

# South Bay Cities Council of Governments

May 11, 2020

TO: SBCCOG Steering Committee

FROM: Jacki Bacharach, Executive Director

RE: West Basin Municipal Water District Scope of Work Approval

Adherence to Strategic Plan: *Goal A: Environment, Transportation, and Economic Development. Facilitate, implement, and/or educate members and others about environmental, transportation, and economic development programs that benefit the South Bay.*

## BACKGROUND

The South Bay Cities Council of Governments (SBCCOG) has been a partner with West Basin Municipal Water District (West Basin) for the past several years providing outreach services and incentive program implementation supporting water conservation for cities, agencies, businesses, and the general public.

## DISCUSSION

West Basin has provided a new scope of work for FY 2020-21 in the amount of \$179,480. The majority of the scope tasks are the same as past years; however, there are a few new programs added. The SBCCOG has reviewed the draft scope and is working with West Basin on minor edits as well as revisions in the following areas:

- Release Forms/Waivers - photos and volunteers
- Update requirements for participant application status reporting
- West Basin oversight of subcontractors

Attached is the draft scope that incorporates all of the SBCCOG requested revisions which are currently under discussion with West Basin staff. A “tracking changes” version can be provided upon request.

## RECOMMENDATION

Board approve FY 2020-21 SBCCOG’s scope of work with West Basin.



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

**DRAFT**

**SCOPE OF WORK**

This Scope of Work (SOW) covers the programs and activities that the South Bay Cities Council of Governments (SBCCOG) through 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 Wednesday, July 1, 2020 through Wednesday, June 30, 2021.**

*Due to the Coronavirus Disease of 2019 (COVID-19), West Basin halted most of its (public contact) programs as of Wednesday, March 11, 2020. In dealing with the situation, West Basin staff is in the process of modifying several of its programs in order 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.

<b>1. Educational Outreach Support</b>	<b>\$ 83,400</b>
a. Exhibit / Virtual events	(\$6,950 per month)
b. Public Displays	
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	
<b>2. Support for Classes, Workshops, Events &amp; Webinars</b>	<b>\$ 44,180</b>
a. Promote and assist with Educational Classes	
b. Assist with Rain Barrel Distribution Events	
<b>3. Assist with Cash for Kitchens Program</b>	<b>\$ 27,300</b>
<b>4. Green Business Assist Program</b>	<b>\$ 4,500</b>
<b>5. Assist with Change &amp; Save DAC Program</b>	<b>\$ 15,600</b>
<b>Total</b>	<b>\$179,480</b>

**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 \$6,950 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 4. The Task 4 Green Business Assist Program amount will be billed as a one-time amount of \$4,500.

## **Project Tasks**

**Note:** Due to the high demand of work load and resources needed to coordinate the SBCCOG Annual General Assembly, SBCCOG staff will not be available to perform tasks for the three week period that includes one week prior to and one following the event. West Basin and SBESC will coordinate to avoid planning classes and events around the General Assembly timeframe.

### **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 2020-2021, 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 to be used when required, such as photographs of minors. 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. Public Displays** – 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 display and will

coordinate with West Basin to keep the materials updated. SBESC will also research other locations that may have displays/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, and Twitter. 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.
- Place paid social media ads to boost participation – Facebook and Twitter.

#### **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 other chambers located within the SBCCOG 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 SBCCOG staff and volunteers on West Basin's water reliability programs
- Provide West Basin (Board Secretary) with a schedule of its outreach events on a bi-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 that are within the SBCCOG mission. The SBCCOG is the Joint Powers 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. Also, provide the SBCCOG staff weekly updates on the status of all applications.

## **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 10 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 marquee 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 enter the webinar attendees into the database and provide to West Basin.

The Grass Replacement Classes are 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.

MWD is also exploring the possibility of creating webinar versions of its Grass Replacement Classes. West Basin will keep the SBESC updated on this effort.

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 20-50 attendees 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, as needed dependent on class size;
  - Appropriate snacks and quantities for each class; and

- Every effort will be made to 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.
- Put registrants in a database 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 add RSVPs to the database, provide partner outreach materials as available to West Basin, send out class reminder e-mails, and assist with ordering the refreshments (but not pay for refreshments for events 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.

### **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.
- For any potential virtual classes and webinars located outside the SBESC service area, West Basin will discuss and explore the possibility of obtaining further assistance from the SBESC.

### **B. Assist with Rain Barrel Distribution Events**

The goal for fiscal year 2020-2021 is to implement a minimum of five (5) and a maximum of six (6) rain barrel events. The implementation of the events will be based on the current COVID-19 situation, and on how things improve. West Basin may develop creative and safer ways to implement these events and will provide direction to the SBCCOG on the implementation of these 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. SBCCOG staff will not be responsible for onsite coordination activities outside of the South Bay service territory.

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 SBCCOG 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
- Add to the database all the registrants and identify attendees. Use the database to populate MWD's required spreadsheet, provided by West Basin, and provide both spreadsheets to West Basin.
- Map using GIS tools for registrants and attendees by Director's district.

### **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;
- Have each West Basin volunteer sign a West Basin 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**



The goal is to restart the program once the COVID-19 situation improves, in the meantime, West Basin staff will explore creative ways to implement the Cash for Kitchens Program, while at the same time, keeping its staff, the SBESC and its vendors safe. West Basin will provide direction on how to proceed with this program.

The Cash for Kitchens Program has evolved over time and in order to have consistency and full district coverage, West Basin has hired Green Media Creations Inc. to conduct the kitchen surveys throughout all of West Basin's service area, including Division IV.

Coordinating with West Basin staff and Green Media Creations Inc., the SBESC will promote the program, assist customers through the rebate process, and implement the other tasks shown below.

- Distribute pre-rinse spray nozzles, sink flow restrictors, window clings, and program materials to 86 prior survey sites.
- Provide a monthly tracking list of sites visited and process device distribution quantities via Bitrix24.
- Manage photos submitted by sites for pre-rinse spray valves and sink flow restrictors installed via Bitrix24.
- Conduct post-inspections, which could be done virtually, at a minimum of 8 of the 86 sites to verify installations for grant.

**Outreach and Marketing**

- 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 a water-use survey and water-energy rebates and programs. Connect any eligible sites to Green Media for survey scheduling.
- Distribute updated program information and materials through a variety of channels such as targeted emails, phone calls, newsletters, and in-person marketing.
- Coordinate marketing efforts with city departments and representatives.

**Rebate Assistance and Processing**

- Provide customer service to process device rebates available including; high-efficiency dishwashers, air-cooled ice machines, and connectionless food steamers. The SBESC cannot guarantee or be held responsible for customers participation in rebate programs.
- Provide device recommendations to eligible customers from eligible lists provided by Socialwatersmart and West Basin.
- Call possible site visits to confirm needs (i.e., lbs. of ice for ice machines and number compartments for food steamers).
- Receive all necessary documentation to process rebate (copy of water bill, receipt, and any signatures needed).
- Confirm device installation at all sites that receive a rebate.

## **WEST BASIN TASKS**

Collateral Materials and Devices:

- West Basin will provide educational materials.
- As the Program Manager, West Basin will provide the SBESC with direction and act as the liaison between West Basin's consultant, Green Media Creations
- West Basin will alert the SBESC of any changes to the program, affected by the COVID-19 situation.

### **4. Green Business Assist Program**

- The SBCCOG will continue the Green Business Assist Program (GBAP) for contract year 2020-2021 building on the momentum strategies and contacts developed through the Program.
- This 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.
- 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 weekly 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 California Green Business Network (CAGBN) certification program and GBAP program at these events.
- As businesses are certified through CAGBN, they also become GBAP participants.
- A quarterly newsletter will be sent out to over 234 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.

### **5. Assist with Change & Save (DAC) Program - Disadvantaged Communities (DAC) Water-Energy Savings Program**

In 2017, West Basin received a grant from the Department of Water Resources (DWR) for a water-energy savings program. In 2020, West Basin hired a consultant called Allegra Consulting to assist West Basin with conducting 500 indoor residential energy-water surveys, distributing 500 indoor kits and promoting 714 high-efficiency clothes washer rebates.

Due to COVID-19, the physical site surveys at residential homes have been halted for the time being, however, West Basin and its consultant have created an on-line survey that residents can conduct.

## **SBCCOG Project Tasks**

### **Program Administration**

- Receive, document, and track customer calls
- Assist customers with taking the on-line survey and document the participants
- Promote and assist customers with applying for the \$500 High-Efficiency Clothes Washer Rebate through the SoCalWaterSmart.com web site (explain how to qualify and apply)
- Provide customer inquiry list to Allegra Consulting on a weekly basis as changes occur.

### **Marketing/Outreach**

- Identify and contact local cities, county, non-profit, and community groups and present program and coordinate meetings / conf. calls with West Basin and Allegra Consulting
- Distribute flyers and marketing materials
- Promote program to the SBCCOG Steering Committee and sub-committees and to other elected officials

### **Rebate Assistance / Photo Management**

- Provide customer service and assist residents with applying for washer rebates

- Photo Verification / Management – Request, obtain, and record device installations photos from residents for all installed devices

## **WEST BASIN TASKS**

- As the Program Manager, West Basin will provide the SBESC with direction and act as the liaison between West Basin's consultant, Allegra Consulting.
- West Basin will alert the SBESC of any changes to the program, effected by the COVID-19 situation.

## **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.