

MWD

METROPOLITAN WATER DISTRICT OF SOUTHERN CALIFORNIA

APPROVED
by the Board of Directors of
The Metropolitan Water District
of Southern California
at its meeting held

41467

JUN 13 1995

Daren E. Duff
EXECUTIVE SECRETARY

8-10

May 30, 1995

To: Board of Directors (Finance & Insurance Committee--Action)
(Water Planning and Resources Committee--Action)

From: General Manager

Subject: In Concert With the Environment Residential Survey/Education Program

RECOMMENDATION:

It is recommended that your Board authorize the General Manager to enter into a contract, in form approved by the General Counsel, with the EcoGroup to provide services to support the turnkey program, In Concert With the Environment, outlined in this letter for a period of one year with the option to renew for one additional year. Metropolitan's participation would be approximately 50 percent, or \$538,000 of a total contract not to exceed \$1,077,000. Member agencies would provide matching funds. It is also recommended that the Board authorize the General Manager to enter into contracts with participating member agencies.

John R. Wodraska
General Manager

Submitted by:

Jay W. Malinowski

Jay W. Malinowski, Director
Public Affairs Division

Concur:

John R. Wodraska

John R. Wodraska
General Manager

o:\clustr11\mm\board\inconc.mjl

BRIEF DESCRIPTION:

The "In Concert With the Environment" (In Concert) pilot project was undertaken by Metropolitan in October 1994 through its involvement with the Southern California Water Energy Conservation Partnership (Partnership). In Concert is designed to educate secondary school students and their households about water and energy efficiency, air quality, recycling and the benefits of using resources wisely. A comprehensive education curriculum directs students to act with specific recommendations presented in an extensive home survey. In Concert includes an introductory video, class curriculum, student handbook, student survey, computer software, output reports, and a complete teacher's guide.

<p style="text-align: center;"><u>CONTRACT TYPE</u></p> <p><input checked="" type="checkbox"/> NEW <input type="checkbox"/> AMENDED</p> <p style="text-align: center;"><u>CONTRACT FORM</u></p> <p><input type="checkbox"/> LEASE <input checked="" type="checkbox"/> PROFESSIONAL SERVICES</p>	<p style="text-align: center;"><u>FUNDING</u></p> <p><input type="checkbox"/> CAPITAL <input checked="" type="checkbox"/> O & M</p> <p style="text-align: center;"><u>BUDGET STATUS</u></p> <p><input checked="" type="checkbox"/> FY 95/96 AMT \$538,000 <input type="checkbox"/> OUT-YEAR AMT _____ <input type="checkbox"/> NON-BUDGET AMT _____</p>	<p style="text-align: center;"><u>TYPE OF COMPETITION</u></p> <p><input type="checkbox"/> RFQ <input type="checkbox"/> RFP NO. <input type="checkbox"/> INFORMAL RFP <input type="checkbox"/> OTHER COMPETITION <input checked="" type="checkbox"/> <u> </u> SOLE SOURCE</p>
---	--	---

Purpose/Background

In Concert with the Environment (In Concert) has been successfully implemented by EcoGroup Inc. (EcoGroup) with 26 energy utilities nationwide. Metropolitan is the first water agency to sponsor In Concert. Through its involvement in the Southern California Water/Energy Conservation Partnership (Partnership), in cooperation with EcoGroup, Southern California Edison, Southern California Gas Company, and eight member agencies, Metropolitan coordinated the modification of the original program to broaden the emphasis on water related issues of the curriculum and the software that supports In Concert. During the 1994-95 pilot year, Metropolitan funded development costs, assisted member agencies with 50 percent of the program cost, provided implementation guidance, contacted and trained teachers involved with the program and provided facilitators through the Metropolitan Speakers Bureau Conservation Corps (Corps). Members of the Corps have been an instrumental part of the program, introducing In Concert and overseeing the students as they enter data into the computers. At present, more than 60 members of the Corps have volunteered to serve as facilitators for In Concert. The Corps received the 1994 Metropolitan Employee Recognition Team Award for In Concert.

In Concert is designed to be incorporated into junior and senior high school curriculum. A fully developed teacher's guide was designed to fit into a variety of school subjects including science, social science, environmental education and economics. In Concert's unique hands-on approach invites the students to learn about the efficient use of water and energy, and issues regarding air quality, and recycling.

The In Concert Home Resource-Use Survey (Survey) is the most powerful learning tool of the program. Students take the Survey home and involve their entire family in a thorough collection of information about their household's current use of water and other natural resources. The students return to the classroom and enter data that has been collected into a customized computer program. The information input by students is automatically saved on the computers and is available to sponsoring agencies at the completion of the program. Students receive a customized resource-use analysis which clearly demonstrates their current use of natural resources and makes very specific recommendations about how they can save water by implementing simple conservation practices and installing conservation devices. Many agencies use In Concert to promote other conservation programs.

As a result of a design process by the Partnership, In Concert is considered to be a fully integrated conservation tool which satisfies the mandate of the Best Management Practice (BMP) No. 1 for Residential Water Audits as well as BMP No. 8 for School Education.

Member Agency/Community Satisfaction with In Concert

In Concert has received high reviews from participating member agencies, school administrators, teachers, students, and parents. Member agencies are able to implement a turnkey program at the local level. School administrators are pleased by the concept of a comprehensive environmental education program. Students enjoy inputting data into the computers and immediately receiving an analysis. Parents respond well to the resource-use analysis because it gives them specific recommendations on how to save money. Requests for In Concert have increased from 8,000 students in fiscal year 1994-95 to approximately 43,000 students in fiscal year 1995-96 (see Attachment A).

Program Contractor and Cost

Staff proposes continuing with EcoGroup as the contractor to implement In Concert as a turnkey program for its member agencies and subagencies. The term of the agreement would be one year, with an option to renew for one additional year. The maximum cost of the agreement would be \$1,077,000. Metropolitan and its member agencies would share the cost approximately equally. Staff is also investigating program participation by other non-water agency entities.

EcoGroup would provide the following services: (1) print, warehouse, and supply program materials; (2) purchase, warehouse, and supply computer equipment; (3) maintain and provide computer software; and (4) provide facilitators to make introductory presentations to students and supervise student computer input of survey data.

MBE/WBE:

District MBE/WBE goals of 15 percent and 5 percent will be applied to this contract.

CEQA COMPLIANCE / ENVIRONMENTAL DOCUMENTATION:

This action is exempt from provisions of the California Environmental Quality Act in that there is no possibility that it may have a significant adverse effect on the environment.

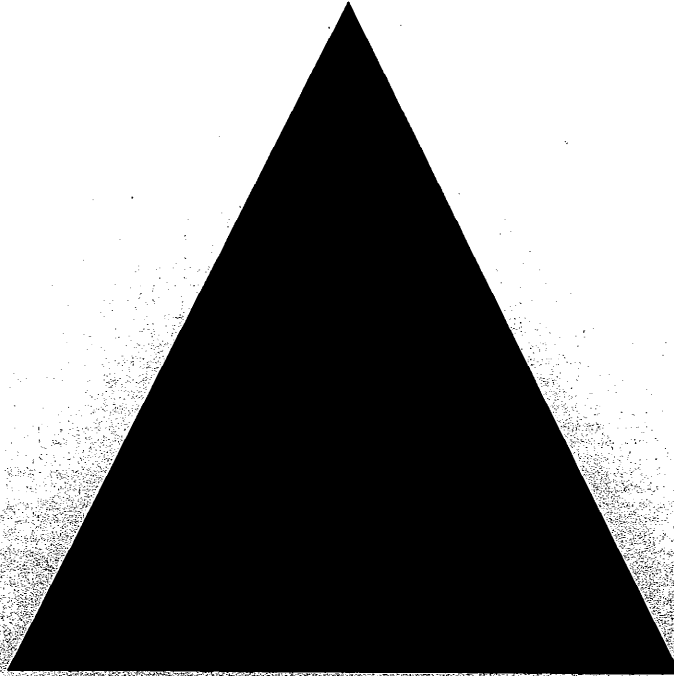
<p><u>RFP STATISTICS</u></p> <p><input type="checkbox"/> FIRMS REQUESTED RFP <input type="checkbox"/> FIRMS SUBMITTED PROPOSALS <input type="checkbox"/> FIRMS WERE SHORT-LISTED</p> <p><u>CONTRACTS WITH CONSULTANT</u></p> <p><input type="checkbox"/> TOTAL NO.: 1 <input checked="" type="checkbox"/> MAXIMUM DOLLAR AMT. \$1,077,000</p>	<p><u>EVALUATION CRITERIA</u></p> <p><u>CONTRACTUAL DETAILS</u></p> <p><input checked="" type="checkbox"/> ANTICIPATED DURATION : 1 YEAR <input type="checkbox"/> HOURLY RATES _____</p>
---	--

SOLE SOURCE JUSTIFICATION:

Staff proposes entering into a sole source agreement with EcoGroup because it possesses: (1) a unique program tailored to the requirements of Metropolitan and its member agencies; (2) an excellent track record implementing In Concert with energy utilities; and (3) the support of the members of the Southern California Water/Energy Conservation Partnership.

This section uses the following tracking code : 2Da

This section uses the following index code : 41467



Page Place Holder Sheet / Page Tracking Sheet



Page Place Holder Sheet

This sheet stands in for a section consisting of 1 total number of pages in this document, including those starting at page number AA. A and ending with page number AA. A as numbered in the document.



Page Tracking Sheet

This section of _____ total number of pages has been pulled from the document titled:

This section was pulled for separate processing due to:

Duplex Pages

Simple Binding

Special Binding

Mounted Components

Page Material

Page Size

Damaged Page

Text on Screen

Image Only Pages

Page Rotation