



Marstel-Day, LLC

Capabilities Overview

www.marstel-day.com

Who Are We?

- **An Environmental Enterprise - our core commitment is to land, water and other natural resource conservation**
 - Small, HUBZone, woman-owned business
 - Focus on reach-back studies and analyses at an institutional level
 - Augmented by on-site work, as needed
- **Deeply committed to and passionate about greening our company**
 - Use VTC and Skype technologies to reduce road miles; purchase carbon offsets for our offices and travel miles
- **Composed of 80 + full-time staff members, plus our cadre of dedicated SME consultants and our Advisory Council**
 - We bring extensive and diverse backgrounds together, to analyze environmental, land-use planning and climate adaptation issues, national security issues, and their intersection

Mission

- Execute projects that enhance the environment and permanently conserve natural resources and wildlife habitat.

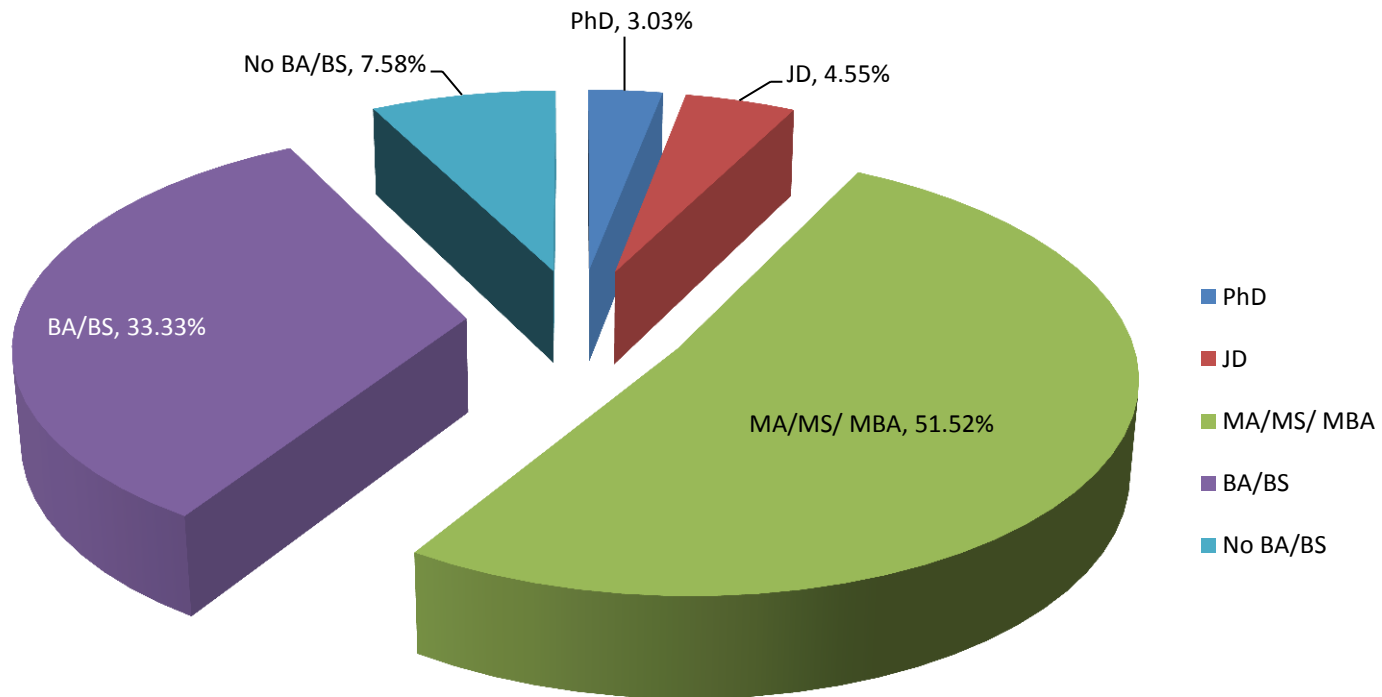
Vision

- Conduct careful, and impartial work to ensure that environmental planning contemplates the interdependencies among the resources involved to arrive at a full and balanced range of options.

Staff Members – Illustrative Prior Experience

- Director, Army Environmental Policy Institute
- Policy Director, House Armed Services Committee
- Assistant for Environmental Quality, Deputy Assistant Secretary of the Army
- Consulting Research Director, Department of Defense, Office of Net Assessment
- Director, Navy BRAC Program / Navy Installations Planning
- Assistant Commander, Navy and Marine Corps Facilities Engineering and Design
- Manager, NOAA National Estuarine Research Reserve
- Manager for NEPA Compliance, U.S. Army Training and Doctrine Command (TRADOC)
- City Planner, Cities of Los Angeles and Berkeley Community Plans and Liaison Officer, Marine Corps Air Station Beaufort
- Research Fellow, Sustainable Energy Institute
- Water Resources Researcher, National Oceanic and Atmospheric Administration
- Deputy Commander, USACE, South Pacific Division
- District Engineer, USACE, Louisville and Albuquerque Districts
- Commissioner, Northern California Power Agency
- Manager, Port of Oakland Airport Terminal Expansion Program
- Head, NAVFAC Real Estate Base Closure and Land Use Support Section
- Installation Commander, United States Air Force

Research Staff Percentage by Highest Degree



GREEN VENDOR: Our Continuing Journey To A Deeper Shade of Green

Phase 1 (2002-2004)

Marstel-Day Founded on Premise of Green Consulting Projects

Phase 2 (2004-2008)

Workplace
"Clustering"

Telecommute
Grants (ALX,
FBG)

Earth Day
Commitments

Virginia Green
Membership

Office Furniture
Goes Green

Recycling and
Composting

Phase 3 (2008- forward)

Vital
Voices

Verdant
World
(Blog)

Green
Supply

Rain Barrels,
Gardens,
Bicycle Racks

Skype Joins
With VTC

Carbon
Offsets

Climate
Action Plan

EPA
Climate
Pilot

What Kind of Work Do We Do?

- **Environmental Planning, Sustainability, Natural Resource and Land-Use Studies**
 - Conservation Conveyance and Other Base Disposals
 - NEPA analyses – Environmental Impacts, Environmental Assessments and related studies
 - Net Environmental Benefit Assessments
 - Encroachment Management and Ecological Partnering
 - Climate Adaptation Plans
 - Water Demand Forecasting and Water Resource Analyses
- **Strategic Communication, Outreach, Engagement and Stakeholder Facilitation are key to accomplishing all of the above elements**

Illustrative Government & Commercial Clients

Government Clients

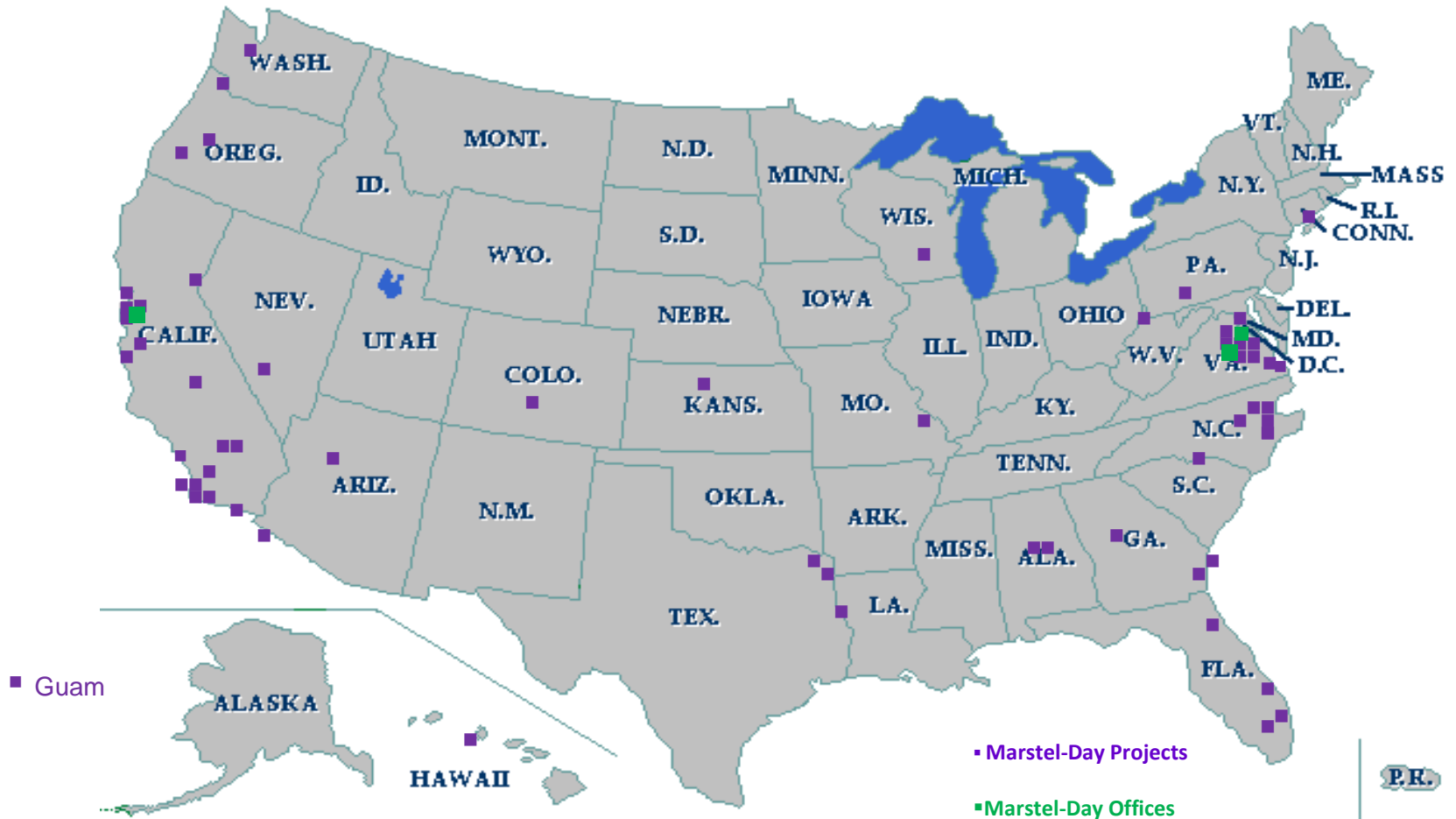
- Office of Secretary of Defense (Policy)
- Office of Secretary of Defense (Installations & Environment)
- Military Services (Army, Navy, Marine Corps, Air Force, Army and Air National Guard)
- US Army Corps of Engineers
- Army Environmental Policy Institute
- USACE Institute for Water Resources
- Department of Homeland Security
- National Oceanic and Atmospheric Administration
- US Environmental Protection Agency
- Port of Oakland
- Peralta Community College District
- Military Growth Task Force of the North Carolina Eastern Region
- East Bay Regional Park District

Commercial Clients

- Bay Dredging Action Coalition
- Science Applications International Corp.
- Michael Baker Junior Engineering
- Ecology and Environment
- HDR | e2M
- CDM
- HGL
- Parsons Engineering
- Tetra Tech
- Signature Properties
- The Lester Group
- Tricord Homes
- Building & Construction Trades Council of Alameda County (AFL-CIO)
- Kimley-Horne and Associates, Inc.
- Beacon Economics
- Claussen Engineering



Marstel-Day Offices and Project Locations



POLICY AND PARTNERING SUPPORT (Policies, Strategies and Workshops)

USMC – Support

Updated Marine Corps Order 11011.22B, USMC Policy and program framework

Updated Encroachment Control Campaign Plan

HQMC and MCI-East and West – Support

Encroachment partnering, real estate, and community plans and liaison strategies; workshops

USAF – Support

Update of USAF encroachment control management policies, strategies and plans

US Navy – Support

Encroachment Management Program Development and drafting of Commander's Guide for Encroachment Management

OASD (I&E) – Support

Development of enterprise wide encroachment management strategies, (Integrated Compatible Land Use Strategy)

ENCROACHMENT CONTROL PLANS

Completed:

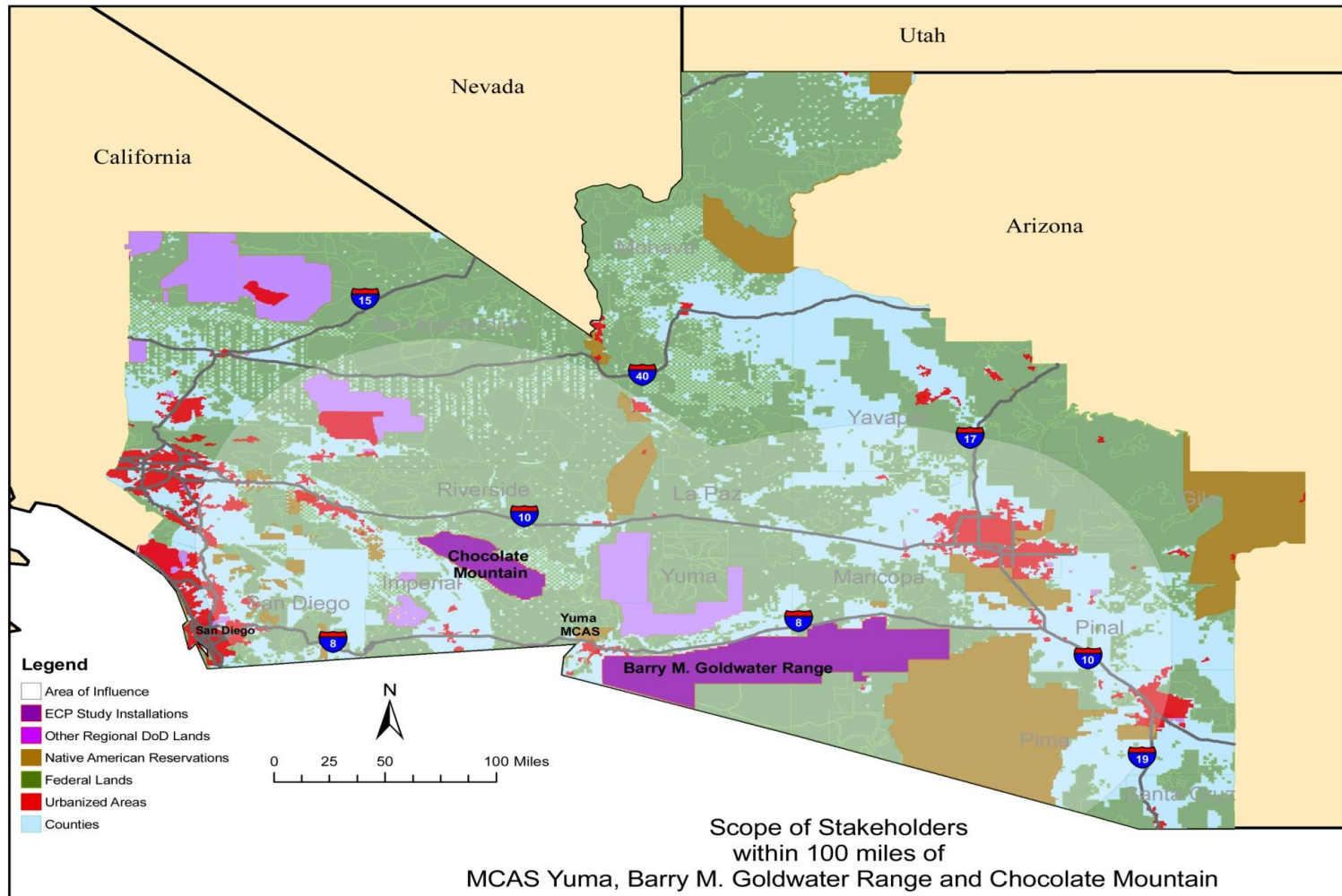
- MCAS Beaufort, SC
- MCAS Cherry Point, NC
- MCAS Yuma, AZ
- MCB Quantico, VA
- Townsend Bombing Range, GA
- MCAGCC, 29 Palms, CA
- MCRD Parris Island, SC
- MCLB Albany
- MCSF Blount Island
- Homestead Air Reserve Base

Underway:

- MCI-East and MCI-West
- MCB Camp Lejeune, NC
- Patrick Air Force Base, FL
- JT Guam Base (ECAP), GU
- Navy Northwest Ranges (EAP), OR, WA and NW maritime ranges
- Buckley Air Force Base, CO
- Fort Indiantown Gap, PA



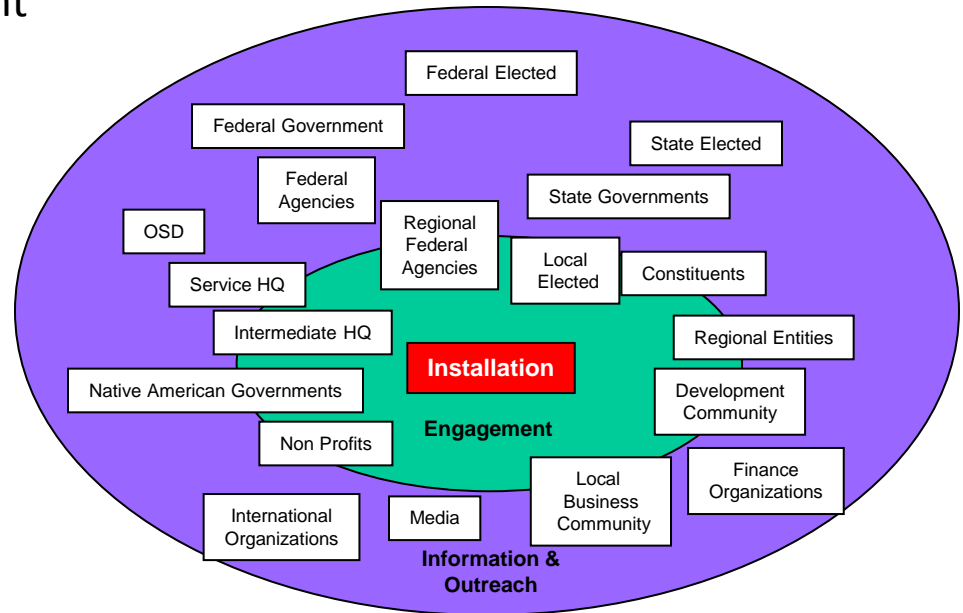
Scope of Engagement



Engaging for Success Exemplar Interviewees

- City/County Planners
- City/County Planning Board Members
- City/County Elected Leaders
- City/County Economic Development
- School District Planners
- Independent Utility Departments
- Chamber Leadership
- Development Organizations
- Conservation Groups
- Special Advocacy Groups
- Regional Planning Organizations
- Regional Governing Bodies
- State and Federal Regulators
- State Natural Resource Dept
- Other DoD Activities
- Other Major Stakeholders

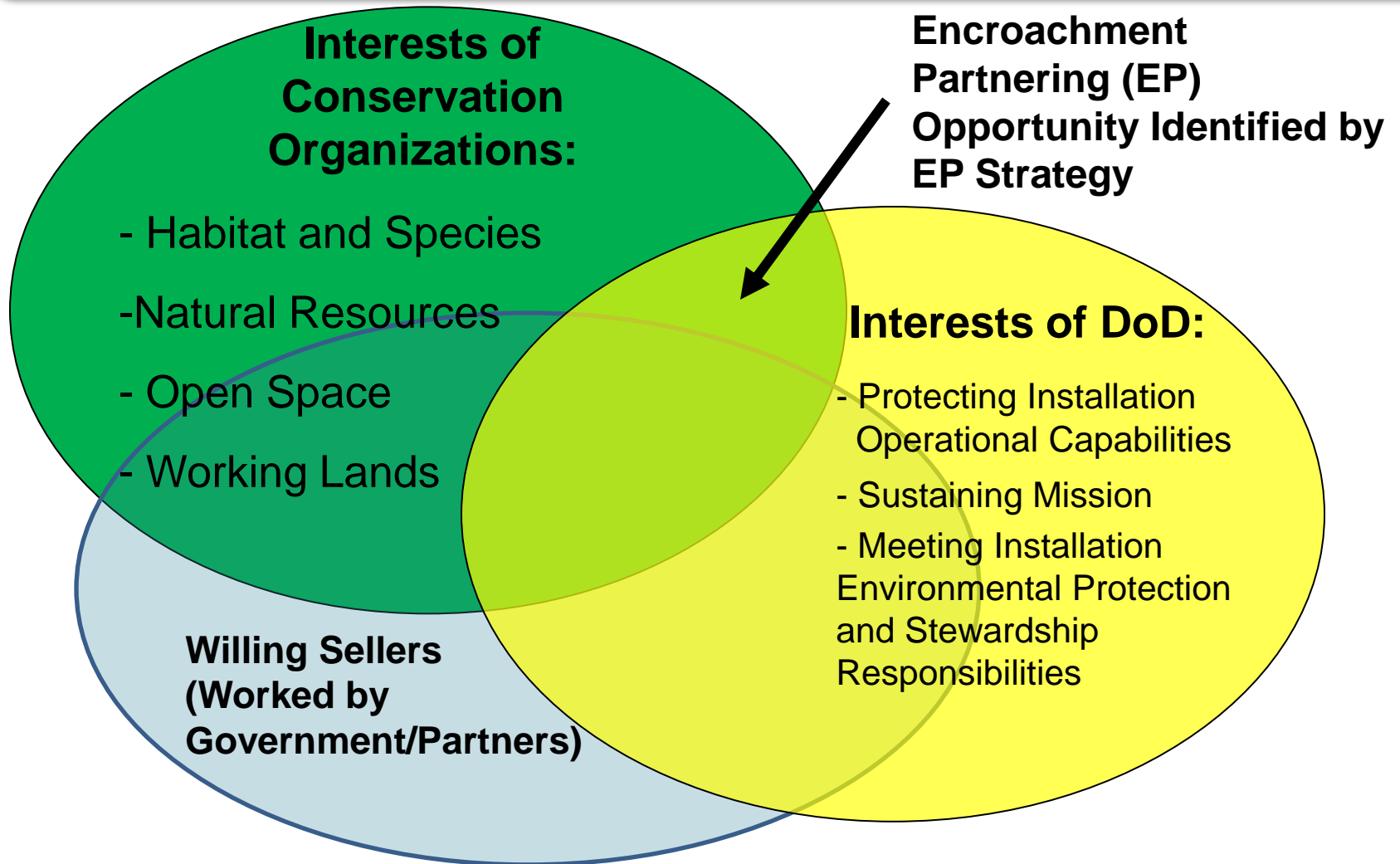
- State Economic Development
- State Transportation Planning
- Military Support Groups



- Federal and State Land Management Agencies
- Native American Tribes



The Key to the Strategy is Partnership



GIS Capability Supports All Program Areas

Real Estate and Asset Management Services

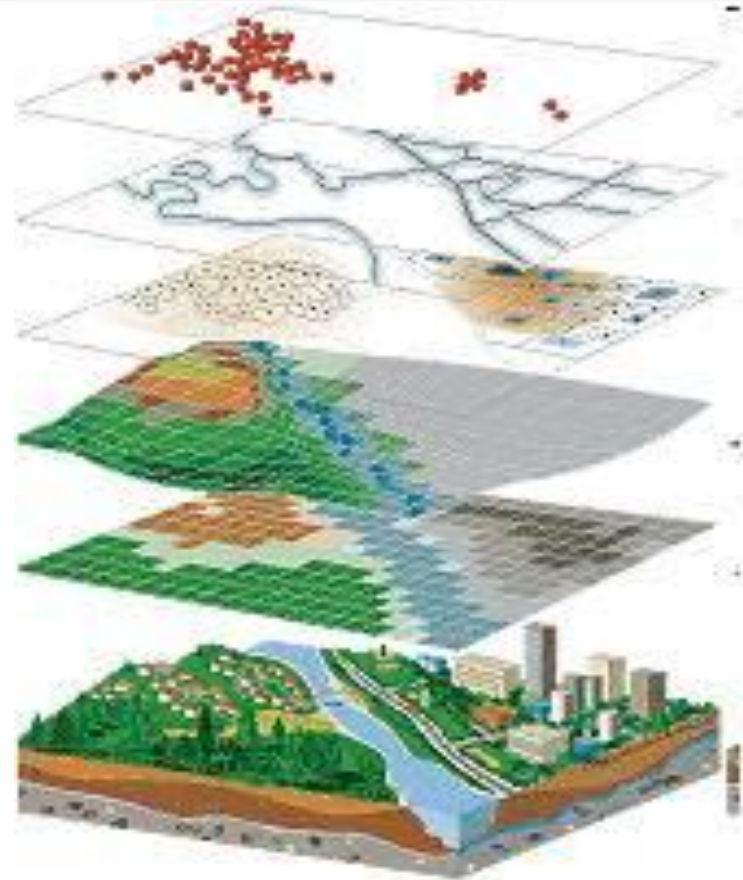
- Sustainability analysis for existing real estate and other assets
- Synthesized data for future real estate transactions and growth opportunities
- Conservation and mitigation strategies for buffering, impact mitigation, carbon-offset and habitat potential

Context-Driven Land Use and Scenario Planning

- Constraint mapping for informed decision-making
- Context-driven Baseline Assessments to Support Strategic Scenario Planning

GIS Analysis

- Display the geographic relationship among land use, demographics, environment and client interests
- Identify true extent of the spatial footprint and appropriate stakeholders
- Use of current, consistent and reliable data

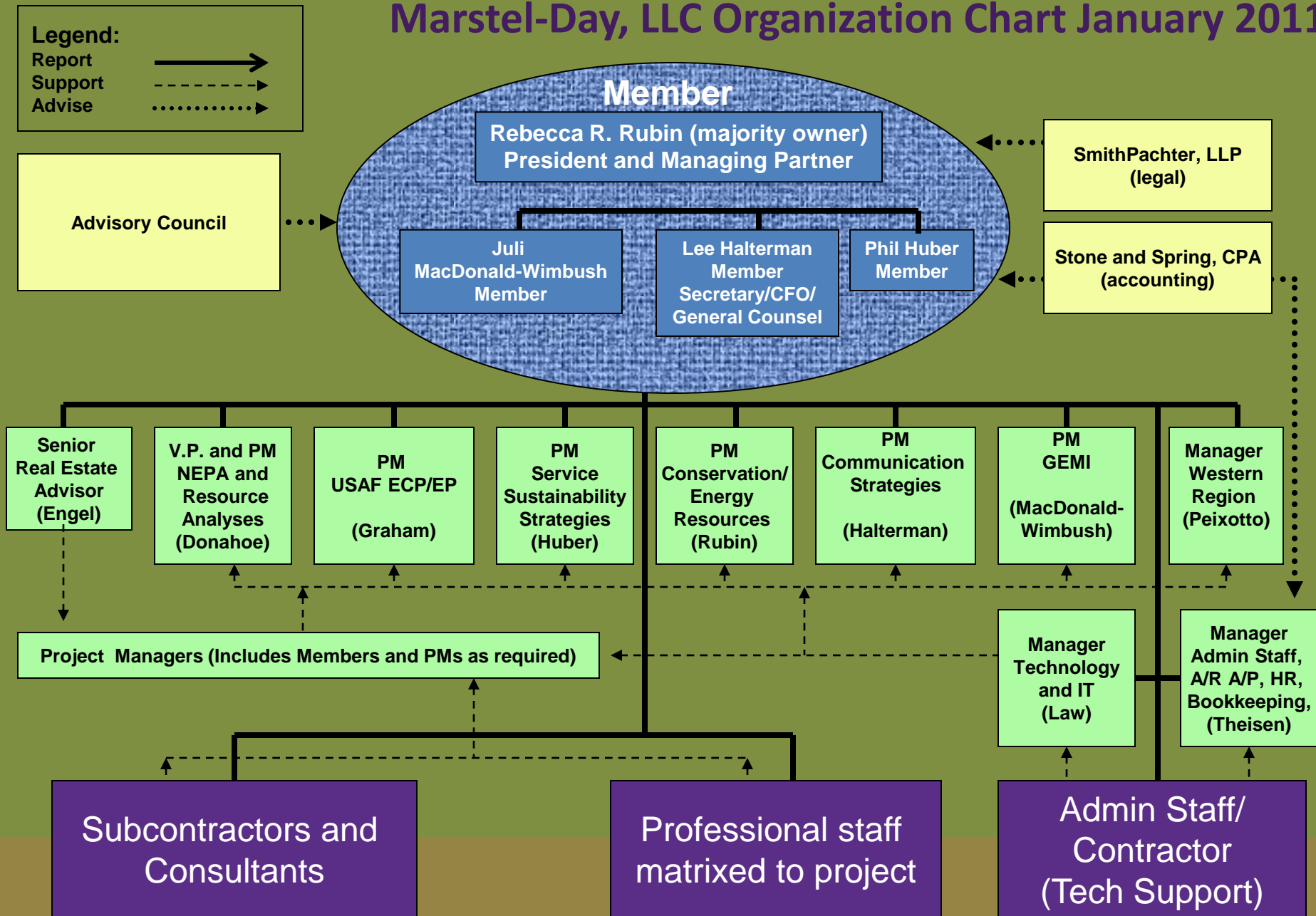


Our GIS analysts provide integrated support & analysis across our capabilities.

Recent Awards and Recognition

- **Environmental Business, International** (Gold, Silver and Bronze medals –2009, 2010, 2011)
- **Virginia Business Magazine** , “Top 25 People To Watch” (2011)
- **UVA Darden School of Business**, Tayloe Murphy Resilience Award (2010)
- **Environmental Business Journal**, Achievement Award for 25-county comprehensive conservation initiative (2010)
- **"Hotfirm,"** given to the 200 fastest-growing architecture, engineering, and environmental consulting firms in the United States (2011, 2010, 2009)
- **Inc. Magazine**, "Inc. 5000," given to the top 5000 fastest-growing private companies in the United States (2011, 2010, 2009)
- **American Planning Association**, Federal Planning Divisions - Winner for Outstanding Collaborative Planning Project (2010)
- **Virginia Business Magazine** , one of four finalists for its 2009 small business of the year award
- **Virginia Chamber of Commerce** , "Fantastic 50," award, recognizing the 50 fastest-growing companies in Virginia
- **Association of Defense Communities (ADC)** , Private Sector Leader of the Year Award

Marstel-Day, LLC Organization Chart January 2011



Advisory Council

- ***Hon. Sherri Goodman, Chair*** – former Deputy Undersecretary of Defense/Environmental Security
- ***Henri Bisson*** – former Deputy Director, Operations, Bureau of Land Management
- ***Ruth Greenspan-Bell*** – Senior Fellow in the Climate & Energy Program at World Resources Institute (WRI)
- ***Gerry Galloway, BG (USA , Ret)*** – flood policy expert and member, National Academy of Engineering
- ***Hon. James Mahoney, PhD*** – former Assistant Secretary of Commerce, Oceans and Atmosphere and member, National Academy of Sciences
- ***Mamie Parker*** – former Special Assistant to Director, USFWS and Regional Director for the 13 Northeastern states
- ***John Regni (Lt Gen, USAF, Ret)*** – former Commander and Superintendent, USAF Academy
- ***Hon. Lynn Scarlett*** – former Deputy Secretary, Dept of Interior
- ***Hon. S. Enders Wimbush*** – Sr. Director, German Marshall Fund and Member, Board of Broadcast Governors



Earth Day, FOR



Adopt-a-Site with National Park Service, Lee Drive



Riverfest, 2010



Tree Fredericksburg, 2010



Rappahannock River Canoe Trip



River Cleanup

Community Involvement

- **Federal customers can access Marstel-Day through HUBZone Sole Source Contracting Authority (available up to \$4.0M)**
- **Marstel-Day holds several Indefinite Quantity, Indefinite Delivery (IDIQ) Prime contract vehicles**
 - GSA MOBIS Schedule (GS-10F-0154T), also available to states and local government agencies
 - GSA Environmental Advisory Services (GS-10F-0011N), also available to states and local government agencies
 - USACE Mobile District Contract W91278-08-D-0020
 - USACE Mobile District Contract W91278-10-D-0041

Principal Office – Fredericksburg, VA
Northern Virginia Office – Alexandria, VA
Western Region Office – Oakland, CA
Gulf Coast Region Office – Stennis Space Center, MS

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Marstel-Day, LLC Principal Office
Historic Registered Property in Fredericksburg, Virginia