



**BrightView** ™

**Submitted by**  
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# Laurel Hollow

## Landscape Maintenance Plan

**November 9, 2022**

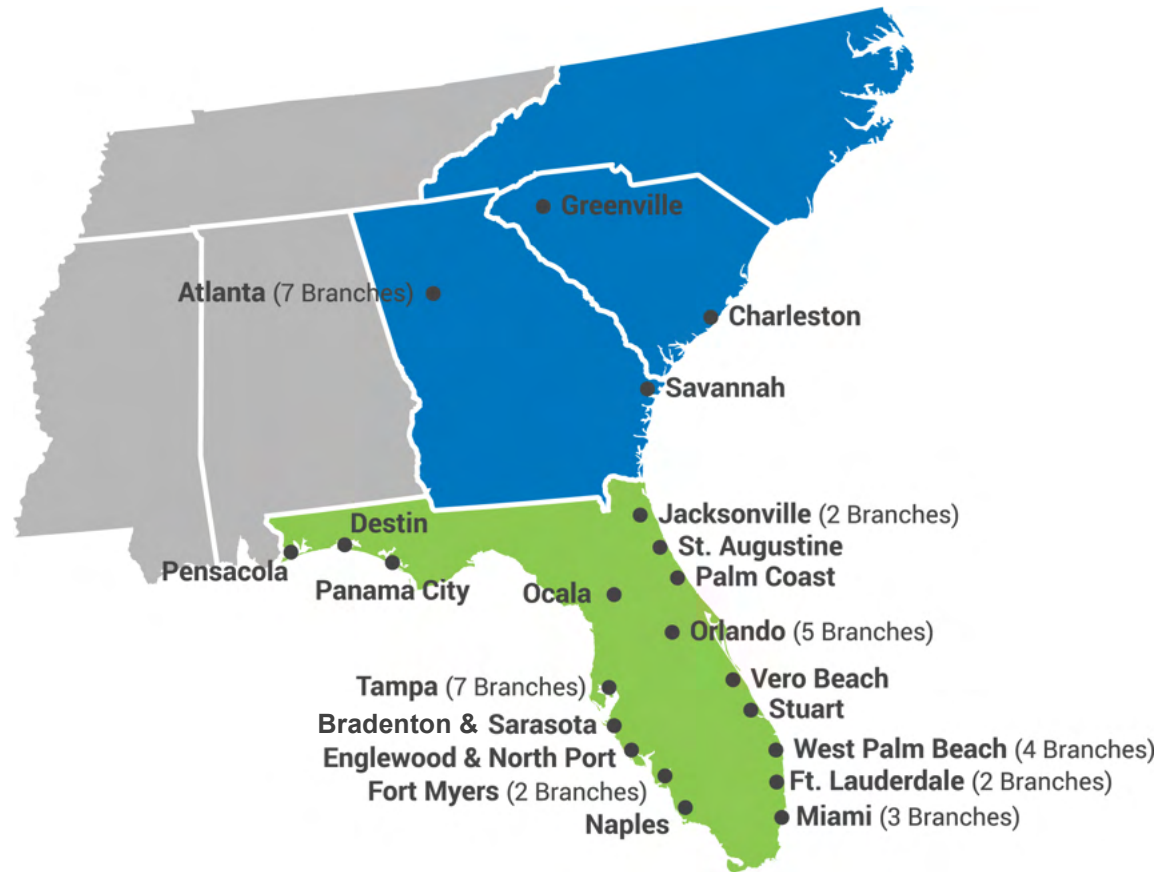
We're in your **Neighborhood** with **4 Branches** servicing Sarasota County communities and businesses!



**American House**  **SENIOR LIVING COMMUNITIES**



# BrightView's Got Florida Covered



# A Trusted Advisor

## SERVICES

### Design

- Landscape Arch. & Planning
- Design-Build
- Program Management

### Develop

- Planting
- Hardscapes
- Pools & Water Features
- Compliance
- Tree Growing & Moving

### Maintain

- Landscape
- Tree Care
- Specialty Turf
- Exterior Maintenance

### Enhance

- Enhancements
- Sustainability
- Water Management

## OFFICES

### Bradenton

- 6009 15th Street E
- Bradenton, FL 34203

### Sarasota

- 7175 21st St. East
- Sarasota, FL 34203

### Englewood

- 530 Rusty Marshall Dr
- Englewood, FL 34223

### BrightView Tree Care

- 7175 21st St. East
- Sarasota, FL 34203

## EMPLOYEES

### Bradenton

- 120 Gardeners
- 16 Supervisors
- 9 Certified Technicians

### Sarasota

- 90 Gardeners
- 15 Supervisors
- 8 Certified Technicians

### Englewood

- 90 Gardeners
- 12 Supervisors
- 8 Certified Technicians

### BrightView Tree Care

- 37 Total Personnel
- 11 Climbers
- 3 Heavy Equipment Operators
- 2 Certified Arborists

## FACTS

### Years in Business

- Since 1939
- Over 80 years

### Florida Corporation

- BrightView Landscape Services, Inc.
- FEIN #: 95-419223

### Insurance

- Aon Risk Services
- General Commercial
- Auto & Workman's Comp

### Bonding Ability

- Aon Risk Services
- Excess of \$200 Million
- \$25 million for single project

# A Trusted Advisor

## LICENSES

### Maintenance

- FNGLA Certified Maintenance Technicians
- BMP Train the Trainer

### Irrigation

- Florida Certified Plumbers
- Irrigation Association Member
- Smart Water Irrigation

### Pest & Disease

- Florida Certified Operators
- Florida Certified Applicators
- Florida Certified Ag Products

### Tree Trimming

- ISA Certified Master Arborist
- ISA Certified Arborist
- TCIA Certified

## QUALIFICATIONS

### Best Management

- Florida Friendly Landscaping
- Train the Trainer

### Emergency Response

- Certified First Responder
- Competent in Training

### Storm Water

- Emergency Recovery
- Certified Assessor

### Safety

- State Rules and Regulations
- Fall Protection

## CERTIFICATIONS

### FDOT

- Setup Certified
- Competent Trainer

### CPR

- First Aid
- Instructor

### OSHA

- Hi Lift Certified
- Osha –30 card

### Horticulturalist

- FNGLA Certified Technicians

## DEGREES

### Agronomy

- BA | As
- Florida, Penn State

### Horticulture

- BA | As
- Florida, Penn State

### Business

- BA | As
- FAU | Florida State

### Plant Science

- BA | As
- Florida | Florida Southern

# LICENSES & CERTIFICATIONS

- ATSSA Certified - Temporary Traffic Control Supervisor
- American Red Cross AED/CPR/ First Aid
- American Red Cross AED/CPR/ First Aid Instructor
- OSHA 10 Card – Construction Safety and Health
- FL Pesticide Applicator Certificate – Registered Tech
- VCLM – Excavation Safety – Competent Person Training
- VCLM – Forklift Safety – Trainer
- VCLM Fall Protection Training
- VCLM Fall Protection – Competent Person /Trainer
- Pesticide Applicator Certificate for Lawn and Ornamentals
- ISA Certified Arborist
- FL Licensed Tree Expert
- ISA Certified Arborist
- Certified Tree Risk Assessor
- Florida Certified Horticulturist
- Florida Certified Pesticide Applicator
- Certified Irrigation Contractor and Certified Landscape Irrigation Auditor by the Irrigation Association which is a national certifying body for the irrigation industry.
- Average of 30 years of experience in the green industry
- Degreed horticulturalist
- Masters of Business Administration



**American  
Red Cross**  
Training Services

STATE OF FLORIDA DEPARTMENT OF TRANSPORTATION



**Temporary Traffic Control  
(Maintenance of Traffic)  
Training Handbook**

OFFICE OF DESIGN - ROADWAY STANDARDS SECTION  
JANUARY 2016  
TALLAHASSEE, FLORIDA



**FEMA**



**NATIONAL  
ASSOCIATION OF  
LANDSCAPE  
PROFESSIONALS**



# Committed to Your Success at Every Stage of Your Landscape

## Design

Forward-thinking, constructible design that considers future operating costs



**One Partner**  
to take care of you and all your landscape needs.

## Develop

Seamless project delivery that meets your goals and long-term expectations, on-time and on-budget

## Enhance

Thoughtful improvements to enrich your landscape's appearance and sustainability

## Maintain

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

### Design

- Landscape Architecture & Planning
- Design-Build
- Program Management
- Irrigation

### Develop

- Planting
- Hardscapes
- Pools & Water Features
- Compliance
- Tree Growing & Moving

### Maintain

- Landscape
- Tree Care
- Snow & Ice
- Specialty Turf
- Exterior Maintenance

### Enhance

- Enhancements
- Sustainability
- Water Management

# BRIGHTVIEW'S EQUIPMENT





# BRIGHTVIEW'S EQUIPMENT



# BrightView Resources

Delivering Added Value to Your Community

# COMMUNICATIONS - HOA CONNECT

## Online Work Order System

BrightView offers a full service request system that is accessible to homeowners 24/7. Requests are delivered in real time to our management staff. Communication continues between the homeowners and BrightView until the request has been closed out.

## BrightView HOA Connect

<https://hoa.brightview.com>



BrightView HOA Connect is a proprietary web application designed for HOA community leaders, residents and property managers, providing timely insight into the property maintenance information that matters the most. Through this tool users can review planned maintenance schedules, submit requests for service, keep up-to-date on community news, and much more.

### Key Features

- Web-based application - accessible on any computer, laptop, or mobile device
- Highly Secure – designed to protect user information
- Workflow-enabled - allowing service requests to be timely monitored from creation to resolution
- Real-time updates - email notification to all involved parties

Tailored to the needs of each property

Custom built web page specifically designed for the needs of the property. Service ticket categories, priority categories, sections and resolution timing can all be unique to the property.

# COMMUNICATIONS - HOA CONNECT

The screenshot displays the BrightView HOA Connect interface. On the left is a blue navigation sidebar with the BrightView logo and menu items: Service Request, Dashboard, HOA Updates, and Community Selector. The main content area shows a header for 'Cascades' with a 'Welcome Matt Braun' message and address '530 Rusty Marshall Dr. (BrightView Only), Engewood, FL'. Below this are tabs for 'ACTIVE TICKETS' and 'MAINTENANCE SCHEDULE'. A 'SERVICE AREA MAPS' section features a satellite map of a residential area with street names like 63rd Ave E, Saunders Rd, 63rd Terrace E, 42nd St E, 43rd St E, Postano Ct, Lockwood Ridg, 64th Ave, 64th Dr E, 65th Pl E, and 41st Ct E.

Each community has their own landing page with current active tickets attached to their address. Plus maintenance schedules and notifications about landscaping announcements for the property.

Customizable Maintenance schedule landing page. Property maps and schedules can be added and modified to keep you abreast of work in real time.

This screenshot shows a detailed view of the 'MAINTENANCE SCHEDULE' section. It lists three tickets:

- In Progress: Weed Control**  
Please spray the weeds along the left side of the house  
Ticket Number: 123113  
Reporter: matt braun  
Assignee: matt braun
- New: Fertilization and Insect Control**  
I have aphids on my hibiscus, please look at  
Ticket Number: 123030  
Reporter: matt braun  
Assignee: matt braun
- Resolved: Irrigation**  
Mower ran over head on left side of driveway  
Ticket Number: 121457  
Reporter: matt braun  
Assignee: emie campbell

# COMMUNICATIONS - HOA CONNECT

**Turf**

Revisions | Detail

CSV VERSION

**TURF**

Ticket Number: 47558  
Updated: 6/19/2019 10:23 am


Priority: Time Sensitive  
Assignee: matt braun

Created: 6/19/2019 10:17 am  
Assignee: timothy swafford

**LOCATION:**  
Commons Area  
Sarasota Pkwy

**DESCRIPTION:**  
Please see pics below. What is going on here in the turf?

**UPLOADED IMAGES:**




**COMMENTS:**

timothy swafford - External  
06/19/2019 - 10:18  
We have inspected the area and it looks like possible chinch bug damage. We will schedule replacement ASAP.

matt braun - External  
06/19/2019 - 10:20  
Great! Did you get these areas as well?

**UPLOADED IMAGES:**



timothy swafford - External  
06/19/2019 - 10:22  
Yes, we measured all locations along the sidewalk, we will be replanted 10,000 sq ft of sod next Wednesday.

matt braun - External  
06/19/2019 - 10:22  
Thank you.

timothy swafford - External  
06/19/2019 - 10:23  
No problem, your welcome.

Add Update

**Tree/Shrub Maintenance**

Revisions | Detail

CSV VERSION

**TREE/SHRUB MAINTENANCE**


Ticket Number: 47564  
Updated: 6/19/2019 10:26 am

Priority: Time Permitting  
Reporter: matt braun

**LOCATION:**  
Commons Area  
Sarasota Pkwy

**DESCRIPTION:**  
Please fill in the holes of Jasmine at medians.

**UPLOADED IMAGES:**



**COMMENT:**

timothy swafford - External  
06/19/2019 - 10:26  
We will be replacing 25 - 1 gallon jasmine on Friday.

Add Update

Resident User Dashboard gives access to their service requests. Every service request lists progress and time stamps responses. Notifications sent via email when comments or status change has been made. Full visibility for both client and BrightView management.

View All Tickets Assigned to Me | View All Tickets | Reset Filters

**Closed** Tree/Shrub Maintenance  
Please clean out palmettos  
CREATED: Wednesday June 19, 2019 - 10:26 am  
Ticket Number: 47566  
Reporter: matt braun  
Assignee: timothy swafford  
1 new comment

**In Progress** Tree/Shrub Maintenance  
Please fill in the holes of Jasmine at medians  
CREATED: Wednesday June 19, 2019 - 10:24 am  
Ticket Number: 47564  
Reporter: matt braun  
Assignee: timothy swafford  
1 new comment

**Closed** Turf  
Please see pics below. What is going on here in the turf?  
CREATED: Wednesday June 19, 2019 - 10:17 am  
Ticket Number: 47558  
Reporter: matt braun  
Assignee: timothy swafford  
1 new comment

# COMMUNICATIONS - HOA CONNECT

## Reporting Processes

Reporting features allow for full transparency into the system.

Can be shared with property management, board members and other BrightView management. Track open/closed service requests, resolution time and reoccurring issues.

**BrightView**

Select Report

- Service Ticket Report
- Open Request Report
- Frequent Requester Report
- Hot Spot Report
- Request Aging Report
- SLA Report

Service Request

Dashboard

HOA Updates

Notifications

Community Selector

**BrightView** Service Ticket Report

CSV VERSION

Closed After: [ ] Closed Before: [ ] Created After: [ ] Created Before: [ ] Originator: [- Any -] Category: [- Any -]

Status: [- Any -] Search: [ ] Sort by: [Date of Creation] Order: [Desc]

Hot Spot Report

Starting Date: [ ] Ending Date: [ ]

Category	Ticket Count	Tickets Closed	Tickets Open	Average Closed Time
Turf/Grass Maintenance	1343	1449	79	2 weeks 8 days
Turf/Grass Repair/Replaces	1344	1229	115	1 week 1 week
Irrigation	1117	1083	34	
Damage	796	647	149	
Turf	727	588	139	
Weed Control	620	497	123	
Fertilization and Insect Control	396	387	9	
Enhancement	372	347	25	
Mulch	323	325	2	
Fertilization	2	2	0	

Description of Work	Category	Assignee	Originator	Date Created	Last updated or responded to
Home owner called his lawn is brown and looks like it is dying. He is not sure if the		J. Travis		09/25/2019	09/25/2019

Export to Excel

Service Ticket Status	Priority	Description of Work	Category	Assignee	Originator	Community	Date Created	Last updated or re Close Date
49156 New	Time Sensitive	We had new sod applied 3 weeks ago to part of our front lawn. Now the other half of our front yard is looking bad. It appears we have some disease or bugs that are destroying our lawn. Please check before our new sod is destroyed	Turf	gregg smith	Rodger Stumpff	IslandWalk at the West Villages	7/1/2019 13:05	7/1/2019 13:06
49155 New	Time Sensitive	New sod was placed in part of our front lawn 3 weeks ago. The other half of our yard that was not replaced now looks as bad as the previous half. I feel that some disease or bugs have invaded our lawn and don't want the new sod destroyed	Turf	gregg smith	Rodger Stumpff	IslandWalk at the West Villages	7/1/2019 12:56	7/1/2019 12:56
49153 New	Time Sensitive	We had new sod placed in half of our front yard 3 weeks ago. It appears one of the sprinkler heads is not working because a patch of sod near the driveway has turned brown	Irrigation	gregg smith	Rodger Stumpff	IslandWalk at the West Villages	7/1/2019 12:52	7/1/2019 12:52

# COMMUNICATIONS - HOA CONNECT

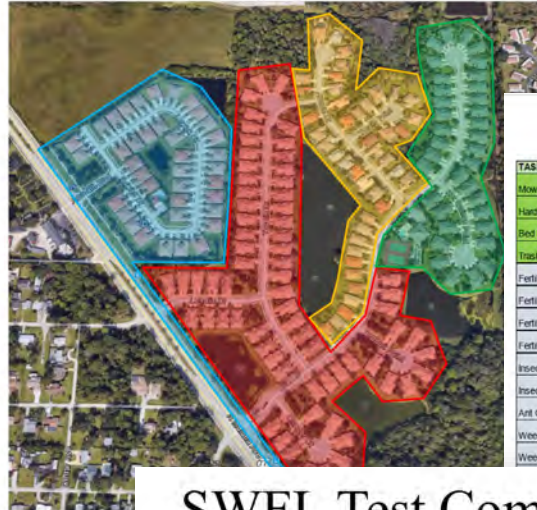
## Local Updating

Once the site is built, the local team can add anything they want to the property page so that residents can view.

This can be anything from schedules and maps, to important daily notifications.

They can be added and taken down on a regular basis with ease.

SWFL TEST Community Trim Schedule



YEARLY SCHEDULE  
Heron Creek Commons  
Sample for 2020

TASK	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEP	OCT	NOV	DEC	TOTAL
Mow, Line trim, Blow	2	2	3	4	5	4	4	3	4	3	2	2	40+
Hard Edge	2	2	3	4	5	4	4	5	4	3	2	2	40+
Bed Edge	1	1	1	2	2	2	2	3	2	1	1	1	20
Trash Pick-up	2	2	3	4	5	4	4	5	4	3	2	2	40
Fertilize Turf		1						BLACKOUT			1		3
Fertilize Shrubs					1							1	2
Fertilize Palms			1			1					1		3
Fertilize Trees				1						1			2
Insecticide Turf				1		1			1				3
Insecticide Shrubs	x	x	x	x	x	x	x	x	x	x	x	x	PM
Ant Control			1								1		2
Weed Control Turf			1								1		2
Weed Control Beds	1	1	1	1	1	1	1	1	1	1	1	1	12

## SWFL Test Community March



Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2 Mow Service All Plots	3 Mow Service All Plots	4	5 Debris Pick up All Plots	6 Leaf Clean up	7
8	9 Irrigation Inspection	10	11	12 Debris Pick up All Plots	13 Leaf Clean up	14
15	16 Mow Service All Plots Fertilize Property Trees (Plants) Projects	17 Mow Service All Plots	18	19 Debris Pick up All Plots	20 Leaf Clean up	21
22	23 Tree (Plants) Projects	24	25	26 Debris Pick up All Plots	27 Leaf Clean up	28
29	30 Mow Service All Plots	31 Mow Service All Plots				

\*Spot spraying for turf weeds, pests and ants throughout month

# COMMUNICATIONS

## *External and Internal quality control process for success*



### **QSA (Quality Site Assessment)**

- Property evaluation by AM provided to customer
- Report with pictures, focus areas, and timelines
- Board and landscape committee invited

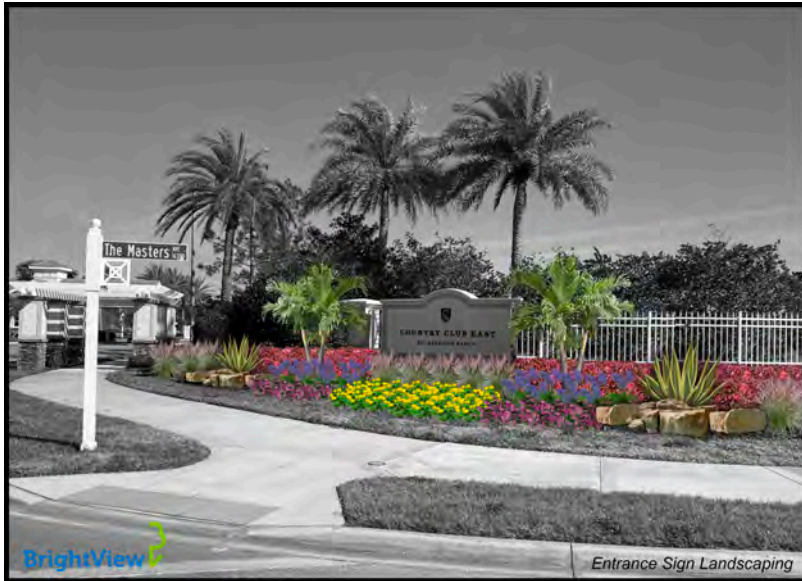
### **QI (Quality Inspection)**

- Property evaluation by Production Manager for BV leadership
- Internal audit to identify shortfalls and successes
- Completed with crew leaders for proper communication and follow through





# ENHANCEMENT DESIGN CAPABILITIES



Entrance Sign Landscaping



Community Entrance Landscaping



Roundabout Landscaping

# EMERGENCY RESPONSE

When a catastrophe occurs such as most recently with Hurricane Irma, we have the capabilities and manpower to respond immediately. With **47 locations** throughout the Southeast alone, **we leverage our local and national resources** to bring in additional teams and equipment from outside the area. This allows us to ensure the site is safe and free from hazards.

Resources from branch offices will be available in the event of an emergency to ensure **our customers have access to crews and equipment quickly**. We partner with generator-powered area hotels to provide accommodations for our staff. We have no FEMA obligations that would impact our ability to clean up your site in a prompt manner.

*Safety before and after a storm is our primary focus.* Immediately following the storm, our teams will ensure:

- Vehicle access is cleared, allowing emergency personnel access.
- Debris from structural dwellings that may pose immediate risk is cleared.
- Plant material that may have a chance of surviving is replanted.
- Hazardous damaged limbs that remain in trees are trimmed and removed.
- Tree limbs, root balls, or large wood debris remaining on the ground is chipped and removed.
- Final restoration of any remaining damages or losses resulting from the storm is performed.

Our benchmark is to have your property back to normal within one week of the all-clear.

## Hurricane Price List

**General Labor - \$65 / per hr./ per man**

**Tree Trimming Crew W/ Lift or Bucket Truck - \$150 / per hr. / per man**

**Skid Loader / Small Backhoe & Operator - \$150/ per hr.**

**Large Loader & Operator - \$250 / per hr.**

**Dump Fees (if necessary) - TBD: quote**

**Stumps - Price varies by size**

**Tree Men / Climbers - \$150 / per hr. / per man**

**Chipper & Operator - \$150 / per hr.**

# REQUESTED SERVICE - Turf Maintenance

- The turf at Laurel Hollow will be mowed, trimmed, and hard-edged **38X per year**.
- Expected 1 day mow event with 3-5 crew members on-site for each event to mow, trim, edge, blow and keep all turf areas properly maintained.
- All areas that can't be mowed will be trimmed
- Mowing will be done with appropriate size mower to avoid damage



# REQUESTED SERVICE - Shrubs and Weeds

- BrightView's gardeners and managers have experience with all the plant life at Laurel Hollow and understand what best practices are for pruning and maintaining all plants in the community
- Each landscape bed will be maintained and receive the proper horticultural pruning **9X per year** to promote flowering and fullness as much as possible. Any Pygmy Palms are also trimmed during these scheduled visits.
- All bed areas will be maintained for weed growth **19X per year**.



# REQUESTED SERVICE - Fertilization Program

- Proper fertilization combined with proper irrigation is key for all turf and plant life. BrightView has a plan to properly fertilize all the turf and bed space for optimal plant health.
- The turf will be fertilized **4X annually** to promote healthy as possible turf throughout the season
- Ornamental fertilization will be completed **2X annually**.
- Turf and ornamental bed and disease control will be completed a minimum of **2x annually / as needed**.
- Turf weed control will be completed **as needed to maintain weed free turf**.



# REFERENCES – Local Area

1. **VillageWalk on Palmer Ranch**

Town Manager - Casey Burch  
cburch@castlegroup.com  
(941) 925-8775

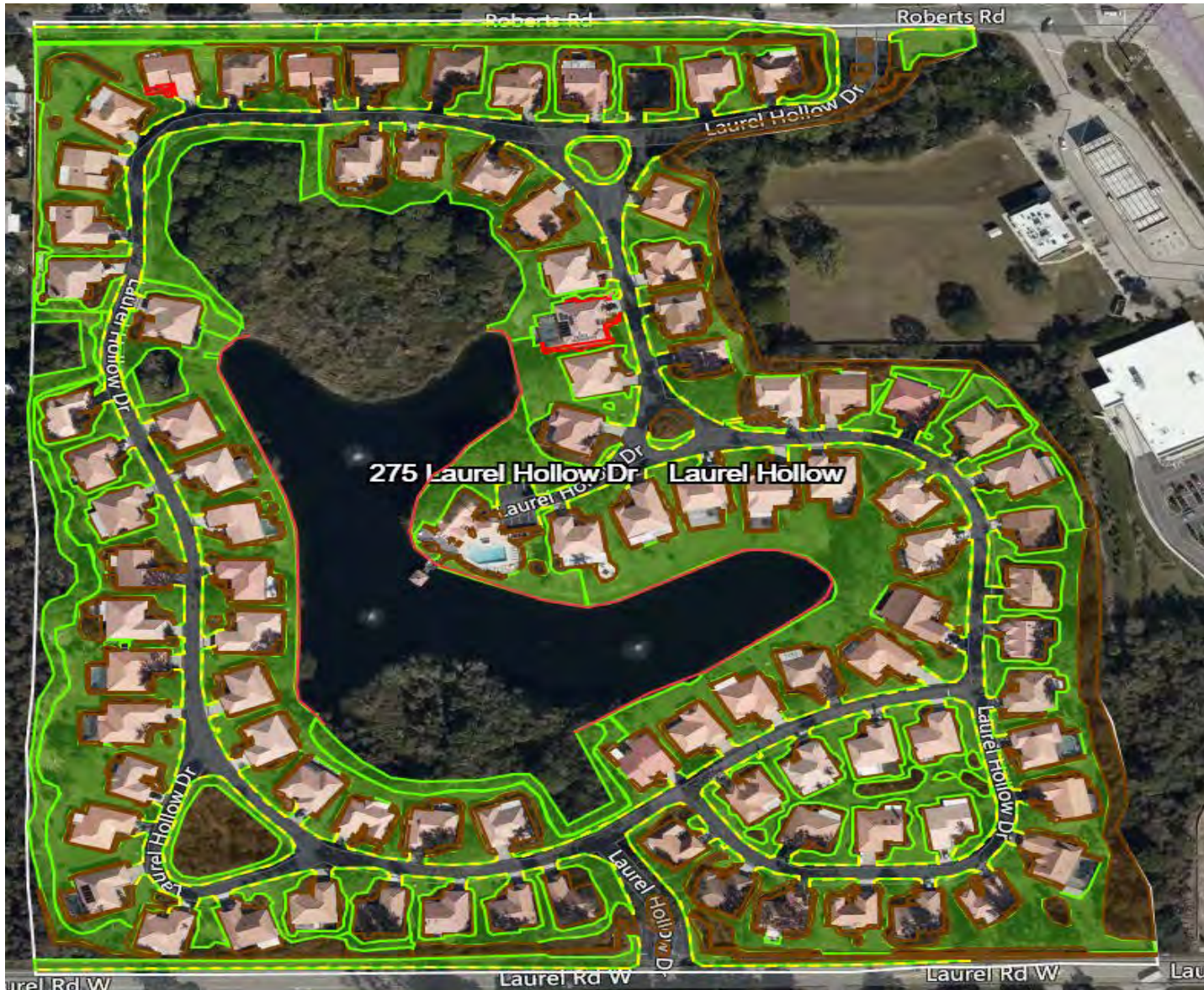


2. **Isles of Sarasota**

Manager - Joshua Jones  
joshua@argusmgmt.com  
(941) 586-4268



# Site Map



# SERVICE PLAN BUDGET

<u>SERVICE DESCRIPTION</u>	<u>Monthly</u>	<u>Annually</u>
<u>Base Landscape Maintenance</u>	\$8,800	\$105,600
<b>1. Mowing Service - 38x</b>		
Mowing		
String Trimming		
Hard Edging		
Blowing		
Bed Edging - 19x		
<b>2. Shrub Pruning - 9x</b>		
<b>3. Bed Weeds - 19x</b>		
2x per month during Spring and Summer Months		
1x month Fall and Winter Months		
<b>4. Mulch - 1x (20 yds. for common area circles)</b>		
<u>Additional to Base Landscape Maintenance</u>		
<b>1. Turf and Shrub Fertilization</b>	\$1,116.67	\$13,400
Turf Fertilization - 4x		
Shrub Fertilization - 2x		
<b>2. Palm Pruning - Provided in Palm Pruning Proposal</b>		