

# CAPITAL STRATEGIC SOLUTIONS

*A Women-owned Business Enterprise*

## **Building Trust Through Open Dialogue & Transparency**

**We deliver creative and cost-effective services that maximize success while minimizing risk for our clients.**

508-690-0046



INFO@CAPITAL-STRATEGIC-SOLUTIONS.COM



WWW.CAPITAL-STRATEGIC-SOLUTIONS.COM



11 APEX DRIVE, SUITE 300A, MARLBOROUGH, MA 01752







## About

Capital Strategic Solutions (CSS) is a Massachusetts-based woman-owned business comprised of former municipal employees. We deliver creative and cost-effective services that maximize success while minimizing risk for our clients. We have hands-on experience that allows us to formulate and implement strategies tailored to the communities we serve. We specialize in public administration and municipal finance, human resources and policy development, emergency management services and public safety, public works and water operations, public relations and community engagement, project management and oversight, grant writing and administration, and onsite support services.

We work diligently with our clients to define clear project goals while resolving complex challenges. Our mission is to provide our clients the highest quality of strategy and implementation consultancy through identifying opportunities, modifying internal structures, and accelerating processes. We exist to create human-centered plans that allow organizations to enhance performance, optimize interactions and accelerate data-driven outcomes that transforms communities.

Our talented team of experts can offer agencies and organizations on-site support services in their time of need in several areas of operations to allow the continuity of services at the highest level.



# OUR TEAM DELIVERS



**Nichol Figueiredo**  
**Chief Executive Officer**

Nichol has over two decades of experience working in state and municipal government; acting as a liaison between government agencies, contractors, consultants, and the communities they serve. She has a keen understanding of how a well-placed message can change opinions, and call stakeholders to action. Since launching Capital Strategic Solutions in 2014, Nichol has been working with municipal clients to implement integrated communications strategies to create a dynamic flow of information. Nichol specializes in building trust through open dialogue and transparency. She is skilled at establishing relationships working closely with the project team and community stakeholders to increase community engagement. By leveraging ever-evolving technology, Nichol measurably improves public relations and community involvement.



**Jennifer Thompson**  
**Chief Development Officer**

With over twenty-four years' experience in the public sector, Jennifer understands first-hand the challenges faced by municipal employees, especially in terms of appropriately disseminating information and communicating effectively with residents and businesses. Jennifer has worked not only as a Town Manager, but also as a Chief Financial Officer and Assistant Emergency Director in large and small municipalities and in state government. With her unique experience in municipal finance, procurement, administration, emergency management and human resources, she can assist public and private clients in a holistic and inclusive manner. Jennifer has a strong background in economic development work, as well as having to manage public and constituent relations across diverse populations. She holds a Master Degree in Public Administration, a Bachelor's Degree in Communications, as well as many professional certifications.





**Michael Tusino, IV**  
**Chief Creative Officer**

As Chief Creative Officer, Mike brings his background in visual design, technology services, and public information to a variety of projects at CSS. Prior to joining CSS, Mike worked as a Records Access Officer and Reserve Public Information Officer for the City of Framingham as it transitioned from a town to a city. From these roles Mike developed his skill for analyzing and creating clear and direct public information content and notices. Mike also has a Bachelor of Arts in Visual Communications with a minor focus in Information Technology Services from Framingham State University. He was able to hone these skills in visual design as a Production Designer for a creative ad agency in Massachusetts. Mike's unique palette with 10 years of design, creative and municipal public outreach experience contribute to his expertise as a creative consultant. As Chief Creative Officer he manages the graphic and website design services CSS offers.



**Meredith Roberts**  
**Senior Project Manager**

Meredith has a Bachelor of Arts in History, and International & Global Studies, with a minor focus in Creative Writing from Brandeis University. Her vast experience in managing performing arts and the service industry has given her a cool head in fast paced environments with multiple moving parts, and the ability to find creative solutions when unexpected problems arise. She has previously worked as a stage manager for Brandeis University and served as a student leader of multiple organizations where she successfully managed said organizations in the early days of the pandemic during the rapid shift to online programming. Her advanced skill in customer service, with 5 years in the hospitality industry, allows her to talk to anyone about anything with ease, as she derives great joy from working directly with people. As a project specialist at CSS, she works on a variety of projects with a focus on content creation and outreach projects.



**Clara DeCarvalho**  
**Project Specialist**

As a Project Specialist, Clara works on several projects across their phases, supporting our senior management staff and jumping into a myriad of roles seamlessly. Several of Clara's ongoing projects include the oversight of MS4 stormwater outreach on several social media sites, as well as general administrative support to the Senior Team. With these projects, Clara especially excels at crafting clear and thoughtful communication, and is able to link the big picture growth, with carefully laid out day to day work for optimal success. Clara has a Bachelors of Arts Degree in Education from Wheaton College and is currently working to receive a Master's Degree in Communication and Leadership from Clark University. Clara also works as a College Softball coach where her skill at identifying areas of need, and thoroughly building a solution through hard work and patience are constantly on display.



**Stephen Cronin**  
**Drone Pilot & Photographer**

Stephen holds an FAA Part 107 Remote UAS (drone) pilot certification and is a Federal Aviation Administration (FAA) Remote Pilot. Stephen is responsible for ground and flight operations of an unmanned aerial system to record still photography and video at our project locations documenting the infrastructure, and work site progress. Stephen oversees the evaluation of all aspects of flight planning, including the maintaining equipment, weather evaluation, authoring and submitting FAA clearances and waivers for flight operations outside of as well as within controlled airspace in order to meet project objectives while adhering to federal and state and local regulations. Stephen is experienced in navigating construction job sites, so our customers get quality images without having any of their work activities disrupted.



**Tom Impey**  
**Senior Project Manager**

Tom has built his career in Fire and Emergency Medical Services in a way that has given him incredible insight to analyze and improve critical services across communities. Tom's background in municipal Fire and EMS programs began in Plainville as he rose through the ranks from Lieutenant, to Captain, and eventually Fire Prevention Captain for the town. His hands on experience within a department made him especially skilled as an instructor and Coordinator of Public Education Programs at the Massachusetts Fire Academy (MFA), where he coaches students through "live" skills training, and assists with the planning and logistics for demonstrations. His has advised multiple communities and projects from the Plainridge Park Casino's life safety systems to a Regional Study of EMS Provision to Lower Cape Cod Region for the town of Truro. Tom has a plethora of certifications in EMS and Fire Services, he also has a Masters in Public Administration, and a B.S. in Fire Science.



**Blythe Robinson**  
**Senior Project Manager**

With decades of experience in Municipal Government, Blythe has honed an extraordinary ability to understand what each community has, what they need, and what's out there. As Town Administrator for the Town of Norfolk Blythe served throughout the Covid-19 Pandemic and ensured uninterrupted delivery of essential services to the community while addressing complex needs. Her additional experience in Regionalization, Grant Management, Budgeting and Transparency, and Human Resources make her especially adept to serve across communities with very different needs and circumstances. She does all of this with an intense drive to increase inter-community connectivity with creative problem solving. She keeps a finger to the pulse of the municipal world, remaining up to date on evolving opportunities that can be found in Grants, as she has a robust understanding of their integral role to local government. All these skills and experiences make her especially talented at capital improvement and financial planning, executive coaching, policy review, and staffing analysis.





**Paul Scott**  
**Senior Project Manager**

Paul's career in Public Works has given him a nuanced understanding of all things that go into Capital Improvement and Project Management. Paul served most recently as the Director of Public Works for the Town of Plainville where his steady hand guided the consolidation and professionalization of the department. He understands that a cohesive internal management structure is the best way to manage any external issues, expected or otherwise, during a project. His additional experience as a Director of Capital Project Management, and Director of Highway & Sanitation Division for Framingham Public Works ensure his ability to work across a myriad of environments and manage both common duties and unique needs of municipal management. It is his dedicated and unique career in multiple aspects of Public Works that give him an edge when it comes to crafting capital improvement plans, financial planning, executive coaching, and policy analysis.



**Peter Sellers**  
**Senior Project Manager**

Peter has the unique ability to jump into any challenge and manage a team, not only with efficiency and effectiveness, but respect and understanding. For the past 20 years Peter served as the Director of Public Works for Framingham, as it grew from town to city. Peter's leadership style purposely created work environments that value transparency, and collaboration, as can be seen by his restructuring of the department to emphasize "Management by Objective" with a clear and well-defined program, and transparent accountability standards. Peter has the same pragmatism and emphasis on collaboration with his other skills in emergency management services, based off his time as Director of Transportation and Logistic Support for the Boston Police Department. Peter can always easily identify professional niches for talented individuals to fill within a department and has made a conscious effort throughout his career to create an environment where a team of committed people will always grow and thrive.

# Our Services

## Public Administration & Municipal Finance

***Our team develops and executes cost-effective public policy initiatives and services that ensure the financial stability, efficiency, and effectiveness of state and local government.***

- Capital Improvement Planning
- Executive Coaching & Management Assistance
- Grant Management and Oversight
- Management Studies and Support Services
- Municipal Finance Assistance/Budget Preparation
- Policy Review and Formulation
- Procurement
- Strategic Planning
- Senior Team Building and Brainstorming



## Human Resources Support Services

***CSS offers human resources consulting services that are focused on improving productivity and resolving organizational challenges. An administration can benefit from consistent reviews of administrative policies and structures and improve productivity by clarifying current and future goals. Our experience professionals can assist you in:***

- Collective Bargaining Contract Analysis and Negotiation Preparation
- Employee Surveys
- Job Description Development
- Policies, Procedure and Employee Handbook Development
- Process Improvement
- Professional Development and Training

## Public Relations and Community Engagement

***Our approach focuses on integration and coordination across sectors — identifying target audiences, tailoring messaging, recruiting the right mix of opinion stakeholders to add validation and messaging support, utilizing the most influential communication channels, and ultimately, making positive change.***

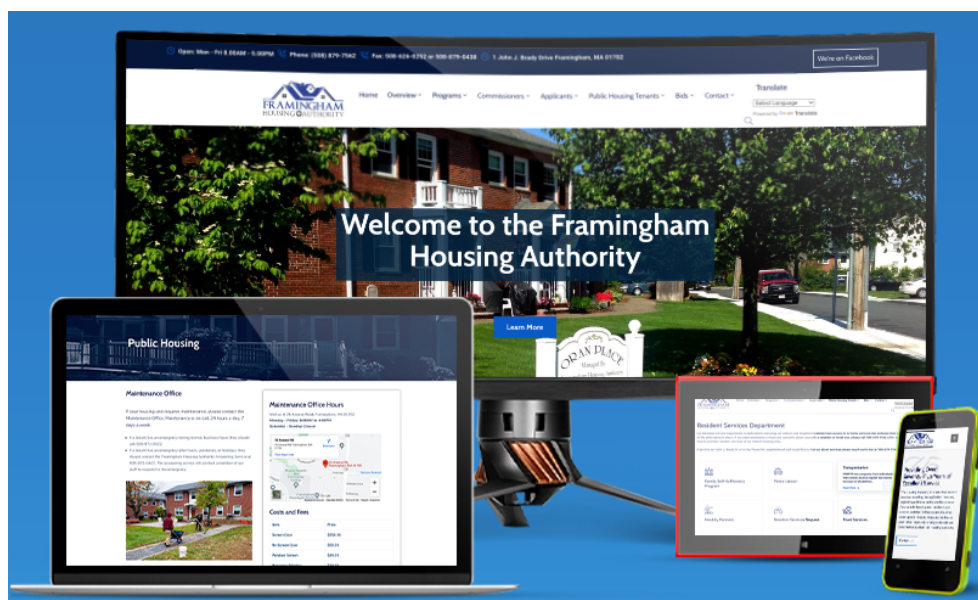
- Media Relations
- Strategic Communications
- Community Relations
- Impact Mitigation & Crisis Communications
- Tactical Social Media Outreach
- Virtual and In-Person Event Planning



## Graphic & Website Design Services

***Making a good first impression is vital to communicating your objectives and establishing relationships with your community. When you begin to think about branding, think about how your brand will encompass your organization – from your logo, your website, your social media pages, and most importantly your customer's experience.***

- Graphic Design Services
- Brand Development & Logo
- Infographics Design
- Print, Presentation & Social Media Design
- Video Production & Editing
- Web Graphics & Banner Ads
- Website Development





## Project Management & Oversight

***Together, our professional staff members evaluate all aspects of the project to ensure technical capacity and capability prior to implementation. They also monitor projects to determine whether they are progressing on time, within budget, and in accordance with the approved scope of work outlined in the plans and specifications. Our team has over 20 years of experience in project management and oversight focusing on community investments, such:***

- Capital Improvements
- Community Development
- Fire and Emergency Management
- Infrastructure Improvement Project Review and Oversight
- Public Safety Initiatives

## Emergency Management & Public Safety

***With over 20 years of experience in emergency management and public safety, our team understands the complex and evolving nature of public safety issues. We work side-by-side with our clients to accelerate their emergency management and public safety services. Our team will work with you to enhance service delivery, achieve financial sustainability and resiliency, improve benchmarks, or address other budgetary, operational and regulatory challenges. Our services include:***

- Community Risk Assessment
- Forensic analysis of your data, workload and deployment analysis of your Fire, Police, or Emergency Medical Services Department
- Grant and financial management support
- Study and recommendations for improvements to level of service and reduction in response times
- Enhanced public support
- Public Safety Facility Reviews
- Standard of Response Coverage and Integrated Risk Management Planning
- Regionalization/Shared Services Reviews and Recommendations
- Strategic Planning



**CAPITAL  
STRATEGIC  
SOLUTIONS**

*Building Trust Through Open Dialogue & Transparency*

## Public Works & Infrastructure Operations

***Over the years it has become increasingly complex to manage public infrastructure and having the right people in your corner with the knowledge, understanding and experience will make all the difference in the world. Our team is experienced in the administration, finance, procurement, planning, organizing, design oversight, maintenance, and repair of these intricate systems; and can work with your team to guide them through multidisciplinary issues. Our services include:***

- Interim Staffing and Mentoring
- Administration, Finance & Procurement
- Capital Improvement Planning
- Highway Operations
- Solid Waste
- Water Distribution Systems
- Wastewater Conveyance
- Stormwater Management
- Transportation
- Tele-Communications Management Programs
- Signals and Lighting
- Conservation and Open Space Management



### Property Inflow and Infiltration Inspections

Our team is skilled at investigating excess water entering the sanitary sewer system, also known as inflow and infiltration (I&I). The information gathered during the I & I investigation is used to develop a plan to reduce inflow and infiltration. Our team coordinates the outreach services to each individual property, which can include door hangers or mailers, and the scheduling the inspection. Our inspectors enter the building with permission of the property owner to verify if a sump pump is connected to the sewer system and creates a report including photographs of the property.

### Comprehensive Leak Detection Surveys

Our skilled technicians use cutting-edge technology and innovative procedures to decrease production costs such as raw water treatment and pumping rates, avoid contamination, and reduce liability. By detecting leaks and stopping extensive damage to streets, underground utilities, and more, we help reduce liability risk. Our non-invasive practices minimize the need for excavation and focus solely on reducing property damage.

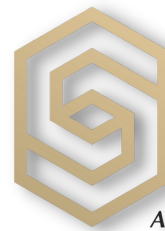
## Support Services

***Our talented team of experts can offer agencies and organizations on-site support services in their time of need in several areas of operations to allow the continuity of services at the highest level. Our contracts for support services may include:***

- Administrative Support Services
  - Handling administrative requests and queries from senior managers
  - Organizing and scheduling appointments
  - Planning meetings and taking detailed minutes
  - Making travel arrangements
  - Report preparation
  - Answering phones and email messages
  - Maintenance of online and paper filing systems
- Advisory & Support Services at the Executive Level
  - Strategic Planning
  - Policy Review and Formulation
  - Senior Team Building and Brainstorming
  - Executive Coaching
  - Municipal Finance Assistance/Budget Preparation
- Advisory & Support Services at the Executive Level *continued*
  - Capital Improvement Planning
  - Human Resources Support
  - General Management Studies and Support
- Photography Services
  - Onsite Construction Photography
  - Ariel Drone Photography
- Procurement
  - Draft Request for Proposals/Bid Language
  - Acquisition Planning
  - Contract Management
  - Evaluation of Contract Proposals
  - Contractor Services Evaluations
- Research, Studies and Independent Evaluations
  - Case Studies
  - Efficiency of Operations Studies
  - Evaluation of Services
- Strategic Solutions for Data Management
  - Asset Management and Equipment Purchases
  - Customer Relationship Management (CRM)
  - Project Management Portals
  - Public Records Request Management
  - Project Tracking and Reporting







**CAPITAL  
STRATEGIC  
SOLUTIONS**

*A Women-owned Business Enterprise*

# Clients

- BETA
- Cambridge Department of Public Works
- Central Massachusetts Regional Stormwater Coalition
- City of Gloucester
- City of Lynn
- Clinton Department of Community & Economic Development
- Dedham - Westwood Water District
- Easton Department of Public Works
- Edgewater Career Training
- Environmental Partners
- Framingham Housing Authority
- Green International Affiliates, Inc.
- Holden Department of Public Works
- Plainville Department of Public Works
- Town of Acushnet
- Town of Barre
- Town of Bernardston
- Town of Conway
- Town of Concord
- Town of Dover
- Town of Dunstable
- Town of Franklin
- Town of Grafton
- Town of Holden
- Town of Lunenburg
- Town of North Attleboro
- Town of Oakham
- Town of Pepperell
- Town of Plainville
- Town of Sherborn
- Town of Southborough
- Town of Stow
- Town of Sturbridge
- Town of Townsend
- Town of Truro
- Woodard & Curran

508-690-0046

INFO@CAPITAL-STRATEGIC-SOLUTIONS.COM

WWW.CAPITAL-STRATEGIC-SOLUTIONS.COM

11 APEX DRIVE, SUITE 300A, MARLBOROUGH, MA 01752

