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Burlingame, CA  
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## Commercial Landscaping Services for **Town of Atherton - ECR Medians**



Prepared for:  
**Robert Ovadia**

Proposal Issued: **July 7, 2023**





Robert,

On behalf of the BrightView team I would like to personally thank you for the opportunity to submit our proposal to professionally manage the landscape maintenance responsibilities for Town of Atherton - ECR Medians.

We have enjoyed and appreciate the time you have taken to get to know our team and our operation. We have carefully reviewed your specifications and have taken the time to ensure we have developed a thorough and comprehensive proposal that will suit your properties specific needs.

We have examined every aspect of your site and considered all resources we feel will be required to meet your needs and to exceed your expectations. There are a few key areas we have dedicated thought towards, they include:

- **Weed abatement**
- **Shrub and tree pruning**

From day one, BrightView provides you with a beautiful, safe, and healthy landscape that will maintain your investment, support your needs, and provide a welcoming environment for everyone - employees and visitors.

Town of Atherton - ECR Medians is an exceptional property, and it is understood that the quality of our landscape maintenance, enhancement services and the thoroughness of our plan are integral to ensuring that we keep you and your site's visitors happy. We appreciate the opportunity to get to know you, the site, and present you with our custom service solution.

Sincerely,  
Armando Lopez  
*Business Development*

Steve Anders  
*Branch Manager*



# The BrightView Difference

**Our people create and maintain the best landscapes on Earth.**

We judge our success by the complete satisfaction of our customers. Every member of your landscape team will strive to earn your trust and loyalty through a proactive relationship in which we consistently perform work of the highest quality with unparalleled responsiveness.

Our ability to offer industry leading standards to our customers is attributed to our quality assurance and continuous improvement programs we have developed over our history.



## Our Mission

To create customer value through engaged local teams, providing industry-leading landscape services.

## DESIGN

Forward-thinking, constructible design that considers future operating costs.

*Landscape Architecture & Planning*  
*Design Build*  
*Program Management*

## DEVELOP

Seamless project delivery that meets your goals, on-time and on-budget.

*Planting*  
*Hardscaping*  
*Pools & Water Features*  
*Tree Growing & Moving*

## ENHANCE

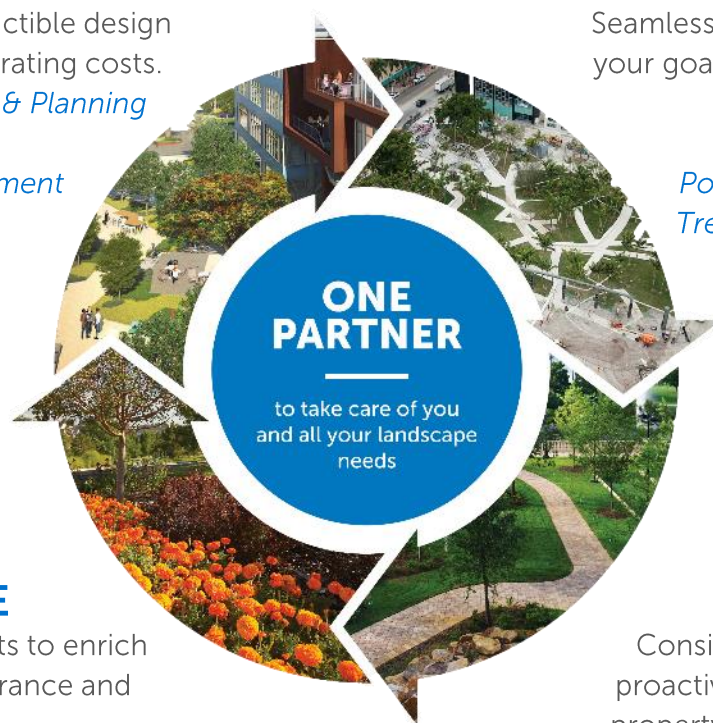
Thoughtful improvements to enrich your landscape's appearance and sustainability.

*Enhancements*  
*Sustainability*  
*Water Management*

## MAINTAIN

Consistent service delivery and proactive solutions that keep your property at its best, now and in the future.

*Landscape & Tree Care*  
*Maintenance*





# Your BrightView Team

The team selected to maintain your property has the skills and experience necessary to meet your specific needs and expectations. We strive to find the most talented team members who are continuously advancing their skills and talents.

Below is your dedicated BrightView team and details about their background and experience.



*Everything we do to service our clients is handled with our local, dedicated service teams. Our team members live and work in the same communities that they are providing landscaping services to.*

## Meet Your Team!

**Brandon Steene**

*Vice President & General Manager*



**ESME VELEZ-TAPIA**, Account Manager

esmeralda.veleztapia@brightview.com | (650) 250-3177

Esme has been employed by BrightView Landscape Services for 10 years. She is trained and certified in all aspects of landscape management. Esme has 12 years of experience in the Landscape Industry. She is responsible for training and developing personnel and providing day-to-day operational scheduling and guidance.



**STEVE ANDERS**, Branch Manager

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

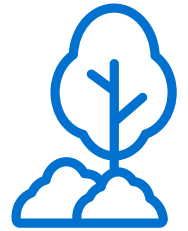
Steven has been with BrightView Landscape Services since 2014. He has 20 plus years in the Landscape Industry and has several certifications: Qualified Landscape Water Auditor, Cal OSHA 10 Safety Program Certified, Bay-Friendly Qualified Landscape Design Professional Certification, Certified Green Roof Installer and Certified Landscape Technician in Maintenance, Enhancement, and Irrigation.



**KEVIN CAPEHART**, Enhancement Manager

kevin.capehart@brightview.com | (510) 206-9665

Kevin Capehart has been working with BrightView as an Enhancement Manager since his graduation from the University of Richmond, VA, with a BA degree in Marketing, while also studying Plant Identification, Taxonomy, and Horticulture at UCLA. In his 5 years with the company, he has earned his Bay Friendly Certification and is now working towards his QAL Certification. He has also worked as one of our Safety Officers in the Hayward Branch before joining the Menlo Park Team.



# Dependable, Quality Service

Our team members participate in strict quality standards and continuous improvement training to ensure the service you receive is impeccable, efficient, and always excellent.

## BrightView Standards of Excellence

Our proprietary Standards of Excellence promote best practices among the most common areas of landscape maintenance, enabling us to develop a cohesive, consistent strategy for your property. With a shared commitment and a focus on these standards, we will improve the quality of your landscape maintenance.

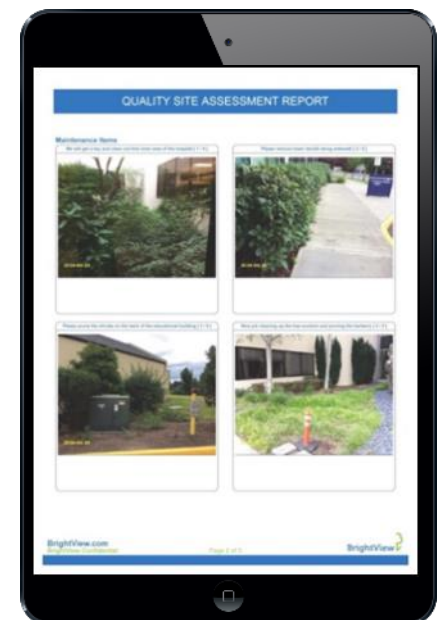
Our Standards of Excellence include:

- Site Cleanliness
- Weed Free
- Green Turf
- Crisp Edge Beds
- Spectacular Flowers
- Uniformly Mulched Beds
- Neatly Pruned Trees & Shrubs

## Quality Site Assessments

Your partnership with BrightView begins with a promise: quality landscape and client centric customer service. BrightView's formal Quality Site Assessments ensure we keep that promise. Our QSAs deliver:

- A forum for you to share feedback
- Progress updates on our work
- Time set aside to discuss opportunities
- A stronger partnership with you in the management of your landscape
- Accountability that ensures your landscape's success





# Delivering on Our Promise

We consider **communication** to be the key component of success with all our clients. That is why we take it very seriously.

Throughout a partnership with BrightView, you can expect that we will deliver effective and proactive communications with you.

We have developed a systematic approach to ensuring that our clients are kept in the loop with all aspects of their landscaping services. We have several resources that we leverage to make sure we keep lines of communication flowing.



*We make communication a priority and believe it is the key to delivering you the highest quality service, but also building a strong and lasting partnership. Our tools were created to ensure we maintain proactive and transparent lines of communication.*

**Esme Velez-Tapia**  
Account Manager



## DEDICATED ACCOUNT MANAGER

- Your go-to person for everything pertaining to your landscaping
- A knowledgeable and trained professional to help ensure your property shines



## REGULAR VISIBILITY

- Review expectations
- Business reviews
- Scheduling and mapping services
- Regular visibility with your key stakeholders

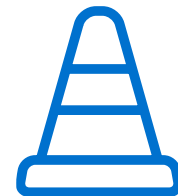


## CUSTOMER SATISFACTION SURVEYS

- Two times a year to drive engagement
- Understanding how we are performing
- Survey results help us have learn make changes to meet your expectations



# Committed to Safety, Everyday



BrightView is committed to operating our business in a responsible manner. The opportunity to deliver world-class professional services and create inspiring and safe landscapes for our clients and customers is a privilege and responsibility that we work hard to protect and advance every day.

Our employees are regularly trained on their responsibilities and are held accountable to following all safety regulations. It is their responsibility to report unsafe conditions, which makes a safer environment for your employees.



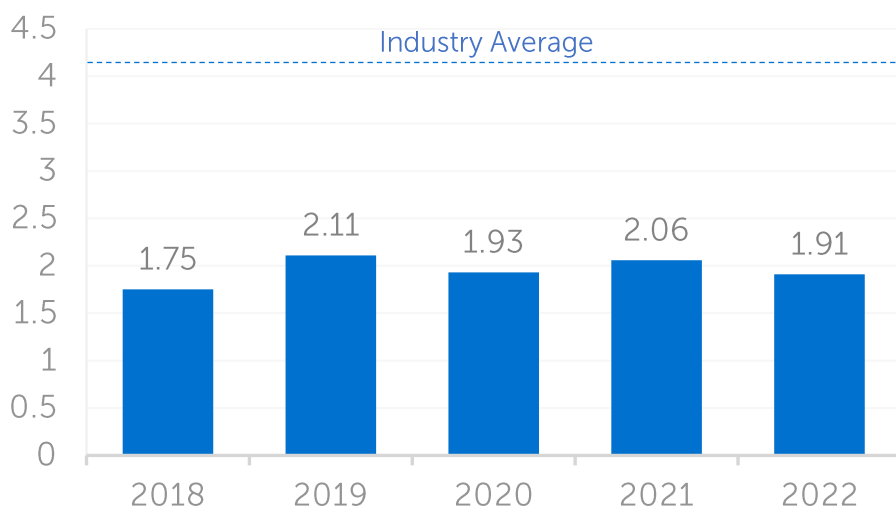
*At BrightView, we believe that safety is more than putting on a vest, safety glasses and gloves —it is woven into the fabric of our company.*

**Andrew Estes**  
Branch Safety Leader



## OSHA Recordable Performance

Industry Average: 4.20



BrightView regularly performs better in safety than other landscape service providers.



## Extensive Training

BrightView crews receive ongoing formal and hands on field training to ensure we meet the highest safety standards in the business.



## Employee Verification Process

BrightView is enrolled in E-Verify in all states in which we operate to ensure 100% compliance with all US Labor and Immigration laws.



## Personal Protective Equipment

Proper PPE Is required of all team members engaged in jobsite production activities.





# Town of Atherton - ECR Medians

We have identified some opportunities for improvement throughout your property. The goal of this exercise to show you what you can expect from us as a service provider.

Below are photos and a brief description of the items we've noticed and would recommend some attention.



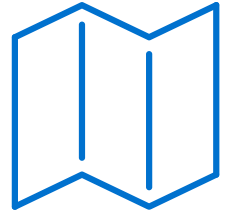
## Town of Atherton - ECR Medians

### Maintenance focus items

1. Maintenance of medians (also along Lloyd Park Lane)
  - a. Weed abatement
  - b. Shrub and tree pruning
  - c. Trash & litter removal
2. Ongoing maintenance of cleaned up medians
3. Cleanup of ECR Roadsides in Atherton
4. Maintenance of ECR Roadsides
5. Maintenance of enhanced medians once completed is included in this pricing

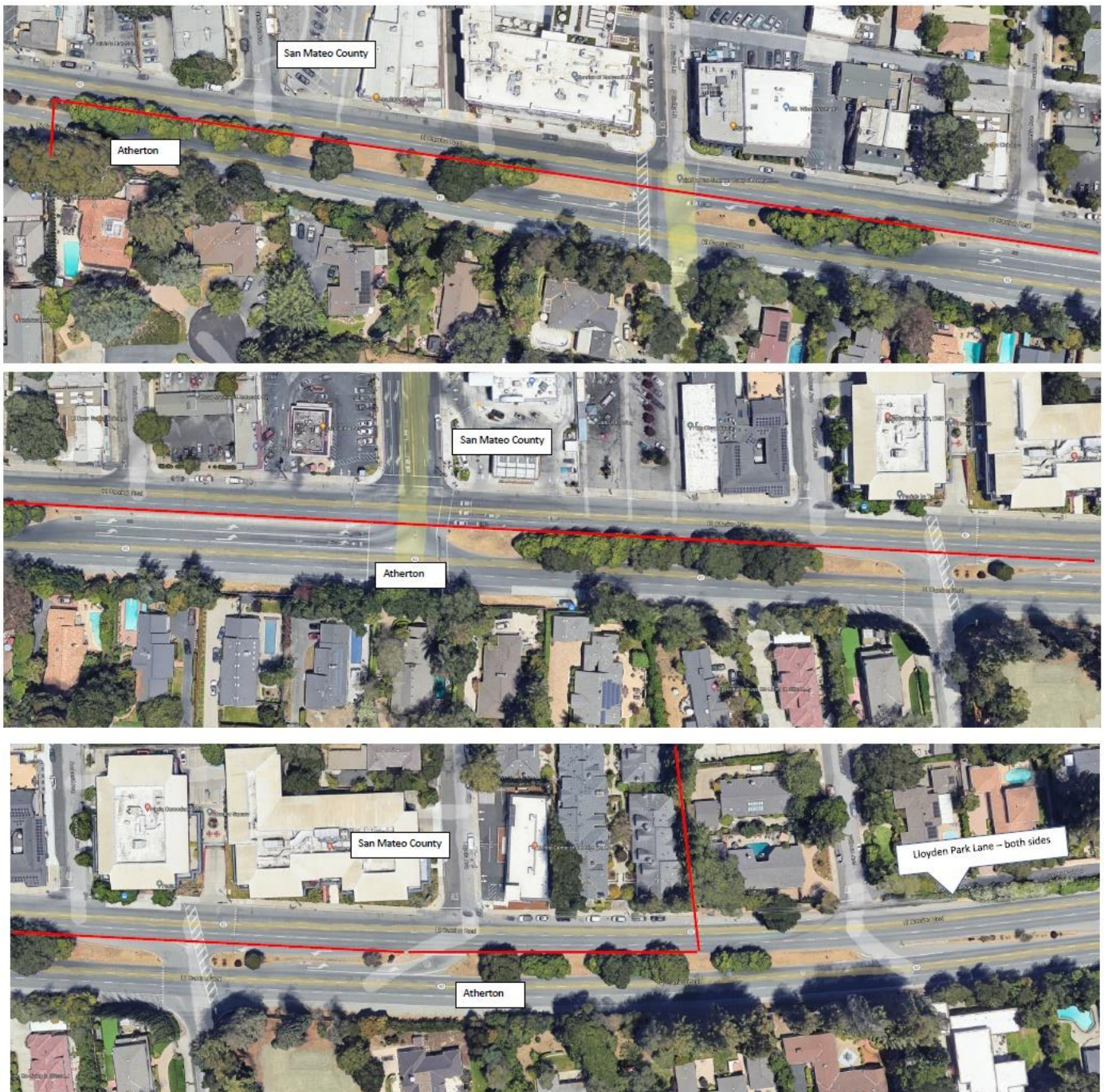
Exhibits showing limits attached on pages 9, 10 & 11 for reference.



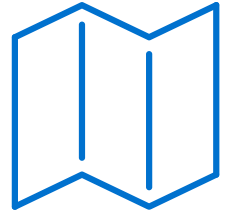


# Landscape Site Map

The below is a map of your property as discussed during our site walk to ensure that we are aligned on your properties service needs and areas of focus.





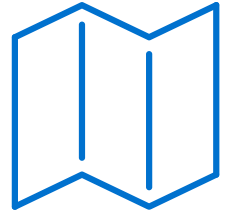


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# Services Summary

Below is a breakdown of the anticipated costs associated with servicing your property. We appreciate the opportunity to present our service offerings.

Please let me know if there are any questions about the services or expenses outlined below.

## Base Management Pricing Includes:

- Bi-weekly maintenance
- Weeding, mowing, and edging
- Chemicals and Fertilizers
- Plant Growth Regulators
- Blowing out debris
- Irrigation Management/ regular irrigation inspections
- Pruning and seasonal trimming
- Monthly QSA (Quality Site Assessment) Reporting

Monthly Base Maintenance: \$2,153.67 Monthly

Annual Base Maintenance: \$25,844.00 Annually

## KEY AREAS OF FOCUS:

1. Initial cleanup and dressing of medians (also along Lloyd Park Lane)
    - Weed abatement
    - Shrub and tree pruning
    - SB-1383 compliant compost/mulch cover
  2. Ongoing maintenance of cleaned up medians
  3. Cleanup of ECR Roadsides in Atherton
  4. Maintenance of ECR Roadsides (bi-weekly)
  5. Median enhancements – additional landscaping to enhance median appearance. Some irrigation water available but not sure on extent.
  6. Maintenance of enhanced medians
- i. Town supplied (identify quantities)
- ii. Brightview supplied





# Your Transition to BrightView

By selecting BrightView, you will find an experienced partner who will provide experts in many disciplines, each dedicated to your needs. In your first 180 days of service, you can reliably expect the following:

## PRE-SERVICE

- Branch planning meeting
- Identify and mitigate any safety hazards
- Meet your Client Service Team
- Establish communication, reporting expectations & preferences
- Individual site planning

## 30 DAYS

- Initial site walk-through
- Week 1 Alignment Check
- Week 2 Alignment Check
- 30 Day Alignment Check
- Receive first invoice

## 60 DAYS

- Site walk of facility
- Receive Customer Satisfaction Survey
- Review survey responses with your Client Service Team
- Align and strengthen areas in need of improvement

## 90 DAYS

- Site walk of facility with your Client Service Team
- Review 90 Day Follow-up Partnership Transition Guide
- Check progress and/or completion of key site initiatives

## 180 DAYS

- Business Review: Client, Account Manager, Branch Manager
- Confirmation of team exceeding expectations, developing partnership
- Review/Update Client Partnership Plan for following season

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*It is my job to ensure a smooth transition for our Clients and our Team. With the guidance of our transition plan and designated experts in their fields, we are committed to a seamless transition and a strong first step.*

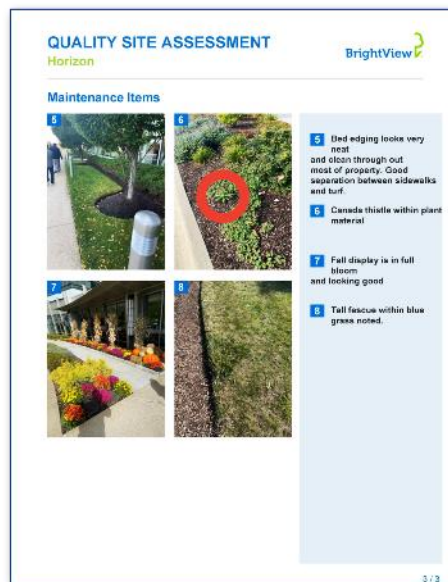
**Steve Anders**  
Branch Manager

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- '360 degree' site inspections, performed with designated site contact
- Landscape observation images with notes
- Updates on items already discussed in prior meetings
- Recommendations on possible enhancements to your landscape
- Opportunity for site contact to strategically discuss short- and long-term plan for the site
- Electronically tracks carry-over items from past QSAs
- Results can be electronically sent to other stakeholders



Our Quality Site Assessments (QSA) create an opportunity for you and your dedicated Account Manager to assess the state of your property together.



# Statement of Work

## I. Scope of Work:

Contractor shall furnish all horticultural supervision, labor, material, equipment, and transportation required to maintain the landscape throughout the contract period, as specified herein.

## II. Lawn Care:

### A. Mowing and Edging:

Lawns shall be mowed more frequently during the active growing season and as needed during other seasons. During extended rainy or dry periods mowing will take place as conditions dictate. Mowing height will be based on what is horticulturally correct for the turf variety considering the season. Clippings shall not be caught and removed from lawn area unless they are lying in swaths which may damage the lawn. Edges shall be trimmed to maintain a neat appearance.

### B. Fertilization:

Lawns shall be fertilized as warranted with a commercial fertilizer. The number of applications will be dependent on the type of nitrogen used and the type of turfgrass.

### C. Disease Control:

Disease control is maintained through proper fertilization, mowing and water management. If disease problems occur Contractor will use treatments to stop or slow progression of disease. This program does not include the prevention of disease with weekly or monthly applications of disease control products although such protection is available at substantial additional cost.

Disease caused by infestation of nematodes (microscopic round worms that feed on roots) is not included. Currently, there is no effective nematode control product registered for use on landscapes. Contractor will recommend additional treatments and procedures to minimize damage should nematodes become a problem. These treatments will be provided at additional cost. Nematode control is available for some sports turf locations and will be quoted separately if required.

### D. Insect Control:

Contractor will provide control of turf damaging insects using Federal and State registered insect control products as needed to prevent or mitigate turf damage. These treatments exclude subsurface insects such as grubs, billbugs, and crane flies. They also exclude the prevention of fire ant infestations. These treatments can be provided at an additional cost.

### E. Weed Control:

Contractor will use proper fertilization, mowing and watering practices to promote the growth of weed resistant turf. Additionally, applications of pre and postemergence weed controls will be applied at times if warranted to control weeds without damaging desirable turf. Recent changes in Federal regulations have resulted in our loss of ability to selectively control some weeds including crabgrass when they are present in St Augustine. The only control of these weeds is to treat infested turf with non-selective product. These treatments require the re-sodding which will be quoted at additional charge.

## III. Ground Cover Area / Shrub Areas:

### A. Edging:

Edge ground cover as needed to keep within bounds and away from obstacles.

### B. Pruning:

Shrubs shall be pruned only as necessary to maintain the natural form of the plant, to maintain growth within space limitations, and to eliminate damage or diseased wood. This excludes pruning necessitated by storm damage, disease, neglected overgrowth or winterkill.

### C. Weed Control:

Keep beds reasonably free of broadleaf or grassy weeds, preferably with pre-emergent and/or selective post-emergent/contact herbicides.

**Pre-emerge:** This type of control should be used only if a known weed problem warrants its use.

**Post-emerge:** Control broadleaf weeds with selective herbicides.

The chosen chemical will be recommended and legally approved for the specific weed problem.

### D. Fertilization:

Apply fertilizer as warranted. The number of applications will be dependent on the type of nitrogen used and the type of plant material.

### E. Fungicide:

Apply recommended, legally approved fungicides to control disease-causing damage to ornamentals if warranted.

# Statement of Work

## **F. Pesticide:**

Apply recommended, legally approved pesticides to control insects causing damage to ornamentals if warranted.

## **G. Control of imported pests:**

Certain locations in the United States have a record of accidental introduction of pests from other countries. These imported pests can be very damaging and difficult or impossible to control with available products. Where such pests become a problem Contractor will recommend the most cost-effective alternatives for pest mitigation. Such recommendations may include plant replacement or intensified treatment schedules that may require additional cost to the customer.

## **IV. Tree Care:**

### **A. Pruning:**

Height limitation for tree pruning covered in the specification is 12 feet. On trees over 12 feet in height only low hanging branches that present a hazard to pedestrian or vehicular traffic will be raised. Trees under 12 feet are scheduled to be pruned in the winter months except for safety-related pruning, which will be done only if necessary. Evergreen trees under 12 feet shall be thinned out and shaped only if necessary to minimize wind and storm damage.

### **B. Staking:**

Stakes are to be inspected and adjusted or removed, as necessary. When trees attain a trunk caliper of 4" or substantial root development stability, removal will be discussed with client.

## **V. Mulched Areas/ Granite Areas:**

Mulched or decomposed granite areas will be inspected on our days of service. Weeds and grasses shall be controlled with recommended, legally approved herbicides only if necessary. In those areas with excessive mulch build up alternatives will be discussed with the client.

## **VI. Irrigation System:**

Watering shall be scheduled with automatic controllers to supply quantities and frequencies consistent with seasonal requirements of the plant materials in the landscape. In some circumstances, water scheduling may be limited by local watering restrictions.

Where practical, watering shall be done at night or early morning if the system is automatic, unless notified otherwise by the owner.

Any damages to the irrigation system caused by the Contractor while carrying out maintenance operations shall be repaired without charge. Where practical, repairs shall be made within one watering period.

Faulty equipment, vandalism or accidental damage caused by others shall be reported promptly to owner. Cost of labor and material to perform repair is an extra and shall be paid for by the owner upon authorization.

Whenever possible, owner's representative shall be instructed on how to turn off system in case of emergency. Our office is to be advised at once or by next business day. If the Contractor is required to make emergency repairs or adjustments other than regularly scheduled visits, a minimum charge will apply.

## **VII. Debris Cleanup:**

All landscape areas shall be inspected on days of service and excess debris removed. Gardening debris, generated from our work, shall be removed from paved areas on days of service. This excludes leaf fall pickup from parking areas, sidewalks, pools, etc.

## **VIII. Bio-Hazards:**

Contractor shall not be responsible for policing, picking up, removing, or disposing of certain materials that may be biohazards on the Owner/Client's property. This includes, but is not limited to, items such as hypodermic needles (Sharps/needles) will not be handled by the Contractor's employees at any time), condoms, feminine hygiene products, clothing or materials used in the process of cleaning up bodily fluids. Contractor shall only be obligated to report/communicate any observations of potential bio- hazards to the Owner/Client for their appropriate removal by others, unless previously arranged by the Owner/Client and Contractor.

## **IX. Other:**

NONE.



**Thank you for the  
opportunity to present  
our landscape solution.**

**Should you have any questions, please  
don't hesitate to reach out.**

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**Armando Lopez, Business Development**

armando.r.lopez@brightview.com

(650) 444-9892

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