



## Item No. 13 Town of Atherton

### **CITY COUNCIL STAFF REPORT – REGULAR AGENDA**

**TO: HONORABLE MAYOR AND CITY COUNCIL  
GEORGE RODERICKS, CITY MANAGER**

**FROM: ROBERT OVADIA, PUBLIC WORKS DIRECTOR**

**DATE: APRIL 20, 2022**

**SUBJECT: APPROVE A SERVICES AGREEMENT WITH BRIGHTVIEW  
LANDSCAPE SERVICES, INC. FOR LANDSCAPE MAINTENANCE  
SERVICES AT TOWN FACILITIES**

### **RECOMMENDATION**

The City Council approve a Services Agreement with Brightview Landscape Services, Inc. for landscape maintenance services related to Town facilities including Holbrook-Palmer Park and the Atherton Town Center, in the amount of \$238,375 (year 1), escalating to \$263,249 (year 3); Authorize the City Attorney to prepare the agreement; Authorize the City Manager to sign the agreement on behalf of the Town; and authorize the City Manager to approve additional services up to \$75,000 annually.

### **BACKGROUND**

The Town is nearing completion of its Town Center Project which significantly adds to the Town's landscape maintenance area and changes the type and level of landscape maintenance services required. Specifically, the Town Center encompasses a site of approximately 5 acres with significant landscape maintenance areas including bioretention and treatment areas, additional groundcover, shrubs and trees, as well as associated irrigation, mulching, and weed control.

At its meeting on October 6, 2021, the City Council considered various options regarding the additional landscaping services needs for the Town and directed staff to prepare a request for proposals that included both the Town Center and Holbrook-Palmer Park.

At its January 12, 2022, the City Council authorized staff to release a Request for Proposals (RFP) for landscape maintenance services for Holbrook-Palmer Park and Town's Civic Center, including the following key maintenance elements:

Key maintenance elements include:

- Turf
- Trees/shrubs
- Groundcover/shrub beds

- Weed/Pest Control and mulching
- Litter control
- Irrigation systems
- Bioretention facilities
- Pervious pavement
- Water features

## ANALYSIS

Responses to the RFP were due on February 17, 2022. The Town received four (4) responses to the RFP from:

- Brightview Landscape Services, Inc.
- Frank + Grossman Landscape Contractors, Inc.
- New Image Landscape Company
- MCE Corporation

Staff reviewed the four written proposals received and determined that all firms were well qualified to provide the services needed. The evaluation of written proposals did not include any review of the associated cost proposals from the various firms. The two top ranked firms, based on the written proposals, (Brightview and Frank + Grossman) were invited participate in an interview to further describe their understanding of the scope of services requested, their operations and approach to providing the various services.

Following the interviews, staff ranked the firms again. Both firms were determined to be well qualified to provide the requested landscape maintenance services. Brightview Landscape Services, Inc. was ranked a little bit higher in their approach and service level to meet the Town's maintenance needs at this time. Key factors included their approach to the scope of services, including project startup which includes an initial push to make an immediate impact to the park and set a base line for site maintenance, their use of technology to track and report on tasks and maintenance issues, and their continuing efforts related to environmental stewardship. An additional discerning factor was associated with the level of irrigation repairs included in the base scope. Brightview included main like repairs in addition to branch lines in their base scope. With the various irrigation issues experienced in the park in the past, the greater level of repairs included in the base scope was noted as a plus.

Following the ranking, staff opened Brightview's cost proposal and deemed it reasonable for the level of service requested. Staff further discussed the desire for some additional services to be included in the base contract scope including trash/recycle collection from the various bins at Holbrook-Palmer Park and the Town Center as well as the regular blowing of the tennis courts as required by our contract with Player Capital Tennis. This addition would better consolidate the grounds maintenance services at the Park. Brightview provided additional pricing for the requested trash/recycle collection and blowing services. The following is a summary of base line contract costs associated with the landscape maintenance services contract:

	Year 1 (Park)	Year 1 (Civic Center)	Year 2 (Park)	Year 2 (Civic Center)	Year 2 (Park)	Year 3 (Civic Center)
Basic Landscape Maintenance:						
Turf	\$35,249	\$0	\$37,012	\$0	\$38,864	\$0
Blow	\$14,152	\$2,842	\$14,859	\$2,985	\$15,602	\$3,135
Bed	\$103,857	\$7,955	\$109,050	\$8,351	\$114,502	\$8,769
Irrigation	\$42,204	\$6,642	\$44,314	\$6,974	\$46,529	\$7,322
Porter	\$4,637	\$4,299	\$4,869	\$4,515	\$5,113	\$4,741
<b>SubTotal</b>	<b>\$200,099</b>	<b>\$21,338</b>	<b>\$210,104</b>	<b>\$22,825</b>	<b>\$220,610</b>	<b>\$23,967</b>
Added Services:						
Tennis (Blow)	\$9,316		\$9,781		\$10,270	
Trash/Recycle	\$4,781	\$2,841	\$5,020	\$2,984	\$5,269	\$3,133
<b>SubTotal</b>	<b>\$14,097</b>	<b>\$2,841</b>	<b>\$14,801</b>	<b>\$2,984</b>	<b>\$15,539</b>	<b>\$3,133</b>
<b>Total</b>	<b>\$214,196</b>	<b>\$24,179</b>	<b>\$224,905</b>	<b>\$25,809</b>	<b>\$236,149</b>	<b>\$27,100</b>

The costs for maintenance of landscaping services in the Civic Center is considerably lower than that at Holbrook-Palmer Park as the landscaping and irrigation systems are recently installed and will require significantly less maintenance than the Park.

Staff also discussed opportunities for partnership in Town events to educate our residents regarding environmental stewardship and education including Earth Day and Arbor Day. Brightview indicated an interest in participating in these types of events with the Town.

Understanding that various areas in the Park need enhancements including additional planting, staff is seeking Council authorization for the City Manager to approve additional work (up to \$75,000 annually, subject to budget). Such authorization will allow staff to work with Brightview to enhance various areas in the Park and Town Center, as needed.

**POLICY FOCUS**

The Town has contracted for landscape maintenance services since 2011. The policy focus should be on the desire to continue contracting for landscape maintenance services.

**FISCAL IMPACT**

Sufficient funds are available in the current (FY 2021/22) operating budget for contract maintenance services for the current fiscal year. The proposed operating budget for the FY 2022/23 fiscal year includes sufficient funds for the services anticipated in the coming fiscal year.

**GOAL ALIGNMENT**

This report and its contents are in alignment with the following Council Policy Goals:

- Goal A – Maintain Fiscal Responsibility
- Goal B – Preserve Small Town Character and Quality of Life
- Goal C – Create and Expand the Town Center/Library
- Goal F – Be Forward-Thinking, Well-Managed, and Well-Planned

**PUBLIC NOTICE**

Public notification was achieved by posting the agenda, with this agenda item being listed, at least 72 hours prior to the meeting in print and electronically. Information about the project is also disseminated via the Town’s electronic News Flash and Atherton Online. There are approximately 1,200 subscribers to the Town’s electronic News Flash publications. Subscribers include residents as well as stakeholders – to include, but be not limited to, media outlets, school districts, Menlo Park Fire District, service providers (water, power, and sewer), and regional elected officials. The Town maintains an active and up to date Project Website at <http://ca-atherton.civicplus.com/index.aspx?NID=290>.

**COMMISSION/COMMITTEE FEEDBACK/REFERRAL**

This item \_\_\_ has or X has not been before a Town Committee or Commission.

- \_\_\_ Audit/Finance Committee (meets every other month)
- \_\_\_ Bicycle/Pedestrian Committee (meets as needed)
- \_\_\_ Environmental Programs Committee (meets every other month)
- \_\_\_ Park and Recreation Committee (meets each month)
- \_\_\_ Planning Commission (meets each month)
- \_\_\_ Rail Committee (meets every other month)
- \_\_\_ Transportation Committee (meets every other month)

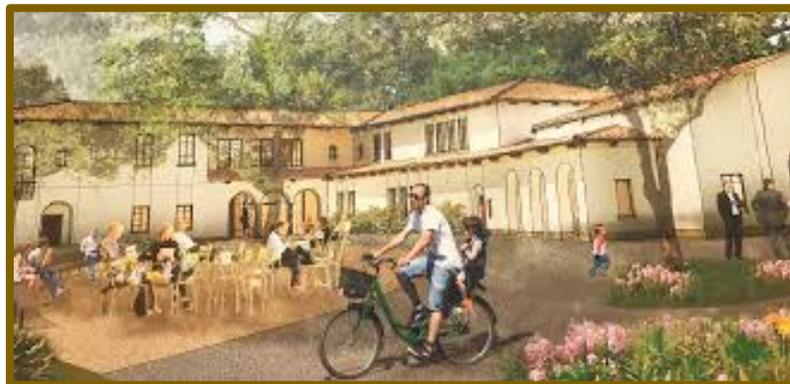
**ATTACHMENTS**

1. Brightview Proposal dated February 17, 2022, including cost proposal
2. Updated cost proposal including additional services requested dated April 6, 2022

**Town of Atherton**

**Proposal For**

**Public Works Landscape Maintenance Services**



**Submitted By:**

**BrightView Landscape Services, Inc.**

825 Mahler Road

Burlingame CA 94010



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**1. Introductory Letter:**

February 17, 2022

**RE: TOWN OF ATHERTON - PUBLIC WORKS LANDSCAPE MAINTENANCE SERVICES**

Mr. David Huynh  
Sr. Engineer/Maintenance Manager  
Town of Atherton  
80 Fair Oaks Lane  
Atherton, CA 94027

We are pleased to submit a proposal for Town of Atherton, Public Works Landscape Maintenance Services. BrightView leverages over 80 years of industry knowledge, innovation, experience, and expertise to create the next generation landscape. BrightView provides local experts backed by national resources, bringing you the reliability, support and knowledge needed to provide to get the job. The following documents will demonstrate our qualifications and expertise to achieve your landscape care goals.

As the current landscape provider for many local municipalities, our proven experience managing these sites make BrightView uniquely qualified to be selected as your landscape maintenance firm. We understand that BrightView is responsible for delivering a comprehensive landscape management program to provide the Town of Atherton with the highest quality commercially accepted methods, procedures, and scientific controls for landscape maintenance. Our landscape program encompasses a planned approach that focuses on safety, job quality and pro-active communication.

Our management teams are the best in the industry and go through extensive training to ensure all contract guidelines are met for each customer, always delivering on our commitments. BrightView offers a full range of services from general maintenance, design, installation, irrigation, tree services, and horticulture consulting. Minimize your risk and get one team that responds and can deliver landscape solutions across the lifecycle of your community. Our experience with large landscape maintenance projects makes BrightView uniquely qualified to manage the Town of Atherton's properties.

We understand from first-hand experience that to be successful with these types of projects we must:

- Have exceptional field leaders who are trained and educated in best horticultural practices
- Have significant operational capacity with in-house resources including Water Conservation Experts, Irrigation Technicians, Certified Bay-Friendly Landscape Professionals and Designers, Certified Arborists, Landscape, Janitorial, Pest Control and Safety Professional Staff, Supervisors and Managers
- Have a successful transition plan and flexible work plans and schedules to address seasonal needs and special events
- Build a partnership with our customer

The Project Manager assigned to this project will be the Branch Manager, Steve Anders. Steve has extensive industry knowledge and has been with BrightView for over 10 years. His contact information: c.

(650) 219-5415, steven.anders@brightview.com.

**Mailing Address:**

BrightView Landscape Service, Inc.  
825 Mahler Road  
Burlingame CA 94010  
Contact: Travis Wilson, Business Development Executive  
Phone: 775-303-6412

**BrightView Landscape Services, Inc. guarantees that this proposal and the pricing contained therein, constitutes a firm offer for a period of not less than one hundred and twenty-nine (120) days from the proposal due date.**

We look forward for the opportunity to work with Town of Atherton on this project.

Sincerely,

Fred Freund  
Senior Vice President

**2. Proposed Consultant Team and Allocation of Resources**

**a. Company name and business form. If incorporated, identify the state in which the company is incorporated and the date of incorporation. If the firm is an LLC, LLP, or LP, identify the state where registered and formation date.**

BrightView Landscape Services, Inc.  
 Business Form: C Corporation, Publicly Traded under BrightView Holdings, Inc.  
 Date Incorporated: April 30, 1979, State of California

**b. Location of company offices.**

Branch Office Servicing the Town of Atherton:  
 Menlo Park  
 825 Mahler Road  
 Burlingame, CA 94010

Executive Corporate Office:  
 980 Jolly Rd  
 Blue Bell, PA 19422

**c. Location of the office(s) servicing any California clients.**

As a national provider, BrightView has several branches in California. Provided below are the branch locations for the Bay area.

Bay Area Branch Offices		
San Jose North	825 Mabury Rd	San Jose, CA 95133
San Jose South	825 Mabury Rd	San Jose, CA 95133
ELC San Jose Central	211 Ryland St	San Jose, CA 95110
Cupertino	530 Aldo Ave	Santa Clara, CA 95054
Menlo Park	825 Mahler Road	Burlingame CA 94010
Mountain View	530 Aldo Ave	Santa Clara, CA 95054
Santa Clara	530 Aldo Ave	Santa Clara, CA 95054
South San Francisco	1564 Rollins Rd	Burlingame, CA 94010
Pleasanton	7039 Commerce Circle Ste B	Pleasanton, CA 94588
Livermore	7039 Commerce Circle Ste B	Pleasanton, CA 94588
Walnut Creek	4931 Pacheco Blvd	Martinez, CA 94553
Hayward	20551-B Cosair Blvd	Hayward, CA 94545
Napa	4100 Paoli Loop Rd	American Canyon, CA 94503
Santa Rosa	160 Wikiup Dr Ste 205	Santa Rosa, CA 95403

**d. Number of employees both locally and nationally.**

Nationally - Maintenance Services: 17,000+  
Locally – Maintenance Services: 1,800+

The employee totals will fluctuate based on seasonal needs and part-time employees.

**e. Locations from which employees will be assigned.**

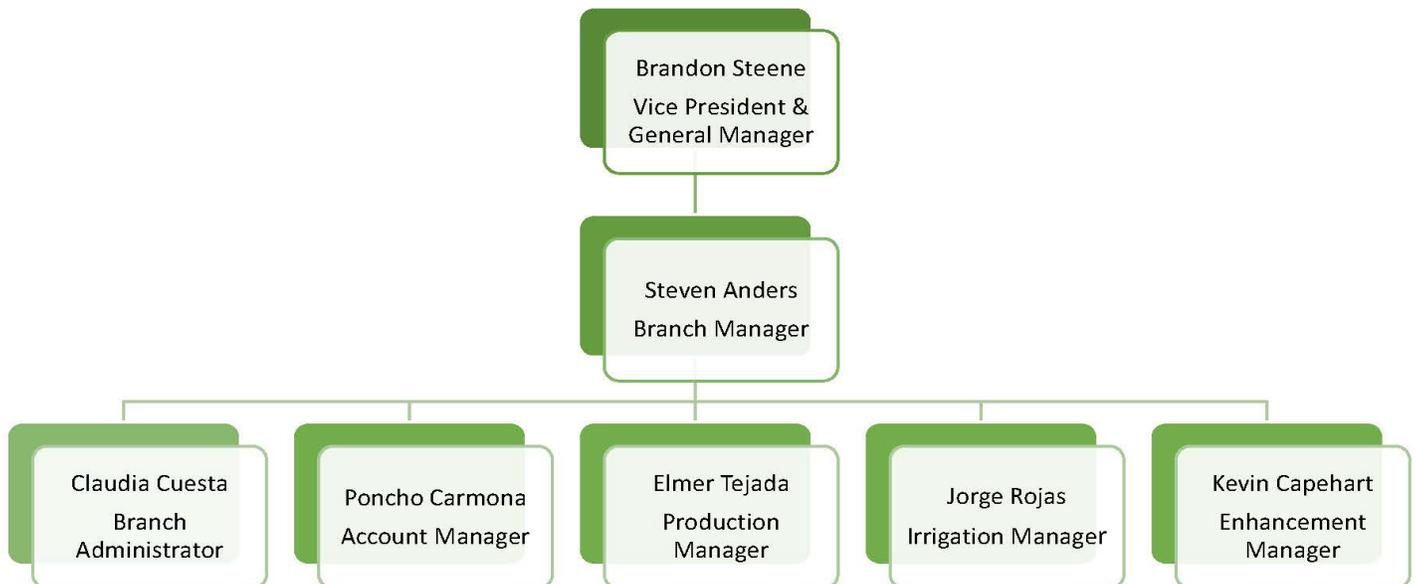
Menlo Park  
825 Mahler Road  
Burlingame, CA 94010

**f. Name, address, email address, and telephone number of the firm's point of contact for this Solicitation.**

Travis Wilson  
Business Development Executive  
825 Mabury Road  
San Jose, CA 95133  
travis.wilson@brightview.com  
C: 775-303-6412

**g. Organizational Chart - Identify Project Manager, members of the project team, their classifications and any sub-consultants that will be used.**

The Project Manager assigned will be the Branch Manager, Steven Anders.



**h. Company background/history and why the firm is qualified to provide the services described in this RFP.**

BrightView Landscape Services, Inc. Formerly ValleyCrest Companies was formed in 1949 by Burt Sperber in North Hollywood, CA. Starting with one nursery business, Burt expanded ValleyCrest into Landscape Nurseries, Development, Maintenance, Tree Care Services and Golf Course Maintenance. Today, BrightView is the largest full-service landscape company in the United States. In our Landscape Maintenance division, we employ over 20,000+ employees and have 121 branches in 32 states and Puerto Rico. We specialize in a large array of services.

BrightView's Maintenance Services segment delivers a full suite of recurring commercial landscaping services in both evergreen and seasonal markets, ranging from mowing, gardening, mulching and snow removal, to more horticulturally advanced services, such as water management, irrigation maintenance, tree care, golf course maintenance and specialty turf maintenance. Our maintenance division services customers including Fortune 500 corporate campuses and commercial properties, HOAs, public parks, leading international hotels and resorts, airport authorities, municipalities, hospitals and other healthcare facilities, educational institutions, restaurants and retail, and golf courses, among others.

We are the largest provider of commercial landscaping services in the United States, with revenues more than 10 times those of our next largest commercial landscaping competitor. We operate through a differentiated and integrated national service model which systematically delivers services at the local level by combining our network of over 200 branches with a qualified service partner network. Our branch delivery model underpins our position as a single-source end-to-end landscaping solution provider to our diverse customer base at the national, regional, and local levels, which we believe represents a significant competitive advantage.

BrightView has a highly trained staff that can develop a flexible and efficient plan to manage the Town of Atherton to successfully serve the citizens who use it. The key personnel we have assigned to this contract have over ten (10) years of training and experience. We will also place a full-time employee to the job as a dedicated Project Manager for the duration of the contract, who has over ten (20) years of experience in landscape maintenance supervision. **In addition, our team includes an Irrigation Manager with over twenty-five (25) years of experience in irrigation installation and repairs and personnel with a California Qualified Applicator's License.**

With over 75 years of landscape management, BrightView has experience with servicing high-end landscapes in the Bay area. With our multiple locations, we provide service to several government entities, including the City of San Jose, City of San Ramon, City of Hayward, City of Fremont, and City of Milpitas. Additionally, we provide services to multiple high-end properties for clients like Cisco, Apple, Google and Stanford Healthcare, which have locations in the Bay area. BrightView performs general landscape maintenance services for these clients, including turf management, water management, irrigation management, parkway maintenance sports field management, arbor care, plant health care, seasonal flower changes, and landscape upgrades including mulch applications.

Our management teams are the best in the industry and go through extensive training to ensure all contract guidelines are met for each customer, always delivering on our commitments. Our Bay area managers have all been with BrightView for over 15 years each, leading the maintenance and tree departments. Our experienced, local teams ensure that your assets are more than simply maintained - they are enhanced to achieve maximum appeal and benefit. Whatever landscape challenges or opportunities you might have, BrightView's dedicated and friendly staff will partner with you to accomplish your goals.

## Your Full-Service Landscape Expert

BrightView takes pride in providing the highest-quality landscape and snow services with a worry-free, dependable service commitment. As the nation's leading landscape services provider, we consistently bring excellent landscapes to life at thousands of clients' properties, fostering collaborative relationships to drive clients' success.

A full service landscape company, BrightView can mobilize quickly to respond to special requests that may fall outside of the scope of landscape maintenance. In addition to landscape maintenance, our expertise extends to:

At every stage of your property's lifecycle, BrightView is here to take care of your landscape.



Design	Develop	Maintain	Enhance
<ul style="list-style-type: none"> <li>• Landscape Architecture Planning</li> <li>• Design Build</li> <li>• Program Management</li> </ul>	<ul style="list-style-type: none"> <li>• Planting</li> <li>• Hardscaped Pools &amp; Water Features</li> <li>• Compliance</li> <li>• Tree Growing &amp; Moving</li> </ul>	<ul style="list-style-type: none"> <li>• Landscape Tree Care</li> <li>• Specialty Turf</li> <li>• Exterior Maintenance</li> </ul>	<ul style="list-style-type: none"> <li>• Enhancements</li> <li>• Sustainability</li> <li>• Water Management</li> </ul>

**i. Length of time the firm has been providing services similar to those described in this RFP.**

BrightView has been providing similar services in Northern California since 1970.

**DISCLOSURES:**

In the ordinary course of our long history as a nation-wide provider of landscaping services, we have been involved in legal proceedings relating to our business. We have learned that most disagreements stem from a basic lack of clear communication and believe the best litigation strategy is to avoid disagreements through ongoing, effective communication with our clients, suppliers, and employees.

We work hard to maintain an ongoing dialog with all our customers, where we can share and amicably resolve any concerns over services, payment, or other relationship issues. On rare occasions, we have been unable to resolve those issues without involving mediation, arbitration, or the legal process.

LICENSES:



### 3. Understanding of and Approach to Scope of Work

#### Detailed Work Plan

#### 90 DAY START-UP

The landscape maintenance team at BrightView is prepared to make a positive impact on the existing landscape of the Town of Atherton within the first ninety-days. Our start up program will result in identifying those landscape elements that may not meet acceptable standards in plant health, safety, and aesthetics, and outline a plan of landscape management.

#### 90 Day Plan

BRIGHTVIEW is committed to improvement through a systematic development of priorities for safety, bike path conditions, shrub care, tree care, water basin, medians and sidewalks planters and aesthetics.

- Maintain and improve the appearance of the property in general
- Start-up and complete summer maintenance cycle and prepare for winter as sections are turned over to the Town of Atherton.
- Work with you to further develop a horticultural sound long-term goal and assist with the creation of budgets.

#### START UP PROCESS

BrightView will prepare a landscape needs assessment (horticultural analysis of the existing landscape) using the objective of the landscape master plan. The first step includes photo documentation to illustrate existing conditions and assist with the determination of benchmarks for improvement. Improvement areas will be designated as those areas impacting site safety, shrubs, hedges, groundcover, and necessary weed abatement. Also included will be a safety inspection, a survey of the entire job site regarding possible hazards and safety concerns. A report on these concerns and recommendations for mitigation will follow. All dead or dying plant material will be removed following approval.

These initial efforts will result in a thorough knowledge and understanding of the sites' conditions, requirements, and needed areas of improvement. We feel an immediate, positive impact is possible on existing fertility, tree detail and weed control.

#### WATER MANAGEMENT SERVICES AVAILABLE

Experienced team trained and certified in the operation of leading Central Irrigation Systems and ET adjusting controllers.

- Application and administration of water rebate programs offered by local water agencies.
- Installation of water conservation devices such as pressure regulators, rain shut off devices, ET adjusting controllers, and MPR sprinkler nozzles.
- Water Auditing and Budgeting.
- Irrigation Design and Installation
- Backflow and Cross Connection Testing.
- Reclaimed Water Installation, Retrofit and Management.

#### SEASONAL ACTIVITIES

At BrightView, we utilize seasonal activities when lawn and plants are dormant. Seasonal Activities Include:

- Dead Heading Seed Head of Fescue and others
- Leaf Clean-Up
- Hard Pruning

**MAINTENANCE ROUTINE BY AREA**

In our 90 day start-up we will submit a maintenance route for the locations that are serviced by frequency. This will include a path of travel, pruning and mowing route. This is a helpful schedule for all city managers to find us in any location during the workweek.

**ROUTING OUR TEAMS**

Proper routing: reduces wasted time, inefficient service, lower use of fuel per truck and decreases accident rates.

<b>TURF</b>	<b>JAN</b>	<b>FEB</b>	<b>MAR</b>	<b>APR</b>	<b>MAY</b>	<b>JUN</b>	<b>JUL</b>	<b>AUG</b>	<b>SEP</b>	<b>OCT</b>	<b>NOV</b>	<b>DEC</b>	<b>OPTIONAL</b>
Mow	●	●	●	●	●	●	●	●	●	●	●	●	
Blowing	●	●	●	●	●	●	●	●	●	●	●	●	
Edge	●	●	●	●	●	●	●	●	●	●	●	●	
Aeration			●										
Fertilizer	●		●					●					
Pre-emergent Weed control		●							●				
Post-emergent Weed control	●	●	●	●	●	●	●	●	●	●	●	●	as needed
Disease Control	●	●	●	●	●	●	●	●	●	●	●	●	as needed
Insect Control	●	●	●	●	●	●	●	●	●	●	●	●	as needed
<b>SHRUBS AND BEDS</b>	<b>JAN</b>	<b>FEB</b>	<b>MAR</b>	<b>APR</b>	<b>MAY</b>	<b>JUN</b>	<b>JUL</b>	<b>AUG</b>	<b>SEP</b>	<b>OCT</b>	<b>NOV</b>	<b>DEC</b>	<b>OPTIONAL</b>
Weed control	●	●	●	●	●	●	●	●	●	●	●	●	
Pre-emergent weed control		●							●				
Post-emergent Weed control	●	●	●	●	●	●	●	●	●	●	●	●	
Spot Treatments (As Needed)	●	●	●	●	●	●	●	●	●	●	●	●	
Fertilization				●						●			
Disease Control	●	●	●	●	●	●	●	●	●	●	●	●	as needed
Insect Control	●	●	●	●	●	●	●	●	●	●	●	●	as needed
<b>TREE S</b>	<b>JAN</b>	<b>FEB</b>	<b>MAR</b>	<b>APR</b>	<b>MAY</b>	<b>JUN</b>	<b>JUL</b>	<b>AUG</b>	<b>SEP</b>	<b>OCT</b>	<b>NOV</b>	<b>DEC</b>	<b>OPTIONAL</b>
Detail Tree Rings	●	●	●	●	●	●	●	●	●	●	●	●	
Pruning up to 15' hgt.	●			●				●			●		
Insect Control	●	●	●	●	●	●	●	●	●	●	●	●	as needed
<b>MISCELLANEOUS</b>	<b>JAN</b>	<b>FEB</b>	<b>MAR</b>	<b>APR</b>	<b>MAY</b>	<b>JUN</b>	<b>JUL</b>	<b>AUG</b>	<b>SEP</b>	<b>OCT</b>	<b>NOV</b>	<b>DEC</b>	<b>OPTIONAL</b>
Debris/ Litter Removal	●	●	●	●	●	●	●	●	●	●	●	●	
Fall Clean-up									●	●	●		
Spring Clean-up		●	●	●									
Curb/Gutter Weed Control	●	●	●	●	●	●	●	●	●	●	●	●	as needed
<b>IRRIGATION</b>	<b>JAN</b>	<b>FEB</b>	<b>MAR</b>	<b>APR</b>	<b>MAY</b>	<b>JUN</b>	<b>JUL</b>	<b>AUG</b>	<b>SEP</b>	<b>OCT</b>	<b>NOV</b>	<b>DEC</b>	<b>OPTIONAL</b>
Check and Adjust	●	●	●	●	●	●	●	●	●	●	●	●	
Adjust Controllers Seasonally	●	●	●	●	●	●	●	●	●	●	●	●	as needed

The crew will be assigned a route that they will service per the requirements and agreed upon service frequencies. We will utilize a custom map that plots all the jobs for the city and is coded for frequency, included site notes, and can be used for scheduling.

PREVENTATIVE MAINTENANCE

- After hours shop services to minimize equipment downtime
- Scheduled oil and lube/grease changes based on equipment use and conditions
- Daily cleaning of equipment and checks for loose nuts and bolts
- Daily sharpening of mower blades to provide clean cuts
- Daily inspection of safety switches
- Monthly renovation of equipment by shop manager
- Extra equipment available for use when others are in the shop
- Mobile fleet mechanic
- Every property is different and thus has a unique set of maintenance needs. We will evaluate the areas of work in detail to create a maintenance plan that will fit into our new direction like the one below.

**TASK SPECIFIC ITEMS**

**Pruning:** Pruning will be performed at least three times per year at each site. Best horticultural practices will be followed when pruning. The Town of Atherton will be consulted if there are any questions on desired pruning in an area.

**Chemical Applications:** All field staff are trained annually on the safe and proper handling of pesticides. Though not every person is expected to spray, we want to ensure that the staff knows how to handle it in case of an emergency. The spray program will be overseen by a QAL and Steve Anders, Project Manager, is readily available to assist in creating unique spray programs, perform in-depth trainings or help diagnose plant health issues.

**Fertilizer:** Our team will be training with Steve Anders, Project Manager, to assist us in getting even coverage and proper application of our fertilizer.

**Leaves:** When leaf season hits it is all hands-on deck. We know how challenging leaf season can be and have the equipment and manpower to handle it in a timely manner. We have multiple leaf vacuums and large dump trucks for quick and efficient loading of the leaves. We have crews come ahead and prepare areas ahead of the leaf trucks so that we can fully use them when the leaf fall is intense. We have an extra truck on hand to rotate in while the first is on its way to the dump. At peak season we are taking multiple dumps per day to the green waste stations.

When possible, we mulch the leaves and return the clippings to bare planter beds to help build up a healthy layer of topsoil in the planter beds. Leaves are removed from the turf when there is a lot of buildup, when the leaf fall is not significant the mow crew mulches the leaves into the grass. This enlarges our ability to handle more sites per day.

**Weed, Disease and Pest Control Plan:** We will provide on a monthly basis our material data safety sheets on all products used and provide a screen shot each month of our Contractor's State Pesticide Report.

Integrated Pest Management (IPM) is an environmentally sensitive approach to pest management that incorporates three phases of control: prevention, observation, and intervention. Through this approach, BrightView significantly reduces or eliminates the use of pesticides. We can manage pests below a tolerable population threshold without hindering the beneficial organisms that assist in maintaining the environment. Products are initially selected for their effectiveness and the Directors of Technical Services

evaluate each product according to its performance (efficacy) and the plant's tolerance to the product. **Complete IPM program included in proposal.**

Products are also screened for their possible effects on the health of employees, clients, and the public. Healthy plants managed in the proper environment can tolerate more pests and disease. Pest control relies on good cultural practices, trapping, predators, biological controls, least toxic alternatives, as well as traditional pesticides when necessary. All these methods are used by BrightView to incorporate IPM into our projects.

**Irrigation System Maintenance and Repair Plan:** Primary goal will include an initial inspection of the irrigation system at all locations to identify any system failures and repair accordingly in addition to providing a report for the Town of Atherton for review. Reporting will be completed as outlined in the RFP scope of work.

A systematic approach will be utilized to maximize the use of controllers for seasonal irrigation including the frequency and duration to meet the water requirements of the plan serviced by the valve. programming of the controllers will be done in accordance as directed by County Project Manager. System checks will be performed weekly to identify maintenance repairs as specified in the RFP scope of work. Measures will be adhered to in the event drought conditions are mandated

## TREE CARE

- Tree Pruning:
- Maintain site lines and clearance
- Prune as necessary to maintain open walkways, intersections, security cameras and stations, utility access etc.
- Trip and fall hazards
- Regularly remove dead, broken and hanging branches.
- Future tree structure
- Prune young trees for central leader and spaced branching

### Disease Control:

- Reduce amount dead leaves and dieback on certain trees and shrubs
- Disease control program for sycamores, roses, oaks, and other woody plants

### Insect Control:

- Reduce sticky honeydew and sooty mold
- Treat aphids and similar sucking insects that feed on sugary plant sap. Sometimes this sticky sap drips onto walkways and patios. Dark mold often grows on the sap. Dirt sticks to dripping sap blowing onto windows.

### Staking and Guying Plan

- On a monthly basis, BrightView shall check and perform staking and guying of all trees if required
- Trees that are injured by stakes and/or girdled by ties will be replaced by BrightView.

## STAFFING PLAN

Quantity	Position
1	Project/Account Manager
1	Production Managers
2	Crew members with truck and trailer
1	Irrigation tech

- Production Manager support the Project/Account Managers to coordinate the crews, create quality control inspections (QI) and other field activities. Our Production Managers directly supervise the crews and quality of our services. They conduct regular spot checks of each crew and routine physical inspections of all job sites. They will also provide reports and updates as needed to the Town of Atherton Maintenance Managers.
- **Mowing:** The mowing is scheduled and geographically routed. Crews will provide turf care service by area, including mowing, leaf abatement, hazard checks, hardscape blowing, and all detailing. Porters will be working in the same geographical regions as the mowers.

Crew sizes will be dictated by areas and efficiencies. The mow crews are to police areas where they are pruning for trash and branches and are to communicate safety, irrigation or weed issues to project managers.

In the winter months when mowing services are reduced, the Account Manager will be sending written communication about any delays in mowing services due to rain, frost, or storms, as well as a written plan to get back in schedule.

- **Pruning:** We will be providing crews to complete the pruning at least three times per year. These crews will perform shrub pruning, ground cover edging, vine control where applicable, supplemental weed control, debris removal and trash pick-up. Priority will be given to safety clearance of corners, sidewalks, bike paths and other pedestrian or vehicle access/visibility issues.  
**Time has been scheduled in the annual schedule for pruning crews to assist with leaf drop in the winter and weeds in the spring as needed.**
- **Irrigation manger:** We will have one irrigation manager who will work as the point of contact for the Town of Atherton irrigation. He will be responsible to organize tasks for the Irrigation Technicians; reporting and following up on work orders; updating Google Docs and overseeing quality control. He will also oversee the monitoring and adjustment of the stand-alone systems, as well as assist in performing repairs if needed.
- **Irrigation technicians:** Three irrigation technicians will report to the irrigation manager. Our irrigation technicians are familiar with the contract and know the irrigation systems intimately. Their knowledge and work effort help set us apart from other contractors. One of the technicians will be devoted to the checking and basic repairs of the Town of Atherton controllers. He will conduct on-site irrigation system checks for maximum water efficiency and propose programming changes to the Town of Atherton for the centralized system. He will monitor and adjust stand-alone systems, as well as perform any repairs necessary. The other two technicians will work with the irrigation manager to repair contractual issues reported by the Town of Atherton. The irrigation technicians will also be point of contact with the field for any repairs or issues the field staff see in their areas. Any issues found by the technicians or field staff will be reported to the irrigation manger to be repaired or discussed as needed with the Town of Atherton. They will also be assisting with the

system checks on city controllers. Managers and field staff communicate with the irrigation team through phone calls, site walks and texts. Texts include photos of the issues as well as site locations and details of the issue.

- **Irrigation Repair Technicians:** we will have a 5<sup>th</sup> irrigation technician focused on billable repairs; he will be supplemented with a second full-time irrigation technician during the peak season of March to November as required by the work load.
- **Spray Technicians:** We have 3 experienced spray technicians who work independently, at the direction of the Manager, to perform chemical and non-chemical weed control efforts, and general hazard checks. The technicians are trained and will be supervised by a DPR Qualified Applicator. Prune crews, mow crews and porters will supplement post-emergent spraying while on site. Spray technicians will also perform all pre-emergent, turf post-emergent, and plant growth regulator applications. They can also apply chemical for aphid prevention, fruit reduction and other pest control activities if desired.
- **Enhancements Crews** In each region we have an enhancement team for installation, and renovation projects or any large projects like weed abatement or large pruning projects that are outside of the scope of work. They are available as support to the Account Manager and Customer for consultation and design of renovation or water conservation projects. In addition, we have these enhancement crews separate from our maintenance crews to perform any billable work.
- **Staff-** BrightView currently has the management and field staff ready to devote to the contract, including experienced crew leaders, trained and efficient irrigation technicians and multiple spray technicians, we will hire on field staff as needed between being awarded the contract and the start of the contract so that we can be prepared to start the new contract off strong.
  - Each crew is supervised by an English-speaking Crew Leader and cross trained with another Crew Leader to provide consistent, quality service in the event of vacation or sick time. Generally, they will work in 2-man crews, but crews may work in tandem. This will allow for several staff to be familiar with all areas.
- Our Crew Leaders and Technicians are included in the planning and scheduling of the work, as well as given direct supervision and training from our Account Managers, Production Managers, Branch Manager and Regional Manager.
- Meetings will be conducted weekly with Crews, Technicians and Manager to review schedule and priorities. Adherence to the maintenance schedule will be strictly enforced through on-site physical checks and regular communication via telephone.
- All crews, technicians and managers are equipped with phones with email, camera, and text abilities to ensure timely and thorough communication from the field to both customer and internal parties.
- Service hours are from 6:30 am to 3:30 pm Monday through Friday. 24 hour / around the clock emergency services are provided. On-call staff is in-house. We do not utilize call services.
- All BrightView employees are required to wear their assigned uniforms during their shift and maintain them in a clean, neat order. They vary by seasonal need, but will include long blue work pants, logoed work shirt or jacket, OSHA approved safety vest, work boots and other required safety equipment (PPE).

- Each vehicle is identified by fleet number. All drivers are screened and drivers that tow trailers are DOT certified and must meet stringent driving record requirements prior to employment.
- All waste materials will be transported and disposed of at a proper disposal facility. Chemicals and equipment will be applied or used in compliance with all local, state, and federal authorities and common-sense safety practices.

We have in-house mechanics which allow us to have quick turnaround on repairs and equipment set up so there is no down time in the field. The mechanics also assist the crews in preventative maintenance on their equipment and vehicles

## OVERVIEW OF BRIGHTVIEW LANDSCAPE MAINTENANCE IPM PROGRAM

The BrightView fertilizer and pest control programs are IPM programs. Pests are *identified and monitored*. Monitoring insects, mites and diseases means someone working in the landscape must see damaged ornamental plants from the insects or disease, be familiar with that damage, and observe the damage over time. Is it getting worse? Is it spreading? **And**, does it matter to the clients and people who live, work or recreate in the landscape. Location is important as well. Shrubs covered with sticky honeydew from sucking insects near a building entrance is a concern, shrubs covered with sticky honey, but in a parking lot perimeter bed, may not be an issue. However, these plants must be monitored to ensure the sucking insects are not causing the shrubs to decline.

The major landscape pest is weeds. Weeds are prevented by many management practices. BrightView only uses pesticides such as herbicides, insecticides, miticides where pests are degrading the landscape or causing unacceptable plant damage. This is often called an *Action Threshold*, and will vary by type of property and standards set the property manager. There is also business incentive minimize pesticide use. BrightView contracts include most pest control and BrightView does not charge for most pesticide applications. Consequently, labor and materials cost of pesticide applications are an expense - with no off-setting revenue.

Fertilizer products are chosen for both landscape plant needs and environmental goals of the client. Most fertilizer use is for fine turf that is expected to have few weeds. Nitrogen fertilizer maintains the turf density to keep weeds from establishing in soil exposed to sunlight. Turf that must tolerate wear like event lawns and sports turf requires enough nitrogen fertilizer to maintain enough active growth to replace plants damaged by objects placed on the turf, foot traffic and sports use. As with pesticides, fertilizer is usually a labor and material cost with no off-setting revenue. Minimizing turf fertilizer applications reduces mowing time, fuel use and equipment wear. These are all expenses that are reduced – a benefit of reduced fertilizer. However, as discussed above if the turf grows too slowly and becomes thin, weeds will invade much more easily. Weeds are the best adapted plants on the landscape, and they will invade. Consequently, if we use too little fertilizer, we will incur an increased expense for labor and herbicides to control the weeds – a cost of reduced fertilizer.

Fertilizer needs vary with types of plants. Many established woody plants need very little fertilizer. Plants mulched with chipped branches or “Arbor mulch” often need little fertilizer. As much as possible, branches from pruning and all woody plant material is chipped and spread on site. Besides fertilizer value, the decaying mulch creates a spongy layer that holds water longer, and runoff is reduced.

Nitrogen stimulates more growth and flowering. Roses and many flowering perennials will have more visual impact when fertilized regularly through the year. Potassium fertilizer may be needed to support the nitrogen stimulated growth. Certain soils supply very little phosphate, and this need is indicated by regular soil testing.

Bamboo is a monocot, more like grasses than trees and shrubs, and do require fertilizer as do other monocots like palms and turf.

### Metrics for pesticide and fertilizer use

All fertilizer and pesticide applications are documented on the *BrightView Application Request and Record Form*. This form is used by Account Managers to request a pesticide application for a problem they observe on the landscape. The technician who makes the application then records what pest they found and where and how much pesticide was used. This form is a record of every application, and this information can be tallied in various ways.

Irrigation water use is tracked from water meters.  
The amount of mulch applied to the landscape is recorded.

We can tally the number of burlaps of organic waste and trash we haul off each visit.

### **Summary of Sustainable Environmental Practices at BrightView**

All fertilizer and pesticide use is tracked. Mulch applications and irrigation enhancements improve the soil-plant-food web and reduce fertilizer and pesticide need. This pesticide reduction can be monitored using information on the *BrightView Application Request and Record Form*.

Ideally all bed areas are mulched with chipped pruning clippings and composted landscape debris. We use composting sites as close to the site as possible to reduce transport fuel use. Composted organic landscape debris mulch can provide significant fertility needs of trees and shrubs. Most turf fertilizer is 100% controlled release polymer coated urea. It is worth noting that the most sustainable turf fertilizer is polymer coated urea. The carbon footprint is lowest and it is the most efficient nitrogen source.

Use mulch and sod forming grasses to improve water infiltration rate of the bioswales, detention ponds and landscape areas that can accept storm water. Construction and stabilizing soil to avoid earthquake damage typically results in a very low infiltration rate.

Apply plant growth regulators (PGRs) to reduce the generation of green waste on vigorous shrubs. Minimize phosphate and nitrogen fertilizer to site unless required by plants. There is typically no need for phosphate fertilizer.

Sort and recycle trash – onsite if possible.

Do not remove turf clippings. Use mulching mowers when acceptable.

Prune shrubs by cutting branches back to where they attach rather than shearing. Ensure irrigation system is properly designed with “flow control” and managed well.

Install ET based or “smart” irrigation controllers with flow measurement. Meter and sub- meter irrigation water

Right plant, right place: Regularly analyze landscape plants and remove poorly adapted and non performing plants.

Do not allow weeds to establish. Weeds are typically the best adapted plants on a commercial landscape.

Reduce soil disturbance from hand weeding and reduce use of post-emergent herbicides by using preemergent herbicides where appropriate.

### **Intent of Sustainable Environmentally Friendly Landscaping**

Encourage grounds/site/building exterior management practices that have the lowest environmental impact and preserve ecological integrity and protect wildlife and aquatic life such as salmon while supporting landscape performance and integration into surrounding landscapes.

### **What are the tools of Sustainability and how do you measure?**

## Environmentally Friendly?

### Burlaps

It is the nature of plants to shed parts and to need pruning. The typical commercial landscape practice is to bundle up this material in burlap sheets and haul it away. However, virtually all the material is biodegradable and can be used as mulch or composted. A measure of reduced landscape waste is reduction of “burlaps”. Burlaps can be easily counted and quantified as weight or volume. Using mulching mowers to chop some materials into turf will reduce the amount of materials hauled off.

### Nutrient Inputs to aquatic and “natural” ecosystems

Urban activities produce plant nutrients and most urban infrastructure can often provide a path for these nutrients to enter aquatic ecosystem. An important landscape maintenance tool is systemic herbicides to kill weeds without digging into beds or any bioswales.

Another tool is a blower to blow nutrient laden particles off pavement and onto the landscape plantings where they will be used by the plants. There is a large surface area devoted to vehicles that will collect urban particles falling from the air.

Direct measurement of these nutrients is difficult. However, compliance with best practices can be measured and perhaps pavement cleaning frequency is a good proxy measurement. An important best practice is no soil disturbance.

Soil is full of nutrients and soil that is loosened by digging or other activities can much more easily move by wind or water. The more frequently that pavement is cleaned the less opportunity there is for nutrient laden debris to move from the urban environment to the “natural” environment.

Regularly “hose-off” the plants on drip irrigated landscapes to move accumulated particles off the plants and onto the soil. Hosing off landscape plant can also be an important part of insect and disease control. It is often critical for mite control. Ideally the landscape has both overhead rotors and drip irrigation. The overhead rotors are used occasionally to wash off dust, wet mulch and water in preemergent herbicide where needed.

## Sustainable Environmental and Environmentally Friendly Landscape Management

### Pest Control – Weeds, Disease, Insects And Mites, Vertebrates

BrightView practices IPM principles and use of pesticides only when necessary. In the West, the major pest associated with landscape maintenance is weeds. Weeds are usually better adapted to landscapes than any other plant. Consequently, controlling weeds requires frequent actions. “Right plant, right place” can eliminate most insect and disease problems.

Regularly “hosing-off” plants can greatly reduce insect, powdery mildew and especially mite problems. Breaking the rain or overhead irrigation water mediated phyllosphere – rhizosphere connection with drip irrigation can possibly degrade plant health.

Placing and managing vertebrate control materials is typically outsourced to specialized vertebrate pest control companies that practice IPM. However, an important part of vertebrate control is eliminating food and harborage and BrightView Landscape Management works to reduce food and harborage on the landscape.

## Landscape Waste

Landscape waste is beneficially reused. As much as possible maintenance practices are designed to recycle waste on site. Where possible, mulching mowers are used to mulch non-woody debris into the turf where it decays, and some becomes part of soil organic matter.

When there is too much plant material to mulch into turf areas, mowers are used in “pick-up” mode to chop up and collect the plant material. This chopped up plant material can be used as mulch or composted. On-site composting is typically not practical. Composting requires machines to grind woody and fibrous debris, and materials handling equipment. Composting is also a specialized skill. Consequently, local facilities for producing compost should be encouraged. All organic material taken from the site is composted by our waste vendors. The finished compost is used on landscapes.

## Irrigation Management

BrightView Companies are a world leader in irrigation design, installation and management. Details are discussed below.

## Fertilizer Use at Brightview

**Bags of processed organic or natural fertilizer.** Using bagged organic or natural fertilizer will have a much higher carbon footprint than using a polymer coated urea like 44-0-0.

Note that fertilizer is a bulky product that can require significant amounts of fuel use for transportation. This can be a significant part of the “carbon footprint” of the fertilizer. Fertilizer is required to have a label with an N-P-K rating based on the relative content of the fertilizer elements nitrogen (N), phosphorus (P), and potassium (K). The N value is the percentage of elemental nitrogen by weight in the fertilizer. The values for P and K are reported as though the P and K were P<sub>2</sub>O<sub>5</sub> and K<sub>2</sub>O. P<sub>2</sub>O<sub>5</sub> is actually 43.6% elemental phosphorus and K<sub>2</sub>O is 83% elemental potassium.

High analysis polymer coated urea such as 39-0-0 or 44-0-0 will have a significantly lower carbon footprint than commercially processed, bagged and shipped natural organic fertilizer. Natural fertilizer should be from mulching with chipped/chopped landscape “waste”. The most efficient cool season turf fertilizer is polymer coated urea. Potassium fertilizer needs can be determined from soil testing. The woody plants on most western landscapes do not require phosphate fertilizer. Natural fertilizers contain significant amounts of phosphate fertilizer. Phosphate from any source can easily have a negative effect on the landscape. Phosphate favors weeds

- Phosphate can suppress mycorrhizae and other beneficial soil life; phosphate can tie up micronutrients.
- Phosphate that goes off site can be a pollutant.

Note that many native plants are adapted to undisturbed soil, not soil compacted as part of site development specifications. Many native plants are no longer adapted to the site once the soil is shaped as part of the development process. For commercial landscapes the best adapted plants may not be native plants.

Note that a healthy soil is one in which there is simultaneous air and moisture in the free draining pores in part of the root zone. This zone moves up and down with irrigation cycles.

Note that the traditional soil test is a chemical soil test for plant nutrients, pH and soluble salts. These tests have the most value as yearly soil testing to measure a long-term change or trend in salts and perhaps in some rare cases, P and K. Despite the very common advice to do soil tests - they have very little value as a “snapshot”. Also, soil tests must be calibrated. This means correlating a plant response like bushels of wheat or flats of strawberries with the soil laboratory measurement of soil chemicals. This correlation has not been done with Western landscape plants and turf. This means it is usually impossible to interpret a landscape soil test for fertilizer nutrients. Soil tests may be useful to verify the visual symptoms of excess salts or high pH. Soil tests can also verify excess fertilizer applications. Fertility needs are best assessed by plant appearance and growth rate.

### Fertilizers use is programmed by the BrightView Technical Group.

They consider:

- Use of fertilizers based on plant need, as determined by soil tests calibrated for local landscapes and other indicators, and not by calendar. The best indicator is monitoring plant growth. Most woody landscape plants in the west grow well with no fertilizer. Woody plant growth is typically limited by high bulk density soil and inadequate periodically moist, aerated soil.
- Use local organic and natural materials to the greatest extent possible without excess applications of phosphate.
- Maximize fertilizer efficiency with high analysis, usually controlled release, easy to spread fertilizers. Minimizing the number of applications reduces energy use and carbon footprint. In most situations physical rather than microbial release results in more efficient fertilizer use.
- Site specific nutrient contribution from recycled water and from airborne nitrogen containing particulates.
- Effects on weeds and soil life.
- Potential to move off site (run-off) and into the surrounding environment, especially "native" areas.

It is important to recognize that much information that people “know” and receive about fertilizer and plant nutrition is probably wrong and/or not applicable to permanent landscapes of woody plants.

Root growth increases soil organic matter. Roots secrete large amount of sugars, plant mucilages and other organic materials. Roots slough off cells from the root cap and turnover fine roots. Mucigel has been shown to bridge clay particles thereby increasing the cohesion of soil particles and leading to the formation of micro aggregates. Growing plant roots can rapidly build soil structure. Estimates from various measurements of the organic matter released into the soil from these root processes are 20 to 60 lb. per 1000 sq. ft. These materials from the growing roots feed the abundant soil life around plant roots. Anything added as amendment is trivial in comparison.

For most woody plants in the geologically young soils in the West the only nutrient needed is nitrogen. This can be supplied by mulch, and organisms in the soil-food-web can take nitrogen gas out of the atmosphere and convert it to a plant available form. Urban air pollution can also supply some nitrogen. Most western soils are relatively high in fertility except nitrogen and sometimes potassium. A soil test for Phosphorous and Potassium will indicate if they are needed. Potassium testing is easy. Phosphate chemistry is complicated, and the testing lab must use a test appropriate for the soil the plants are growing in. Nitrogen analysis usually has no value for landscapes.

### Narrative Overview of Landscape Maintenance

BrightView Landscape Maintenance provides services to maintain the landscape appearance standard at or above the client’s desired standards. The appearance standard is best defined and maintained by walking the landscape with the client. Maintaining the landscape to meet client standards requires ensuring

the plants have adequate light; proper soil moisture and aeration; are protected from pests that degrade plant health or appearance; and that the right plant is in the right place.

Successful, performing commercial landscape plants are typically vigorous growers and they need regular pruning. Plants shed parts such as twigs, leaves and flowers. A healthy plant continually grows and some of this growth must be removed to maintain: the plant in bounds, appearance, sight-lines, clearance, adequate air flow, and to avoid creating harborage for vermin. In addition, many plants are adapted to regular grazing or burning and these plants usually require a significant amount of growth removed on some kind of cycle. This is especially true of many ornamental grasses. Landscape Maintenance also entails trash and debris removal. Most of this is recycled, on site where possible.

Account Managers regularly document landscape issues and performance. Enhancement Proposals are prepared to address concerns with remediation of parts of the landscape that are not performing and that require some sort of reinstallation. Enhancement Proposals also address upgrades to improve sustainability such as more efficient water use or stormwater retention.

## Weed Control

### **Avoid Soil Movement of Landscapes**

Major pollutants in urban areas with up-to-date Agency regulations are air pollution, largely from internal combustion engines and soil that is washed or blown off landscapes. Anytime soil is disturbed it can then be moved by air or water. A key part of minimizing pollution from soil is protecting unpaved soil surfaces with vegetation and mulch, and not disturbing the soil by digging. A significant amount of soil disturbance can result from digging up weeds to keep them from re-sprouting from roots and other underground parts.

### **Weeds are Adapted to Commercial Landscapes**

Most Western landscape soil, even though compacted and root aeration-deficit prone, is quite fertile and many landscapes receive some nitrogen fertility from air pollution and recycled water. Many weeds are adapted to these “disturbed” and fertile conditions and are consequently well adapted to the urban landscape. Short of extensive digging the only way to do this is with systemic herbicides. All “alternative” herbicides are contact materials and consequently are usually ineffective. Many hard to control weeds are:

- Adapted to fire - weeds are tolerant of losing their tops either by burning off using flaming or herbicidal soaps, or mechanically with hoes.
- Adapted to drought - many weeds quickly grow a large root system which makes them tolerant of losing their tops from flaming, hoeing or contact herbicides.
- Adapted to intense grazing by sheep and goats - which makes them tolerant of losing their tops from flaming, contact herbicides, or hoeing.
- Weeds from Europe have gone through intense selection from the ice ages that squeezed all life into small areas between the ice and the Mediterranean Sea.

Many weeds from continental four season climates do not have these adaptations

It is important to select competitive landscape plants that will shade the weeds. Shrubs are typically best for this.

### **Herbicides required to control landscape adapted weeds**

There are no organic/natural selective, systemic or preemergent herbicides. There are many claims and anecdotal information but no scientific or evidence based information to back the claims. There are many organic/natural non-selective contact herbicides.

None of the herbicides used by BrightView will leave the landscape when used properly and pose negligible risk to trained workers. Exposure to the public is negligible because these herbicides do not significantly volatilize and are very difficult to dislodge once the applied herbicide has dried.

Ornamental landscapes are largely composed shrubs, trees and grasses. These plants exude a large amount of sugars and others organic compounds from their roots into the soil. This exudate supports a high level of biological activity that is part of the soil-plant-food web and rhizosphere. Herbicides and other chemicals are rapidly metabolized by the soil microbes. Glyphosate is the herbicide used the most commonly, and it binds tightly to soil and will not move unless the soil moves. The preemergent herbicides isoxaben, prodiamine, and dithiopyr, when needed, are used in high enough quantity to create a continuous barrier to weed seed germination near the soil surface. However, these herbicides are not very soluble and will not move, again, as long the soil does not move.

The selective, systemic broadleaf herbicides triclopyr, 2,4-D, dicamba, and MCPP are soluble and move into the soil where they are rapidly broken down by the very biologically active rhizosphere around turfgrass roots.

### **Insect and Mite Control**

Horticultural oil and Neem tree products like Azotrol are occasionally needed for insect control. These can be obtained as OMRI certified materials.

Ants are important as a pest in buildings and in the landscape. In the landscape ants harvest the sugary exudate from sucking insects like aphids. Ants protect these sucking insects from predators and will re-establish them to plants where the sucking insects have been controlled. Consequently, sucking insect control is usually impossible without controlling ants. Ants are social insects and can be very hard to control without killing the nest. It is important to use a long residual, slow acting insecticide that is carried back to the ant nest.

### **Debris removal**

Plants and people can produce a significant amount of debris that must be removed from the landscape. To accomplish this efficiently and thoroughly requires both hand and power tools. Powered equipment used by BrightView meets the highest standards for efficiency. Both electric and gas powered equipment is used. Water is not typically used to remove debris from pavement and other hardscape.

Maintaining an urban landscape to meet typical client aesthetic standards as well as those of tenants, office workers or shoppers typically requires the use of a gasoline powered blower. A blower is also the best way to remove air deposited particles from pavement and keep them from entering adjacent ecosystems. These airborne particles often contain nutrients such as nitrogen and phosphate that should not enter aquatic environments. It is important to recognize that electric blowers are usually not powerful enough to move sticky or wet debris often found on urban landscapes.

Besides the aesthetic aspects of debris removal, some people have concerns about mold spores and this is why it is important to remove wet organic debris like leaves. Hand raking cannot remove debris from mulch or rock and hand raking does not work for small pieces of debris. Even sweeping leaves a significant of air-deposited nutrient- laden particles on pavement.

Mowing turf requires mowers, and some plants like ornamental grasses require shearing. Shearing shrubs also requires power shears, but shrubs on a Sustainable landscape should have branches pruned back to main stems or laterals. This produces far less plant debris and result in more vigorous and therefore

healthier plants. Hand shearing is very time consuming and can result in repetitive stress injuries to workers.

## Irrigation

Urban landscapes should be designed and maintained for regular irrigation on compacted soil. Soil is compacted during site development as part of reshaping the landscape contours to provide for vehicle movement and parking. Also people in urban environments usually feel safer if they can see where they are going so the soil has to be graded to provide for this pedestrian “flow”. Typically, large, heavy equipment is used to speed the building process and reduce labor costs. In these compacted soil conditions, most of the plant roots are near the soil surface. It is only near the soil surface that gas exchange between soil and atmosphere is rapid enough to provide the roots with enough oxygen to support root function. Consequently, landscape irrigation systems should be designed, maintained and scheduled for shallow rooted plants. Root growth in compacted soil can be enhanced by radial trenching for trees and constant addition of easy to degrade mulch to feed soil life that builds soil structure from the surface down. It is also important to remember that the compacted soil may be part of the building and hardscape support and significant reduction in soil compaction for better root growth near hardscape, pavement and structures may require the sign off of a structural engineer.

### **Soil compaction to minimize earthquake damage**

Oregon and Washington have earthquakes. The earthquake risk is lessened by removing organic matter and voids from the soil and compacting the soil. This helps ensure that the soil will not move during an earthquake.

### **Irrigation design, installation, maintenance, and operation**

BrightView is a world leader in irrigation design, installation, maintenance, and operation. BrightView is also a world leader in the installation of recycled water irrigation systems. Every landscape irrigation system is inspected and audited to ensure efficient operation. Most importantly BrightView has many people with formal classroom and field training to deal with the variable amount of water delivered to different areas of irrigated urban landscapes.

Irrigation systems on urban landscapes do not apply water uniformly, and some parts of the irrigated landscape receive two to three times more water than other parts. The most uniform irrigation systems deliver water drops with stream rotor heads. Unfortunately, due to the physics of water droplet formation the minimum width of an irrigated area is 15 to 20 feet. In addition, municipal codes for recycled water preclude wet pavement and this means the irrigated width may have to be wider. For areas narrower than 15 to 20 feet the most uniform irrigation system is a grid of in-line drip. Irrigation systems delivering water through spray heads and various low volume emitters have inherently less uniformity. To manage aeration deficits from too much water, and water deficits from too little water, requires changes in plant placement and emitter placement. BrightView will manage the existing combination of irrigation system and plants as efficiently as possible and will propose Enhancements to improve water use efficiency.

**QUALIFICATIONS AND EXPERIENCE OF PROPOSED TEAM:**



**Brandon Steene**  
**Vice President General Manager**

KEY ROLE: Responsible for supporting the successful operation of the branch. Ensures quality and efficient landscape management for clients while achieving the company’s goals. Develop long-term relationships and communicate on a regular basis with clients. Inspect client properties to monitor performance and overall job quality. Coordinate and manage client service teams. Develop annual budgets. Monitor branch safety record and implement methods to improve safe workplace practices. Monitor and guide Supervisors as they train Crew Leaders and Crew Members. Communicate with, counsel, train, discipline, review, and develop growth plans. Responsible for training and developing the staff and providing day-to-day operational scheduling and guidance. Oversees all service teams from San Jose to San Francisco.

- Employed with BrightView Landscape Services since 1999
- B.S. Degree in Applied Horticultural Technology from Olds College
- Certified Landscape Irrigation Auditor, Certified Irrigation Contractor
- California DPR/QAL-Qualified Applicator License



**Steve Anders**  
**Branch Manager, Menlo Park Branch**

KEY ROLE: Directly supports Account Manager. Performs monthly quality inspections. Supervises Quarterly Business Review. Monitor branch safety record and implement methods to improve safe workplace practices. Monitor and guide Supervisors as they train Crew Leaders and Crew Members. Responsible for training, counseling, and developing growth plans with the staff and providing day-to-day operational scheduling and guidance.

- Qualified Landscape Water Auditor
- Cal OSHA 10 Safety Program Certified
- Bay-Friendly Qualified Landscape Design Professional Certification
- Certified Green Roof Installer
- Certified Landscape Technician in Maintenance, Enhancement, and Irrigation
- 20+ years of experience in Landscape Industry





**Eric Santos**  
**Vice President of Irrigation Services**

Key Role: Oversees Irrigation and Water Management Services for BrightView and leads BrightView Irrigation Advisory Network and BrightView Irrigation Training Program. Currently oversees Irrigation and Water Management Services for BrightView Landscape Services and leads the organizations Irrigation Advisory Network and Irrigation Training Program.

- Employed with BrightView Landscape Maintenance since 1994
- B.S. Degree in Agricultural Engineering – Cal Poly San Luis Obispo
- Irrigation Property Certified Landscape Irrigation Auditor
- Irrigation Property Certified Irrigation Designer
- Irrigation Property Certified Irrigation Contractor
- Irrigation Property Certified Golf Irrigation Auditor
- American Water Works Property Certified Backflow Assembly Tester



**Poncho Carmona**  
**Account Manager**

KEY ROLE: Responsible for daily oversight of landscape operations- production, safety, guidance, quality control, hiring, training personnel, special requests, weekly maintenance activity report. Accountable for your complete satisfaction. Ensures compliance to job specs and quality. Manages Field Manager. Schedules workload for crew. Interfaces with on-site contact. Ensures quality and efficient landscape management for clients while achieving the company's goals.



**Elmer Tejada**  
**Production Manager**

KEY ROLE: Communicates daily with Account Manager to discuss daily, weekly and monthly schedule. Work closely with Irrigation Techs, Spray Tech and landscape crews according to the scope of work.

Responsibility will include developing a detailed weed control program in turf and landscape areas while adhere to federal and state requirements. Responsibility for proper application of herbicides and fertilizer to ensure a safe working environment for the public

**4. Client References:**

City of San Jose  
Shawn Moresco  
404 Mabury Rd.  
San Jose, CA 95133  
(408) 795-1810  
shawn.moresco@sanjoseca.gov  
Annual Contract: \$333,962  
2/2019 to Present  
Landscape services of city streets, medians, right of ways and parks



City of Milpitas  
Joseph Aguilera  
1265 N. Milpitas Blvd.,  
Milpitas CA 95035  
(408) 586-2647  
jaguilera@ci.milpitas.ca.gov  
Annual Contract: \$1,601,699  
11/2017 to Present  
Landscape services of citywide parks



City of San Ramon  
Gary Savell  
5000 Crow Canyon Road, Public Services Dept.  
San Ramon, CA 94582  
(925) 973-2802  
gsavell@sanramon.ca.gov  
Annual Contract: \$753,948  
7/2017 to Present  
Landscape services of city streets, medians, right of ways and parks



City of Fremont  
Ernie Moreira  
42551 Osgood Road  
Livermore, CA 94539  
510-979-5700  
emoreira@fremont.gov  
Annual Contract: \$710,022  
7/2020 to Present  
Full-service landscape, 224 acres throughout the city, streetscapes and right of ways



**5. Supportive Information/References:**  
**Quality Assurance Program:**

We strive to be the landscape service provider of choice in the Bay Area. In large part, our ability to offer unmatched quality to our customers has been attributed to the tools and systems we have developed over our 60-year history. The primary systems that support our quality standards include:

**COMMUNICATION**

Proactive communication that allows us to be highly responsive to emergencies, special requests, and acts of nature. Includes access to your account manager and 24-hour emergency response number.

**QUALITY EVALUATIONS**

Management led evaluations that ensure our internal quality standards are met and our employees can achieve continuous improvement.

**CUSTOMER SATISFACTION**

Empirically measured customer satisfaction that is taken seriously. Our goal is 100% satisfied customers. These are third party led surveys taken at job start-up and throughout our maintenance

**TRAINING PROGRAMS**

Intensive skills, customer relations, and quality training ensure our team can consistently exceed your expectations

**SAFETY STANDARDS**

Training and incentive programs ensure your property remains hazard free and our employees can return home safely.

**Quality Site Assessment QSA**

The QSA System is BrightView’s nationwide program that helps standardize the quality audit process. Implementing the QSA system will allow us to perform Landscape Quality Evaluations with efficiency and integrity while providing our customers and management a tool to monitor our performance. Our diversified training and communication methods allow us to manage client expectations proactively. One of the successful ways BrightView ensures quality performance is by utilizing a structured self-evaluation process. The QE system will set the standards for the Landscaping Industry.

Technology allows us to dispatch immediately if there is an issue and provide confirmation of completion through photos and prompt reporting. Photos, Quality Inspection Reports and Quality Site Assessments are also used daily to help identify issues and work order locations, as training tools using before and after shots, and to clarify expectations.

This tool provides BrightView:

- Review of inspections
- Address outstanding concerns and review accomplishments
- Develop and collaborate on KPI’s
- Robust financial visibility and strategic guidance
- Enable benchmarking and leverage best practice



The QSA system was created with 5 key elements in mind:

- To communicate with customers on a regular basis, monthly, bimonthly, quarterly, or yearly, based on customer preferences and the size of the account
- To provide proactive suggestions for improvement through corrective actions and enhancements proposals
- To continuously measure the performance of our team on the job site
- To provide a tool for the Branch Manager to use to assess the status of all maintenance accounts throughout the year
- To better gauge the probability of retention of business year to year

ENVIRONMENTAL STEWARDSHIP

Quality Site Assessment

General Information

Property Name: Misc- BVLS South S  
Date: Friday, March 05, 2021  
Next Inspection Date: Tuesday, March  
Client Attendees:  
Brightview Attendees: Jeffrey McCorm

CUSTOMER FOCUS AREA:

Plant Health; Plant repertoire

CARRYOVER ITEMS (CheckBox = DO)

MAINTENANCE ITEMS:

- 1) Standing water is unhealthy for the appear that it's a broken irrigation pipe are fake
- 2) He's fine just need to be sprayed ar time. We will do this ASAP.
- 3) Second shall be sprayed. I think I h really thriving in this area.
- 4) This raise planter needs to be comp fertilizer. Plant health is definitely a treated for blight and insects.
- 5) He's Indian mellow are seemingly d very hearty and add nice Evergreer
- 6) The spot is lovely; do not change a

RECOMMENDATIONS FOR PROPER

- 1) Remove and just plant lomandra gr
- 2) Trumpet vine or Jasmine would go i trellis. Utilizing that feature is a grea
- 3) Definitely needs more top dress and some color variation from the arrow
- 4) Remove Fern. Plant one more Papi
- 5) These are very old-school. To align of these with matching loropetalum
- 6) These are loropetalum. And they're landscape approach and I think rep the property with minimal maintenai
- 7) Replace these with more Indian ma
- 8) This needs to be staked and it need

Quality Site Assessment

- 9) This planter, which is repeated I believe three times, is among the healthiest and is by far the most cohesive planting here. I do not agree with planting magnolias in these planters as the root system will almost certainly compromise the structure, but the look is there and the health is secure for now. I do recommend pulling these ferns and cutting them into the remaining elevated planter that line the access
- 10) This area just need even suggest remp
- 11) Two options for the the grasses and hit

NOTES TO OWNER/C

- 1) The property is in the leaves.
- 2) Plant repertoire is definitely could be

Quality Site Assessment

<p><b>Standing water</b></p> <p>Standing water is unhealthy for the citrus trees. Drainage is to be taken into account. It doesn't appear that it's a broken irrigation pipe otherwise it be overflowing. Succulents that are in the water are fake</p>  <p>[1:6]</p>	<p><b>He's fine</b></p> <p>He's fine just need to be sprayed and fertilized and new growth is going to take off during spring time. We will do this ASAP.</p>  <p>[2:6]</p>
<p><b>Magnolia on ferns</b></p> <p>Second shall be sprayed. I think I have too much water like chopsticks is the only thing that is really thriving in this area.</p>  <p>[3:6]</p>	<p><b>This raise planter</b></p> <p>This raise planter needs to be completely Pruned, sprayed, fertilize, zinc, basic watered with more fertilizer. Plant health is definitely a concern; at the sites, it seems that they have not been properly treated for blight and insects.</p>  <p>[4:6]</p>

BrightView embraces environmental stewardship as a core component of our mission. This value is reflected in our people, our work and how we operate our business every day. Our essential purpose is to expand and enhance the presence of plants and trees in the world, and those endeavors inextricably link BrightView to the ongoing process of creating a more sustainable Planet. Environmentally responsible landscapes – ones that protect, support, and safeguard our natural resources – are the intrinsic result of our efforts to continually innovate and educate through the array of design, development, and maintenance services we offer.

At BrightView, finding solutions for some of our pressing environmental issues is vital to the future health of our company and our world. We view our role as one of support, rather than imposition on the natural and built environment. As an established leader in the landscape industry, we realize it is our duty and responsibility to apply unmatched expertise and resources to the process of finding real-world solutions that encourage water conservation, minimize green waste, protect natural habitats and advocate other environmentally friendly horticultural best practices.

BrightView is holistically committed to making constant improvements in all areas of our operations and to collaboratively support the communities in which we operate by offering real contributions that improve the quality of life for all.

### **Stewardship**

Bring ideas and innovations that will help Facebook and Hines meet their goals for environmental stewardship. These may be related but not limited to water and energy conservation, improved indoor environmental health, and healthy material use.

### **Organic Practices**

Followed including the use of Hines/ Facebook approved organic herbicides, and pesticides. All fertilizer and chemical applications will be applied after review by an approved Hines representative.

### **Electric Equipment**

On-site power equipment will be battery powered electric equipment. There will be no extra cost to use gasoline powered equipment if/when needed.

### **Green Waste and Debris**

Off-haul and disposal of all green waste generated and collected onsite. All green waste will be recycled at California approved green waste facility.

### Bay Friendly Maintenance Practices

Bay-Friendly Landscape Maintenance practices shall be employed to minimize waste, protect air, and water quality, conserve energy and water, and protect natural ecosystems. All work shall be performed in a professional manner, using quality equipment, Bay-Friendly methods, and materials. The Branch Manager, Steve Anders, is Bay Friendly Qualified, and will ensure all Bay Friendly guidelines will be followed.

BrightView has been present in the Bay area for over 47 years. We are a respected full-service, maintenance company, with an average 15-year employee tenure. BrightView has significant operational capacity with in-house resources to include: Water Conservation experts, Irrigation Technicians, Certified Bay-Friendly Landscape Professionals, Certified Arborist, Pest Control and Safety Professional staff.



## BrightPath Landscaper Development Program

At BrightView, we strive to be the employer of choice. We are committed to identifying new ways to differentiate our work experience. We want our crew members to know this is more than an hourly job—this is a career.

Through ongoing learning and coaching, crew members learn new skills on-the-job and then demonstrate their progress. As crew members gain new skills, they earn opportunities for recognition and promotions.

BrightPath will help our crew members

- Learn the business, meet our customer’s needs, and develop skills for a career at BrightView.
- Identify the skills and abilities needed to progress in their current role at BrightView as well as develop the skills they will need for future positions.

Through One BrightView Way, we’ve set standards for quality, safety, and services. And we ask our crews to deliver on those standards every day. We have clear, consistent expectations of what is required at each of the 4 levels of our Landscaper Development Program.



## E-VERIFY

BrightView is enrolled in E-Verify in all states in which we operate to ensure 100% compliance with all US Labor and Immigration laws. Our participation in this web-based process, currently the best means available to electronically confirm employment eligibility, makes certain that individuals we hire and are working on our client's sites are authorized to work in the United States.

E-Verify is only part of BrightView's robust employment verification program. Our enterprise-wide practice also covers regular training of our staff and semi-annual auditing to maintain compliance with all US Labor and Immigration laws.



**6. Conflict of Interest Statement:**

Not Applicable

**7. Comments on or Requested Changes to Contract:**

**none**

**8. Cost Proposal:**

**Separate Sealed Envelope**

#8 Cost Proposal

Competitive Pricing  
That Fits Your Budget

We are committed to fulfilling the specific landscape needs for the Town of Atherton while providing the service you expect at a price point that fits your budget. BrightView will provide the following competitive pricing:

	Year 1	Year 2	Year 3
Town Center Complex	\$21,738.00	\$22,825.00	\$23,967.00
Holbrook-Palmer Park	\$200,099.00	\$210,104.00	\$220,610.00

**2022 Labor Rates**

General Labor	\$58.00
Irrigation Tech 1	\$71.40
Irrigation Tech 2	\$81.90
Irrigation Engineer	\$89.50
Enhancement Labor	\$58.00
Enhancement Crew Leader	\$94.50
Equipment Operator	\$78.75

Name Steve Anders

Title Branch manager

Date 2/17/22

## Competitive Pricing That Fits Your Budget

We are committed to fulfilling the specific landscape needs for the Town of Atherton while providing the service you expect at a price point that fits your budget. BrightView will provide the following competitive pricing:

Original Price Proposal				Supplemental Adding Tennis Courts And Trash Containers			
	YEAR 1	YEAR 2	YEAR 3		YEAR 1	YEAR 2	YEAR 3
<b>Park</b>							
Turf	\$35,249	\$37,012	\$38,864				
Blow	\$14,152	\$14,859	\$15,602	Tennis Court Blow	\$ 9,316.00	\$ 9,781.00	\$ 10,270.00
Bed	\$103,857	\$109,050	\$114,502				
Irrigation	\$42,204	\$44,314	\$46,529				
Porter	\$4,637	\$4,869	\$5,113	Porter	\$ 4,781.00	\$ 5,020.00	\$ 5,269.00
<b>SubTotal</b>	<b>\$200,099</b>	<b>\$210,104</b>	<b>\$220,610</b>	<b>Sub Total</b>	<b>\$ 14,097.00</b>	<b>\$ 14,801.00</b>	<b>\$ 15,539.00</b>
<b>Town Center</b>				<b>Town Center</b>			
Blow	\$2,842	\$2,985	\$3,135				
Bed	\$7,955	\$8,351	\$8,769				
Irrigation	\$6,642	\$6,974	\$7,322				
Porter	\$4,299	\$4,515	\$4,741	Porter	\$ 2,841.00	\$ 2,984.00	\$ 3,133.00
<b>SubTotal</b>	<b>\$21,738</b>	<b>\$22,825</b>	<b>\$23,967</b>	<b>Sub Total</b>	<b>\$ 2,841.00</b>	<b>\$ 2,984.00</b>	<b>\$ 3,133.00</b>
<b>TOTAL</b>	<b>\$221,837</b>	<b>\$232,929</b>	<b>\$244,576</b>	<b>Total</b>	<b>\$ 16,938.00</b>	<b>\$ 17,785.00</b>	<b>\$ 18,672.00</b>
				<b>Combined Total</b>	<b>\$238,775</b>	<b>\$250,714</b>	<b>\$263,248</b>

### 2022 Labor Rates

General Labor	\$58.00
Irrigation Tech 1	\$71.40
Irrigation Tech 2	\$81.90
Irrigation Engineer	\$89.50
Enhancement Labor	\$58.00
Enhancement Crew Leader	\$94.50
Equipment Operator	\$78.75

Town of Atherton

Unit Costs

Plant Materials (Installed)

	Standard*	Premium**
Flat color (4"/16 count)	\$ 69.03	\$ 143.37
Flat groundcover (mudflat)	\$ 59.47	n/a
1 Gallon Plant	\$ 27.61	\$ 36.11
5 Gallon Plant	\$ 58.41	\$ 74.34
15 Gallon Plant	\$ 159.30	\$ 207.09
15 Gallon Tree w/ Stakes	\$ 304.79	\$ 383.38
24" Box Tree	\$ 575.54	\$ 663.75
36" Box Tree	\$ 1,168.20	\$ 1,593.00

\*Standard plant material i.e., Raphiolepis, Xylosma, Photinia, Ivy

\*\*Premium plant material i.e., Cyclamen, Roses, Azaleas, Maples, Phormium