



EXHIBIT 1



**WATERCRAFT
INSPECTION
STATION**

CLEAN • DRAIN • DRY

Stop Aquatic Hitchhikers!

Watercraft Inspection Solutions
Waterfront Restoration
 Lakes • Living • Legacy

Watercraft Inspection Station
 Leaving you must:
 Prohibited invasive species.

anchor and line livewell transom
 rollers axle

Notice:
 Mussels, or other prohibited species
 in the water if it has aquatic plants, zebra mussels, or
 are attached
 draining water, removing the drain plug, and opening
 drain in the water or on the ground
1-800-447-2837 - Call a Conservation Officer to report violations.

Minnesota Department of Natural Resources



Proposal
 Prepared for:
 Goodhue County
 April 11th, 2023

Executive Summary

Waterfront Restoration appreciates the opportunity to submit this best value for watercraft inspection and boater education services to aid Goodhue County again in 2023 in preventing the spread of aquatic invasive species. This proposal presents our overall approach and solution to ensure we achieve and exceed your expectations again in 2023.

The hourly rate proposed for Level 1 inspections is **\$28.76 per hour**. Please see page 6 for more detail.

Quality of inspectors:

Waterfront Restoration is committed to ensuring we have the right people working at your lakes and that they are correctly trained/managed. Thus, we compensate them with high hourly wages. Doing so helps us, on your behalf, to staff your lakes with reliable, presentable, and professional inspectors that create a positive experience for your boaters while also protecting your lakes.

There are also five- core issues if you don't pay inspectors enough: 1.) You don't get enough inspectors in time for the start of the season (Fishing Opener)- you are still busy trying to find people to work for cheap. 2.) The people you find to work for cheap are, in most cases, younger- high school- early college, less personable, friendly, and educational with boaters. 3.) You take whoever comes in/applies- you don't have enough applicants to self-select out or reject based on their lack of customer service/ professionalism/past job experience etc. Thus 4.) You get a lot of mid-season turnover-reliability issues. These inspectors will jump ship before the end of the season, leaving launches unstaffed, and won't show up to shifts at times because, again, they were not screened properly. 5.) Your inspectors from the season prior won't return- if you can't keep their pay up with inflation and match their performance, then you have no one coming back year after year and are back to square one.

In conclusion, you are paying for results - for the highest quality inspectors that will intercept the most boats with potential AIS on them- you aren't paying for just an hourly rate- you don't want the cheapest option or just a warm body at the launches. When you hire us, it is our job to ensure you have a successful AIS prevention program that provides you with peace of mind knowing that your lakes are protected. In addition, our high-quality program inspectors help prevent the spread of AIS, keep your county out of the news for the wrong reasons, better educate your boaters, and represent your county in a first-class positive image to the public.

About Waterfront Restoration

Waterfront Restoration specializes in providing high-quality, fully managed Level 1 and Level 2 watercraft inspections and boater education services to counties, associations, and watershed districts throughout the state of Minnesota since 2015. We have 3 branches: Twin Cities, Brainerd, and Detroit Lakes.

We have developed a four-point formula that provides expertise in recruiting, training, reporting, and management of seasonal staff for aquatic invasive species prevention and control programs. This expertise allows us to recruit and retain watercraft inspectors who share our passion for lake preservation and professionally represent your county.

Our staff works closely with the Minnesota DNR, counties, counties, and lake associations in Minnesota to keep our knowledge current on aquatic invasive species issues and best practices for watercraft inspections.

Clients that have chosen us to protect their lakes see our value beyond a monetary exchange. They see us as their partner in lake protection. Waterfront Restoration is devoted to keeping your lakes clean and preventing the spread of AIS. We do that through hiring the right people, providing them with the skills necessary to keep boaters informed and watercrafts thoroughly inspected, and managing them to ensure your expectations are met. In an industry riddled with unstable small businesses that have one or two full-time staff trying to manage everything, Waterfront Restoration is a professional service company with an expert management team that consistently delivers high-quality results for our clients.

Our difference from other inspection companies:

Here is an information page on the additional value that Waterfront Restoration provides over other inspection companies:

<https://bit.ly/Inspectiondifferentiators>

We provide inspection and education services to the following clients. I am happy to provide you with contact info if you would like to reach out to any/all of them for a reference.

- Dakota County
- Goodhue County
- Meeker County
- Scott County
- Hennepin County
- Ramsey County
- Christmas Lake Association
- Prior Lake Spring Lake Watershed District
- City of Eden Prairie- Carver County
- Minneapolis Park and Recreation Board (MPRB)

Scope of Work

- **INSPECTORS:**

Standard included items: **DNR Trained Level 1 and Level 2 inspectors to inspect and educate boaters- education is the #1 defense in AIS spread.** **Inspectors that are knowledgeable of the area and passionate about preservation of the county lakes.** **All standard equipment and inspectors uniforms.** **DNR surveys on cell phone.** **Inspectors are a minimum of 18 years old.** **Highest standards and highest wages provided to inspectors=high retention.** **Ability to recruit/retain previous year's inspectors even if a different contractor employed them previously.**

Our service also includes these five added benefits to ensure you have the best inspectors:

1. Rigorous candidate screening and evaluation process. It is designed to identify the traits of high-performing inspectors. We refer to it as our “above and beyond” approach as it ensures our inspectors are carefully interviewed and selected based on suitability for the role. The impact of this hiring approach is highlighted in an unsolicited comment we received from a county client:
“When interacting with inspectors from Waterfront Restoration, they were far more thorough and friendly than some I've seen in other areas of the state. Some others I've encountered were not friendly at all and really seemed like that was the last thing they wanted to be doing.”
2. A weighted interview scoring system to rate the candidates based upon twenty different aspects that we feel are critical to success in the role. Some of the scored qualification aspects include knowledge of AIS, customer service experience, de-escalation communication experience, attention to detail, and previous inspector experience. If a candidate does not achieve the target score, that person is not hired.
3. Customer service test. Inspector candidates must pass our customer service test to ensure they have the relationship, speaking, and rapport skills necessary to interact with your boating community. Thus, as your boaters interact with our inspectors, they have a positive experience throughout the inspection process.
4. Video interviews for every candidate. While some providers only conduct phone interviews, we conduct video interviews with every candidate. Video interviews help to select those who represent themselves professionally, and thus, will represent your county professionally. It also shows that they have the basic technical skills needed to complete app based DNR surveys and mobile time clocking in during the Summer.

5. Additional data files uploaded to each inspector's cellphone. Inspectors use cellphones on which DNR software is loaded (or county owned tablets). Also loaded on each device is AIS inspection procedures, the types of watercrafts that may be encountered at the boat landing, the AIS inspection manual from the Minnesota DNR, a copy of the Aquatic Nuisance Species (ANS) guide, a contact list for the contractor and county staff that includes phone numbers for the correct personnel at our office, conservation officers, local sheriff's department, and county staff. During onboarding, inspectors are trained how to use the devices and the software.

- **MANAGEMENT:**

Standard included items: ***Management of advertising, interviewing, and hiring the most reliable and professional inspectors.*** ***The best training program and support structure.*** ***Schedule flexibility based on your preferences of when you want inspectors and where.*** ***Online scheduling view for county interaction and GPS attendance tracking of inspectors.*** ***Weekly Spot checks and quality checks.*** ***A dedicated roaming inspector coach and area manager.*** ***Assistance for AIS violations.*** ***Ongoing training all Summer.*** ***Updates on lake infestations.*** ***Any new inspectors at the beginning of the season we spend extra time with them.*** ***We build relationships with area associations.*** ***We build off knowledge of the county.*** ***Standard reporting provided- at frequency desired by county.*** ***All violations will be reported to the AIS Coordinator within 24 hours and include photos, boat registration numbers, and license plate numbers.***

Our management service also includes these 5 additional benefits to ensure you have the best inspection program:

1. Supplemental training class. After completing the standard DNR training and before deployment in the field, inspectors are guided through our supplemental training seminar. They participate in a comprehensive program in our online training platform. Each module ends with the required completion of a quiz. This helps to ensure mastery of the content. Examples of the modules and instructional videos include: Our safety process for handling adverse conditions with boaters, boater communication best practices, customer service and Verbal de-escalation skills, lake/location specific expectations, known infestations, watercraft compendium-which includes manufacturing insights to help understand where to better inspect for AIS on specialty watercraft such as wakeboard boats, sailboats, advanced fishing boats, and lake service providers.
2. We have a dedicated Inspections intern. They are responsible for overseeing both the process and the inspector team to ensure compliance with regulation and law and consistency in the delivery of our services. Waterfront Restoration designates and ensures the interns meets regularly with inspectors. The intent of the check/meeting is to ensure inspectors remain highly engaged and their skills stay fresh thus ensuring the highest quality inspection of every watercraft. It also helps identify any poor performers right away instead of letting them do a poor quality job all season, we can replace them right away. During the check or meeting the manager provides the inspector with ongoing feedback and training. This includes customer service review, refreshers on boat inspection procedures, and coaching on proper inspection protocol.
3. Six project managers on call at our headquarters. With six managers at our headquarter office (instead of just one or two), there is ALWAYS an expert available for inspector questions and to respond to any violations found by inspectors in the event the inspector supervisor or area manager is busy. Project Managers can be reached by phone, text, and email seven days a week. This access is not only provided to inspectors but to the county as well. All managers and supervisor staff are tasked with *developing relationships with each of our inspectors as this is a key to retention and high job performance of the inspectors.* Also, employees are surveyed monthly via an anonymous online questionnaire. The survey asks questions about company culture, overall performance, and recognition by superiors. Surveys can be accessed via an internal online link.
4. Case Number accuracy review. Our managers are responsible for monitoring inspector surveys weekly for case number accuracy. They provide inspectors with feedback if there are inaccuracies and then make the corrections to the

database with Adam Doll/DNR if necessary. Case number review ensures the county has accurate inspection data for its lakes.

5. Advanced scheduling software enables the ability of coverage when a primary inspector is unable to work a shift.

• **PAYROLL:**

Standard included items: ***Waterfront Restoration is an independent contractor and takes full responsibility for managing and paying of its inspectors.*** ***Anyone employed by our company is a W-2 employee.*** ***We collect required W4s and provide W2s.*** ***Inspectors are paid hourly and receive payment biweekly with proper withholdings of FICA, FUTA, state unemployment, workers compensation, and state and federal withholding, as required by law.*** ***We maintain our own liability insurance and workers compensation.*** ***We pay higher hourly wages, as mentioned previously, in order to staff your lakes with the best and most reliable, presentable, and professional inspectors that create a positive experience for your boaters while also protecting your lakes.***

Schedule

- Waterfront Restoration will manage the schedule with input from the county, as appropriate.
- During the implementation of the contract, a shift schedule framework is developed in conjunction with county input. The weekly inspector schedule is available at least one week in advance throughout the season. Scheduling is arranged to align with the county’s requirements and to ensure excess hours are not scheduled without the county’s approval.
- Waterfront Restoration uses advanced calendar software to manage scheduling to ensure coverage requests are met.
- There are some cases where some shifts or portions of shifts will not be covered due to unexpected illness/absence, or inclement weather. These shifts will be reallocated to different days/shifts throughout the season so that total season coverage hours meet the County’s preferred season total hours. This may require a minority of shifts move to weekdays or extend beyond the anticipated end date.
- The inspector recruiting process begins upon notice of award of the contract. It takes approximately six to eight weeks from contract award to full inspector staffing at your lakes. For example, if the desired start date is May 13, the contract award notification is needed by April 7th. Inspection start dates are also dependent on DNR training session availability as their schedules and class capacities are limited.

Lake Details	Day	Operation Hours	Hours	Start	End	Total weeks	Day total Hrs	Total Access Hrs
Lake Byllesby- Goodhue County Park boat launch (Cannon Falls)- Level 1 inspector	Friday	9:30 AM - 6:00 PM	8.5	5/19	9/1	16 Total Fridays	136	502
	Saturday	9:30 AM - 6:00 PM	8.5	5/13	9/2	17 Total Saturdays	145	
	Sunday	9:30 AM - 6:00 PM	8.5	5/14	9/3	17 Total Sundays	145	
	Random	9:30 AM - 6:00 PM	8.5			6 Total Weekdays	51	
	Holidays	9:30 AM - 6:00 PM	8.5			3 Memorial, 4th, Labor	26	
Lake Details	Day	Operation Hours	Hours	Start	End	Total weeks	Hrs	Access Hrs
Mississippi- Bay Point Park boat launch (Red Wing)- Level 1 inspector	Friday	9:30 AM - 6:00 PM	8.5	5/19	9/1	16 Total Fridays	136	502
	Saturday	9:30 AM - 6:00 PM	8.5	5/13	9/2	17 Total Saturdays	145	
	Sunday	9:30 AM - 6:00 PM	8.5	5/14	9/3	17 Total Sundays	145	
	Random	9:30 AM - 6:00 PM	8.5			6 Total Weekdays	51	
	Holidays	9:30 AM - 6:00 PM	8.5			3 Memorial, 4th, Labor	26	

GRAND TOTAL= 1004

Investment

We provide the best value to protect your lakes.

\$28.76 per hour for level 1 inspectors A few important aspects about our pricing: 1) You are only billed when inspectors are “clocked-in” at the launch site. 2) All overhead costs such as recruiting, company training, DNR training, holiday pay, ongoing management, protocol compliance, technology, software, and reporting are included in the hourly rate. 3) Our pricing is fully transparent. The invoices we provide are simply the multiplication of the hours inspectors worked at the launch multiplied by the hourly rate.

Minimum of 450 inspection hours required for rate outlined.

The county will be invoiced monthly, in advance, based upon the expected number of hours to be worked in the next succeeding month (for each month its “Expected Hours”). In the event the actual number of hours worked during any month exceeds the Expected Hours, Waterfront will invoice the county for the additional hours. In the event the actual number of hours worked is less than the Expected Hours, Waterfront will issue to the county a credit note for the excess hours.

Also included in the rate above are these 4 items. If you are looking for savings on the hourly rate, please let me know and I can remove these out of the hourly rate calculation and add them as a la carte options instead.

1. We provide a highly detailed end of year report like this: <http://bit.ly/EOYReportExample> . If you prefer Instead a basic 2–4-page end of season report summarizing total hours worked etc. we can do that.
2. We provide a highly detailed monthly report like this: <http://bit.ly/MonthlyReport-Example> . If you prefer instead a standard monthly hours report, we can do that.
3. Uniforms/equipment- ie vests, name tags, safety equipment
4. Background checks- Prior to hire, every inspector undergoes a criminal background check to identify felony convictions and sexual offender convictions. Candidates with those convictions are not hired.

Al A Carte Options

ITEM/DESCRIPTION	PRICING
Tablets for all inspectors instead of phones.	\$85 per inspector
Inspectors complete the MNDNR search for AIS at the Water Access once per day per this guidance https://files.dnr.state.mn.us/natural_resources/invasives/prevention/search-ais-water-access.pdf	Contact for specific pricing
2-4 hour safety training session with County Sheriff's Department.	Contact for specific pricing
Additional data collection beyond the DNR process- such as specific weed species identified on boats prior to launching- i.e. instead of the standard DNR reporting of “plants removable by hand” Waterfront could document it was Eurasian Milfoil or Curly Leaf Pondweed or Starry Stonewort etc.	Contact for specific pricing