

# ***San Gorgonio Pass Water Agency***

**DATE:** July 25, 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 2022-23**

## **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/outreach and social media program for fiscal year 2022-23 for an amount not to exceed \$40,000.

## **PREVIOUS CONSIDERATION BY BOARD OF DIRECTORS**

- Board of Directors: Annually considered previous nine fiscal years.
- Water Conservation and Education Committee (Committee) – June 14, 2022: Committee discussed the program, transitioning to a post-pandemic school environment, representation at workshops/community events, and the program's focus moving into the upcoming fiscal year.

## **BACKGROUND**

For the past nine 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. Initiating during the 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. Over the past two years, the program has been flexible and adapted to a host of uncertainty and changing classroom conditions. As schools transition out of pandemic requirements and coupled with Agency requested school outreach efforts, staff expects an increase in IERCD classroom program requests.

The proposal contains a “menu” of program options primarily revolving around k-12. This year’s proposal also included stakeholder workshops and representation at community events (e.g., Cherry Festival). Like recent previous years, the IERCD and the Committee generally acknowledged that the 2022-23 program would need to be flexible to adapt to school conditions and stakeholder needs. Direction regarding the IERCD program will be given throughout the fiscal year by the Committee. The program will focus on maintaining our social media, continued work with established and newly introduced elementary and middle school partners, and greater stakeholder outreach via workshops and events. A copy of the 2022-23 IERCD proposal is attached.

### **FISCAL IMPACT**

The Fiscal Year 2022-23 Budget includes a not-to-exceed total of \$40,000 for IERCD programs.

### **ACTION**

Motion to authorize staff to extend the professional services agreement with the IERCD for the fiscal year 2022-23 at a cost not to exceed \$40,000.

**ATTACHMENT** *Contract for Performance of 2022-23 Water Conservation Public Outreach Programs*

# CONTRACT FOR PERFORMANCE OF 2022-23 WATER CONSERVATION PUBLIC OUTREACH PROGRAMS

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## **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



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## 2022-23 CONTRACT DESIGN, DEVELOPMENT, AND IMPLEMENTATION NOTES

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As of this May 2022 contract development, the Inland Empire Resource Conservation District (IERCD) anticipates continued in-person school in the fall of 2022 for the majority of Inland Empire students. However, despite this likely return to all-day on-campus instruction, public school campuses may continue to be hesitant to allow external visitors. For this reason, the IERCD is proposing 2022-23 approach to water conservation contracting focused on a Not To Exceed (NTE) amount with flexible youth and adult education options. Components of the proposed 2022-23 SGPWA-IERCD water conservation education contracting include:

**Classroom Program Design:** In 2022-23, all IERCD virtual and in-person water conservation education programs will be updated to keep content fresh and to better capture major concepts of the science behind importance of water conservation. As a result of this redesign, IERCD will continue to be able to offer refreshed K-12/early college suite of distance learning materials, options for live remote and recorded classroom presentations, and in-person programming, all of which are projected to continue elevation of resident awareness of the need for and methods of water conservation.

**Program Outreach:** In 2022-23, outreach (as with 2021-22) will continue 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 2022-23 outreach are listed in the full proposal following these notes.

**Regular Assessment of Proposal Components:** As stated at the beginning of this proposal, there is some uncertainty in structure of 22-23 academic year for school districts in SGPWA's service area. This uncertainty has the power to 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) adjustments as needed to the scope of work, to ensure ongoing messaging and impact in spite of the changing educational landscape. 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.

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### 2022-23 PROGRAMMING OPTION 1: IN-PERSON OR VIRTUAL WATER CONSERVATION CONTENT: K-12 CLASSROOMS

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This contract section describes content and programming that will consist of (1) packaged content posted to an online portal and accessible by residents in IERCD's Conservation Connection, (2) options for pre-recorded and live (Zoom) classroom presentations, and (3) in-person classroom presentations using pre-COVID-19 methods for delivery. Each of these options will continue to include content comprehension and satisfaction assessment via quiz with responses sent to IERCD for analysis/use in adapting content. Components of this first option are set to include the following:

**Marketing to Area Educators and Residents:** IERCD staffers will advertise pre-recorded, live Zoom, and in-person 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 regular focus on 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 IERCD 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 22-23 year, with success considered completion of one entire deliverable or combination of the two:
  - Connection with a minimum of 75% of schools within the water agency's service area.
  - Connection with a diverse set of schools in SGPWA's service area through measurable use of the water agency's content in downloadable, live Zoom or in-person programming by one or more educators on campus within the academic year.

**Options for Delivery of Program Content:**

- In-person classroom programs, available upon request by educators, using Google Slide presentations; hands-on activities to illustrate water conservation concepts, and pre/post program materials to be distributed to students before and after the presentation.
- 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 21-22 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 In-Person and Virtual Water Conservation Content Pricing Menu:**

Task	Description	Approximate Cost
Live In-Person Classroom Presentation	One in-person classroom program including travel, set-up/clean-up, materials, preparation, teacher coordination	\$900/program
Live Virtual Classroom Presentation	One live zoom presentation, including all coordination with requesting teacher; tutorial on teleconference	\$900/Live Presentation

	platform; plus content refinement based on virtual setting	
Narrated Google Slide Presentation Update	Updating suite of Google Slide presentations in English and Spanish, based on 2022-23 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 – <b>Revising Existing Content</b>	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 – <b>New Content</b>	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	\$125/month or \$1,500/year
SGPWA -IERCD Coordination and Reporting	Monthly reporting and coordination meetings	\$1,200/year

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#### 2022-23 PROGRAMMING OPTION 2:IN-PERSON OR VIRTUAL RESIDENT WORKSHOPS

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This component of the 2022-23 proposal represents ongoing content for the IERCD-SGPWA water conservation partnership. If optioned for the 2022-23 contract, In-person or Virtual Resident Workshops will include advertising; facilitation of an in-person or virtual workshop (Zoom or similar platform) and featuring a speaker addressing attendees on a rotating series of water conservation-focused topics and including audience Q/A, a raffle, and 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 in-person and virtual workshops, (2) email list of Agency partners, (3) posted on websites of partners, and (4) shared with stakeholder groups such as water providers that are part of the Basin Technical Advisory Committee.

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

- Program 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
- Program with speaker; Q/A, activity for attendees, recommendations for follow-up resources and actions
- Post-program assessment on satisfaction and content

**In-Person and Virtual Workshop Pricing Menu:**

Task	Description	Cost
Program design and implementation – One In-Person or 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

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**2022-23 PROGRAMMING OPTION 3: COMMUNITY EVENT REPRESENTATION**

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If exercised, this option allows for SGPWA to engage in community outreach on behalf of services provided by and value added to the region by the Water Agency. Pre-event messaging, give-aways, activities, and coordination with other attendees are all included in this option, to be fully coordinated with SGPWA staff. This option depends on scheduled events held outdoors within shared service areas, and on staffing availability.

**Identification of Upcoming Events:** the IERCD Education Team will maintain a rolling list of events sent monthly to SGPWA along with reporting associated with conservation education work done under this contract. The rolling calendar of events will include name; location; brief description with additional detail if the IERCD has been a previous participant; indication if the IERCD will also attend and represent the Resource Conservation District; and suggestions for activities consistent with SGPWA's core messaging related to importing/storing water, managing long-term local supplies and resource management. SGPWA will be invited to collaborate on this shared Google document to enable (1) Water Agency staff adding events they become aware of and (2) WAs staff to change the ranking of priority events based on District needs.

**Marketing to the Community:** IERCD staffers will advertise SGPWA participation in upcoming events and encourage community attendance through:

- **Social Media:** at least one FB or Instagram post with event information and SGPWA role; additional posts will be made if IERCD is also attending the event and SGPWA will be tagged in any partner posts focused on the upcoming event(s).

**General Event Representation Preparation:** IERCD and SGPWA will need to collaborate on:

1. SGPWA preference in one or more IERCD activities to use in booth facilitation at community education and outreach events. Current options include:
  - a. Coconut fiber pots planted with locally-sourced native wildflower seeds; supplemental materials highlighting water conservation/habitat enhancement benefits of inclusion in residential landscapes
  - b. Water Conservation Enviroscape

- c. Water Cycle Bracelets and supplemental information on water cycle and role of water provider partners in sustaining regional supply
- d. Re-used newspaper pots planted with native wildflower seed mix; supplemental materials highlighting water conservation/habitat enhancement benefits of inclusion in residential landscapes
2. SGPWA notification of preferred booth activity options outside of IERCD offerings; will need to provide detail on materials, process, and any supporting educational signs/take-home info
3. Creation of SGPWA outreach event crate consisting of tablecloth, agency handouts, give-aways, logo'd clothing, and anything else IERCD should have on hand when representing SGPWA.
4. SGPWA baseline script of agency talking points including mission, benefits to regional residents and resources; contact information for further connection; and social media sites/newsletter list sign-ups at a minimum

**Individual Event Services:** for each event (1) identified by SGPWA as high-priority for representation and (2) consistent with IERCD staff availability, IERCD will outreach on behalf of the event on social media as described above, and staff a booth with agreed-upon activity, using SGPWA outreach crate to set up table and engage with community. Following the event, IERCD will submit a summary to SGPWA with approximate number of attendees, residents signing up for future info on SGPWA activities and programs, and anything of note during the event.

#### Community Event Representation Pricing Menu:

Task	Description	Approximate Cost
Community Event Representation Preparation	Purchase of necessary activity materials and give-aways; assembling all materials for event representation	Variable, depending on event needs
Community Event Representation	Travel to event; representation on behalf of SGPWA; travel back/clean up and creation of summary doc	Variable, depending on distance/length of event
Mileage	Per-mile travel cost	.58/mile

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#### SCOPE OF SERVICES: SOCIAL MEDIA MANAGEMENT

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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 22-23 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*

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**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	\$7,600
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
<b>SGPWA Social Media Management, JULY – JUNE</b>				<b>\$7,600</b>

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## CONTRACT DETAILS

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**Not To Exceed Total:** \$40,000

**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.

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## APPROVAL

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

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

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**Lance Eckhart, General Manager**

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**Mandy Parkes, District Manager**

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**Date**

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**Date**