

San Geronio Pass Water Agency

DATE: April 8, 2025
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 2025-26

RECOMMENDATION

Committee recommends the Board of Directors authorize the General Manager to sign the proposed contract with the Inland Empire Resource Conservation District for professional services for FY 2025-26 following FY 2025-26 Budget approval.

PREVIOUS CONSIDERATION

- Board Meetings –2014 to 2024: 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 tree giveaway workshop programs 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.

The contract for FY2526 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.

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 represent the Agency to the public better. These endeavors have been successful, and it is recommended that the program be continued and expanded (as appropriate).

The procurement policy requires Board approval for contracts over \$50,000. For the reasons stated above, this would be considered a sole-source contract.

FISCAL IMPACT

The approved General Fund Budget for FY 2024-25 included \$60,000 for School Education Programs and the same amount is proposed for upcoming FY 2025-26 Budget.

AGENCY'S STRATEGIC PLAN APPLICATION

Continued work with the IERCD is aligned with the Agency's Strategic Goal 7, *"Engage and educate the public in a meaningful way that generates a greater understanding of the agency's role in water supply reliability and the importance of sustainability"*; And the goal's four main objectives:

- 1. Develop a public information program aimed at building community trust and knowledge that includes both Agency goals and regional collaborative efforts.*
- 2. Advance community presence to ensure alignment with Agency communication priorities.*
- 3. Generate educational content to increase public engagement, positive perception, and understanding of the Agency/local water landscape.*
- 4. Host community-focused educational workshops and participate in area events.*

ACTION

Committee recommends to the Board to Authorize the General Manager to sign the proposed contract with the Inland Empire Resource Conservation District for professional services for FY 2025-26 at the next regular Board meeting following FY 2025-26 Budget approval.

ATTACHMENTS

- IERCD Water Conservation Services Proposal/Contract FY 2025-26

CONTRACT FOR PERFORMANCE OF 2025-26 WATER CONSERVATION PROGRAMMING

Proposal To:

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

Proposal From:

Inland Empire Resource Conservation District
Contact: Gabriela Preciado, Education Programs Lead
25864-K Business Center Drive
Redlands, CA 92374



2025-26 CONTRACT DESIGN, DEVELOPMENT, AND IMPLEMENTATION NOTES

Contract: The IERCD is proposing a 25-26 contract with a Not To Exceed (NTE) threshold, within which flexible youth and adult education can be prioritized and facilitated based on budget and SGPWA priorities. This upcoming year represents an opportunity to expand new areas of outreach and education while maintaining a presence in the classroom and at community events, both of which have been successful in prior-year contracting. Components of the proposed 2025-26 SGPWA-IERCD Water Conservation Programming Proposal include:

Classroom Program Design: In 2025-26, IERCD anticipates continued performance of in-person water conservation education programs to K -12 students in a range of education settings within SGPWA's service area. The 2024-25 suite of classroom presentations will be updated, preserving the SGPWA-branded colors and approach establishing in the current year while adding new interactive elements, pictures, and hands-on activities to maximize impact for participating students. Programs will be advertised using a combination of in-person and virtual advertising, incentives for sharing information, and excellence in facilitation by IERCD education staff. All program hosts will be asked to complete a satisfaction survey to enable continual program updates and improvements, while participating students will engage in content retention quizzes used in assessing understanding and reporting to SGPWA.

Community Programming and Support: In addition to K-12 classroom programs, IERCD is proposing to retain successful aspects of 2024-25 contracting while expanding the proposal to include new methods for connecting with SGPWA community members. The District is proposing to retain SGPWA-sponsored community workshops and representation at key community events within shared service areas. The 2025-26 proposal also includes a series of tree distribution workshops where attendees will be able to take home a climate-appropriate tree in exchange for attendance at a connected SGPWA-centric water conservation workshop. This new addition is based on ongoing successful workshops facilitated in partnership with UC Master Gardeners throughout IERCD's service area, all of which draw significant community attention and enable completion of high-impact messaging and education to this larger group of participants. The IERCD anticipates completing the bulk of facilitation of Community Programming and Support while deferring to the direction of the Board and/or consulting group.

Outreach and Reporting: The IERCD will continue to perform outreach using a range of strategies, all designed to meet the needs of SGPWA service-area community members. Plans include but are not limited to the development and distribution of physical flyers (English and Spanish) at key locations; social media and virtual flyer distribution; elevating pre and post-program content availability as companions to classroom presentations to increase effectiveness and satisfaction among teachers; and accurate record-keeping and reporting on all activities. The District will continue monthly reporting to SGPWA leadership staff, the Water Conservation Committee, and the full Board using the currently approved Canva presentation and reporting formats.

Regular Assessment of Proposal Components: The IERCD anticipates continuing the regular communication with SGPWA staffers and the Board to ensure continued success in implementation of education and outreach within the Agency's vision. The IERCD is assuming this will include at least (1) bimonthly 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.

2025-26 PROGRAMMING OPTION 1: IN-PERSON WATER CONSERVATION CONTENT - K-12 CLASSROOMS

This contract section describes content and programming for K-12 water conservation education on behalf of SGPWA. Components of this first option are set to include the following:

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:

- **Website:** SGPWA -sponsored programming and content will be featured on IERCD's website. District Communications staff will work with SGPWA Communications staffers and/or consultants to update content on the Agency's website in 2025-26.
- **Virtual Flyers:** co-logo'd flyers in English and Spanish advertising available content and programming will be created by IERCD staff using Canva (industry-standard software), then distributed to partners in SGPWA education including administrators, teachers, and community groups, within requirements established for advertising.
- **Direct Marketing:** IERCD will engage in strategic in-person outreach to supplemental virtual outreach, and when virtual effort seems unsuccessful, with examples of direct marketing including school visits; physical flyer drop off at community centers and other public agency locations, and partnership development with SGPWA-region stakeholders capable of co-promoting content with IERCD.
- **Deliverables:** IERCD educators will complete the following outreach deliverables throughout the 2025-26 year, with success considered completion of successful outreach to >50% of campuses within the Agency's service area. Success will be measured through tracking by IERCD staff using an all-SGPWA campus matrix, updated monthly and included as part of reporting.

Delivery of Program Content:

- All planning necessary to schedule and deliver effective programming, including distribution of key pre-program vocabulary, discussions with requesting educators, and providing details to SGPWA leadership staff and board to enable observation within District limits.
- In-person classroom programs using Canva software conducted in the language of the instructor's choice (English or Spanish).
- Hands-on activities to illustrate concepts that help students retain and implement water conservation practices.
- Open access to pre/post materials (K-12) via Conservation Connection, a supplemental instruction portal page for teachers and parents

K-12 In-Person and Virtual Water Conservation Content Pricing Menu:

Task	Description	Approximate Cost
Classroom Presentation	One in-person classroom program including travel, set-up/clean-up, materials, preparation, and teacher coordination	\$500/single program
Outreach	Completion of comprehensive outreach with measurable deliverables as described in the body of this proposal	\$125/month or \$1,500/year
SGPWA -IERCD Coordination and Reporting	Monthly reporting and coordination meetings	\$1,200/year

2025-26 PROGRAMMING OPTION 2: IN-PERSON COMMUNITY MEMBER WORKSHOPS

This component of the 2025-26 proposal represents ongoing content for the IERCD-SGPWA water conservation partnership. If optioned for the 2025-26 contract, in-person or virtual Community Member Workshops will include advertising; facilitation of an in-person workshop, 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 in collaboration with SGPWA outreach staff and/or consultants, to be posted on respective social media platforms
- *Website:* Workshop details and contact information 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 workshops, (2) email list of Agency partners, (3) 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, and worksheets as needed to complete workshop activities
- Clear instructions for attendees on attendance, workshop structure, and 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
- Virtual access option to enhance engagement

In-Person Workshop Pricing Menu:

Task	Description	Cost
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Program design and implementation – One In-Person Workshop	Develop presentation; coordinate prep and facilitation with attendees and contributors; follow-up materials distribution and adaptive design of next workshop driven by feedback	\$3,000/Workshop
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2025-26 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, giveaways, 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 quarterly to SGPWA. 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.

General Event Representation Preparation:

1. Completing all preparation associated with CV Strategies direction regarding proper branded booth set-up; at minimum, maintaining an SGPWA outreach event crate consisting of tablecloth, agency handouts, giveaways, engagement clicker, social media site connection information, visuals, and business cards of leadership staff and/or directors
2. Reviewing the SGPWA baseline script of agency talking points including mission, benefits to regional residents and resources created by CV Strategies
3. Dressing in SGPWA-provided logo clothing, to include shirts and (if available) baseball hats

Individual Event Services: for each event (1) identified by SGPWA as a high-priority event for representation and (2) consistent with IERCD staff availability, the District will complete all steps required to host a booth using SGPWA outreach crate and engagement protocols. Following the event, IERCD will submit a summary to SGPWA in the following month’s report with approximate number of meaningful interactions and anything of note during the event as part of the next scheduled monthly report.

Community Event Representation Pricing Menu:

Task	Description	Approximate Cost
Community Event Representation Preparation	Purchase of necessary activity materials and giveaways; 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	Federal mileage rate

2025-26 PROGRAMMING OPTION 4: WORKSHOP TREE GIVEAWAY

This option is new for the 2025-26 contract year and is focused on combining the benefits of community workshops with ongoing connection to SGPWA value in the community. The foundation of this contract component is an in-person workshop, structured in a similar manner to the above-listed Community Workshop, in that it will feature (1) a community-based location to allow for collaborative outreach by a more established partner organization, (2) water conservation topic, effective presentation by a qualified Master Gardener and post-presentation audience engagement; and (3) follow up to maximize likelihood of adoption of one or more waterwise actions and practices featured in the workshop. This specific contract item also includes SGPWA funding of the purchase of trees from the established low-water/climate-ready tree list based on UC Ag and Natural Resources four-year research, with each Workshop attendee receiving one free tree from this list. Receipt of the tree will be contingent on (1) participation in the workshop, (2) engagement with resources table featuring UC Master Gardener free online and in-person assistance to increase community knowledge and life of trees; and (3) willingness to hang SGPWA-branded “tree tag” from the installed tree, featuring a QR code or visible web address with future workshop opportunities.

This component of this year’s contract is intended to reach a segment of SGPWA community members not otherwise reached by K-12 classroom programs and community event attendance. These anticipated attendees will be reached not only by SGPWA messaging and call to action; they will also be given a tree and SGPWA-branded advertising to place in yards where other members of the public are able to see it. The tree will provide ongoing water conservation and climate benefits, and serve as a living connection to SGPWA commitment to community engagement in water conservation.

Each workshop/tree give-away will include pricing as shown in the below menu.

Task	Description	Cost
Program design and implementation – One In-Person Workshop	Develop presentation; coordinate prep and facilitation with attendees and contributors; follow-up materials distribution and adaptive design of next workshop driven by feedback	\$3,000/Workshop
Tree purchase	Buying trees from Cherry Valley or other local nurseries	\$25-\$35/tree, depending on size and species

CONTRACT DETAILS

Not To Exceed Total: \$60,000

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, 2025 through June 30th, 2026.

APPROVAL

San Geronio Pass Water Agency
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Inland Empire Resource Conservation District
25864-K Business Center Drive
Redlands, CA 92374

Lance Eckhart, General Manager

Rick Gomez, Board President

Date

Date