

**SERVICES AGREEMENT NO. W3022**  
**between**  
**WEST BASIN MUNICIPAL WATER DISTRICT**  
**and**  
**SOUTH BAY CITIES COUNCIL OF GOVERNMENTS**  
**for**  
**WATER EFFICIENCY PROGRAM OUTREACH AND MARKETING**

This Services Agreement (“Agreement”) is entered into by and between the West Basin Municipal Water District (“DISTRICT”) and South Bay Cities Council of Governments, (“CONSULTANT”). DISTRICT and CONSULTANT, which may be referred to individually as "PARTY" or collectively as “PARTIES”, agree as follows:

**SECTION 1 - PURPOSE**

Under this Agreement, the CONSULTANT shall provide Water Efficiency Program Outreach and 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 July 1, 2022 (“Effective Date”) and concluding June 30, 2023.

**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.

## **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 term or condition.

(b) The DISTRICT may also terminate this Agreement, in whole or in part, even though CONSULTANT is not in default hereunder and no breach hereof has occurred, by notice in writing at any time. Such notice shall state the extent and effective date of termination. Upon the receipt by CONSULTANT of such notice, CONSULTANT will, as and to the extent prescribed by the DISTRICT, stop work under the Agreement and the placement of further purchase orders or subcontracts hereunder, terminate work under purchase order and subcontracts outstanding hereunder, and take any necessary action to protect property in the CONSULTANT'S possession in which the DISTRICT has or may acquire an interest. CONSULTANT will be compensated for work performed under the Agreement prior to the effective date of the termination.

## **SECTION 6 – AGREEMENT ADMINISTRATION**

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

Gus Meza  
(310) 660-6209

The duties of the DISTRICT'S authorized representative may be delegated or reassigned at the discretion of the DISTRICT and without alteration to this Agreement.

## **SECTION 7 - CONSIDERATION**

The DISTRICT shall compensate the CONSULTANT on a time-and-material basis at the rates and in the amounts shown in Exhibit "A". Total payments shall not exceed \$159,680.00.

## **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  
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.

To: CONSULTANT  
South Bay Cities Council of Governments  
Attn: Jacki Bacharach  
2355 Crenshaw Boulevard, Suite 125  
Torrance, CA 90501  
Phone: (310) 371-7222 x214

To: DISTRICT  
West Basin Municipal Water District  
Attn: General Manager  
17140 South Avalon Boulevard  
Carson, CA 90746  
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 sub-consultants 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**

CONSULTANT shall hold harmless, immediately 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 from DISTRICT'S sole negligence or willful acts.

## **SECTION 14 - INSURANCE REQUIREMENTS**

CONSULTANT shall procure and maintain for the duration of the Agreement insurance against claims for injuries to persons or damages to property which may arise from or in connection with the performance of the work hereunder and the results of that work by the CONSULTANT, its agents, representatives, employees or subcontractors.

### **MINIMUM SCOPE AND LIMIT OF INSURANCE**

Coverage shall be at least as broad as:

1. **Commercial General Liability (CGL):** Insurance Services Office Form CG 00 01 covering CGL on an "occurrence" basis, including products and completed operations, property damage, bodily injury and personal & advertising injury with limits no less than **\$2,000,000** per occurrence. If a general aggregate limit applies, either the general aggregate limit shall apply separately to this project/location (ISO CG 25 03 or 25 04) or the general aggregate limit shall be twice the required occurrence limit.
2. **Business Automobile Liability:** ISO Form Number CA 00 01 covering any auto (Code 1), or if CONSULTANT has no owned autos, hired, (Code 8) and non-owned autos (Code 9), with limit no less than **\$2,000,000** per accident for bodily injury and property damage.
3. **Workers' Compensation:** as required by the State of California, with Statutory Limits, and Employer's Liability Insurance with limit of no less than **\$1,000,000** per accident for bodily injury or disease.

If the CONSULTANT maintains broader coverage and/or higher limits than the minimums shown above, the DISTRICT requires and shall be entitled to the broader coverage and/or the higher limits maintained by the CONSULTANT. Any available insurance proceeds in excess of the specified minimum limits of insurance and coverage shall be available to the DISTRICT.

### **Other Insurance Provisions**

The insurance policies are to contain, or be endorsed to contain, the following provisions:

### **Additional Insured Status**

The DISTRICT, its officers, officials, employees, agents, and volunteers are to be covered as additional insureds on the CGL policy with respect to liability arising out of work or

operations performed by or on behalf of the CONSULTANT including materials, parts, or equipment furnished in connection with such work or operations. General liability coverage can be provided in the form of an endorsement to the CONSULTANT'S insurance (at least as broad as ISO Form CG 20 10 11 85 or if not available, through the addition of **both** CG 20 10, CG 20 26, CG 20 33, or CG 20 38; **and** CG 20 37 if a later edition is used).

### **Primary Coverage**

For any claims related to this contract, the CONSULTANT'S insurance coverage shall be primary coverage at least as broad as ISO CG 20 01 04 13 as respects the DISTRICT, its officers, officials, employees, agents, and volunteers. Any insurance or self-insurance maintained by the DISTRICT, its officers, officials, employees, agents, or volunteers shall be excess of the CONSULTANT's insurance and shall not contribute with it.

### **Notice of Cancellation**

Each insurance policy required above shall provide that coverage shall not be canceled, except with notice to the DISTRICT.

### **Waiver of Subrogation**

SUPPLIER hereby grants to DISTRICT a waiver of any right to subrogation which any insurer may acquire against DISTRICT, its officers, officials, employees, and volunteers, from SUPPLIER by virtue of the payment of any loss. SUPPLIER agrees to obtain any endorsement that may be necessary to affect this waiver of subrogation but this provision applies regardless of whether or not the DISTRICT has received a waiver of subrogation endorsement from the insurer.

The Workers' Compensation policy shall be endorsed with a waiver of subrogation in favor of the DISTRICT for all work performed by the SUPPLIER, its employees, agents, and subcontractors.

### **Self-Insured Retentions**

Self-insured retentions must be declared to and approved by the DISTRICT. The DISTRICT may require the CONSULTANT to purchase coverage with a lower retention or provide proof of ability to pay losses and related investigations, claim administration, and defense expenses within the retention. The policy language shall provide, or be endorsed to provide, that the self-insured retention may be satisfied by either the named insured or DISTRICT.

### **Acceptability of Insurers**

Insurance is to be placed with insurers authorized to conduct business in the state with a current A.M. Best rating of no less than A:VII if admitted in the State of California.

### **Verification of Coverage**

CONSULTANT shall furnish the DISTRICT with original Certificates of Insurance including all required amendatory endorsements (or copies of the applicable policy language effecting coverage required by this clause) and a copy of the Declarations and Endorsement Page of the CGL policy listing all policy endorsements to DISTRICT before work begins. However, failure to obtain the required documents prior to the work beginning shall not waive the CONSULTANT'S obligation to provide them. The DISTRICT reserves the right to require complete, certified copies of all required insurance policies, including endorsements required by these specifications, at any time.

### **Special Risks or Circumstances**

DISTRICT reserves the right to modify these requirements, including limits, based on the nature of the risk, prior experience, insurer, coverage, or other special circumstances.

### **SECTION 15 – LIMITATION OF WAIVER**

Except as may be expressly provided in a writing signed by the PARTIES, the failure or delay of either PARTY to insist in any instance on strict performance of any provision of this Agreement shall not be construed as a waiver of any such provision or the relinquishment of any rights under that provision in the future, but the same shall continue and remain in full force and effect.

### **SECTION 16 – RIGHT TO AUDIT**

Following execution of this Agreement and continuing for a period of three years following the completion of performance, DISTRICT shall have the right to audit the CONSULTANT'S invoices and all supporting documentation generated in performance of this agreement.

### **SECTION 17 - 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 18 - 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 19 - INDEPENDENT CONTRACTOR**

The PARTIES each acknowledge that they are separate entities, each of which has entered into this Agreement for independent business reasons. The relationships of the PARTIES hereunder are those of independent contractors and nothing contained herein shall be deemed to create a joint venture, employer/employee, partnership or any other relationship.

### **SECTION 20 - APPLICABLE LAW**

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

### **SECTION 21 - SUBSTITUTION OF SUB-CONSULTANTS**

There may be occasion, during the course of this engagement, to substitute or introduce a new sub-consultant in order to satisfy the requirements for a specific task request. Introduction of substitute or new sub-consultants will be allowed, but, is subject to the express written approval of the DISTRICT. Such approval shall not be unreasonably withheld.

### **SECTION 22 - TIME IS OF THE ESSENCE**

Time is of the essence as to each and every provision of this Agreement.

### **SECTION 23 - 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.



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 \_\_\_\_\_  
Gregory Reed, General Manager

APPROVED AS TO FORM:

By: \_\_\_\_\_ Date \_\_\_\_\_  
Aleshire & Wynder, LLP  
District Counsel

APPROVED:

CONSULTANT

By: \_\_\_\_\_ Date \_\_\_\_\_

Name and Title: \_\_\_\_\_  
(please print)

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# **EXHIBIT A**



**West Basin Municipal Water District**

**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 July 1, 2022 through June 30, 2023.**

*Due to the continuing Coronavirus Disease of 2019 (COVID-19) and follow-on variants, West Basin staff has modified its programs to increase implementation flexibility and safety. This SOW provides both virtual and in-person options. These options will allow West Basin to continue providing the public with water efficiency programs that will help increase local water reliability. Both the SBCCOG and West Basin staff will follow all COVID-19 Guidelines for all in-person classes, meetings and events. West Basin will return to in-person events as the pandemic improves.*

The SOW tasks include, promotion, education, coordination, 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.

<b>1. Outreach</b>	<b>\$ 94,860</b>
A. Events	(\$7,905 per mo.)
B. Speakers Bureau	
C. Collateral in the Community	
D. Digital Communications	
E. Volunteer Training	
F. SBCCOG Liaison Assistance	
<b>2. Classes, Workshops &amp; Webinars</b>	<b>\$ 10,270</b>
A. Promote and assist with Educational Classes / Webinars	
<b>3. Program Promotion</b>	<b>\$ 14,220</b>
A. Commercial Water Efficiency Program	
B. SoCalGas Partnership Program	
C. Water Bottle Filling Station Program	
<b>4. Rain Barrel Program</b>	<b>\$ 33,460</b>
<b>5. GIS Support</b>	<b>\$ 2,370</b>
<b>6. Green Business Assist Program</b>	<b>\$ 4,500</b>
<b>Total</b>	<b><u>\$159,680</u></b>

## Administration & Billing Instructions for SOW

For Task 1 above, Outreach Support category, the SBCCOG will invoice West Basin on a pro-rated monthly basis of \$7,905 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 6. The Task 6 Green Building Assist Program amount will be billed as a one-time amount of \$4,500.

## Project Tasks

### 1. Outreach

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 maximize participation in West Basin's programs and drive awareness of water issues. Additionally, the SBESC will strive for equitable outreach to each Division.**

#### A. Events

1. The SBESC will provide outreach for West Basin at a minimum combination of 100 tabling events, virtual events, virtual presentations and meetings. At the request of West Basin, the SBESC will represent West Basin at various outreach tabling events. There may be instances where both the SBESC and West Basin will be tabling at the same event, in that case, both will coordinate to ensure that tabling opportunities are covered and that West Basin is represented.
2. The SBESC will research the various outreach/tableting opportunities in each city and L.A. County unincorporated areas, develop a schedule and provide to West Basin on a weekly basis.

#### B. Speakers Bureau

West Basin offers speakers to provide updates on various water-related topics for organizations and businesses in the service area. Topics can include: Who is West Basin?, West Basin Recycled Water Project Updates, Drought Updates, Water Conservation Programs, and Doing Business with West Basin.

1. The SBESC will identify and coordinate speaking opportunities in all 14 SBCCOG/WB cities and Los Angeles County unincorporated areas including chambers, cities, and other civic groups as related to Water Use Efficiency, Public Information and Education program goals.
2. Total number of speaking opportunities: up to 14 (1 per city and L.A County Unincorporated areas) Target Groups: cities, chambers of commerce, civic groups, community organizations, etc.

- Cities – In addition to seeking speaking opportunities, the SBESC will also 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.

**C. Collateral in the Community** - SBESC will research locations throughout the community that may have kiosks/informational centers where West Basin programs can be promoted. Once identified, SBESC will place relevant West Basin marketing materials in these locations.

1. Location categories/examples: city facilities (city hall, community centers, etc.), libraries, malls, colleges, etc.
  - Tracking: SBESC will track distributed marketing material and coordinate with West Basin to maintain ample supply of materials. The SBESC will maintain a running list of locations and a distribution schedule; and
  - Provide West Basin with a monthly update on the status of collateral placements, re-supply needs, and any relevant notes.

**D. Digital Communications** – The SBESC will disseminate program information created and provided by West Basin through its existing communication channels, including but not limited to, its website, e-mail blasts, Facebook, Twitter, and other social media. SBESC and SBCCOG communications, such as its monthly and quarterly newsletters, will also be utilized. The SBESC, in coordination with West Basin will conduct the following number of activities:

1. 30 eblasts
2. 50 social media posts
3. 12 SBESC monthly e-newsletter articles
4. 4 SBCCOG quarterly newsletter articles

Goal depends on information provided by West Basin.

In addition, the SBCCOG will add pertinent conservation program information provided by West Basin to their web site, under the program/conservation section.

All information will be thoroughly reviewed and approved by West Basin and SBCCOG staff. Information will be provided to the SBCCOG’s Deputy Executive Director for final review and approval, as well as final approval from West Basin staff.

**E. Volunteer Training**

Work with West Basin staff to schedule regular training sessions for the SBESC staff and volunteers on West Basin’s water efficiency programs. This will ensure that accurate and up-to-date information is provided to the public.

## **F. SBCCOG Liaison Assistance**

1. Through this partnership agreement, West Basin may seek the assistance 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.
  - If program support is required, West Basin will contact the SBCCOG's Executive Director and Deputy Executive Director for assistance.
  - 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.
  - 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)
  - The SBESC will assist West Basin with scheduling presentations at the various SBCCOG committees, when requested by West Basin.
  - The SBESC, at the direction of West Basin staff, will provide the WBMWD Board with an interim deliverable briefing. West Basin will lead the presentations and the SBESC will provide support.

## **2. Classes, Workshops and Webinars**

Due to COVID-19, opportunities to conduct in-person classes, workshops and events may be limited, however, West Basin is flexible and utilizes technology and safe practices to safely implement the programs listed below. West Basin will coordinate with the SBESC to utilize the various webinar platforms to offer virtual classes.

### **A. Promote and assist with Educational Classes / Webinars:**

The SBESC will work with West Basin staff to promote 13 in-person classes or webinars. West Basin will coordinate with the SBESC staff to provide information on the selected cities, locations, and dates. The SBESC will be the lead with developing and implementing Zoom webinars for the 5 West Basin Chats. West Basin staff will be the lead with implementing the Know Your H2O classes/webinars and Public Tours.

#### **1. West Basin Chats**

West Basin Chats aims to address residents' questions about the application process for West Basin's water conservation rebate programs. Each chat begins with a brief overview by a West Basin staffer of a featured program, followed by a Q&A session.

- July 20, 2022

- Sept. 21, 2022
- Jan. 25, 2023
- March 22, 2023
- May 24, 2023

2. **Know Your H2O Classes**

Know Your H2O Classes provide an in-depth look into one of life’s most important resources: water. It’s an opportunity for residents to learn about water issues, receive a status update on the drought, and discover what can be done to save more water in our daily lives.

**Planned KYH2O In-Person Classes for FY 22-23:**

- July 13, 2022
- September 14, 2022
- March 15, 2023
- May 17, 2023

3. **In-Person Public Water Recycling Facility Tours of WB ECLWRF in El Segundo for the FY 22-23:**

Water Recycling Tours are provided to the public as an opportunity to see the inner-workings of a water treatment facility firsthand. Guests learn about the five types of fit-for-purpose water produced by the District.

- August 20, 2022
- February 18, 2023
- April 15, 2023
- June 17, 2023

Below are the task descriptions for the in-person or virtual classes / tours.

**Virtual Classes**

For the virtual classes, the SBESC staff will conduct the following:

- For the 5 West Basin Chats, the SBESC will conduct the following:
  - Coordinate with West Basin on scheduling, targeting, marketing and implementing the virtual classes.
  - Utilize the Zoom platform to implement the classes.
  - Email and remind the participants about the upcoming webinar one day prior to the webinar and on the day of.
  - 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 database will provide their contact information and how they heard of the webinar.

- For the other West Basin led virtual classes and tours, the SBESC will coordinate with West Basin and assist with promoting the classes.

### **In-Person Classes**

For the in-person classes, the SBESC staff will conduct the following:

- Work with the West Basin staff and the various facilities to schedule the in-person 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.
- For the in-person classes, the SBESC will be responsible for contacting each site regarding the following; reserving the site, inquiring about facility fees a, permits, insurance, inquiring about AV requirements, parking and restroom facilities, etc. The SBESC will also inquire about promoting at the site's potential marque sign, counter, display, etc.
- 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; however, SBESC cannot guarantee or be held responsible for the minimum class size.
- Provide residents with reminder emails and also request that residents confirm their attendance to classes, workshops, webinars and rain barrel events.
- For the (8) in-person classes, attend each class in the SBCCOG's geographical area and provide the following:
  - One (1) SBCCOG employee and one volunteer; 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 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.

### **In-Person Tours of the ECLWRF**

For the West Basin led tours of the ELCWRF, the SBESC staff will support West Basin staff at the tour with the following:



- Conduct check-in and on day of each tour and provide West Basin with a copy of the sign-in sheet for events within the South Bay territory.
- Assist with set up and tear down of the conference room where the pre-tour briefings take place.

Note: **For the in-person 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 if available, send out class reminder e-mails, and assist with ordering the refreshments (but not pay outside their service area). West Basin staff will schedule and attend the Division IV in-person classes that are located outside the SBESC service territory.

The SBCCOG will implement any virtual classes that are located outside the SBCCOG service area, but still within West Basin's service area.

### **WEST BASIN TASKS**

- Develop and provide the SBESC with event flyer and materials no later than one month prior to class/event;
- Work with local water purveyors and cities to send flyers to water users and invite them to the class or webinar;
- Provide instructor both virtual and in-person classes and training materials; and
- Provide webinar content and presentation materials.

## **3. Program Promotion**

### **A. Commercial Water Efficiency Program**

In Fiscal Year 2021-22, West Basin's Cash for Kitchens grants ended. West Basin has developed a new program that will provide technical and engineering services to the Commercial, Industrial and Institutional sectors. The goal is to assist the (CII) sector to make changes in their equipment and processes to conserve or reuse water.

1. For this new program, West Basin is seeking support for the following:
  - Assist the program consultant in identifying at up to 12 commercial sites that can participate in the program and processing them through the registration application form available for this program.
  - Remote and/or in person Canvassing/Outreach with program materials. The connection to the business community through the SBCCOG is essential.
  - Coordinate with local entities such as cities, school boards, hospitals, Board of Supervisors, Chambers of Commerce and other organizations to identify sites that qualify for this program.
  - 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.

## **B. SoCalGas Partnership Promotion**

- Assist West Basin by promoting the program to the program targeted areas.

## **C. Water Bottle Filling Station Program**

- The SBCCOG staff will promote West Basin's Water Bottle Filling Station Program to cities, schools and other public sites.
- The SBCCOG will communicate any interest to West Basin's WBFS manager.
- The SBCCOG staff will review monthly West Basin Board Memos to check on the status of the program.

## **4. Rain Barrel Programs**

West Basin's Board of Directors directed staff to implement 5 traditional rain barrel distribution events. The SBCCOG will assist West Basin staff with promoting and implementing the rain barrel events. Listed below are the SBCCOG tasks for the Rain Barrel Program.

### **A. Rain Barrel Distribution Events**

1. Provide a **minimum of two (2)** SBCCOG staff members and two (2) SBESC volunteers at each event to manage the registration process and assist with 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.
2. 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 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.

### **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 volunteers;
- Coordinate with the various partners and vendors;
- 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, (on Interest Lists) 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 Hold Harmless waiver form to volunteers;
- Schedule the event dates and secure the event locations; and
- Procure the rain barrels and parts and have them delivered to the event site.

## **5. GIS Support**

West Basin has allocated 30 hours for this task. In Fiscal Year 2021-22, the SBCCOG was instrumental in developing GIS based registration and verification applications. West Basin sees great value in this type of service and is budgeting funds for potential GIS and data management program needs. West Basin has budgeted funds for FY 2022-23 for any GIS work that may be needed.

## **6. Green Business Assist Program**

The SBCCOG will continue the Green Business Assist Program (GBAP) for contract year 2022-2023 building on the momentum strategies and contacts developed through the Program.

1. The Program will provide business participants with a list of water measures to consider and dedicated staff support for implementation.
2. Measures will include participation in direct install, rebate, incentive, pilot, and educational programs offered by the various program providers such as utility agencies.
3. The Program will include outreach to the business community to support water conservation, education, and participation in rebate programs.
4. Partner materials and press releases will be included in quarterly business e-newsletter.
5. Include partner logos on flyers, website, e-newsletter, and promotional materials.
6. Partner with sponsors to provide targeted outreach (e.g., by industry or high usage).
7. Opportunity for West Basin to co-host and speak at program events.
8. Recognition of West Basin as a program partner at outreach events, including City Council and Commission meetings; and
9. Name/logo on signage and invitation at any Green Business Assist Program award events.
10. Provide West Basin with list of water conservation measures that SBESC identified with participants.
11. Promote West Basin programs and rebates.

- 12. Provide the current list of businesses to West Basin and GIS plot map the businesses per West Basin Division.
- 13. 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 300 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.

**Rate Chart**

South Bay Cities Council of Governments  
2022-2023

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