



RICK SIMONSON

SENIOR VICE PRESIDENT



Range of Experience

Rick Simonson has over 24 years of utility rate setting experience with HF&H and has performed over 100 financial planning/rate studies for water, wastewater, and solid waste clients, including rate design, billing audits, rate revenue audits, and franchise fee audits. He brings a depth of knowledge and expertise in Propositions 218 and 26 compliance, rate structure design, and a strong financial modeling background.

Expertise

- Rates and Charges
- General Fund Reimbursements
- Development Impact Fees
- Proposition 218 Compliance

Recent Results

- **City of Livermore.** Litigation support, 2024 Utility General Fund Reimbursement Analysis.
- **City of San Jose.** 2024 rate adjustment calculation and revenue audits.
- **City of Berkeley.** 2024 cost-of-service Proposition 218-compliant solid waste rate setting.
- **City of San Mateo.** Developed five-year financial planning model and cost-of-service solid waste rates in 2022 through 2024, including Proposition 26 and Proposition 218-compliant City fees. Currently updating for 2025.
- **Castro Valley Sanitary District.** 2020 through 2024 solid waste rate Proposition 218-compliant rate setting.
- **City of Oakland.** 2021 through 2024 solid waste rate setting, employing the Refuse Rate Index methodology.

Speaking Engagements

- "A Holistic Approach to Stormwater Funding: Understanding the Nexus Between Solid Waste and Stormwater," SWANA Western Regional Symposium, April 2019
- Presenter/Moderator, HF&H/CalRecycle High Diversion Rates & Compensation Workshops, October 2013 (Oakland), November 2013 (Lakewood), and December 2013 (Sacramento)
- "Accurate Solid Waste Rate Comparisons," SWANA Western Regional Symposium, May 2005
- "Annual Solid Waste Rate Adjustments: Index Method or Cost-of-Service Method?" SWANA Western Regional Symposium, May 2004

EXPERIENCE

Years of Experience: 33
Clients: 169
Engagements: 705
Articles and Speeches: 4

EDUCATION

B.S., Business Administration,
Accountancy, California State
University at Sacramento

B.A., Communication Studies,
Media Production, California
State University at
Sacramento

HISTORY

HF&H Consultants, LLC:
2000 to present

Contra Costa County Assessor's
Office: Auditor/Appraiser
1996 to 2000

Laidlaw Transit: Staff Accountant
1995 to 1997

ORGANIZATIONS

Institute of Management
Consultants

American Water Works
Association

Water Environment
Federation



GABE SASSER

PROJECT MANAGER



Range of Experience

Gabe is a Project Manager in our Northern California office. He supports clients throughout California to develop cost-of-service studies and rate updates for water, wastewater, and solid waste fees and charges.

Since joining HF&H in 2019, he has served our clients as an analyst and project manager over the course of more than sixty engagements. Clients benefit from his technical experience as a registered civil engineer. As a certified Project Management Professional, he is a proven communicator, conscientious of client budget and schedule. Agencies can depend on the Proposition 218 compliant solutions Gabe provides due to his technical background and rate modeling proficiency. Gabe seeks to help clients balance their solid waste, water, and wastewater ratemaking needs while ensuring fiscal stability.

EXPERIENCE

Years of Experience: 13
Clients: 65
Engagements: 143

EDUCATION

B.S., Civil Engineering, California Polytechnic State University, San Luis Obispo

Registered Civil Engineer C88906, California

Project Management Professional (PMP), 2023

HISTORY

HF&H Consultants, LLC: 2019 to present

Gas Transmission Systems, Inc:
Project Manager
2016 to 2019, 2012 to 2014

Ruggeri-Jensen-Azar: Assistant Engineer
2014 to 2016

ORGANIZATIONS

Project Management Institute

American Water Works Association

Association of California Water Agencies

Expertise

- Rates and Charges
- Development Impact Fees
- Proposition 218 Compliance

Recent Results

- **City of Redwood City** – Water Rates, Wastewater Rates, and User Fees Studies (2022-24, 2025)
- **Union Sanitary District** – Sewer Rate Study (2024)
- **Sausalito-Marín City Sanitary District** – Sewer Service Charge Study (2019, 2024)
- **City of Del Mar** – Water and Sewer Rate Studies (2023-24)
- **City of Beverly Hills** – Water and Sewer Rates Study (2023-24)
- **South Coast Water District** – Water and Sewer Rate Study (2020-21)
- **Alameda County Water District** – Cost of Service Rate Study (2024)
- **North Coast County Water District** – 2022 Cost-of-Service Water Rates Study
- **City of Bakersfield** – Wastewater Cost of Service and Connection Fee Study (2020-22)
- **Town of Hillsborough** – 2022 Cost-of-Service Water Rates Study; 2021 Sewer Cost of Service Study; Annual Water Rate Updates (2020-2025)



ALEX SANTOS

SENIOR ASSOCIATE



Range of Experience

Alex Santos joined HF&H as a Senior Associate in 2023. As a Senior Associate, Alex provides support to HF&H's Rates and Audit team, which specializes in developing Proposition 218 compliant water, wastewater, and solid waste rates. Alex specializes in building rate models and analyzing vast amounts of data (e.g., water use, wastewater loadings, solid waste customer subscriptions) necessary to properly apportion costs to users of the utility systems. Since joining the firm, he has gained experience on a range of projects including cost-of-service studies and financial projections.

Prior to joining HF&H, Alex spent over six years working as an analyst and supervisor with EBMUD, where he: led analysis in water theft, customer financial assistance, collections & write-offs, drought impact, and customer facing programs and projects as a supervisor.

EXPERIENCE

Years of Experience: 13
Clients: 50
Engagements: 75

EDUCATION

B.S., Mechanical Engineering,
Florida State University

M.B.A., Saint Mary's College
of California

HISTORY

HF&H Consultants, LLC:
2023 to present

EBMUD: Supervisor
2021 to 2023

EBMUD: Management Analyst
2016 to 2021

John Crane: Reliability Engineer
2012 to 2016

ORGANIZATIONS

Society of Hispanic
Professional Engineers

Expertise

- Rates and Charges
- Long-range Financial Projections
- Customer Bill Impact Analyses
- Water Use Demand Pattern Analyses

Recent Results

- **City of Anaheim.** 2024 enterprise reimbursement study.
- **Sausalito-Marin City Sanitation District.** 2023 through 2024 sewer rate study.
- **Daly City.** 2024 sewer rate study.
- **City of Sausalito.** 2023 through 2024 sewer rate study.
- **Redwood City.** 2023 through 2025 water and wastewater rate setting.
- **South Coast Water District.** 2024 water and sewer long-range financial model updates.
- **Union Sanitary District.** 2024 sewer long-range financial model updates and sewer rate study.
- **Alameda County Water District.** 2024 cost-of-service rate study.



LA VELDA PETERSON

ASSISTANT ANALYST



Range of Experience

As an Assistant Analyst, La Velda provides support to HF&H's Rates and Audit team. She specializes in developing water and wastewater rates in compliance with Proposition 218. She has experience performing index reviews, water use analyses and communicating customer bill impacts.

Prior to joining HF&H, in April 2025, La Velda worked in treasury and risk management at Sacramento Municipal Utility District. Here, she performed net present value analysis for potential clean energy projects, managed interest rate swap transactions, and assisted in bond transactions.

She also worked at the California Department of Justice in the fiscal services section. Here, she performed year-end financial analysis by breaking down spending by department and month. La Velda earned her Bachelor of Science in Business Administration (Finance) from California State University Sacramento.

La Velda's professional and educational background have equipped her with the means necessary to support her clients in the water and wastewater industry.

Expertise

- Financial Modeling
- Data Analysis
- Customer Bill Impacts

Recent Results

- **City of Hillsborough.** Water Rate Study.
- **City of Pleasanton.** Index Rate Review.
- **South Coast Water District.** Water and Sewer Rate Study.
- **City of Redwood City.** Water Rate Study.
- **City of West Sacramento.** Water and Sewer Rate Study.

EXPERIENCE

Years of Experience: 5
Clients: 23
Engagements: 26

EDUCATION

B.S., Business Administration (Finance), Minors in Economics and Environmental Studies, California State University, Sacramento

HISTORY

HF&H Consultants, LLC: 2025 to present

Sacramento Municipal Utility District (SMUD): 2023 to 2024

California Department of Justice 2023