

San Geronio Pass Water Agency

DATE: August 13, 2024

TO: Water Education & Conservation Committee

FROM: Lance Eckhart, General Manager

BY: Lance Eckhart, General Manager

**SUBJECT: CONTRACT FOR PROFESSIONAL SERVICES WITH THE INLAND
EMPIRE RESOURCE CONSERVATION DISTRICT FOR FY 2024-25**

RECOMMENDATION

Authorize the General Manager to sign the proposed contract with the Inland Empire Resource Conservation District for professional services for FY 2024-25 at the next regular Board meeting.

PREVIOUS CONSIDERATION

- Water Conservation & Education Committee – June 17, 2024: The Committee reviewed IERCD activities for FY23-24 and the FY24-25 proposed contract.
- Board Meetings –2014 to 2023: 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. They propose updating the lesson classroom materials they have already developed and creating materials as necessary. Classroom materials will be available in English and Spanish. The IERCD is also available to provide workshops for the community and support representing the Agency at various public events. New for this fiscal year, the IERCD recommends having the Agency participate in a household water audit program to document real-world local water-saving potentials, which could help local retail agencies achieve the “Making Conservation as a Way of Life” state mandates. This effort would need to collaborate closely with local retailer(s).

The contract for FY24-25 proposes a not-to-exceed amount of \$60,000. The contract specifies the estimated 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 IERCD has worked closely with the Water Education & Conservation Committee over the last few years to get direction on expanding the education programs the IERCD assists with. This includes efforts to provide classroom presentations across the Agency service area, provide bi-lingual education options, regularly represent the Agency at community events, and host local conservation workshops.

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. A FY 2023-24 summary of IERCD activities was presented to the Water Education & Conservation Committee on June 17, 2024, and attached for reference.

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 (including "in-kind" matching support), 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 Agency has a long-standing relationship with the IERCD. Over the last few years, the focus has been on greater regional classroom presentation and developing opportunities to better represent the Agency to the public. These endeavors have been successful, and the program is recommended to be continued and expanded (as appropriate).

The procurement policy requires Board approval for contracts over \$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 2024-25 includes \$60,000 for School Education Programs (line 100 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 2024-25 at the next regular Board meeting.

ATTACHMENTS

- SGPWA/IERCD 2023-24 Water Conservation Programming Partnership – June 17, 2024
- IERCD Water Conservation Services Proposal FY 2024-25

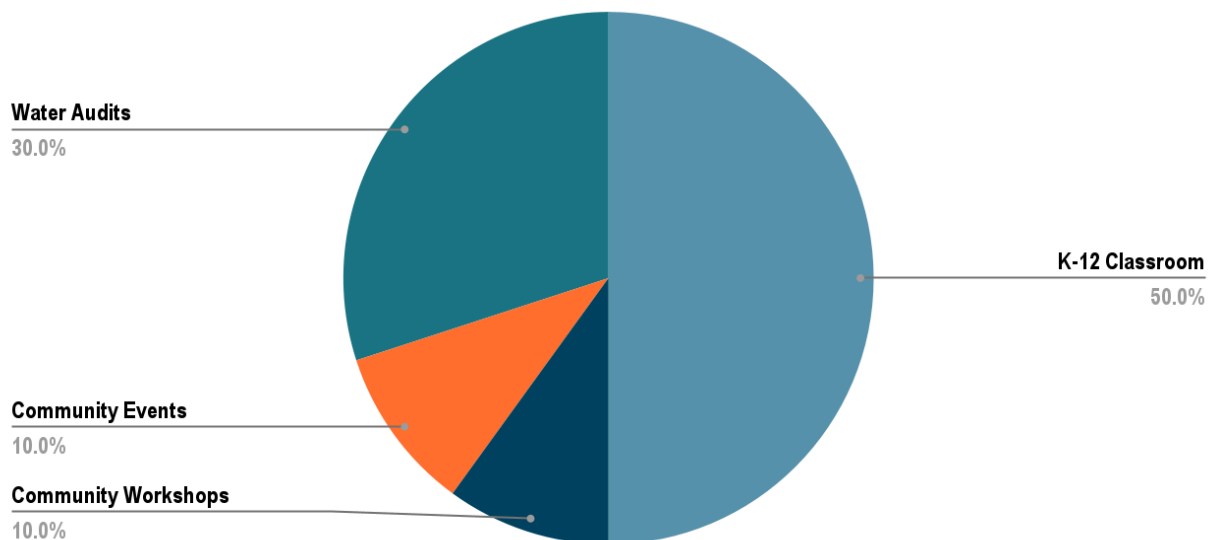


2024-25 Water Conservation Services Proposal Overview

Summary: The IERCD is proposing to provide services on behalf of San Geronimo Pass Water Agency in the 2024-25 fiscal year, focused on elevating (1) awareness of the need for reduction in the use of water, (2) understanding of strategies for implementing conservation practices designed to limit residential and commercial water use and (3) familiarity with SGPWA's brand, mission and value-added within the Agency's service area. If this proposal and contract are approved at the end of the fiscal year, the IERCD will approach the above goals through classroom education, strategic community event presence, direct resident outreach, and facilitation of a series of partner workshops. Quantitative data collected in classrooms and connected to community workshops and direct technical assistance will show the total impact of outreach and education completed on behalf of SGPWA, with IERCD planning to track student comprehension, community needs related to water education, and access to resources related to motivating action; and online content necessary for supporting recommended water conservation actions.

Proposed Contract Total: \$60,000, covering work from 7-1-24 through 6-30-25

SGPWA 2024-25 Program Components



Area of Proposed Work: Classroom Programs

- Total projected share of budget: \$30,000 or 50% of total budget

- Impact of Proposed Work:
 - 66 projected programs directly impacting 2,000 students and educators, to be completed in all grade groups and >50% of campuses in SGPWA's service area, covering all Directorial divisions
 - 2,000 households impacted with post-program take-home native seed-embedded water drops with QR code linking back to SGPWA website, program content, and conservation guidance
 - Anticipated match by IERCD: 16 programs IERCD completes without charging as part of IERCD's mission and mandate to educate on resource conservation.
- Improvements for the 2024-25 fiscal year: IERCD has spent the summer working on an SGPWA branding kit alongside updated grade group presentations and supplemental activities to support maximum student engagement and content retention during SGPWA-funded programs. Students in classrooms impacted by 24-25 programming will benefit from improvements, including:
 - Revised, branded pre and post-program content based on grade group standards, classroom-ready to increase teacher use
 - Fully updated grade group presentations to provide brand new experiences for all students and educators, including previous SGPWA-funded classroom presentation participants. Presentations are taking advantage of Canva software's full suite of engagement features and SGPWA branding.
 - Improved post-presentation questions to best inform revisions needs and best opportunities for follow-up, with collected data to be included in monthly reporting to SGPWA

Area of Proposed Work: Community Workshops

- Total projected share of budget: \$6,000 or 10% of total budget
- Impact of Proposed Work: 4 workshops impacting >200 community members, completed in collaboration with recognized local and regional partners, in strategic locations throughout SGPWA's service area.
- Previously completed HOA workshops were well-received but targeted audiences without the maximum potential for high-impact action due to small yard size and restrictive rules of managed communities. These general workshops proposed to replace prior HOA-focused presentations are structured to provide cumulative knowledge of the process of responsible, efficient sod removal and replacement with strategic species to maximize the likelihood of post-workshop action. The benefits and advantages of this revised approach to community education include:
 - Partnerships with established community partners increase visibility and attendance at workshops and familiarity with SGPWA as a workshop funder
 - Successive scheduling introduces attendees to ordered topics beginning with steps for sod removal and transitioning to resources and best practices for yard renovation, increasing the likelihood of understanding and post-workshop action

- Leveraging free services, including highly qualified yet no-cost speakers from Riverside County Master Gardeners and workshop space from governmental partners, reduces costs while maintaining impact potential
- Experience: IERCD has hosted identical workshops for more than ten years in different areas of the District, increasing understanding of best practices for outreach and facilitation to result in desired impact and action.

Area of Proposed Work: Community Event Representation

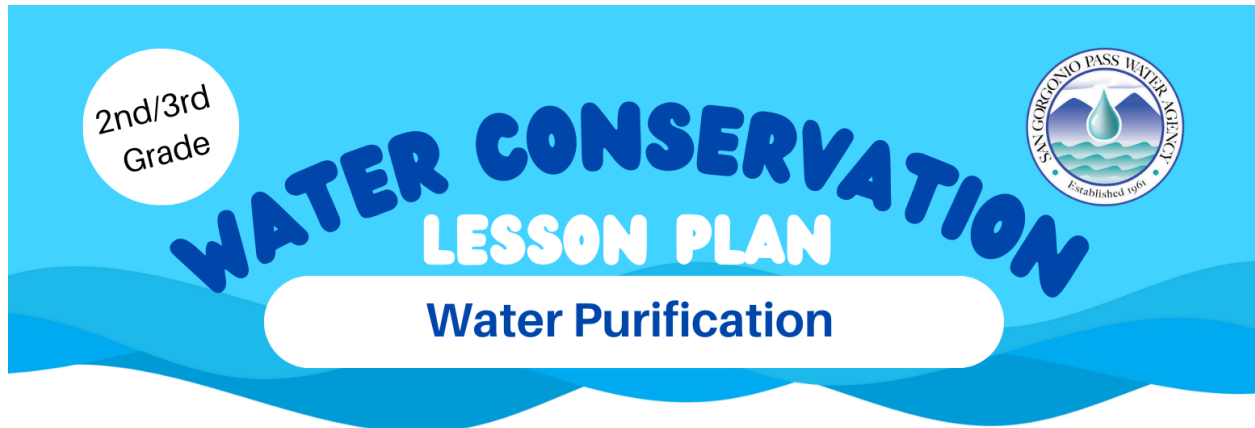
- Total projected share of budget: \$6,000 or 10% of total budget
- Impact of Proposed Work: Attendance at four SGPWA-area events strategically chosen to reach a spectrum of community members. These four events (Stagecoach Days, Winter Wonderland, Cherry Festival, and Fishing Derby) draw thousands of attendees; based on IERCD's tracked direct outreach numbers, an expected >500 people will be reached with SGPWA messaging and conservation action recommendations.
- This category is an excellent dollar-to-impact category, reaching nearly half of those impacted by K-12 classroom programming with 25% of the budget. IERCD plans to continue adhering to updated branding in booth set-up and talking points planning and tracking high-impact outreach (actual direct discussion with booth visitors versus counting general event attendees).

Area of Proposed Work: Home Water Audit Pilot Program

- Total projected share of budget: \$18,000 or 30% of total budget
- Impact of Proposed Work: Completing a suite of program guidance, forms, and partnerships critical for success; 10 homes completing full program followed by review and adaptive management in preparation for full roll-out in 2025-26.
- Benefits of this program: while K-12 classroom programming and community workshops effectively increase overall knowledge, a direct assessment of actual water usage, including identification of unnecessary waste/corrective action items, is successful in communities throughout the western United States. For this program, participants would only need to own their homes and/or multi-family units and complete liability and access paperwork; following an initial assessment of water bills, appliance status, and known concerns, trained IERCD staff would conduct English or Spanish assessments designed to identify highest-impact indoor and outdoor actions. SGPWA could consider establishing a modest incentive fund to be managed by IERCD to ensure participant follow-up, both in actions and yard signs identifying Agency support for conservation. IERCD has the capacity to develop and implement this program based on the current similarly-designed home hardening program, assisting forested property owners and connecting with partners necessary to provide data to help educate and empower property owners.

Note: these are projections only and may need to be changed based on the progress of individual components and/or the direction of SGPWA Board or Staff Leadership Team.

ATTACHMENT: Supporting Documentation
Branded Pre/Post-Program Content



Objective:

By completing the activities, students will:

- Demonstrate how groundwater flows into the ground.
- Demonstrate how groundwater gets filtered through soil.

Concepts covered:

- How water is purified through filtration.

Background:

Water needs to be purified before it can be consumed by people. There are several ways of doing this, each of which removes a different contaminant, such as chemicals, solid wastes, and bacteria. Some city water treatment plants use all of these methods, whereas other treatment plants use only one or a combination of several.

Summary:

This activity demonstrates the process of water filtration and includes three different examples on filtering water.

Materials:

- Coffee filters
- 3 funnels
- 3 large jars
- Sand almost 1 cup
- Gravel almost 1 cup
- Soil almost 1 cup
- 1 Cup

Skills Developed:

- Listening
- Observation
- Team work
- Analyzing
- Critical Thinking

Sample Flyer; Similar Workshop Conducted in 23-24 with UC Master Gardeners; 64 attendees

SUPER SOIL: COMPOSTING FOR ALL!

Learn about the need and benefits of composting, and how to start your own!

w/ **HALEY PRESTON**

UCCE Riverside Master Gardener & founder/director of Desert Compost

FREE EVENT!

No RSVP is required, but the first 50 people get free food!

Date and Time

Saturday, August 19th

10:00 AM - 12:00 PM

5370 Riverview Dr, Jurupa Valley, CA 92509