June 15, 2025

Aleta Allen
Madera County GSA
200 West Fourth Street
Madera, CA 93637

Re: RFP – Madera County Groundwater Sustainability Agency Measurement Services

Dear Selection Committee,

MLJ Environmental is pleased to submit our proposal to provide a groundwater-accounting platform that integrates the measurement datasets procured under Deliverables 1-3 (updated land-use designations, parcel-level ET/ETAW totals, and parcel-level precipitation totals) of the RFP, Madera County Groundwater Sustainability Agency Measurement Services, into an online platform providing a single, grower-facing system. We appreciate the opportunity to help Madera County GSA turn high-quality measurements into actionable water-management tools.

MLJ Environmental is a California-based environmental consulting firm with 25 years of experience in water quality, regulatory compliance, and groundwater data systems. We are the developers of Watermark, a cloud-native accounting platform built expressly for GSAs implementing SGMA. Our Watermark online platform ingests vendor-supplied parcel tables (e.g., LandIQ, Irriwatch/Hydrosat, meter telemetry, or others) and links them to allocations, credits, and penalties in a user-friendly interface. Watermark is already deployed resulting in successful landowner use within the North Fork Kings, El Rico, and South Fork Kings GSAs.

For the Madera County GSA, Watermark will:

- Ingest the County's land-use, ET/ETAW, and precipitation datasets by APN or field boundary.

- Join each record to farm units, apply existing allocation rules established by the County, and automatically calculate credits, penalties, and remaining balances.

- Present results in a secure online portal using grower specific login credentials and an administrator dashboard that supports QA/QC, compliance exports, and manual adjustments; all actions are preserved in a full audit trail.

We have assembled a seasoned and capable team for this work:

- Robert Cima will serve as Project Manager and County liaison.

- Roop Singh, Technical Lead, will oversee data architecture and integration.

- Tara Khan and Jennifer Sanchez will lead implementation, onboarding, and outreach (as needed).

- Priye Albert-Sogules will manage data support and quality control.

- Caleb Kinsella will oversee AWS cloud infrastructure and system security.

Our track record of quickly delivering locally controlled, vendor-agnostic systems, combined with our understanding of Madera County GSA's SGMA objectives, positions us to provide a robust, scalable, and easy-to-use solution. We look forward to discussing our approach in greater depth during the interview phase.

Sincerely,

MLJ Environmental

Robert Cima

Robert Cima

Vice President & Project Manager

rcima@mljenvironmental.com

Melissa Turner

Melissa Turner
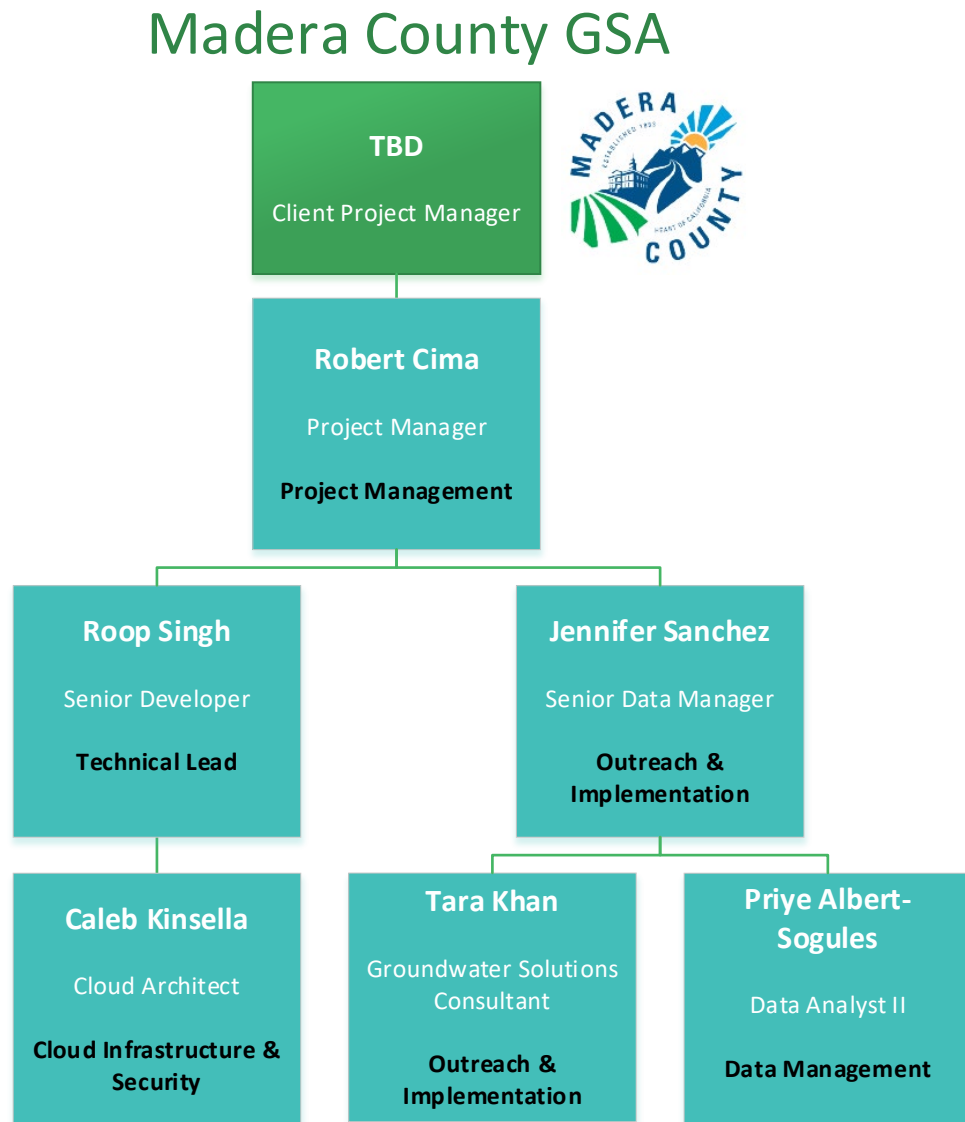
President

mturner@mljenvironmental.com

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Organization Chart

The organization chart shows the proposed team management structure, key personnel associated with each firm, and their relevant roles and responsibilities. Our team does not include any sub-consultants.

Figure 11. MLJ Environmental Project Organization Chart

Madera County GSA

TBD
Client Project Manager

Robert Cima
Project Manager
Project Management

Roop Singh
Senior Developer
Technical Lead

Jennifer Sanchez
Senior Data Manager
Outreach & Implementation

Caleb Kinsella
Cloud Architect
Cloud Infrastructure & Security

Tara Khan
Groundwater Solutions Consultant
Outreach & Implementation

Priye Albert-Sogules
Data Analyst II
Data Management

Qualifications

Robert Cima

PROJECT MANAGER

DEGREE(S)

B.S., Environmental Urban Planning, University of Utah, Salt Lake City

Relevant Experience

1. *Successful deployment of SGMA-compliant water accounting systems*
2. *GSA well registration and parcel management*
3. *Stakeholder outreach and grower onboarding*
4. *Data Management and Documentation*

BACKGROUND

Robert serves as the Vice President of MLJ Environmental and is the lead architect behind the Watermark platform. With over 15 years of experience in environmental consulting, regulatory compliance, and cloud-based data systems, he brings a practical and strategic lens to GSA support. Robert has successfully led software rollouts, stakeholder engagement efforts, and long-term support for GSAs including North Fork Kings, El Rico, and South Fork Kings. His strength lies in translating complex regulatory requirements into user-friendly digital workflows that meet SGMA compliance and grower needs alike. He will be the primary point of contact for Madera County GSA and will ensure the overall success of the project.

Jennifer Sanchez

SENIOR DATA MANAGER

DEGREE(S)

B.A., Mass Communication, California State University, Fresno.

Relevant Experience

1. *Membership Database Management*
2. *Best Management Practices Survey Implementation*
3. *Community Outreach*
4. *Report Generation and Compliance Tracking*
5. *Data Quality Assurance and Documentation*

BACKGROUND

Jennifer leads grower outreach and data coordination for the Watermark platform. With a strong background in environmental services and a sharp ability to translate technical data into clear messaging, Jennifer has successfully guided hundreds of growers through onboarding, reporting, and compliance workflows. In addition to running outreach events and handling direct stakeholder communications, Jennifer oversees data operations for Watermark projects, including supervision of QA/QC workflows and the coordination of incoming datasets. She brings both clarity and consistency to the user experience and will serve as a key bridge between growers, GSA staff, and technical teams throughout the project.

Roop Singh

SENIOR DEVELOPER

DEGREE(S)

B.S., Computer Science, University of California, Davis.

Relevant Experience

1. Remote sensing and telemetry integration
2. Cloud architecture and system scaling
3. GSA allocation and recharge tracking
4. Data pipeline and API integration

BACKGROUND

Roop is MLJ's Chief Technical Officer (CTO) and a highly experienced technology leader specializing in data integration, cloud systems, and scalable software platforms. As the Technical Lead for Watermark, Roop has overseen the ingestion of remote sensing data (LandIQ, Irriwatch), telemetry, and grower-submitted inputs into our groundwater accounting engine. He has architected integrations for allocation management, recharge project tracking, and reporting systems tailored to GSA-specific needs. Roop will lead the configuration of Watermark to align with Madera County's measurement data, ET/ETAW rasters, and precipitation inputs, ensuring seamless platform performance and reliability.

TARA KHAN – POLICY, OUTREACH AND IMPLEMENTATION

Tara specializes in outreach and implementation, helping GSAs translate technical requirements into clear, grower-facing materials. She will support Madera County by driving user adoption and ensuring successful Watermark rollout.

PRIYE ALBERT-SOGULES – DATA MANAGEMENT & SUPPORT

Priye supports Watermark's backend by validating datasets, processing usage data, and troubleshooting anomalies. She will manage data workflows to ensure consistent performance and compliance in Madera County.

CALEB KINSELLA – CLOUD ARCHITECT

Caleb oversees Watermark's AWS infrastructure, focusing on stability, scalability, and security. For Madera County, he will align the cloud environment with County requirements and maintain high system performance.

Project Understanding & Approach

The following proposal highlights the approach MLJ Environmental will take to integrate the fully functioning groundwater accounting platform (Watermark) with Deliverables 1, 2, and 3 outlined in the RFP along with farm unit, allocations, credits, and penalties.

The Madera County GSA already operates a data-management system and allocates groundwater based on inches of ETAW. In the next SGMA phase, the GSA needs a practical way to integrate three new data feeds: updated land-use designations, monthly ET/ETAW totals, and monthly precipitation totals (Deliverables 1–3), all of which will arrive from satellite vendors as parcel- or field-level tables keyed to assessor parcel numbers (APNs). Those tables must be merged with existing meter data and displayed in a portal that growers will actually use.

By using Watermark, Madera County GSA will have a clear understanding of annual costs for implementing and using Watermark retaining control over provider specific data and a reliable online dashboard for growers. Building on this understanding, our approach translates the County GSA's objectives into a six-task implementation plan which will be billed on a time and material basis for the first year; it is not anticipated that additional consulting fees will be needed in Year 2 and Year 3 unless the Madera County GSA wishes to contract with MLJ Environmental for additional services after the implementation phase. The Watermark SaaS fees incorporate ongoing assistance and maintenance in a single yearly or monthly fee.

Success requires that every data point be:

- *Tied to specific parcels and farm units*
- *Aligned with current allocation rules*
- *Understandable and accessible to growers*
- *robust enough to support future reporting, enforcement, and trading frameworks.*

TASK 1 – PROJECT MANAGEMENT

A joint kick-off will be initiated once Madera County contracts with MLJ Environmental to confirm success metrics, file-exchange protocols, and a six-week timeline. This will be followed by weekly Project Manager check-ins that track scope, budget, and SGMA reporting cycles. This governance keeps every downstream activity aligned with the GSA's existing data-management system and allocation calendar.

TASK 2 – GIS & MAPPING SETUP

Our team will ingest the GSA's parcel layer, reconcile assessor and farm-unit records, flag discrepancies for GSA resolution, and publish a QA-checked shapefile to Watermark's map component. A clean spatial layer guarantees that each ET/ETAW and precipitation record attaches to the correct APN and farm unit associated with land use.

TASK 3 – DATABASE SETUP

MLJ Environmental will load validated parcels, create owner-verification codes, provision administrative accounts for GSA staff, and configure an online well-registration form that mirrors GSA rules. Additional tables capture monthly ET/ETAW and precipitation values, allocations, credits, and penalties—establishing a ledger foundation that mirrors current policy and scales for future needs.

TASK 4 – WATER ACCOUNTING SETUP

Through two configuration workshops, MLJ Environmental will translate Board-adopted rules into Watermark's ledger logic. The Watermark platform then posts monthly ET/ETAW and precipitation totals (Deliverables 2–3), applies precipitation offsets where required, converts meter data to ETAW, and records each action in a full audit trail, creating a rule-driven engine trusted by both growers and the GSA.

TASK 5 – CLIENT TRAINING

A four-hour sandbox session will be held to walk GSA staff through parcel claiming, well registration, ledger overrides, and grower-portal workflows. Post-launch, a dedicated support queue (≤ 36 hrs/yr) ensures rapid resolution of questions and keeps Madera County GSA's team self-sufficient.
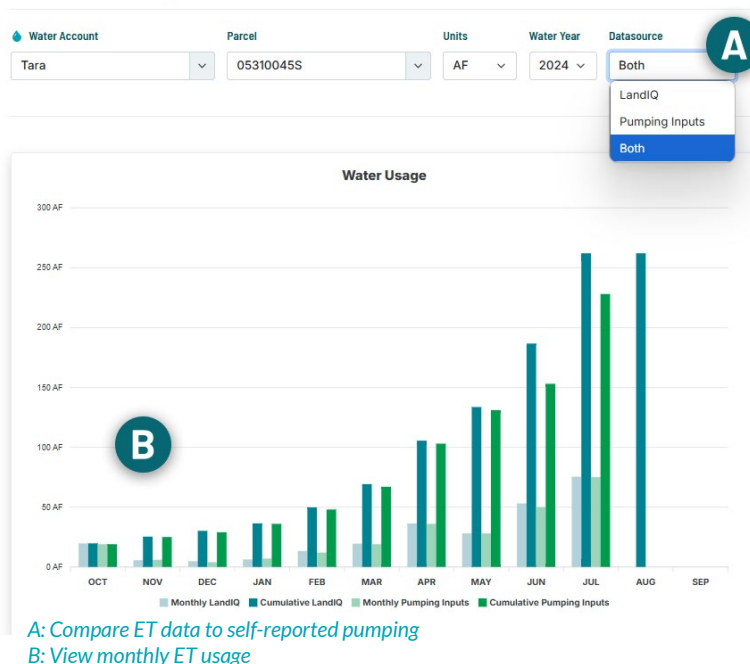
TASK 6 – ET DATA INTEGRATION

Watermark will have a repeatable upload/API pipeline for the monthly ET/ETAW and precipitation tables supplied by the satellite vendors. Evapotranspiration integration is not contingent on the vendor and can be applied to any vendor that Madera County GSA contracts with. Automated QA checks validate APN keys, date ranges, and allocation over-runs; grower dashboards will be updated by the fifth business day each month, placing Deliverables 1–3 and meter data in a single portal, without duplicating the measurement services already procured by the GSA.

WATERMARK (SOFTWARE AS A SERVICE)

As a result of this approach, Madera County GSA will have a fully implemented Watermark system

A: Compare ET data to self-reported pumping
B: View monthly ET usage

that is hosted, secure, and ready for day-to-day use. Because the platform is vendor-agnostic, it can ingest any parcel-level ET/ETAW and precipitation tables, whether they come from LandIQ, Irriwatch, Hydrosat, or future providers, alongside meter telemetry, all without code changes. Each monthly data drop is automatically joined to the correct APNs and farm units, run through the rules-driven ledger that applies allocations, precipitation offsets, credits, and penalties, and then surfaced in two purpose-built interfaces. Growers will log in to a portal that displays their ETAW for each month, the allocation they have remaining, and any credits or penalties that have been applied. GSA staff will work from an administrator dashboard that lets them export compliance reports, perform QA/QC comparisons, and make manual adjustments, with every action captured in a comprehensive audit trail. MLJ manages the entire pipeline—from data import and validation to nightly backups and ongoing support—so the GSA receives not just software but a turnkey service that remains transparent, traceable, and easily expandable for future SGMA reporting, enforcement, or water-trading initiatives. Fees for Watermark are based on estimated GSA acreage translated into an annual service fee applied (see Costs).
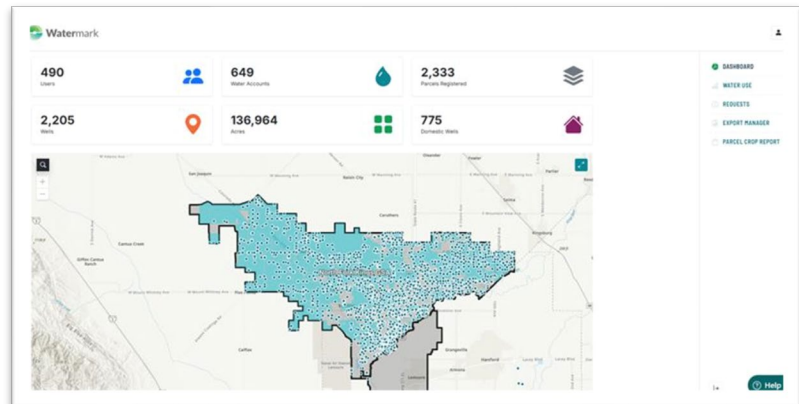
Project Experience & Success

North Fork Kings GSA

CONTRACT DETAILS:

- 3 years (2022–present)
- Software as a service fee
- Time & materials for implementation and ongoing support

North Fork Kings GSA Watermark Admin Dashboard

SCOPE OF SERVICES:

MLJ Environmental implemented the Watermark platform for North Fork Kings GSA, providing modules for well registration, parcel claiming, surface water delivery tracking, recharge project integration, and groundwater accounting. The implementation included stakeholder outreach, user onboarding, system configuration, and ongoing data management and support. Robert Cima, Roop Singh, Jennifer Sanchez, and Priye Albert-Sogules were all directly involved in the project's success.

SPECIFIC ACCOMPLISHMENTS:

- Integrated surface water delivery records with Watermark to allow growers to see both applied and estimated usage.
- Enabled growers to claim parcels, register wells, and track water usage through a personalized dashboard.
- Supported compliance with annual reporting requirements and allocation tracking.
- Conducted outreach events and developed training materials in coordination with GSA staff.
- North Fork Kings GSA has over 600 user accounts, 2,200 wells registered, and 136,000 acres of their GSA claimed and accounted for.

El Rico GSA

CONTRACT DETAILS:

- 3 years (2022–present)
- Software as a service fee
- Time & materials for implementation and ongoing support

SCOPE OF SERVICES:

El Rico GSA uses Watermark for well registration, parcel claiming, groundwater accounting, and grower reporting. The project also included robust messaging support, outreach, and technical assistance for both growers and GSA staff. El Rico GSA also uses Watermark's custom report generation feature to assist with billing and assessing fees. This enables administrative staff to easily identify water accounts that need attention and more outreach efforts. Robert Cima, Roop

Singh, Jennifer Sanchez, and Priye Albert-Sogules were all directly involved in the project's success.

SPECIFIC ACCOMPLISHMENTS:

- Configured a custom reporting module to streamline compliance reporting and grower communications.
- Implemented secure grower dashboards with visibility into allocations, usage, and credits/penalties.
- Managed complex parcel and account structures to accommodate shared ownership and operator access.

South Fork Kings GSA

CONTRACT DETAILS:

- 3 years (2022–present)
- Software as a service fee
- Time & materials for implementation and ongoing support

South Fork Kings GSA Watermark Grower Outreach and Training (2024/2025)

SCOPE OF SERVICES:

For South Fork Kings GSA, MLJ implemented Watermark to support SGMA compliance through well registration, parcel claiming, and groundwater accounting. MLJ's team worked closely with GSA staff to ensure proper system configuration and effective grower outreach. Robert Cima, Roop Singh, Jennifer Sanchez, Tara Khan, and Priye Albert-Sogules were all directly involved in the project's success.

SPECIFIC ACCOMPLISHMENTS:

- Supported large-scale outreach events with over 100 attendees to explain platform use and GSA goals.
- Configured parcel-level dashboards to align with the GSA's accounting structure and policies.
- Delivered a streamlined workflow for registering wells and assigning them to user accounts.
- Provided monthly system support, data management, and feedback loops for ongoing improvements.

References

The following references are for the three projects described above and represent projects of similar scope and objectives. All three projects have been implemented within the last 3 years, are ongoing with services, and have accomplished similar goals as outlined by the RFP including integrating ET data into an online dashboard (Watermark) accessible to growers where they can see their allocations, credits, and penalties.

NORTH FORK KINGS GSA

Contact Name, Title: Justin Mendes, General Manager

Phone Number: (559) 240-4281

Email: jmendes@northforkkings.org

EL RICO GSA

Contact Name, Title: Chantall Ouellet, Controller

Phone Number: (559) 730-8591

Email: ChantalO@tlbwsd.com

SOUTH FORK KINGS GSA

Contact Name, Title: Johnny Gailey, General Manager

Phone Number: (559) 906-6229

Email: johnny@southforkkings.org

Costs

The costs associated with this effort include time and material for the implementation of the software followed by annual subscription fees (Software as a Service). MLJ Environmental is prepared to commit to a three-year agreement, which would lock in the per-acre pricing detailed below for the full term of the contract. This ensures cost stability for Madera County GSA while providing continued access to platform enhancements, support, and services. Included with the Watermark platform functionality discussed in the Project Approach:

- Secure Cloud Hosting
- Up to 36 Hours/Year Customer Support
- Up to 36 Hours/Year Account Management

The $0.41 per-acre pricing provided in this proposal is based on the total acreage listed for Madera County GSA in the 2025 Madera Subbasin Joint GSP (177,800 acres), plus the total acreage listed for the Madera County GSA in the 2025 Chowchilla Subbasin GSP (45,100 acres) for a **total of 222,900 acres**. All annual fees and estimates are calculated using this acreage figure, unless otherwise noted.

Table 12. Total Costs for Watermark SaaS and Implementation Services

Task	Watermark SaaS + Implementation Services Yearly Breakdown		
	Year 1 Cost	Year 2 Cost	Year 3 Cost
Watermark Software as a Service ($0.41/acre)	$91,389	$91,389	$91,389
SaaS Subtotal	*$91,389*	*$91,389*	*$91,389*
Implementation Task 1 – Project Management	$9,960	$0	$0
Implementation Task 2 – GIS & Mapping Setup	$7,616	$0	$0
Implementation Task 3 – Database Setup	$3,864	$0	$0
Implementation Task 4 – Water Accounting Setup	$3,648	$0	$0
Implementation Task 5 – Client Training	$720	$0	$0
Implementation Task 6 – ET Data Integration	$4,512	$0	$0
Implementation Services Subtotal	*$30,320*	*$0*	*$0*
	$121,709	**$91,389**	**$91,389**

MLJ Environmental Rate Sheet (2025)

The rate sheet below are the rates used to build the Task 1–6 implementation services budget presented in Table 1. They also serve as the basis for any future time-and-materials work that Madera County GSA may request outside the fixed-scope items already priced.

MLJ Environmental will submit monthly invoices by the 15th of each month for the work performed in the prior month.

LABOR CLASSIFICATIONS   RATE PER HOUR

Labor Classification	Rate Per Hour
Principal	235
Senior Cloud Architect	235
Senior Developer	225
Senior Program Manager	225
Program Manager	216
Cloud Architect	207
Database Administrator	180
Senior Data Manager	180
Product Manager	180
Data Manager	166
Project Manager/Senior Staff	160
Business Analyst	155
QA Officer	155
Product Designer	149
GIS Specialist	144
Web Developer	144
Staff Scientist III	140
Junior Project Manager	138
Data Analyst II	138
GIS Analyst	130
Staff Scientist II /Data Analyst	129
GIS Technician	118
Data Associate	115
Staff Scientist	111
Administrative Assistant	96

OTHER DIRECT CHARGES

Charge	Rate
Personal Vehicle Mileage	$0.70/mile*
Travel and Subsistence	Actual Cost
4-Wheel Drive Truck Rental	$135.00 per day
Truck Rental Less than 6 hours	$22.50 per hour
Meter Rentals	$30 - $90 per day
Black and White Printing	$0.05 each
Color Printing	$0.50 each
Scanning	$0.50 each

- Large Document Reproduction, Binding, *etc.* Subcontracted .... Actual Cost + 10%
- Rented Vehicles, Tools, and Other Equipment (including fuel, *etc.*) .... Actual Cost + 10%
- Express Delivery and Courier Services for Projects .... Actual Cost + 10%

Online Database Access for Projects .... Actual Cost + 10%

*Based on current IRS 2025 rates. May be adjusted per IRS notifications.