

San Geronio Pass Water Agency

DATE: February 8, 2022

TO: Water Education and Conservation Committee

FROM: Lance Eckhart, General Manager

BY: Lance Eckhart, General Manager

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

RECOMMENDATION

Staff recommends the Water Education and Conservation Committee recommend that the Board authorize a change order to the Inland Empire Resource Conservation District (IERCD) for \$7,000 to continue education services through the 2021-22 Fiscal Year.

PREVIOUS CONSIDERATION BY BOARD OF DIRECTORS

- Board of Directors: Annually considered the previous eight fiscal years.
- Water Conservation and Education Committee (Committee) – December 14, 2021: Committee discussed the expansion of the student education program, outreach efforts, positive response from educators, and the need for additional funding to address scheduled demand.

BACKGROUND

For the past eight years, the San Geronio 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

The current Fiscal Year proposal was designed to build upon the well-established classroom work and incorporate elements of the distance-learning program developed to respond to Covid-19. The proposal also included continued maintenance of the Agency's social media presence. In fiscal year 2020-21, the pandemic created an opportunity for IERCD and SGPWA staff to consider new learning and outreach tools. The IERCD developed distance learning products that helped foster higher participation levels of area classrooms under remote learning requirements. It was understood that with the amount of material uncertainty regarding Covid-19, the program needed to be flexible concerning meeting the needs of local educators responding to the ongoing pandemic.

The approved 2021-22 proposal contained a "menu" of program options revolving around k-12, early college, and resident education programs. The IERCD and the Committee have acknowledged that the 2021-22 Fiscal Year program would need to be flexible to adapt to the requirements of the pandemic. Over the past year, the Committee has been focused on the early grade classroom work and expanding the program more broadly across the service area. IERCD outreach efforts requested by the Committee have been greater than expected. As a result, to meet educators' requests, additional funding will be needed for the 2021-22 Fiscal Year if outreach and classroom work is to continue. A copy of the 2021-22 IERCD change order request and the approved 2021-22 proposal are attached.

FISCAL IMPACT

The Fiscal Year 2021-22 Budget includes a not-to-exceed total of \$25,000 for IERCD programs. The proposed change order of \$7,000 will increase the current IERCD budget to \$32,000.

ACTION

Motion to approve the change order and authorize staff to increase the professional services agreement with the IERCD for the fiscal year 2021-22 at a cost not to exceed \$32,000.

ATTACHMENTS

1. Contract for Performance of 2021-22 Water Conservation Public Outreach
2. Addendum to Contract for Performance of Water Conservation Public Outreach Programs

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

Proposal To:

San Geronio 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: Crystal Cortez, Education Programs Manager
25864-K Business Center Drive
Redlands, CA 92374



2021-22 CONTRACT DESIGN, DEVELOPMENT, AND IMPLEMENTATION NOTES

As of this May 2021 contract development, the Inland Empire Resource Conservation District (IERCD) anticipates 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, and resulted in completion of K-12/early college suite of distance learning materials and options for live remote and recorded classroom presentations, both of which are projected to continue elevation of resident awareness of the need for and methods of water conservation. In 21-22, these materials will be reviewed and revised in the summer prior to onset of the school year, benefitting from a year of facilitation which is 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 geographic and age range of residents 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 structure of 21-22 academic year for school districts in SGPWA's service area. This uncertainty has the power to significantly impact approach for effective communication of water conservation messaging. For this reason, the IERCD anticipates regular communication with SGPWA staffers and the Board to evaluate and effect changes necessary to implementation of education and outreach in the Agency's service area. The IERCD is assuming 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. Major changes to 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 completion of resident education on the critical importance of water conservation.

2021-22 PROGRAMMING OPTION 1: K-12 VIRTUAL WATER CONSERVATION CONTENT

This contract section describes 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 content was completed in 20-21, options for 21-22 contracting will focus on outreach on behalf of programs and on 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 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 to 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 presentation 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 elements of presentation 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 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 3: VIRTUAL WATER CAREERS IN WATER PRESENTATION

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

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 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 both English and Spanish. This remote presentation will allow participants to click on a variety of page components to reveal additional details on area schools offering water education; local and regional water agencies and positions offered; and typical wage rates corresponding to job titles and duties, to 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.

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 teacher to tailor presentation content, troubleshoot or provide 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 online portal and accessible by residents, (2) options for pre-recorded and live (Zoom) classroom presentations, and (3) training to encourage 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 the maximum number of schools 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 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 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 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 elements of presentation 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 foundation 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

SCOPE OF SERVICES: SOCIAL MEDIA MANAGEMENT

The SGPWA social media strategy consists of management of Facebook, Twitter and Instagram pages focused on provision of helpful, informative, easily understood content primarily on local, regional, and statewide trends in precipitation and water capture; methods for water conservation; and general Agency news. IERCD facilitation of this work in 21-22 includes the following:

- A total of **one** original post/week created and published on behalf of SGPWA, ensuring even distribution between Facebook, Twitter and Instagram pages.
- Creation of each post according to guidance listed in SGPWA’s social media guide, following guidelines including:
 - Focus on major areas of SGPWA mission and objectives, including but not limited to water conservation, regional/state water movement and supply, and announcements/updates on SGPWA and partners including the Association of California Water Agencies (ACWA).
 - When appropriate, use of significant dates as foundation for creating posts found in SGPWA’s media guide, and including observations such as August’s National Water Quality Month and March National Fix a Leak Week.
 - Use of professional design program such as Canva, offering a range of high-quality colorful graphics to accompany and underscore post content
 - Branding including SGPWA logo and colors, link back to SGPWA website, and connection to partner websites where appropriate
 - Scheduling of posts using social media publishing program, ensuring spacing consistent with SGPWA social media approach.

Process for content development: SGPWA recognizes that IERCD social media staff are external to Agency operations and to that end will need regular access to SGPWA foundational materials to consist of SGPWA-focused information able to be used in content development. SGPWA will designate **CHERYLE STIFF** as key staff to provide these materials no less than bi-weekly, on the first and third Fridays of each month. Failure to provide these materials will result in SGPWA social media consisting of sharing content from other partners for the weeks where materials are not provided. *Initial Here*

Content Review: IERCD staff will meet with SGPWA staff the first full week of each month to provide the proposed suite of posts for the next four weeks, to allow for review/edits/request for major revisions

prior to anticipated publishing beginning the following Monday. Major and minor revisions from the GM are included in budget for this amendment.

Tracking Social Media Progress: IERCD will track and prepare materials for SGPWA Water Conservation Committee Meetings and Board Meetings, as requested by Agency leadership staff. All prepared materials will be provided to leadership staff prior to any meetings.

SGPWA Social Media Management Costs

Task	Description	Cost	Frequency	12-Month NTE Cost
Post Creation	1 post researched/created weekly; edited as needed in coordination with SGPWA GM	\$200	Week	\$5,000
Social Media Metrics Management	Analyzing metrics and creation of reports for SGPWA GM	\$0	Month	\$0
Committee/ Board Presentation	Creation/Delivery of presentation to SGPWA Committee and/or full BOD	\$0	Quarterly	\$0
SGPWA Social Media Management, JULY – JUNE				\$5,000


CONTRACT DETAILS

Not To Exceed Total: \$25,000

Cancellation: This contract may be cancelled at any time, via the submission of a letter from the terminating agency. Any unpaid program costs will be invoiced and paid within thirty (30) days of cancellation.

APPROVAL

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

DocuSigned by:

82EF629E307240E...
Lance Eckhart, General Manager

9/8/2021

Date

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

DocuSigned by:

BDADCE328C8743F...
Mandy Parkes, District Manager

9/8/2021

Date

ADDENDUM TO CONTRACT FOR PERFORMANCE OF WATER CONSERVATION PUBLIC OUTREACH PROGRAMS

1-20-22

To:

San Geronio Pass Water Agency
Contact: Lance Eckhart, General Manager/Chief Hydrogeologist
1210 Beaumont Ave
Beaumont, Ca 92223

From:

Inland Empire Resource Conservation District
Contact: Crystal Cortez, Education Programs Manager
25864-K Business Center Drive
Redlands, CA 92374



2021-22 CONTRACT AMENDMENT SUMMARY

This proposal is being submitted as an amendment to the 2021-22 Contract for Performance of Water Conservation Outreach Programs between the San Geronio Pass Water Agency and the Inland Empire Water Conservation District. The amendment to the contract covers five additional Water Conservation Outreach Programs. If approved, the scope of services and not-to-exceed (NTE) total in this proposal will become part of the final 2021-22 SGPWA-IERCD contract.

This extension is being requested as an addition to our current contract parameters because outreach to SGPWA service area educators has been particularly successful and current contract NTE amounts have been exhausted. Water Conservation Outreach Programs have been completed in 9 of the 21 area schools. This request will cover additional schools outside of those already served to ensure the maximum amount of residents have access to programming.

2021-22 PROGRAMMING OPTION 1: K-12 VIRTUAL WATER CONSERVATION CONTENT

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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

CONTRACT DETAILS

Not To Exceed Total: \$7,000

Cancellation: This contract may be cancelled at any time, via the submission of a letter from the terminating agency. Any unpaid program costs will be invoiced and paid within thirty (30) days of cancellation.

Start Date: Same day contract is executed

APPROVAL

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

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

Lance Eckhart, General Manager

Mandy Parkes, District Manager

Date

Date