, developing the financials, sending invitations, meeting with meeting room staff for room arrangement and equipment needs, organizing reading material, preparing meeting packets, managing the day-of-event logistics and any follow-up necessary. Prior to being Program Manager, Jennifer was Program Assistant for LGAC and the Citizens Advisory Committee and organized the logistics of quarterly meetings and managed administrative needs. Jennifer spent over 20 years working at increasing levels of responsibility as an environmental specialist on drinking water quality-first with a large drinking water supplier in Southern California and then with a national consulting firm. During this

time she managed a monthly water managers group of over 150 members throughout the region and wrote a weekly newsletter on drinking water quality with a subscriber base of over 10,000 readers. Jennifer has a Geology/Political Science BA and an MS in Marine Policy.

- Jeremy Browning, Executive Administrative Assistant, Alliance for the Chesapeake Bay, will work under the direction of Jennifer and will serve as the lead staff on the project. Jeremy has seven years of experience in administrative logistics and executive assistance
 - Jeremy Browning is the Development and Administrative Assistant in the Alliance headquarters in Annapolis and has been at this position almost a year. He provides support in all aspects of administration of the headquarters, three regional offices, and various grant-funded programs including strategic planning with executive and development team. He manages the donor database and communications to develop and implement strategies for future fundraising campaigns. He also liaises with the Alliance Board of Directors, including coordination and planning of board events, serves as recording secretary during meetings and calls, and manages secure online board resource portal. Prior to his work at the Alliance, Jeremy was an Executive Assistant for one and a half years for the principals of a bi-coastal family trust, assisting with management of real estate holdings, art collection, and family foundation, with an emphasis on anticipating and meeting the needs of the principals at all times. His roles and responsibilities included family office and property management, event and travel planning, management and coordination of calendar, and regular cross-country travel and he worked with trustees, financial and legal professionals, family members, contractors and vendors. Additionally, Jeremy has provided administrative support, coordinated events, and managed projects for non-profit and for-profit organizations since 2011.

B) Project Scope

The Alliance for the Chesapeake Bay (Alliance) is bidding on **Scope #12A: SRS Finance Forum – Meeting Planning & Support**.

C) Proposed Scope of Work

Project Overview

The Alliance has developed the following proposal to provide meeting planning and support for the Strategy Review System (SRS) Finance Forum in accordance with the elements of the scope of work and required outcomes described in the Trust's Request for Proposals for Scope #12A.

The Alliance is uniquely poised to conduct this effort due to our vast experience organizing the logistics for the Local Government Advisory Committee to the Chesapeake Executive Council (LGAC), the Citizens Advisory Committee to the Chesapeake Executive Council (CAC), day-long Local Government Forums on subject areas like Financing Green Infrastructure and Land Use, Businesses for the Bay events, ForumPlus events, the Bay-wide Stormwater Partners Retreat and the Chesapeake Watershed Forum. All of these have required extensive planning, coordination and support for groups ranging from 20 to 400.

Proposed Approach

The Alliance will work in concert with Budget and Finance Work Group (BFWG) chair, coordinator and staffer ("planning team"), to flawlessly execute a one-day Finance Forum ("meeting"). To accomplish this, the Alliance proposes the following approach to providing the requested services and deliverables:

Task 1 - Meeting Planning

The Alliance will meet with the planning team to gain a better understanding of the event and clarify expectations regarding preferred meeting locations; potential meeting dates; anticipated number of attendees (including participants, speakers, and staff); anticipated number of break-out groups; and any other details required to complete logistical arrangements. The Alliance will identify a range of suitable locations with appropriate-sized meeting space taking into account drivability for participants, parking, reasonable facility rental cost and convenience. Following the

initial meeting, the Alliance will be available for weekly meetings with the planning team to review progress and obtain any additional direction needed to perform the additional tasks outlined below.

Deliverables:

1. Meeting Summary outlining logistics requirements agreed to during meeting with planning team and any outstanding decisions to be made by the planning team
2. Timeline to ensure completion of the statement of work outcomes
3. Draft Procurement documentation for the meeting facility/ies for review and approval by the planning team to include three to five ideal Forum dates and locations.

Task 2 - Secure Meeting Facility

Upon receiving clear direction from the planning team, including general approval of the procurement solicitation, the Alliance will conduct a procurement for meeting facilities in accordance with federal requirements. This will include soliciting responses from three to five respondents that meet the requirements of the planning team. The responses will be presented to the planning team along with a recommendation for their consideration and approval. The Alliance will then secure the meeting facility and all necessary IT and phone conferencing equipment. The Alliance will determine the cost per participant needed to cover the cost of lunch and refreshments. *The Alliance will not be responsible for securing sponsors to offset costs for lunch or refreshments.*

Deliverables:

1. Responses to Procurement for review and selection by the planning team
2. Documentation confirming the facility has been reserved and outlining the specifics e.g. description of meeting spaces reserved, A/V equipment to be provided, room set-up, etc.
3. Documentation of cost for lunch and refreshments.

Task 3 - Coordinate Participant Invitations and Responses

The Alliance will draft an invitation for approval by the planning team. Upon approval by the planning team and after obtaining invitee list from the planning team, the Alliance will email invitations and manage responses. We propose using a web based tool, such as Google Forms or Survey Monkey, for responses. We will provide the planning team with access to monitor the invite list and responses. If needed, the Alliance will conduct additional outreach to invitees to confirm participation. The Alliance will also invite and confirm meeting presenters identified by the planning team.

Deliverables:

1. Draft participant and presenter invitations for review and approval by the planning team
2. Web based registration site
3. List of confirmed participants (once weekly)
4. Final list of confirmed participants

Task 4 - Finance Forum Preparation

In consultation with the planning team, the Alliance will compile and distribute meeting materials electronically in advance of the meeting (including agenda, logistical information, and reading materials). The Alliance will load meeting materials onto the Chesapeake.net meeting webpage and maintain this page as information is added and/or updated.

Deliverables:

1. Meeting material packet for distribution to participants and posting on meeting website

Task 5 - Execute Finance Forum

The Alliance will work with the selected facility to ensure that the one-day meeting is executed in accordance with the

expectations of the planning team as outlined in Task 1. At a minimum this will include coordinating setup of the meeting space, providing meeting materials including tent cards, flip charts, easels, markers and pens, registering participants and collecting participant fees (if applicable), breaking down the meeting space and returning any equipment after the meeting ends.

Deliverables:

1. One-day meeting of between 75 and 200 participants
2. Meeting materials, including handouts, tent cards, flip charts and markers

Optional Services - These services below (5A and 5B) are above and beyond those delineated in the RFP. In our experience these are services that may be needed to ensure an effective meeting so have been included for your consideration.

Task 5A - Meeting Facilitation and Note Taking

The planning team may find it useful to utilize professional facilitators and note takers for break-out sessions. Should the planning team determine either or both of these services are needed, the Alliance will provide these services in accordance with the resources allocated. Notes will be assembled and delivered in one package but will not be heavily edited or compiled as a report of proceedings.

Task 5A Deliverables:

1. Meeting facilitator/s and up to 10 note takers
2. Notes from breakout sessions

Task 5B - Travel Reimbursement for Participants

Some participants may require assistance with travel costs. The Alliance, at the direction of the planning team, will reimburse participants for travel costs associated with attending the one-day meeting. Reimbursement will be limited to the allowable federal per diem rate for the region and may include mileage, meals and/or lodging.

Task 5B Deliverables:

1. List of participants reimbursed by the Alliance and total amount of reimbursement

Timeline

The Alliance anticipates this scope will require at least eight weeks to complete. Completion according to the following schedule will be dependent upon the planning team providing clear direction to the Alliance within one week of initiating the project.

- February 2018--Initial Planning meeting with BFWG planning team
- March 2018--Secure Location, Invite Speakers, Invite Attendees
- April 2018--Collect RSVPs, assemble meeting materials
- April 2018--Finance Forum
- May 2018 - Project Close-out (payment of invoices and debrief with planning team)

D) Qualifications and Expertise

Alliance for the Chesapeake Bay

The Alliance for the Chesapeake Bay is a regional nonprofit organization that has focused on building partnerships, connecting people to the Bay, its rivers, and local watersheds, and healing the land and water through hands-on conservation for more than 40 years. The Alliance has demonstrated success coordinating quarterly meetings for the Chesapeake Bay Programs Local Government and Citizens Advisory Committees, as well as Local Government Forums,

regional networking forums including ForumPlus and Businesses for the Bay forums throughout the watershed, and annual Chesapeake Watershed Forums. The Alliance has relationships with hotels and meeting facilities around the watershed and has a strong understanding of how to arrange a successful meeting and procure facilities in accordance with federal procurement requirements.

The Alliance has worked and continues to work very closely with the Chesapeake Bay Program and its staff. Alliance staff have worked with the BFWG and serve on a number of CBP Workgroups and Goal Teams. The Alliance Annapolis office is a close distance from the CBP offices which will allow staff to meet with the planning team in person. Staff working on federal grants has a strong understanding of developing the most cost effective means for meetings. Staff is very proficient in Microsoft Office suite of software tools and regularly uses web-based tools for managing meeting registration.

E) Partner References

Alliance for the Chesapeake Bay

1. Bruce Williams, Chair, LGAC, brucewtakoma@gmail.com; 202-270-4429
2. Chante Coleman, Choose Clean Water Coalition, colemanc@nwf.org; 443-927-8047
3. Jake Reilly, NFWF, jake.reilly@nfwf.org; 202-595-2610
4. Tom Schueler, Chesapeake Stormwater Network, watershedguy@hotmail.com; 410-750-7635
5. Peter Claggett, CBP Land Use Workgroup Coordinator, pclagget@chesapeakebay.net; 410-267-5771

F) Project Budget

See the attached CBT Budget Form for a breakdown of all costs.

Project Costs

Total Project Cost	\$24,925.00
Total Rental & Miles	\$10,275.00
Total Supplies	\$1,558.50
Total Personnel	\$6,172.65
Total Contractual	\$4000.00
Total other (indirect)	\$2,918.43
Cash match	150.00

MARY S. GATTIS, AICP
Director of Local Government Programs, Alliance for the Chesapeake Bay

PROFESSIONAL SUMMARY

Mary Gattis is the Director of Local Government Programs at the Alliance. She is a certified planner with a Bachelor's degree in Business Management, which she has applied to environmental work in the public, private and not-for-profit sectors. She has extensive experience with local government programs and operations, including twelve years as an environmental planner with the Lancaster County Planning Commission in Pennsylvania.

EDUCATION

Bachelor of Business Administration	Belmont University, Nashville, TN <i>Concentration: Business Management</i>	1994 - 1998
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Completed course work towards Masters in Community and Regional Planning, Temple University

PROFESSIONAL POSITIONS HELD

Local Government Coordinator – Alliance for the Chesapeake Bay	May 2013 – Present
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Support the Local Government Advisory Committee to the Chesapeake Executive Council and provide leadership in local government assistance and partnerships.

Senior Environmental Planner – Lancaster County Planning Commission	2001 – 2013
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Developed and implemented countywide environmental programs and policy, including: Integrated Water Resources Plan; Act 167 compliant Model Stormwater Management Ordinance; Lancaster County Green Roof program; National Source Water Protection Collaborative Pilot; Lancaster County Land Recycling (Brownfields) Program; Lancaster County Green Building Initiative. Planned and facilitated stakeholder meetings and education workshops. Secured more than \$1.5 million in state and federal grants for environmental initiatives. Managed grant funded environmental programs and initiatives. Conducted regulatory reviews and prepare staff reports for Planning Commission. Represented County on various environmental committees and workgroups

Environmental Consultant – Self Employed, Lititz, PA	1993 - 2001
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Assisted private and public sector clients with meeting environmental performance goals. Assisted with development and implementation of ISO-14001 certified Environmental Management Systems. Developed and implemented employee environmental education programs for a Fortune 500 company.

Peer Match Consultant, PA Department of Environmental Protection, Harrisburg, PA	1998 - 2001
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Worked on an as-needed contract basis for the Bureau of Land Recycling and Waste Management, Recycling and Markets Section. Projects included: survey of all permitted disposal facilities to confirm regulatory compliance with Act 101; survey and compile database of yard waste composting facilities throughout the Commonwealth; update database of recycling programs and create reports for PA DEP website.

Recycling Coordinator, York Waste Disposal, York, PA	1991 - 1993
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Managed material recovery facility. Performed public education responsibilities including numerous public speaking engagements at both the local and state level. Created data tracking system. Developed new markets and coordinated transport of recyclables to market.

Project Director, Tennessee Environmental Council, Nashville, TN	1990 - 1991
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Coordinated the Tennessee Commercial Recycling Project, a one-year private foundation grant funded project geared towards introducing business leaders throughout Tennessee to the benefits of recycling. Developed strategy for bringing recycling message to prominent business leaders in five major metropolitan regions in the state. Recruited sponsors for regional meetings with business leaders. Authored and oversaw professional production of educational materials. Served on the Governor's Solid Waste Roundtable which was charged with the development of Tennessee's Solid Waste Planning and Recovery Act.

CERTIFICATIONS

American Institute of Certified Planners

Jennifer Suzanne Starr

512.228.2552 | jennifer20starr@gmail.com

SUMMARY

Creative, resourceful, and detail-oriented professional who's adept at solving complex problems and thrives in a challenging role with a team of like-minded professionals.

TALENTS

- Extensive environmental policy/advocacy experience in water-related issues
- Creative project manager, maintaining focus on overall objective while embracing varied interests
- Strong organizational skills, including administrative, communication, and office technology
- Effective collaboration with team members to increase satisfaction and productivity

EXPERIENCE

Program Manager, Local Government Programs, ALLIANCE for the CHESAPEAKE BAY 2017 - Current

- Support the Local Government Advisory Committee to the Chesapeake Executive Council
- Develop and Manage grants

Program Assistant, ALLIANCE for the CHESAPEAKE BAY 2016 - 2017

- Staff the administrative side of two Advisory Committees including logistics and financials

Manager & Assistant to Broker, FINE AUSTIN LIVING, REALTORS 2008 - 2015

- Principal point of contact with public, clients, vendors and employees
- Administrative responsibility for compliance, logistics, scheduling, communication
- Key interface for agent recruitment, engagement and training
- Lead in database management, marketing, and social media input

Managing Editor, MALCOLM PIRNIE INC. / MCGUIRE ENVIRONMENTAL 2000 - 2008

- Responsible for editorial content for weekly internet-based newsletter SafeDrinkingWater.com NEWS"
- focused on local, state, federal and global issues, legislation, regulation and research on drinking water related topics

Senior Environmental Specialist, METROPOLITAN WATER DISTRICT of Southern CA 1987 - 2000

- Tracked, testified and commented on state and federal water-related legislation
- Prepared internal regulatory impact reports
- Organized and managed bi-monthly meetings of water managers (average attendance-150)
- Chaired/participated on state and federal ad hoc committees and task forces on water quality issues
- Developed and maintained regional emailed communication

Sea Grant Fellow, NATIONAL OCEANIC & ATMOSPHERIC ADMINISTRATION 1986

- House Merchant Marine and Fisheries Outer Continental Shelf / Panama Canal Subcommittee

EDUCATION

University of Southern California - Masters of Science | Marine Policy 1985

University of Arizona - Bachelor of Arts | Geology & Political Science 1980 - 1984

Jeremy Browning
660 Americana Drive, #36
Annapolis, Maryland 21403
443.454.3026
Jeremyb04@gmail.com

PROFESSIONAL SUMMARY

- Extensive experience working with people: assisting, teaching, training, public speaking, advising, organizing, event planning, negotiating and selling
- Passion for problem solving using innovative approaches and incorporating technology into processes
- Strong background providing impeccable customer service

EXPERIENCE

Development & Administrative Assistant, Alliance for the Chesapeake Bay, Annapolis, MD **April 2017 – Present**

- Provide support in all aspects of administration of a \$6mm regional non-profit headquarters, three regional offices, and various grant funded programs including strategic planning with executive and development team
- Use Salesforce CRM platform to manage donor database and communications to develop and implement strategies for future fundraising campaigns
- Liaise with Board of Directors, including coordination and planning of board events, serve as recording secretary during meetings and calls, and manage secure online board resource portal

Executive Assistant, Annapolis, MD & Los Angeles, CA **Oct. 2015 – January 2017**

- Worked intimately with the principals of a bi-costal family trust, assisting with management of real estate holdings, art collection, and family foundation, with emphasis on anticipating and meeting the needs of the principals at all times
- Roles and responsibilities included family office and property management, event and travel planning, management and coordination of calendar, and regular cross-country travel
- Liaised with trustees, financial and legal professionals, family members, contractors and vendors

Health Educator, Health Fitness Corporation/CareFirst, Baltimore, MD **May 2014 – September 2015**

- Delivered high-quality engaging presentations in an easy to understand language on a variety of wellness topics to diverse audiences throughout Central Maryland
- Educated participants on available health resources and medical management programs as appropriate to improve health status, reduce risks and improve quality of life
- Assessed readiness to change and assisted individuals in reaching their goals
- Collected and compiled data to determine efficacy of program interventions and methods

Personal Trainer/Manager on Duty, Annapolis Athletic Club, Annapolis, MD **May 2011 – May 2014**

- Manager on Duty responsibilities: open and close club, sales, accounting, staff supervision, and ensured a safe, positive atmosphere for members and employees
- Educated and motivated clients about health, fitness, and wellness
- Performed fitness assessments, provided nutritional guidance, assisted in goal setting, and prescribed exercise for prevention/treatment of obesity, type II diabetes, and heart disease

SKILLS

- Strong work ethic and ability to work independently or with a team
- Excellent written and oral communication skills
- Highly organized, efficient and detail oriented
- Extensive experience using Microsoft Office, Salesforce, Mac/PC, tablet and smart phone platforms

EDUCATION

Bachelor of Science, Kinesiology, Spanish Minor

May 2011

University of Maryland, School of Public Health, College Park, MD