

PROFESSIONAL SERVICES AGREEMENT NO. W2437
between
WEST BASIN MUNICIPAL WATER DISTRICT
and
SOUTH BAY CITIES COUNCIL OF GOVERNMENTS
for
WATER EFFICIENCY PROGRAMS PARTNERSHIP

The West Basin Municipal Water District, herein "DISTRICT", and South Bay Cities Council of Governments, herein "CONSULTANT", agree as follows:

SECTION 1 - PURPOSE

Under this Agreement, the CONSULTANT shall provide Water Efficiency Programs Outreach & Marketing Services.

SECTION 2 - SCOPE OF SERVICES

The CONSULTANT shall, in good workmanlike and professional manner and at its own expense, furnish all of the technical, administrative, professional and other labor, all supplies and materials, equipment, printing, vehicles, transportation, office space and facilities necessary to perform and complete the work and provide the services as set forth in Exhibit "A" of this Agreement.

SECTION 3 - TERM

The term of this Agreement shall be for a period of one (1) year commencing September 1, 2013 and concluding August 31, 2014.

SECTION 4 - ACCEPTANCE

This Agreement constitutes the DISTRICT's offer to the CONSULTANT. Unless the CONSULTANT notifies the DISTRICT, in writing to the contrary, the commencement of performance required by this offer shall be conclusive evidence of the CONSULTANT's approval of, and consent to the terms and conditions of this Agreement herein contained.

SECTION 5 - TERMINATION

(a) The DISTRICT may terminate or cancel this Agreement, in whole or in part, without liability to the DISTRICT, if CONSULTANT fails to perform in accordance

with the requirements of Section 2 – Scope of Services of this Agreement, or in the event of a substantial breach of any of the other terms or conditions hereof.

SECTION 6 – AGREEMENT ADMINISTRATION

The Project Manager is the DISTRICT's designated representative responsible for the administration of this Agreement. The Project Manager for this Agreement is:

Gus Meza
(310) 660-6209

SECTION 7 - CONSIDERATION

The DISTRICT shall compensate the CONSULTANT on a task-and-fee basis in the amount not to exceed \$168,833.00.

SECTION 8 -BILLING

(a) CONSULTANT's invoices shall be submitted on a monthly basis for the previous month's services.

(b) CONSULTANT shall submit an itemized invoice that includes:

- (1) Date or period of service.
- (2) A complete description of the services performed.
- (3) DISTRICT's Agreement number.
- (4) The name of the DISTRICT's Project Manager.
- (5) CONSULTANT's remittance address.

(6) Name and phone number of CONSULTANT's accounts receivable representative.

(c) When applicable, CONSULTANT's invoice shall be accompanied by support documentation sufficient to validate the charges for each invoice item.

(d) CONSULTANT shall submit invoices to the following address:

West Basin Municipal Water District
Attn: Accounts Payable
17140 South Avalon Boulevard, Suite 210
Carson, CA 90746

(e) Incomplete invoices will be returned to the CONSULTANT.

(f) DISTRICT's payment terms are Net 30 days after receipt of invoice.

SECTION 9 - NOTICES

Notices required or permitted shall be given by personal delivery or by first class mail, postage prepaid, or facsimile transmission.

To: CONSULTANT
South Bay Cities Council of Governments
Attn: Jacki Bacharach
20285 Western Avenue, Suite 100
Torrance, CA 90501

Phone: (310) 377-8987

To: DISTRICT
West Basin Municipal Water District
Attn: General Manager
17140 South Avalon Boulevard, Suite 210
Carson, CA 90746-1296

Phone: (310) 217-2411

SECTION 10 - OWNERSHIP OF DATA, REPORTS, AND DOCUMENTS

The CONSULTANT shall deliver to the General Manager notes of surveys made, all reports of tests made, studies, reports, plans, a copy of electronic and digital files, and other materials and documents which shall be the property of the DISTRICT. The CONSULTANT is released from responsibility to third parties for the use by DISTRICT of data, reports, and documents on other projects. The CONSULTANT may retain copies of such documents for its own use. The DISTRICT may use or reuse the materials prepared by CONSULTANT without additional compensation to CONSULTANT.

SECTION 11 - CONFIDENTIALITY

Except as required by law, CONSULTANT will not disclose or cause their respective officers, directors, employees, representatives, agents, advisors, or subconsultants to disclose or use any of the content of negotiations or Confidential Information furnished, or otherwise permitted for review, by one party to the other in connection with the proposed transactions. For purposes of this paragraph,

“Confidential Information” means information supplied by one party to the other, except information which is part of public record.

SECTION 12 - FORCE MAJEURE

Any prevention, delay, nonperformance or stoppage due to any of the following causes shall excuse nonperformance for a period equal to the duration of the force majeure event. The causes referred to above are strikes, walkouts, labor disputes, failure of power, irresistible superhuman cause, acts of public enemies of the State or United States, riots, insurrections, civil commotion, governmental restrictions or regulations or controls (except those reasonably foreseeable in connection with the uses contemplated by this Agreement), casualties not contemplated by insurance provisions of this agreement, or other causes beyond the reasonable control of the party obligated to perform.

SECTION 13 - INDEMNIFICATION

(a) CONSULTANT shall hold harmless, defend at its own expense, and indemnify DISTRICT, its officers, employees, and agents against any and all liability, claims, losses, damages, or expenses, including reasonable attorneys' fees, arising from all acts or omissions to act of CONSULTANT or its officers, agents, or employees in rendering services under this agreement; excluding, however, such liability, claims, losses, damages, or expenses arising solely from DISTRICT's negligence or willful acts.

(b) DISTRICT shall hold harmless, defend at its own expense, and indemnify CONSULTANT, its officers, employees, and agents against any and all liability, claims, losses, damages, or expenses, including reasonable attorneys' fees, arising from all acts or omissions to act of DISTRICT or its officers, agents, or employees in rendering services under this agreement; excluding, however, such liability, claims, losses, damages, or expenses arising solely from CONSULTANT's negligence or willful acts.

SECTION 14 - INSURANCE REQUIREMENTS

(a) The CONSULTANT shall procure and maintain, for the duration of the contract insurance against claims for injuries to persons or damages to property arising from or in connection with the performance of the work hereunder by the CONSULTANT, officers, agents, employees, or volunteers.

(b) The CONSULTANT shall provide the following coverages:

(1) Commercial General Liability insurance written on an occurrence basis (Insurance Service Office policy form CG 0001 or insurer's equivalent) in the

amount of \$1,000,000 combined single limit per occurrence for bodily injury, personal injury and property damage. The insurance policy shall be amended to provide that the general aggregate limit shall apply separately to the work under this contract or the general aggregate shall be twice the required per occurrence limit.

(2) Automobile Liability insurance insuring all owned, non-owned and hired automobiles - coverage code 1 "any auto" (Insurance Service Office policy form CA 0001 or insurer's equivalent) in the amount of \$250,000 per person and \$500,000 per occurrence for bodily injury and \$250,000 per occurrence for property damage.

(c) The insurance policies required above shall contain or be endorsed to contain the following specific provisions.

(1) Commercial General Liability and Automobile Liability

(i) The DISTRICT and its Board Members, officers, employees, agents and volunteers are added as insureds. Additional insured endorsements shall be provided on Commercial General Liability form ISO 20 10 11 85 (or form ISO 20 10 10 01 accompanied by form ISO 20 37 10 01).

(ii) The CONSULTANT'S insurance shall be primary insurance as respects the DISTRICT, its Board Members, officers, employees, agents and volunteers and any insurance or self insurance maintained by the DISTRICT shall be excess of the CONSULTANT'S insurance and shall not contribute to it.

(iii) Any failure to comply with the claim reporting provisions of the policies or any breach of a policy warranty shall not affect coverage under the policy provided to the DISTRICT, its Board Members, officers, employees, agents and volunteers.

(iv) The policies shall contain a waiver of transfer rights of recovery ("waiver of subrogation") against the DISTRICT, its Board Members, officers, employees, agents and volunteers for any claims arising out of the work of the CONSULTANT.

(v) The policies may provide coverage which contains deductible or self insured retentions. Such deductible and/or self insured retentions shall not be applicable with respect to the coverage provided to the DISTRICT under such policies. The CONSULTANT shall be solely responsible for deductible and/or self insured retention and the DISTRICT, at its option, may require the CONSULTANT to secure the payment of such deductible or self insured retentions by a surety bond or an irrevocable and unconditional letter of credit. The insurance policies that contain deductibles or self insured retentions in excess of \$25,000 per occurrence shall not be acceptable without the prior approval of the DISTRICT.

(vi) Prior to start of work under the contract, the CONSULTANT shall file with the DISTRICT evidence of insurance as required above from an insurer or insurers certifying to the required coverage. The coverage shall be evidenced on an ACORD Certificate of Insurance form (latest version) and be signed by an authorized representative of the insurer(s). A copy of form ISO 20 10 11 85 (or form ISO 20 10 10 01 accompanied by form ISO 20 37 10 01) required in above shall be attached to the Certificate of Insurance at the time that it is filed with the DISTRICT. Should the required coverage be furnished under more than one policy of insurance, the CONSULTANT may submit as many certificates of insurance as needed to provide the required amounts. The DISTRICT reserves the right to require certified complete copies of any insurance coverage required by this contract but the receipt of such policy or policies shall not confer responsibility upon the DISTRICT as to sufficiency of coverage.

(2) All Coverages:

(i) Each policy required in this Section shall contain a policy cancellation clause that provides that the policy shall not be canceled or otherwise terminated by the insurer or the CONSULTANT or reduced in coverage or in limits except after thirty (30) days prior written notice by certified mail, return receipt requested, has been given to the DISTRICT, Attention: Project Manager.

(d) All insurance required by this contract shall be placed with insurers licensed by the State of California to transact insurance business of the types required herein. Each insurer shall have a current Best Insurance Guide rating of not less than A:VII unless prior approval is secured from the DISTRICT as to the use of such insurer.

(e) The CONSULTANT shall include all subconsultants as insureds under its policies or shall furnish separate certificates and endorsements for each subconsultant. All coverages for subconsultants shall be subject to all of the requirements stated herein. The CONSULTANT shall maintain evidence of compliance with the insurance requirements by the subconsultants at the job site and make them available for review by the DISTRICT.

SECTION 15 - ATTORNEY'S FEES

If any action is instituted to enforce this Agreement, the prevailing party shall be reimbursed all reasonable attorneys' fees, costs of collection, as well as any other costs and expenses incurred in connection with the enforcement effort.

SECTION 16 - ASSIGNMENT

CONSULTANT shall not assign, sell, or otherwise transfer any obligation or interest in this Agreement without the specific written consent of the DISTRICT.

SECTION 17 - INDEPENDENT CONSULTANT

The CONSULTANT is an independent CONSULTANT and not an employee of the DISTRICT.

SECTION 18 - APPLICABLE LAW

This Agreement shall be construed in accordance with and governed by the laws of the State of California.

SECTION 19 - INTEGRATION

This Agreement represents the entire understanding of the parties. No prior oral or written understanding shall be of any force or effect with respect to those matters covered by this Agreement.

SIGNATURES ON FOLLOWING PAGE

DRAFT

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be executed as of the date of the latest signature below.

APPROVED:

West Basin Municipal Water District

By: _____ Date _____
Richard Nagel, General Manager

APPROVED AS TO FORM:

By: _____ Date _____
Lemieux and O'Neill, District Counsel

APPROVED:

CONSULTANT

By: _____ Date _____

Title: _____

GM:yl T:\...\Agr.13-14\W2437

**Water-Efficiency Program Partnership between
West Basin Municipal Water District and South Bay Cities Council of Governments
“SCOPE OF WORK”
September 1, 2013 – August 31, 2014**

This “Scope of Work” (SOW) covers the programs and activities that the South Bay Environmental Services Center (SBESC) will conduct in support of the West Basin Water Reliability 2020 Program (WR2020) for a 12-month period, commencing on September 1, 2013 through August 31, 2014. The total Agreement amount will not exceed **\$168,833**.

“Scope of Work” Tasks

The SOW tasks include education, coordination, and implementation of West Basin’s WR2020 Programs, as shown below. With West Basin’s prior approval, this agreement can allow for the addition, removal, or substitution of programs in the event that the timing or budgetary process for one specific task makes its implementation infeasible during the duration of this agreement. If programs are added or substituted, the total not-to-exceed amounts will not exceed the Board approved contractual amount of this agreement. This SOW includes activities for the following categories:

1. Educational Outreach Support	\$ 62,000 (\$5,166/month)
a. Exhibit Events	
b. Kiosk	
c. Media/Web/E-mail	
d. On-Going Outreach	
2. Support for Workshops & Events	\$ 38,560
a. California Friendly Landscape Training Classes	
b. Coordinate Smart Sprinkler Controller Events	
c. Coordinate two “Lunch & Learn” Workshops	
d. Assist with Water Harvest	
3. Water Reliability 2020 Program	\$ 27,200
a. WR2020 Presentations	
b. Obtain WR2020 Support Cards	
c. Coordinate Business Briefings	
4. Administer Cash for Kitchens Program	\$ 21,125
5. Water Efficiency Customer Recognition Program	\$ 15,110
6. Integrated Regional Water Management Plan or (IRWMP) Assistance	\$ 708
7. Provide Translation Services	\$1,180
8. Assist with Car Wash Program	\$2,950
Total	\$168,833

Billing Instructions for SOW

The tasks for the Educational Outreach Support category will be billed on a pro-rated monthly basis (\$5,166 per month) and all invoices will include the following: a summary of activities (by Director Division), copies of receipts, a year-to-date tracking of budgets and labor hours, copies of articles or press releases, photos and any other back-up that supports the deliverables on the invoice. **Also, the SBESC will include in its monthly reports the number of people reached at each event and the total estimated number reached.** The tasks associated with categories 2-8 above will be billed monthly based on a time and materials basis as work is completed.

1. Educational Outreach Support of West Basin's WR2020 Programs

The SBESC will help communicate West Basin's WR2020 Program to the public through its outreach efforts and existing communication channels. **The goal is to equally conduct program activities in each of West Basin's five electoral divisions in the South Bay.** SBESC will track all activities utilizing an Excel spreadsheet that is separated by each Director's division.

Activities

A. Exhibit Events – SBESC will inform the community about West Basin's Water Reliability 2020 Programs over a 12-month period at the various exhibit events it attends.

- The SBESC will outreach for West Basin at a minimum of 100 exhibit events. The SBESC staff and volunteers will take digital photos at the events and provide them to West Basin. These photos will provide visual examples of the work conducted by the SBESC.

B. Kiosk - Located at the Promenade on the Peninsula. The SBESC will be responsible for promoting West Basin's WR2020 Program in the Kiosk. The SBESC will provide photos and a list of items that are contained in the Kiosk and will coordinate with West Basin to keep the materials updated. The South Bay Environmental Services Center will also research other locations that may have Kiosks and provide additional promotional opportunities.

C. Media/Web/E-mail – The SBESC will disseminate WR2020 Program information through its existing communications options, including but not limited to its web site, e-mail blasts, facebook, twitter and other social media. SBCCOG communications such as its quarterly newsletter will also be used. At a minimum, the SBESC will conduct the following number of activities:

- Communicate WR2020 Program at a minimum of one article per SBESC e-Newsletter and also promote in 30 E-mail blasts.

D. On-Going Activities

- SBESC will coordinate with West Basin to provide 100% of all the new City Council members with an letter offering a WR2020 briefing;
- SBESC staff will provide the SBCCOG Board of Directors, City Managers and others at the SBCCOG Committee meetings with regular updates on West Basin's water-efficiency programs and WR2020 efforts. (The SBESC will track and document these efforts in the monthly invoicing and reporting);

- Cities - SBESC will communicate WR2020 to its cities through its contacts and committees;
- Chambers of Commerce – The SBESC will provide West Basin’s WR2020 Program information, as it relates to businesses, to the South Bay Chamber of Commerce and all other Chambers of Commerce located within West Basin’s service area, including the L.A. County Unincorporated areas covered by the SBESC service area;
- Other Contacts – The SBESC will also provide information concerning the WR2020 Program to its various contacts, including federal and state elected/appointed representatives, and to other public agencies;
- SBESC will forward the content of West Basin’s electronic newsletters on a quarterly basis to all the contacts in its database; and
- Education Center – The SBESC will keep West Basin’s display up-to-date at its office/education center, with current and relevant West Basin information.

WEST BASIN TASKS

- Train 100% of the SBESC volunteers on West Basin’s WR2020 & Water-Efficiency Programs;
- Continue to coordinate with the South Bay staff to ensure that the Center has adequate supplies of West Basin’s most updated WR2020 Program information and literature; and
- Provide the memory sticks and introductory letter to the SBESC.

2. Support of Workshops and Events (Tasks A - D)

A. California Friendly Landscape Training Classes (CFLT) and Hands-on-Workshops (HOW’s)

The SBESC will assist in promoting a minimum of six and a maximum of 15 CFLT landscape classes and/or HOWs (a combination of either for a total of 15) to cities throughout the South Bay, the City of Torrance and L.A. County unincorporated areas. A new feature to this program is the California Friendly Landscape Training Classes that are being funded by the Metropolitan Water District (MWD). For the purposes of this agreement, the SBESC will treat the new CFLT classes similarly to the prior agreement Ocean Friendly Garden (OFG) Classes and perform the same tasks as the OFG classes. The tasks are shown below.

SBESC TASKS

- Promote every CFLT Class and HOW via all SBESC communication channels;
- Strive for an average attendance of 20-40 participants per class and take class reservations by phone and online reservation system;
- The SBESC will attend each CFLT or HOW in the SBCCOG’s geographical area and provide the following:
 - Coordinate a healthy light breakfast, lunch or dinner for each class (depending on time of class).
 - In order to comply with the green and sustainable practices of each city, the South Bay staff will try to use “green” and recyclable products and try to eliminate the use of packaging at the events.
- Conduct sign-in registration on day of each CFLT class and HOW; and
- Promote all West Basin programs at classes and HOWs.

Note: For the areas outside of the SBCCOG but within West Basin (such as Culver City and Malibu), the SBESC will provide the following services: take RSVP's, provide energy outreach materials to West Basin, send out class reminder e-mails, develop a RSVP electronic database and assist with ordering the refreshments.

WEST BASIN TASKS

- Work with the Board to select cities and locations to hold the classes;
- Work with Surfrider to secure locations and coordinate with site contacts;
- Work with local water purveyors and cities to send flyers to high residential water users and invite them to the class;
- Provide instructor for classes and training materials;
- Provide SBESC with event/workshop flyer no later than 1 month prior to event;
- Develop a flyer and door hanger advertisements to promote the California Friendly Landscape Training classes; and
- Work with the Surfrider Foundation to assist with promoting the classes to the Surfrider membership.

G3LA and SURFRIDER FOUNDATION TASKS

- West Basin, G3LA and the Surfrider Foundation will be responsible for locating and acquiring the sites for the CFLT's and HOWs, developing the promotional flyer and arranging the site.

B. Coordinate Smart Sprinkler Controller Exchange Events

West Basin is seeking the assistance of the SBESC to coordinate and implement five free "Smart" Sprinkler Controller Exchange events. The events will target residents throughout West Basin and require residents to exchange their old inefficient sprinkler controller for a new "smart" controller. Residents will also be provided free training at the event by the controller manufacturer. The tasks will entail the following:

- Work closely with West Basin in the implementation of this task;
- West Basin is estimating 54 hours per event for taking RSVP's, event coordination, administration and working each event (54 hours per event x 5 events = 270 hours);
- Coordinate with West Basin's selected manufacturer to provide the correct amount and type of controllers at the day of the event;
- As part of Task 1 of this agreement, assist with promoting the events to the public through all communication channels;
- Maintain online and phone registration and day of event registration;
- Provide assistance to registered participants at the events (i.e. assistance with completing registration forms);
- Provide one staff member and several volunteers to assist with the various duties associated with these events; and
- Enter the customer information from the registration forms into a database and provide to West Basin, along with the forms.

WEST BASIN TASKS

- Supervise events and work closely with the SBESC and the controller manufacturers in order to implement successful events;
- Provide a contact list of all the key partners to the SBESC to assist with coordination and implementation of the tasks;
- Work with the irrigation equipment supply houses and controller manufacturers to obtain controller pricing and purchase equipment;
- Provide the registration forms and a database template; and
- Arrange for the storage of the devices that are exchanged.

C. Coordinate Two “Lunch & Learn” Workshops

The SBESC will work with West Basin staff to coordinate two educational workshops. The SBESC will conduct the following in coordination with West Basin:

SBESC TASKS

- Take RSVP’s and send out reminder notices
- Coordinate with the various partners and vendors; and
- Provide breakfast, lunch or dinner (depending on time of day) for the workshop.
- Sign guests in and develop a sign-in list to provide to West Basin
- Provide guest name tags

WEST BASIN TASKS

- Work closely with the SBESC to coordinate this workshop;
- Arrange for a meeting between all the key partners;
- Provide the SBESC with a list of contacts for coordination and scheduling purposes; and
- Schedule 1st workshop no later than March 2014 and 2nd workshop no later than June 2014.

D. Assist with Water Harvest

The SBESC will assist West Basin with its Annual Water Harvest Event. The SBESC will promote the event through all the SBESC’s channels of communication, including a minimum of two e-blasts per month for the two months prior to the Water Harvest Event.

SBESC TASKS

- D1. Assist with VIP Breakfast – Invite Council Members to Event and Breakfast striving to confirm a minimum of five City Council participants; and
- D2. Provide one SBESC employee and 10 volunteers to work the event from 8: 00 A.M. to 3:00 P.M. (this includes set-up and break-down time).
- D3. Coordinate an orientation meeting with all the volunteers prior to the Water Harvest Event; the date/time of the orientation will depend on the availability of the volunteers.
- D4. Manage all the volunteers at the Water Harvest Event

3. Water Reliability 2020 Focused Program (Task A – C)

The goal of this Activity is to garner broad public support for West Basin’s WR2020 Program by the following actions:

SBESC TASKS

A. WR2020 Presentations

- The SBESC will schedule up to 40 WR2020 presentations to various attendees; and
- SBESC will notify West Basin as far ahead as possible, but with a minimum of one-week, prior to each presentation. This will assist West Basin with determining the level of West Basin staff attendance and whether West Basin will conduct the WR2020 presentation. The SBESC will also provide a status email the day of the presentation with a list of attendees and noting any VIPs.

B. Obtain WR2020 Support Cards

- SBESC will strive to achieve up to 1,000 WR2020 Support Cards for the contract year, from all outreach events; and
- West Basin will provide the SBESC with WR2020 cards that are in the color “green”. This will help West Basin identify the cards obtained by the SBESC.

C. Coordinate WR2020 Business Briefings

- SBESC will coordinate up to 24 “table-top” WR2020 briefings targeting businesses, and other influential leaders. It is estimated that the actual briefing will average 30 minutes in length and be presented by West Basin staff. SBESC attendance is mandatory within the SBCCOG boundaries; and
- SBESC will follow-up with a request for signed WR2020 support cards and/or letters of support from the business briefing.

4. Administer Cash for Kitchens Program

The goals of the Program are to visit commercial food facilities, provide water audits, distribute water-efficient devices, assist with training, provide post-visit reports and follow-up to ensure device installation that will improve overall water-use efficiency. SBESC will provide West Basin with all documentation associated with all the above.

SBESC TASKS

Coordinate and Perform Audits and Follow up Visits & Coordinate Training

SBESC will target 40 new restaurants; specifically 30 in West Basin’s service area and 10 within the City of Torrance (Note: West Basin has a funding partnership agreement with Torrance to conduct water-efficiency programs in their city). SBESC will promote the program using its contacts and make appointments for new site visits. SBESC will provide extensive follow up activity by conducting up to 50 random follow up visits. SBESC will use the extensive list of sites that have already participated for follow up visits. SBESC staff will determine if management would like a longer training session for their staff and provide West Basin staff with this information; SBESC will schedule these training sessions.

SBESC will also coordinate with the Southern California Gas Company's Commercial Service Technician Program. The site visit will last approximately 1 to 1 ½ hours maximum, depending on the size of the site. This includes travel time, audit and presentation of recommendations, devices, collateral/training materials including information about staff trainings and on-line feedback survey to management.

SBESC will attempt to obtain WR2020 support from participating restaurants.

A. Administer Program:

- Perform outreach and marketing activities for the program;
- Schedule 40 new Cash for Kitchens (C4K) visits and perform up to 50 follow up site visits
- Coordinate visits with the Gas Company; potentially coordinate with SCE staff, as well; when Gas Co cannot attend meeting, ensure all information for follow up visit is provided.
- Perform the kitchen facility audit;
- Distribute "Every Drop Counts" posters and present training manual to management; provide Spanish or Chinese (pending) translation, if necessary
- Distribute water-efficiency devices to replace qualifying equipment. Devices replaced through a prior program and still in working order will not be retrofitted; Potential items include:
 - waterbrooms
 - pre-rinse spray valves
 - faucet aerators
 - flow restrictors
- Provide customer with information about major equipment upgrades, such as ice machines and dishwashers, provide information on rebate incentives available through the Metropolitan Water District (MWD), Southern California Edison and Southern California Gas Company so that facilities can, on their own with technical assistance from SBESC, take advantage of them;
- Provide recommendations on long-term changes including investment in equipment upgrades. Promote on-bill financing provided by the Gas Company, especially for equipment that saves both water and energy;
- Provide the customer with the new West Basin kids coloring placemats and crayons.
- Inform owner/manager about the online Feedback Survey and how to enter opportunity drawing
- Perform 50 random follow-up site visits at locations that have already participated in C4K
 - Document equipment distributed vs. equipment installed
 - Provide placemats to customers during follow-up site visits
 - Inform owner/manager about the online Feedback Survey and how to enter opportunity drawing
 - Take photo of "Every Drop Counts" poster (if displayed in the kitchen area)
- Obtain WR2020 support cards/letters

B. Coordinate Training Sessions:

- Offer training sessions during new or follow up site visits or hand select sites to pursue.
- Coordinate date/time for training with kitchen owner/manager/staff, West Basin staff, Gas Company and SCE (potentially).
- Complete “Workshop Request” form to track lead contact person, how many employees will be attending, how long they would allow us to present, etc. (see attached)

WEST BASIN TASKS

Collateral Materials and Devices

- Provide all necessary equipment and training materials to SBESC for distribution of collateral materials, online feedback survey and devices;
- West Basin will conduct two training sessions targeting the larger commercial kitchen service providers.
- Work with trade allies in the area to target customers ready to purchase new equipment.

5. Water-Efficiency Customer Recognition Program

5A. The goal of the Program is to outreach to entities that have participated in one of West Basin’s or MWD’s Programs in the past and schedule their attendance at the appropriate City Council meeting to deliver a certificate and promotional plaques to the customers which commend them for their environmentally sound business practices. **The target group is being expanded this year to include West Basin’s businesses, residential customers and landscape improvement customer sites.**

5B. Customer Recognition Follow-up

If a signed WR2020 “Letter of Support” is obtained from the Business Briefing, the SBESC will work with West Basin to offer its water-efficiency programs and to follow-up and consider the business as a candidate for West Basin’s Customer Recognition Program, if water-efficiency measures have been completed.

SBESC will perform the following:

- Contact water-efficiency customers and arrange for up to 15 customers to participate for each presentation; the SBESC will follow-up with a minimum of up to 10 customers to ensure that they have the information about the presentation;
- Presentations can occur in front of SBCCOG Board meetings, City Council meetings, LA County Board of Supervisors and/or Chamber of Commerce Board meetings;
- SBESC staff to contact the City Clerk and find one or two dates that is acceptable to the City for the recognition to be placed on the City agenda. SBESC staff then notifies West Basin staff and the date is confirmed. SBESC staff then notifies the City Clerk, South Bay Cities COG and the local Chamber of Commerce of the selected date. SBESC staff sends the City Clerk a list of businesses to be recognized and City Clerk verifies that they can be recognized (city license, etc.). Next, SBESC staff sends an invitation packet to the customers and follows up to make sure they are attending. SBESC staff secures the certificate and frame and the day before the event places a reminder call to each customer;

- At the City Council or other presentation meetings, West Basin Director/or staff makes the presentation and takes a photo as well. SBESC staff may accompany West Basin staff as needed. Efforts will be made to obtain WR2020 support cards or signed letters following the presentations; and
- Follow-up within two weeks of the recognition, the Water Reliability Letter Toolkit is sent to the business to obtain their written support of WR2020. West Basin staff will provide the South Bay Environmental Services Center with materials for the toolkit and SBESC staff will assemble the toolkit and make sure it is mailed and the follow-up is made. The toolkit will include a cover letter soliciting the support, a CD with sample support letters and WR2020 information. Also, included will be information listing upcoming tours of West Basin's facilities, and a list of other supporters of WR2020.

WEST BASIN TASKS

- Provide all necessary materials to the SBESC for assembly and distribution;
- Select businesses with SBESC input; and
- Coordinate with appropriate Board member for recognition in front of the above mentioned local City Council meetings, SBCCOG Board meetings or Chamber of Commerce meeting.

6. IRWMP Assistance

For this contract year, West Basin will only need assistance with coordinating a Stakeholder Workshop.

A. Coordinate Stakeholder Workshop for South Bay

- Handle invites and RSVPs;
- Coordinate location for workshop and set up.

7. Provide Translation Services

West Basin has allocated 20 hours in this contract for Spanish translation services. In order to provide information to a diverse community, West Basin will require that some of its marketing materials be translated into different languages, but it will be primarily translated into Spanish. West Basin will coordinate with SBESC staff when these services are required for Spanish translation.

8. Car Wash Program

West Basin has allocated 50 hours in this contract for assistance with West Basin's Car Wash Program. The South Bay Environmental Services Center will assist West Basin by conducting the following:

- Contacting and visiting Car Washes in West Basin's service area to provide water efficiency incentive information and to enroll the car wash in West Basin's Car Wash Coupon Program.

Board Presentations

The SBESC, in coordination with West Basin staff, will provide the Board with an interim deliverables briefing mid-way through the year in February 2014 and a year-end recap in July 2014.