San Gorgonio Pass Water Agency

DATE: August 9, 2021

TO: Board of Directors

FROM: Lance Eckhart, General Manager

BY: Lance Eckhart, General Manager

SUBJECT: CONSIDER CONTRACT EXTENSION WITH THE INLAND EMPIRE RESOURCE CONSERVATION DISTRICT FOR FISCAL YEAR 2021-22

RECOMMENDATION

Staff recommends the Board of Directors authorize extending the professional services agreement with the Inland Empire Resource Conservation District (IERCD). Work will consist of continued implementation of the educational and social media program for fiscal year 2020-21 for an amount not to exceed $25,000.

PREVIOUS CONSIDERATION BY BOARD OF DIRECTORS

- Board of Directors: Annually considered previous eight fiscal years.
- Water Conservation and Education Committee (Committee) – June 8, 2021: Committee discussed the program, what was learned during Covid-19, and the program's focus (s) moving into the upcoming fiscal year.

BACKGROUND

For the past eight years, the San Gorgonio Pass Water Agency (SGPWA) has been providing funding to IERCD to develop and implement classroom educational programs associated with resource management. These programs are well received by area schools and are considered a high-value established program over the past several years. Starting in 2020, the IERCD also began to manage the Agency's social media presence following staff attrition.

ANALYSIS

This year's proposal will build upon the well-established classroom work and incorporate elements of the distance-learning program developed to respond to Covid-19. The proposal will include continued maintenance of the Agency's social media presence. A copy of the proposal is attached. In fiscal year 2020-21, the pandemic created an opportunity for IERCD and SGPWA staff to consider new learning and outreach tools. Developed distance learning products that helped in higher participation levels of area classrooms under remote learning requirements could result in an enduring and repeatable program that may be widely distributed to local teachers and their respective students. With the amount of material uncertainty regarding Covid-19, it is expected that

the program may need to be flexible concerning meeting the needs of local educators responding to the ongoing pandemic.

The proposal contains a "menu" of program options revolving around k-12, early college, and resident education programs. The IERCD and the Committee generally acknowledged that the 2021-22 program would need to be flexible to adapt to the requirements of the pandemic. Directions regarding the IERCD program will be given throughout the fiscal year by the Committee. An initial program focus will be to maintain program presence with established elementary and middle school partners. A copy of the 2021-22 IERCD proposal is attached.

FISCAL IMPACT

The Fiscal Year 2021-22 Budget includes a not-to-exceed total of $25,000 for IERCD programs.

ACTION

Motion to authorize staff to extend the professional services agreement with the IERCD for the fiscal year 2021-22 at a cost not to exceed $25,000.

ATTACHMENT *Contract for Performance of 2021-22 Water Conservation Public Outreach Programs*

CONTRACT FOR PERFORMANCE OF 2021-22 WATER CONSERVATION PUBLIC OUTREACH PROGRAMS

Proposal To:
San Gorgonio Pass Water Agency (SGPWA)
Contact: Lance Eckhart, General Manager/Chief Hydrogeologist
1210 Beaumont Ave
Beaumont, Ca 92223

Proposal From:
Inland Empire Resource Conservation District
Contact: Mandy Parkes, District Manager
25864-K Business Center Drive
Redlands, CA 92374

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SAN GORGONIO PASS WATER AGENCY
Established 1961

INLAND EMPIRE
RESOURCE CONSERVATION DISTRICT

2021-2 CONTRACT DESIGN, DEVELOPMENT, AND IMPLEMENTATION NOTES

As of this May 2021 contract development, the Inland Empire Resource Conservation District (IERCD) anticipates a return to in-person school in the fall of 2021 for the majority of Inland Empire students. However, despite this likely return to all-day on-campus instruction, it appears that the majority of public school campuses will be hesitant to allow external visitors. For this reason, the IERCD is proposing continuing the 20-21 approach to water conservation contracting, focused on a Not To Exceed (NTE) amount with flexible youth and adult education options. Components of the proposed 21-22 SGPWA-IERCD water conservation education contracting include:

Classroom Program Design: In 20-21, all formerly in-person conservation education programs were redesigned, resulting in completing a K-12/early college suite of distance learning materials and options for live remote and recorded classroom presentations. Both are projected to continue the elevation of resident awareness of the need for water conservation methods. In 21-22, these materials will be reviewed and revised in the summer before the onset of the school year, benefitting from a year of facilitation informing best practices for design and delivery to ensure communication of water conservation messaging to SGPWA residents.

Program Outreach: In 21-22, outreach is being re-imagined to include specific K-12/early college targets to maximize residents' geographic and age range impacted by educational messaging. Specific goals and deliverables of 21-22 outreach are listed in the full proposal.

Regular Assessment of Proposal Components: As stated at the beginning of this proposal, there is significant uncertainty in the structure of the 21-22 academic year for school districts in SGPWA's service area. This uncertainty has the power to impact the approach for effective communication of water conservation messaging significantly. For this reason, the IERCD anticipates regular communication with SGPWA staffers and the Board to evaluate and effect changes necessary to the implementation of education and outreach in the Agency's service area. The IERCD assumes this will include at least (1) monthly staff-level check-ins on components of this proposal and necessary changes, and (2) presentations to the SGPWA BOD at Water Conservation Committee meetings to allow for Board comment and direction. In addition, significant changes to the direction of components of the contract will be captured in correspondence between IERCD and SGPWA staffers.

As with all previous contracts, the IERCD is incredibly grateful for the SGPWA's support and partnership in completing resident education on the critical importance of water conservation.

2020-21 PROGRAMMING OPTION 1: K-12 VIRTUAL WATER CONSERVATION CONTENT

This contract section describes the content that will continue to substitute for the in-person K-12 classroom programs facilitated by IERCD and funded by the SGPWA in previous academic years. Designed for 21-22 to continue to consist of (1) packaged content posted to an online portal and accessible by residents in IERCD's Conservation Connection and (2) options for pre-recorded and live (Zoom) classroom presentations. Each component will continue to include content comprehension and satisfaction assessment via quiz with responses sent to IERCD for analysis/use in adapting content. Because the bulk of the content was completed in 20-21, options for 21-22 contracting will focus on

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outreach on behalf of programs and completion of live Zoom presentations, possibly to transition to in-person if and when it can be done safely and is approved by campuses within SGPWA's service area.

Marketing to Area Educators and Residents: IERCD staffers will advertise both pre-recorded and live Zoom SGPWA programs through a variety of strategies designed to elevate resident awareness of SGPWA -sponsored water conservation content and programming, including:

- *Social Media:* IERCD staff will create posts for District Facebook and Instagram pages, ensuring no less than 2 posts/month address SGPWA sponsored virtual content availability, access, and use.
- *Website:* SGPWA -sponsored programming and content will be featured on IERCD's website. District Communications staff will work with interested partners to add links to content on companion websites to increase awareness of availability.
- *Virtual Flyers:* co-logo'd flyers advertising available content and programming will be created by District staff using professional design software, then distributed to partners in SGPWA education, including administrators, teachers, and community groups, within requirements established for advertising.
- ***Deliverables:*** IERCD educators will complete the following outreach deliverables throughout the 21-22 year:
    - Connection with a minimum of four teachers/month on program options defined as active response from teacher and download of content and/or scheduling live Zoom call
    - Connection with every public school in SGPWA's service area in 21-22, defined as measurable use of Agency content, either downloadable or live Zoom (or both) programming by one or more educators on campus within the academic year.

Options for Delivery of Program Content:

- Live virtual presentations using Zoom or a similar virtual meeting platform, available upon request by teachers and featuring similar components to existing IERCD water conservation presentations on behalf of the SGPWA. Materials used in program activities are projected to be dropped off at the requesting teacher's campus prior to the presentation.
- Downloadable Content from the SGPWA's section in IERCD's Conservation Classroom Platform:
    - Revised narrated Google Slides Presentation: scheduled to be updated based on 20-21 content, and continued to be available for download/use to interested educators and residents, including a series of grade-group Google slide presentations narrated by District educators in English and Spanish. Grade groups include K-1; 2-3; 4-5; 6-8; 9-12.
    - Revised and New Virtual lesson with activity, shorter in length than the full Google Slides presentation, but featuring one or more presentation elements and connecting those to activities requiring simple materials that can be done at home. These will be available in individual grade groups, in both English and Spanish

K-12 Virtual Water Conservation Content Pricing Menu:

Task	Description	Approximate Cost
Live Virtual Classroom Presentation	One live zoom presentation, including all coordination with requesting teacher; tutorial on teleconference platform; plus content refinement based on virtual setting	$900/Live Presentation

Narrated Google Slide Presentation Update	Updating suite of Google Slide presentations in English and Spanish, based on 20-21 content/structure with revised activities and content/ satisfaction checks	$1,000/full suite of all grade groups
Virtual grade-group specific activity or lesson video – **Revising Existing Content**	Revising one existing video lesson with activity per grade group, aligned with NGSS Standards and available in English and Spanish; includes all design, filming, editing, and access support	$125/Existing video lesson
Virtual grade-group specific activity or lesson video – **New Content**	Developing one video lesson with activity per grade group, aligned with NGSS Standards and available in English and Spanish; includes all design, filming, editing, and access support	$900/Virtual Lesson
Outreach	Completion of comprehensive outreach with measurable deliverables as described in the body of this proposal	$250/month or $3,000/year
SGPWA -IERCD Coordination and Reporting	Monthly reporting and coordination meetings	$1,200/year

2021-22 PROGRAMMING OPTION 2: VIRTUAL RESIDENT WORKSHOPS

This 2021-22 proposal component represents never before completed content for the IERCD- SGPWA water conservation partnership. Still, it is based on the successful facilitation of similar virtual workshops on behalf of other water provider partners. If optioned for the 21-22 contract, Virtual Resident Workshops will include advertising and a virtual workshop using Zoom or a similar platform. It will also feature a speaker addressing attendees on a rotating series of water conservation-focused topics, including audience Q/A, a virtual raffle, development and distribution of materials, and post-workshop assessment of participant satisfaction and content comprehension. Components of this proposed programming element include:

Marketing to Residents:
IERCD staffers will advertise SGPWA programs through a variety of strategies designed to elevate resident awareness of SGPWA -sponsored water conservation content and programming, including:

- *Social Media:* IERCD staff will create posts for District Facebook and Instagram pages, ensuring no less than one post/week is created and posted in the four weeks leading up to the workshop
- *Website:* workshop details and RSVP portal will be included on IERCD's website.
- *Virtual Flyers:* co-logo'd flyers advertising the workshop will be created by IERCD and distributed to (1) email list of attendees of other virtual workshops, (2) email list of District partners, (3) posted on websites of partners

Program Facilitation: workshops will be scheduled in coordination with SGPWA priorities and will include the following components:

- Webinar materials including presenter PPT, companion resources, worksheets as needed to complete workshop activities
- Clear RSVP process and location, plus instructions for attendees on platform use, virtual workshop structure, accessing follow-up materials
- Webinar with speaker; Q/A, activity for attendees, recommendations for follow-up resources and actions

- Post-webinar assessment on satisfaction and content

Virtual Workshop Pricing Menu:

Task	Description	Cost
Program design and implementation – One Virtual Workshop	Develop presentation; coordinate prep and facilitation with attendees and contributors; follow-up materials distribution and adaptive design of next workshop driven by feedback	$1,000/Workshop

2021-22 PROGRAMMING OPTION 3: VIRTUAL WATER CAREERS IN WATER PRESENTATION

This contract section addresses updating of 20-21 content in addition to options for 21-22 virtual presentations via Zoom to late high school/early college residents in SGPWA's service area. The material will remain focused on skills, educational background, and benefits of various local and regional water careers in this program.

Marketing to Residents:
IERCD staffers will advertise SGPWA Careers in Water virtual programs through a variety of strategies designed to elevate resident awareness of SGPWA -sponsored water conservation content and programming, including:

- *Social Media:* IERCD staff will create posts for District Facebook and Instagram pages, to be done in coordination with other classroom and virtual workshop content
- *Website:* Program, details, and access information will be located on IERCD's website.
- *Virtual Flyers:* co-logo'd flyers advertising the workshop will be created by IERCD and distributed to education staff in high schools, junior colleges, and CSUSB in San Bernardino

Water Career Presentations:

- Option 1: IERCD staffers will update existing narrated Google slide content into a format capable of accessed/downloaded from Conservation Connection, including support for educators and students accessing the presentation.
- Option 2: IERCD staffers will virtually present to late high school/early college in English and Spanish. This remote presentation will allow participants to click on various page components to reveal additional details on area schools offering water education. In addition to local and regional water agencies with potential job positions and wage rates that correspond to job titles and duties. As well as further connect interest in post-high school pursuit of careers in water.
- Both access options will be accompanied by pre-presentation content provided to the participating teacher and post-workshop resources and assessment of satisfaction and content comprehension.

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Virtual Careers in Water Pricing Menu

Task	Description	Approximate Cost
Updated narrated Google Slide Presentation	IERCD educator will record presentation content slide by slide to create a self-navigable educational experience	$125/English and Spanish updates
1 Live Virtual Presentation	Coordinating pre-meeting with the teacher to tailor presentation content, troubleshoot or provide a tutorial on teleconference platform, plus content development	$900

2021-22 PROGRAMMING OPTION 4: K-12 VIRTUAL AQUIFER MODEL CONTENT

This contract section describes content updates for (1) packaged content posted to an online portal and accessible by residents, (2) options for pre-recorded and live (Zoom) classroom presentations, and (3) training to encourage the use of content and promotion of student use by teachers within SGPWA's service area.

Marketing to Area Educators and Residents: IERCD staffers will advertise SGPWA programs through a variety of strategies designed to elevate resident awareness of SGPWA -sponsored water conservation content and programming, including:

- *Social Media:* IERCD staff will create posts for District Facebook and Instagram pages, ensuring no less than 2 posts/month address SGPWA sponsored virtual content availability, access, and use.
- *Website:* SGPWA -sponsored programming and content will be featured on IERCD's website. District Communications staff will work with interested partners to add links to content on companion websites to increase awareness of availability.
- *Virtual Flyers:* co-logo'd flyers advertising available content and programming will be created by District staff using professional design software, then distributed to partners in SGPWA education, including administrators, teachers, and community groups, within requirements established for advertising.
- ***Deliverables:*** IERCD educators will complete the following outreach deliverables throughout the 21-22 year:
    - Connection with a minimum of four teachers/month on program options defined as active response from teacher and download of content and/or scheduling live Zoom call
    - Connection with every public school in SGPWA's service area in 21-22, defined as measurable use of Agency content, either downloadable or live Zoom (or both) programming by one or more educators on campus within the academic year.

Options for Delivery of Program Content:

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- Live virtual presentations using Zoom or a similar virtual meeting platform, available upon request by teachers and featuring similar components to existing IERCD aquifer model presentations on behalf of the SGPWA.
- Two virtual webinars conducted on behalf of teachers interested in using aquifer model presentation in the classroom and as a teaching tool for students engaged in distance learning., in addition to IERCD Staff support for participating teachers, including:
    - Teacher Resources Section within SGPWA's IERCD Conservation Classroom page, to include at least:
        - Recorded Teacher Instruction Webinars
        - Detailed overview of vocabulary and components of presentation, model, and SGPWA, through regularly updated resource documents.
        - FAQ for teachers addressing best practices for virtual meeting platform, student use of the content, and post-presentation content extension recommendations.
        - Post-lesson plans to reinforce presentation topics with students
- Downloadable Content from the SGPWA's section in IERCD's Conservation Classroom Platform:
    - Updated narrated Google Slides Presentation: scheduled to be developed and available for download/use to interested educators and residents; these will consist of transitioning the existing IERCD water conservation classroom Prezi into a series of grade-group Google slide presentation narrated by District educators in English and Spanish.
    - Updated and new Virtual lessons with activity, shorter in length than the full Google Slides presentation, but featuring one or more presentation elements and connecting those to activities requiring simple materials that can be done at home. These will be available in individual grade groups, in both English and Spanish

K-12 Virtual Aquifer Model Content Pricing Menu:

Task	Description	Approximate Cost
Live Virtual Classroom Presentation	One live zoom presentation using aquifer model, including all coordination with requesting teacher; tutorial on teleconference platform; plus content refinement based on virtual setting	$900/Live Presentation
Updated narrated Google Slide Presentation	Updated suite of Google Slide presentations on aquifer model for specific grade groups in English and Spanish,	$1,000/Full suite of updates to narrated Google Slide presentations
Teacher Workshops	Two Teacher Instruction Workshops demonstrating model, concepts, vocabulary, and SGPWA to educators interested in hosting a live classroom presentation and/or promoting narrated Google Slide presentations for Distance Learners. The webinars will be open to all interested attendees and use model and Google Slide Presentation demonstrations to increase educator	$1,000/workshop

	understanding of key presentation foundations and concepts.	
Virtual grade-group specific activity or lesson video – **Revising Existing Content**	Revising one video lesson related to aquifer model with activity per grade group, aligned with NGSS Standards and available in English and Spanish; includes all design, filming, editing, and access support	$125/Virtual lesson
Virtual grade-group specific activity or lesson video – **New Content**	Developing one video lesson related to aquifer model with activity per grade group, aligned with NGSS Standards and available in English and Spanish; includes all design, filming, editing, and access support	$900/Virtual Lesson

CONTRACT DETAILS

Not To Exceed Total: $25,000
Cancellation: This contract may be canceled at any time via submitting a letter from the terminating agency. Any unpaid program costs will be invoiced and paid within thirty (30) days of cancellation.

APPROVAL

San Gorgonio Pass Water Agency
1210 Beaumont Ave
Beaumont, CA 92223

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Lance Eckhart, General Manager

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Date

Inland Empire Resource Conservation District
25864-K Business Center Drive
Redlands, CA 92374

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Mandy Parkes, District Manager

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Date

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