



Water-Efficiency Program Partnership between West Basin Municipal Water District and the South Bay Cities Council of Governments

SCOPE OF WORK

This Scope of Work (SOW) covers the programs and activities that the South Bay Cities Council of Governments (SBCCOG) and its South Bay Environmental Services Center (SBESC) will conduct on behalf of West Basin Municipal Water District (West Basin) for a **12-month period, commencing on Thursday, July 1, 2021 through Thursday, June 30, 2022.**

Due to the Coronavirus Disease of 2019 (COVID-19), in March 2020, West Basin postponed most of its (public contact) programs. COVID-19 has continued through 2021. In dealing with the situation, West Basin staff has modified its programs to increase implementation flexibility and to utilize webinars and other technologies and strategies to implement programs safely. Therefore, flexibility has been added to the programs listed below where possible and feasible, as a way to continue the successful promotion and implementation of West Basin's programs.

The SOW tasks include education, coordination, promotion and implementation of West Basin's programs. With West Basin's prior approval, this agreement can allow for the addition, removal, modification or substitution of programs in the event that the timing, implementation or budgetary process for a specific task makes its implementation infeasible during the duration of this agreement. If programs are added, modified or substituted, the total amounts will not exceed the West Basin Board approved contractual amount of this agreement.

1. Educational Outreach Support	\$ 83,800
a. Exhibit / Virtual events	(\$6,983.33 per mo.)
b. Kiosk	
c. Media/Web/E-mail	
d. On-Going Water Reliability outreach	
e. Outreach and support for West Basin's Water Bottle Filling Station	
f. SBCCOG Governing Board, Steering Committee and Infrastructure Working Group outreach	
2. Support for Classes, Workshops, Events & Webinars	\$ 37,125
a. Promote and assist with Educational Classes / Webinars	
b. Assist with Rain Barrel Distributions and/or Home Deliveries	
3. Assist with Cash for Kitchens Program	\$ 27,228
4. Assist with Change & Save Program	\$ 33,151
5. Green Building Assist Program	\$ 4,500
Total	<u>\$185,804</u>

Billing Instructions for SOW

For Task 1 above, Educational Outreach Support category, the SBCCOG will invoice West Basin on a pro-rated monthly basis of \$6,983.33 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, sign-in sheets, photos, and any other back-up documentation that supports the deliverables on the invoice. Also, the SBESC will include in its monthly reports an estimated number of people reached at each event or webinar. The tasks associated with categories 2 - 5 above will be billed monthly based on a time and materials basis as work is completed, with the exception of Task 5. The Task 5 Green Building Program amount will be billed as a one-time amount of \$4,500.

Project Tasks

1. Educational Outreach Support of West Basin's Programs

The SBESC will help communicate West Basin's program message to the public through its outreach efforts and existing communication channels. **The goal is to promote and conduct program activities equally in each of West Basin's five (5) Divisions in the South Bay.** SBESC will track all activities utilizing an Excel spreadsheet that is separated by each West Basin Division.

Activities

A. Exhibit Events and/or Virtual Events – Due to COVID-19, there may be less physical outdoor event opportunities in fiscal year 2021-2022, however, there could be opportunities to attend or hold a greater number of virtual webinars and virtual events. Therefore, West Basin will work with the SBESC and its vendors to identify and plan for these opportunities.

- The SBESC will provide outreach for West Basin at a minimum combination of 100 exhibit events, virtual events, virtual presentations and meetings. The SBCCOG 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, and if opportunities exist, photos of West Basin Directors will also be taken.
 - i. West Basin will also work with the SBESC to develop a joint Photo / Testimonial Release Form. This will allow both partners to utilize the photos for its web sites, newsletters and other communication and social media outlets.
- The SBESC will coordinate with West Basin's Public Information Department to obtain sufficient amounts of West Basin program literature to provide at tabling and outreach events. The SBESC will also request electronic flyers and social media ads from West Basin to use for web sites, social media platforms, virtual events and meetings.

B. Kiosks – SBESC will research cities, malls, colleges and other areas that may have kiosks or informational centers where West Basin's programs can be promoted. 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. SBESC will also research other locations that may have Kiosks and provide additional promotional opportunities.

C. Media/Web/E-mail – SBESC will disseminate West Basin program information through its existing communication channels, including but not limited to, its web site, e-mail blasts, Facebook, twitter, and other social media. SBESC communications, such as its monthly newsletter, will also be utilized. The SBESC will conduct the following number of activities:

- Communicate West Basin's Programs at a minimum of one article per SBESC e-Newsletter and also promote via 30 e-mail blasts.

D. On-Going Activities

- SBCCOG 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 reliability programs. (SBESC will track and document these efforts in the monthly invoicing and reporting)
- Cities - SBESC will communicate West Basin's programs to its cities through its contacts and committees
- Chambers of Commerce – SBESC will provide West Basin's program information, as it relates to businesses, to the South Bay Association of Chambers of Commerce and all other chambers located within West Basin's service area, including the L.A. County unincorporated areas covered by the SBCCOG service area
- SBESC Education Center – SBESC will keep West Basin's display up-to-date at its office/education center, with current and relevant West Basin information
- Work with West Basin staff to schedule regular training sessions for the SBESC staff and volunteers on West Basin's water reliability programs
- Provide West Basin (Board Secretary) with a schedule of its outreach events on a weekly basis, or as updates occur (This communication will assist West Basin staff with scheduling loads and avoid event conflicts)

E. Water Bottle Filling Station Program

- Working with West Basin staff, SBESC will conduct outreach and marketing for West Basin' Water Bottle Filling Station Program throughout the West Basin service area until grant dollars are fully expended or until West Basin reaches its maximum applicant commitment.

F. SBCCOG Outreach

- **Liaison Assistance** – Through this partnership agreement, West Basin may seek the assistant from the SBCCOG's Executive Director and Deputy Executive Director to support West Basin with furthering its water reliability strategies. The SBCCOG is the Joint Power Authority in the South Bay and has fostered positive relationships with local elected officials, board members, committee members, public work directors and others. An important benefit of this partnership agreement is the ability to leverage relationships to further West Basin's water reliability projects.
 1. If program support is required, West Basin will contact the SBCCOG's Executive Director and Deputy Executive Director for assistance.
 2. As needed, SBESC shall assist West Basin to coordinate and schedule program and project briefings and updates to the SBCCOG Governing

Board, Steering Committee, Infrastructure Working Group, local cities and other organizations.

SBESC TASKS

- In addition to the tasks listed above, the SBESC will develop a regular and agreed upon schedule with West Basin for ordering supplies. The SBESC will coordinate with West Basin's Conservation and Public Information Departments; and
- The SBESC will assist West Basin with scheduling presentations at the various SBCCOG committees, when requested by West Basin.

WEST BASIN TASKS (TASK A – F)

West Basin will:

- Continue to coordinate with SBESC to ensure they have adequate supplies of West Basin's most updated outreach and electronic materials;
- Provide topics, stories and photos for the monthly newsletter;
- Coordinate to develop a joint Photo / Testimonial Release Form;
- Provide SBESC with a schedule of its outreach events on a monthly basis, or as updates occur. This communication will keep the SBCCOG staff informed and updated on West Basin's conservation and outreach events; and
- Provide marketing materials for West Basin's Water Bottle Filling Station Program, and schedule a program briefing with the SBCCOG staff to discuss grant program rules, regulations, and program capacity.

2. Support of Classes, Workshops, Events and Webinars (Tasks A & B)

Due to COVID-19, there may not be as many opportunities to conduct physical classes, workshops and events, however, West Basin is exploring creative ways to add flexibility and use technology to safely implement the programs listed below. West Basin is currently coordinating and exploring opportunities to offer classes in a webinar format. West Basin will coordinate with the SBESC to utilize the various webinar platforms to offer virtual classes.

A. Educational Classes / Webinars:

The SBESC will work with West Basin staff to schedule, promote and conduct 5 physical classes or webinars. West Basin will coordinate with the SBESC staff to provide information on the selected cities, locations, and dates.

1. For the physical class, the SBESC will be responsible for contacting each site regarding the following; reserving the site, inquiring about facility fees, permits, insurance, inquiring about AV requirements, parking and restroom facilities, etc. The SBESC will also inquire about promoting at the sites potential marque sign, counter, display, etc.
2. For the webinar classes, the SBESC will work with West Basin to implement and promote the webinar. Additional assistance with hosting the webinar classes may be requested, including;
 - a. Provide assistance with registration and accessing webinar link, troubleshooting, assisting webinar attendees and other tasks as

needed. The SBESC will also database the webinar attendees and provide to West Basin.

The Grass Replacement Classes are being funded by the Metropolitan Water District (MWD) and West Basin will work with MWD to schedule the classes and secure an instructor for each physical class, once the COVID-19 situation improves.

In order to hold a physical class, MWD's minimum class size requirement is 20 people; however, SBESC cannot guarantee or be held responsible for the minimum class size. MWD has also developed a Spanish and Chinese version of the Grass Replacement Class, and these classes may be offered upon West Basin direction.

Due to COVID-19, MWD has also developed webinar versions of its Grass Replacement, California Friendly and Design Classes. West Basin will keep the SBESC updated on this effort. These classes are hosted by MWD and West Basin may seek the assistance of the SBCCOG to promote them.

All informational documents related to events/activities that SBESC is responsible for supporting (such as flyers) will be reviewed by SBESC prior to distribution to help ensure accuracy and consistency in deployment between the organizations.

SBESC TASKS

Physical Classes

- Work with the West Basin staff and the various facilities to schedule the physical classes. The SBESC will coordinate and obtain approval from the various sites to hold the classes.
- Inquire about any site permit, application, and insurance requirements and bring them to the West Basin's attention.
- Promote every class, workshop, and webinar via all SBESC communication channels;
- Reach out to city contacts, libraries, etc., and request that they promote on their web site, social media, advertisement boards, announcements, newsletters and inquire about e-blasts to listserv opportunities.
- The SBESC will track and document the various marketing activities conducted by its staff and, to the best of its ability, conducted by the local cities and organizations with which it coordinates and provide the information as part of the monthly reporting.
- Strive for an attendance of 20-50 participants per class or webinar and take class reservations by phone and online reservation system.
- Provide residents with reminder emails and also request that residents confirm their attendance to classes, workshops, webinars and rain barrel events.
- For the physical class, attend each class in the SBCCOG's geographical area and provide the following:
 - One (1) SBCCOG employee and one volunteer;
 - Appropriate snacks and quantities for each class; and
 - Utilize "green" and recyclable products and try to eliminate the use of packaging, Styrofoam, and non-recyclable plastics.
- Conduct sign-in registration on day of each class and workshop and provide West Basin with a copy of the sign-in sheet for events within the South Bay territory.

- Database the registrants and provide West Basin with the digital spreadsheet.

Virtual Classes

For the virtual classes, and where appropriate, the SBESC staff will deploy many of the same tasks listed above including;

- Coordinate with West Basin on scheduling, targeting, marketing and implementing virtual classes and webinars.

Note: **For the physical classes** outside of the SBCCOG service area, but within West Basin (such as Culver City, West Hollywood, Malibu, and Topanga), SBESC will provide the following services: take and database RSVPs, provide energy utility outreach materials to West Basin, send out class reminder e-mails, and assist with ordering the refreshments (but not pay outside their service area). No day of or on-site services will be provided. West Basin staff will schedule and attend the Division IV physical classes that are located outside the SBESC service territory.

For any potential virtual classes and webinars located outside the SBCCOG service area, West Basin will discuss and explore the possibility of obtain further assistance from the SBCCOG.

WEST BASIN TASKS

- Work with its Board to select cities and locations to hold classes and webinars;
- Develop and provide the SBESC with event flyer and materials no later than one month prior to event;
- Work with local water purveyors and cities to send flyers to water users and invite them to the class or webinar;
- Provide instructor for physical classes and training materials; and
- Provide webinar content and presentation materials.

B. Assist with a new Rain Barrel Home Delivery Pilot Program and/or the traditional Rain Barrel Distribution Events

The goal for fiscal year 2021-2022 is to implement a new Rain Barrel Home Delivery Pilot Program. Due to COVID-19, West Basin has not been able to implement the outdoor distribution events, therefore West Basin is seeking the SBESC's assistance with implementing the Home Delivery Program. If conditions improve in 2021-22, West Basin may elect to provide the free one-day events, or a combination of events and home deliveries. Either way, the task budget will either the five (5) distribution events or the Home Delivery Program. A description of both programs has been provided below.

Home Delivery Pilot Program

West Basin staff is seeking to work with the South Bay Cities Council of Governments (SBCCOG) to potentially assist with administering the Change & Save Program for Fiscal Year 2021-22. This would be a task contained in the overall partnership contract. Depending on the status of COVID-19, West Basin may either continue the home delivery program in FY 2021-22, and/or revert back to the one-day rain barrel distribution events.

West Basin has estimated a cost that works within its budget and would like to work with the SBCCOG to finalize the costs.

WEST BASIN:

- West Basin to house the Rain Barrel Landing Page, with registration link to the SBESC
- West Basin to develop and provide marketing and social media materials to help promote the program

SBCCOG/SBESC:

- West Basin has estimated the following number of hours and rates that will work within its budget.
 - Provides Customer Service
 - Manages the registration page that was created in 20-2021 and maintain database
 - Coordinates deliveries with the rain barrel delivery company
 - Acquires installed photos from residents (up to 25% or 250 photos)
 - Use GIS software to document participation and analysis

Rain Barrel Distribution Events

If typical rain barrel events are implemented, the SBCCOG will provide the following support.

Provide a **minimum of two (2)** SBCCOG staff members and two (2) SBESC volunteers at the event to manage the registration process and other event activities. West Basin will provide the non-profit group(s) for each event. The SBESC will instruct, direct, and assign volunteers to assist with registration, traffic control, loading rain barrels and other duties.

The SBESC will work with West Basin staff to schedule and coordinate each event. West Basin will coordinate with the SBESC staff to provide the cities, locations, contacts, and the SBESC will be responsible for contacting each site regarding the following; reserving the site, inquiring about facility fees, permits, insurance, parking and restroom facilities, etc. The SBESC will also inquire about promoting at the site's potential marquee sign, counter, display, etc. West Basin staff will schedule and attend the Division IV events that are located outside of the SBCCOG's service area.

The SBESC will conduct the following in coordination with West Basin:

SBESC TASKS

- Coordinate with the site staff for each event;
- Inquire about any site permit, application, and insurance requirements and bring them to West Basin's attention.
- Take RSVPs prior to the event and send out reminder notices;
- Attend the event and handle the registration process;
- Work with West Basin's non-profit Community-Based Organization (CBO) volunteers;
- Coordinate with the various partners and vendors;
- **Have each volunteer sign a West Basin Hold Harmless waiver form;**
- Hold a safety meeting and provide each volunteer with a safety vest;

- Assign roles and train the volunteers on the various duties at the event;
- Provide healthy snacks and refreshments for volunteers at the events;
- Sign guests in and develop a sign-in list and database to provide to West Basin;
- Track and conduct additional outreach to previous registered participants, who were unable to attend and fulfill their reservation, and provide invitations to future West Basin rain barrel distribution events; and
- Database all the registrants and identify the participants. Use the participant database to populate MWD's required spreadsheet, provided by West Basin, and provide both spreadsheets to West Basin.

WEST BASIN TASKS

- West Basin to provide the SBESC with the future rain barrel locations and contacts;
- Work closely with the SBESC to coordinate distribution events;
- Provide the non-profit CBO volunteers for each event;
- Provide the SBESC with the Hold Harmless waiver form;
- Schedule the event dates and secure the event locations; and
- Procure the rain barrels and have them delivered to the event site.

3. Assist with Cash for Kitchens Program

West Basin staff is seeking a quote from the South Bay Cities Council of Governments to potentially assist with administering the Cash for Kitchens Program for Fiscal Year 2021-22. This task will be contained in the overall annual contract. Below are the roles and tasks for each agency. Please provide hours, staff hourly rates, mailing costs, etc. Note: Green Media will end June 30, 2021. West Basin will seek to extend the grant funded large device rebates through the FY 21-22.

WEST BASIN:

- West Basin to house the Cash for Kitchens website, with registration information login shared with SBESC
- Commercial kitchens and restaurant sites will take an online water efficiency survey and qualify for free water saving devices. Large device rebates will be available for air-cooled ice machines, connectionless steamers, and efficient dishwashers (first-come, first-served).
- West Basin will procure the pre-rinse spray valves, sink flow restrictors, program marketing materials and have them delivered to the South Bay Environmental Services Center (SBESC)
- West Basin will seek approval from MWD's Member Agency Administered (MAA) Program to fund the kits and associated costs as well as SBESC tasks.

SBCCOG/SBESC:

- Support the Cash for Kitchens program with tasks that will:
 - Provide customer service and support for sites completing the online water efficiency survey or rebate process
 - Online Water Efficiency Survey:

- Guide participating sites through their existing kitchen equipment devices and identify flow rates, model type, model size utilizing the program website
- Rebate Process:
 - Provide customer service to process available rebates including; high-efficiency dishwashers, air-cooled ice machines, and connectionless food steamers
 - Provide device recommendations to eligible customers from eligible lists provided by Socalwatersmart and West Basin.
 - Call participating sites to confirm needs (i.e., lbs. of ice for ice machines and number compartments for food steamers).
 - Receive all necessary documentation to process rebate online with no issues (copy of water bill, receipt, and any signatures needed).
- Manage the registration page and database
- Mail out an estimated up to 100 water efficiency packages
- Request and acquire photos of installed devices (up to 25% of 100 or 25 photos)
- Remote and/or in person Canvassing/Outreach
 - Coordinate with local entities such as cities, school boards, hospitals, Board of Supervisors, Chambers of Commerce and other organizations to identify potential kitchen facilities that would benefit from an online water efficiency survey and rebates
 - Distribute updated program information and materials through a variety of channels such as targeted emails, phone calls, newsletters. In-person will be considered if conditions improve and will be discussed with SBESC team.
 - Coordinate marketing efforts with city departments and representatives.
- Use GIS software to document participation and analysis

4. Assist with Change & Save Program

Below are the roles and tasks for each agency. The SBESC will assist West Basin with implementing this program District-wide.

WEST BASIN:

- West Basin to house the Change and Save Landing Page, with registration link to the SBESC
- Residents can take a free on-line survey and qualify for a conservation kit and learn about rebates and water efficiency webinars (limited kit quantities, first-come, first-served)
- West Basin will procure the 500 kits and have them delivered to the South Bay Environmental Services Center (SBESC)
- West Basin will seek approval from MWD's Member Agency Administered (MAA) Program to fund the kits and associated costs as well as SBESC tasks.

SBCCOG/SBESC:

- West Basin has estimated the following number of hours and rates that will work within its budget.
 - Provide Customer Service
 - Develop registration process (similar to rain barrel registration process)
 - Manage the registration page and database and provide West Basin with required database for MWD reimbursements
 - Mail out an estimated up to 500 conservation kits
 - Use GIS software to document participation and analysis
 - Request photos for installed devices (up to 25% or 125 photos)

5. Green Building Assist Program

- The SBCCOG will continue the Green Business Assist Program (GBAP) for contract year 2021-2022 building on the momentum strategies and contacts developed through the Program.
- The Program will provide business participants with a list of water measures to consider and dedicated staff support for implementation.
- Measures will include participation in direct install, rebate, incentive, pilot, and educational programs offered by the various program providers such as utility agencies.
- The Program will include outreach to the business community to support water conservation, education, and participation in rebate programs.
- Partner materials and press releases will be included in quarterly business e-newsletter.
- Partner logos will be included on program flyers, website, e-newsletter, and promotional materials.
- Program will partner with sponsors to provide targeted outreach (e.g. by industry or high usage).
- Opportunity for West Basin to co-host and speak at program events.
- Recognition of West Basin as a program partner at outreach events, including City Council and Commission meetings; and
- Name/logo on signage and invitation at any Green Business Assist Program award events.

SBESC TASKS

- Provide West Basin with list of water conservation measures that SBESC identified with participants.
- Promote West Basin programs and rebates.
- Provide the current list of businesses to West Basin and GIS plot map the businesses per West Basin Division.
- Alert West Basin of public outreach opportunities.

Additional Activities

- SBCCOG staff will continue to use flyers and letters during various business walks.

- SBCCOG staff will post green business tips on the South Bay Environmental Services Center (SBESC) website and promote information through Facebook and Twitter.
- SBCCOG staff will exhibit at various South Bay Cities Business Expo's and provide materials about available certification programs and GBA program at these events.
- A quarterly newsletter will be sent out to over 244 businesses enrolled in GBAP.
- Checklist of indoor and outdoor water measures are presented to businesses.

WEST BASIN TASKS

- Review and update list of conservation measures and provide resource materials.

Board Presentations

The SBESC, at the direction of West Basin staff, will provide the WBMWD Board with an interim deliverables briefing. West Basin will lead the presentations and the SBESC will provide support.

Updated Rate Chart

South Bay Cities Council of Governments
2021-2022

Below are the billing rates:

Executive Director	\$ 180
Deputy Exec. Director	\$ 140
Sr. Project Manager	\$ 107
ESA III	\$ 87
Project Manager	\$ 84
Accountant	\$ 84
ESA II	\$ 78
ESA I	\$ 62
Admin. Assistant	\$ 49

Average rate w/out Executive Staff: \$79.00

Average rate with Executive Staff: \$97.00