

San Geronio Pass Water Agency

DATE: August 21, 2023
TO: Water Education & Conservation Committee
FROM: Lance Eckhart, General Manager
BY: Tom Todd, Jr., Chief Financial Officer
SUBJECT: CONTRACT FOR PROFESSIONAL SERVICES WITH THE INLAND EMPIRE RESOURCE CONSERVATION DISTRICT FOR FY 2023-24

RECOMMENDATION

Authorize the General Manager to sign the proposed contract with the Inland Empire Resource Conservation District for professional services for FY 2023-24 at the next regular Board meeting.

PREVIOUS CONSIDERATION

- Water Conservation & Education Committee – August 14, 2023: The Committee reviewed IERCD activities for FY22-23 and the FY23-24 proposed contract.
- Board Meeting – July 17, 2023: Consideration of contract with IERCD for professional services for FY 2023-24 tabled to future Board meeting.
- Water Conservation & Education Committee – June 13, 2023: The Committee reviewed IERCD activities for FY22-23.
- Board Meeting - July 25, 2022: The Board approved a contract with IERCD for professional services for FY 2022-23.
- Board Meetings –2014 to 2021: Previous approvals.

BACKGROUND

The Inland Empire Resource Conservation District (IERCD) is a local Special District that has been assisting the Agency in developing local public education programs since 2014. Each year, the Agency reviews IERCD current activities and reviews proposals for activities for the coming fiscal year.

This year, IERCD proposes to complete live in-person classroom presentations, as well as remote virtual classroom presentations. In addition, they propose to update lesson videos they have already developed and create new videos as necessary. They are also available to provide workshops for the community, as well as support representing the Agency at various public events.

The contract for FY23-24 proposes a not-to-exceed amount of \$45,000. The contract specifies the amount charged for each individual program or service and stipulates that regular communication with Staff will be necessary to maximize the impact of the various program components.

The Agency has been very pleased with the performance of IERCD. The educational atmosphere has been challenging during the past few years due to COVID, but IERCD has proved to be creative and innovative in the execution of each agreement and continues to grow the program based on Agency direction.

ANALYSIS

SGPWA and IERCD have maintained a collaborative and productive partnership for the past ten years. Over this period, the IERCD has consistently provided assistance in the development and execution of educational and public outreach programs, aligning closely with SGPWA's mission and goals. The IERCD partnership continues to evolve and is now focused on a broader regional presence of scholastic educational programs, community event staffing, and local gardening/conservation workshops.

As per SGPWA's procurement policy, a sole source contract may be considered when the required services are considered proprietary in nature. Considering the investment in the long-term development of the program, IERCD being another Special District with some similar organizational goals, and to maintain cost-effective system consistency, Staff has determined that the unique expertise, specialized knowledge, and established local rapport possessed by IERCD are not readily available from other entities.

The procurement policy requires Board approval for contracts between \$40,001 and \$50,000. This would be considered a sole source contract for the reasons stated above.

FISCAL IMPACT

The recently approved General Fund Budget for FY 2023-24 includes \$45,000 for School Education Programs (line 102 in the budget presentation).

ACTION

Authorize the General Manager to sign the proposed contract with the Inland Empire Resource Conservation District for professional services for FY 2023-24 at the next regular Board meeting.

ATTACHMENT

IERCD proposed contract

CONTRACT FOR PERFORMANCE OF 2023-24 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



2023-24 CONTRACT DESIGN, DEVELOPMENT, AND IMPLEMENTATION NOTES

As of this May 2023 contract development, the Inland Empire Resource Conservation District (IERCD) fully expects continued in-person school in the fall of 2023 for all schools in SGPWA's service area. However, despite this likely continued in-person campus instruction, schools may continue to be hesitant to allow external visitors. For this reason, the IERCD is proposing 2023-24 approach to water conservation contracting focused on a Not To Exceed (NTE) amount with flexible youth and adult education options. Components of the proposed 2023-24 SGPWA-IERCD water conservation education contracting include:

Classroom Program Design: In 2023-24, 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 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 2023-24, outreach (as with 2022-23) 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 2023-24 outreach are listed in the full proposal following these notes.

Regular Assessment of Proposal Components: As with every year, there is some uncertainty in structure/priorities of school districts in SGPWA's service area. 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.

2023-24 PROGRAMMING OPTION 1: IN-PERSON OR VIRTUAL WATER CONSERVATION CONTENT: K-12 CLASSROOMS

This contract section describes content and programming that will consist of (1) options for remote (Zoom) classroom presentations, and (2) in-person classroom presentations. 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 remote 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 23-24 year, with success considered completion of successful outreach to >50% of campuses within the Agency’s service area. Success will be measured by completion of remote Zoom and/or in-person programming by one or more IERCD 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.
- Remote 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 will 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 23-24 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	\$600/program; \$450/program for 2+ programs, same campus/day
Remote Virtual Classroom Presentation	One remote zoom presentation, including all coordination with requesting teacher; pre-presentation technical support and planning; and dropping off activity supplies prior to program	\$600/Live Presentation; \$450/program for 2+ programs, same campus/day

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 – 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/Revision of 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	\$600/New 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

2023-24 PROGRAMMING OPTION 2: IN-PERSON OR VIRTUAL RESIDENT WORKSHOPS

This component of the 2023-24 proposal represents ongoing content for the IERCD-SGPWA water conservation partnership. If optioned for the 2023-24 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.

Program Facilitation: workshops will be scheduled in 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	Virtual: \$750/workshop; In-person: \$1,000/Workshop

2023-24 PROGRAMMING OPTION 3: COMMUNITY EVENT REPRESENTATION

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 Agency; 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) WA staff to change the ranking of priority events based on Agency 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 Enviroscope
 - c. Water Cycle Bracelets and supplemental information on water cycle and role of water provider partners in sustaining regional supply

- d. Upcycled 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	.655/mile

CONTRACT DETAILS

Not To Exceed Total: \$45,000

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.

Term: This contract covers work performed from July 1st, 2023 through June 30th, 2024.

APPROVAL

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

Inland Empire Resource Conservation District
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 Redlands, CA 92374

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Lance Eckhart, General Manager

Date

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Mandy Parkes

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Mandy Parkes, District Manager

6/21/2023

Date