

**Water-Efficiency Program Partnership between
West Basin Municipal Water District and South Bay Cities Council of Governments
“SCOPE OF WORK”
September 1, 2014 – August 31, 2015**

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 Municipal Water District’s (West Basin) Water Reliability 2020 Program (WR2020) for a 12-month period, commencing on September 1, 2014 through August 31, 2015. The total Agreement amount will not exceed **\$175,000**.

“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	\$ 72,000 (\$6,000/month)
a. Exhibit Events	
b. Kiosk	
c. Media/Web/E-mail	
d. On-Going Outreach	
2. Support for Workshops & Events	\$ 43,683
a. California Friendly Landscape Training Classes	
b. Assist with Smart Sprinkler Controller Events	
c. Assist with Rain Barrel Distribution Events	
d. Assist with two “Lunch & Learn” Workshops	
e. Assist with Water Harvest	
3. Water Reliability 2020 Program	\$ 34,942
a. WR2020 Presentations	
b. Obtain WR2020 Support Cards	
c. Coordinate Business Briefings	
4. Administer Cash for Kitchens Program	\$ 21,125
5. Assist with Car Wash Program	\$ 3,250
Total	\$175,000

Billing Instructions for SOW

The tasks for the Educational Outreach Support category will be billed on a pro-rated monthly basis (\$6,000 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 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 2-5 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 - E)

- 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 12 CFLT landscape classes and/or HOWs (a combination of either for a total of 12) to cities throughout the South Bay, the City of Torrance and L.A. County unincorporated areas.

The CFLT classes are being funded by the Metropolitan Water District (MWD). West Basin will work with MWD to schedule classes and secure a trainer for each class. MWD’s minimum class size requirement is 20 people, in order to hold a class.

West Basin will also schedule and coordinate the H.O.W. workshops. The tasks are shown below.

SBESC TASKS

- Promote every CFLT Class and HOW via all SBESC communication channels;
- Strive for an attendance of 20-50 participants per class and take class reservations by phone and online reservation system;
- The SBESC will attend each CFLT and 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). **Note:** 25% of the food will be vegetarian – no meat.
 - 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 provide West Basin with a copy of the sign-in sheet; 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;
- Will 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 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 three (3) 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 3 events = 162 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. Assist with Rain Barrel Distribution Events

The SBESC will assist West Basin with coordinating 5 Rain Barrel Distribution Events. The South Bay Center will provide a minimum of one person at the event to handle the participation forms. West Basin will provide non-profit groups and volunteers at each event. The South Bay Center will instruct and direct several of the volunteers to assist with the registration forms. West Basin staff will direct and assign the volunteers with traffic control and loading duties. The SBESC will conduct the following in coordination with West Basin:

SBESC TASKS

- Take RSVP's 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;
- Provide breakfast, lunch or dinner (depending on time of day) for the event; and
- Sign guests in and develop a sign-in list and database to provide to West Basin.

WEST BASIN TASKS

- Work closely with the SBESC to coordinate distribution events;
- Provide the non-profit Community-Based Organizations (CBO) volunteers for each event;
- Schedule the event dates and secure the event locations; and
- Procure the Rain Barrels and have them delivered to the event site.

D. 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;
- 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; and
- 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 2015 and 2nd workshop no later than June 2015.

E. 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 3 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 5 City Council participants;
 - The SBESC will track the confirmed RSVP's and provide them to West Basin periodically and on the week of Water Harvest;
- D2. Provide one SBESC employee and 12 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 volunteer assignments, schedules and responsibilities;
- D5. Develop a check-in / check-out procedure to verify hours worked for all volunteers;
- D6. West Basin will provide the SBESC with a "Volunteer Booth." The SBESC volunteer lead will man-the-booth during the hours of the event;
- D7. Schedule a weekly check-in meeting with Water Harvest lead one month prior to Water Harvest Event; and
- D8. Assist and receive instruction from West Basin's Water Harvest Lead.

WEST BASIN TASKS

- West Basin will lead and direct the SBESC Water Harvest staff member.

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 427 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, and provide West Basin with a tracking list of follow-up site visits;

- Coordinate visits with the Gas Company and 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); and
- Obtain WR2020 support cards/letters

B. Coordinate Training Sessions:

- Offer two (2) 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 (with SBESC) staff targeting the larger commercial kitchen service providers.
- Work with trade allies in the area to target customers ready to purchase new equipment.

5. 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.
- SBESC will strive to sign-up 5 new car washes into the 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 2015 and a year-end recap in July 2015.

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