



West Basin Municipal Water District

SCOPE OF WORK

This Scope of Work (SOW) covers the programs and activities that the South Bay Cities Council of Governments (SBCCOG) and its South Bay Environmental Services Center (SBESC) will conduct in partnership and on behalf of West Basin Municipal Water District (West Basin) for a **12-month period, commencing on July 1, 2026 through June 30, 2027.**

This SOW provides both virtual and in-person options for classes and meetings. These options will allow West Basin to continue providing the public with water efficiency and education programs that will help increase local water reliability.

The SOW tasks include promotion, education, coordination, and implementation of West Basin's programs. With West Basin's prior approval, this agreement can allow for the addition, removal, modification or substitution of programs in the event that the timing, implementation or budgetary process for a specific task makes its implementation infeasible during the duration of this agreement. If programs are added, modified, or substituted, the total amounts will not exceed the total approved contractual amount of this agreement.

1. Outreach Support	\$ 94,860
A. Tabling Events	(\$7,905 per mo.)
B. Speakers Bureau	
C. Collateral in the Community	
D. Digital Communications	
E. Volunteer Training	
F. SBCCOG Liaison Assistance	
2. Classes, Workshops & Webinars	\$ 18,850
A. Promote and assist with Educational Classes/Webinars/Chats	
3. Program Promotion	\$ 3,315
A. Water Bottle Filling Station Program	
4. Rain Barrel Program	\$ 47,050
5. GIS Support	\$ 6,375
6. Green Business Assist Program	\$ 4,500
Total	<u>\$174,950</u>

Administration & Billing Instructions for SOW

For Task 1 above, Outreach Support category, the SBCCOG will invoice West Basin on a pro-rated monthly basis of \$7,905 per month and all invoices will include the following: a summary of activities (by Director Division), copies of receipts, a year-to-date tracking of budgets and labor hours, copies of articles and press releases, sign-in sheets, photos, and any other back-up documentation that supports the deliverables on the invoice.

Also, the SBESC will include in its monthly reports an estimated number of people reached at each event or webinar. The tasks associated with categories 2 - 5 above will be billed monthly based on a time and materials basis as work is completed, with the exception of Task 6. The Task 6 Green Building Assist Program amount will be billed as a one-time amount of \$4,500.

The SBCCOG staff will also be responsible for scheduling and facilitating various meetings with West Basin Staff. The purpose of the meetings is to increase communication between the agencies, collaborate on various projects and initiatives, and plan proactively. The SBCCOG will prepare an agenda for each meeting and provide the schedules, budgets and other necessary information for each meeting listed below.

1. **Bi-weekly (every two weeks) Project Review Meetings** - SBCCOG staff will provide an agenda and the outreach event schedule to review and discuss during the meeting.
2. **Quarterly Communications Meeting** – SBCCOG will schedule a quarterly meeting with West Basin’s Communications and Water Policy Managers to discuss higher level communications issues.
3. **Monthly Contract Meeting** – SBCCOG staff will schedule a monthly meeting with West Basin’s Project Coordinators to review the contract budget and tasks.
4. **Partners Meeting** – The SBCCOG will invite West Basin to the monthly SBCCOG Partners Meeting to provide updates and collaborate with the other SBCCOG Partners.

Project Tasks

1. Outreach Support

The SBESC will help communicate West Basin’s program message to the public through its outreach efforts and existing communication channels. **The goal is to maximize participation in West Basin’s programs and drive awareness of water issues. Additionally, the SBESC will strive for equitable outreach to each Division.**

A. Events

1. The SBESC will outreach to the community on behalf of West Basin by staffing a minimum combination of **100 tabling events, virtual events, virtual presentations and meetings**. At the request of West Basin, the SBESC will represent West Basin at various outreach tabling events. There may be instances where both the SBESC and West Basin will be tabling at the same event, in that case, both will coordinate to ensure that tabling opportunities are covered and that West Basin is represented.

2. The SBESC will research various outreach/tabling opportunities in each city and L.A. County unincorporated areas, develop a schedule and upload it to a shared drive where West Basin can access it at any time.

B. Speakers Bureau

The SBESC will alert West Basin of any interest for a speaker from all 14 SBCCOG/WB cities and the seven overlapping Los Angeles County unincorporated areas of Del Aire, El Camino Village, Lennox, Rancho Dominguez, West Athens, Westmont, and Wiseburn.

- West Basin has a Speakers Bureau Program, where cities and organizations can request a West Basin speaker. West Basin speakers can cover such topics as recycled water, conservation programs, industry career pathways, and doing business with West Basin.
- The SBESC will direct interested people to West Basin's web page, www.WestBasinCA.gov/speakers-bureau, where they can complete the online Speakers Bureau Request Form to book a speaker.
- Other audiences that can book a speaker include city councils, city environmental / sustainability committees, chambers of commerce, service and civic groups, neighborhood councils, and other pertinent groups.

C. Collateral in the Community - SBESC will research and document locations throughout the community that may have kiosks/informational counters/stands where West Basin programs can be promoted. Once identified, the SBESC will add and replace materials upon West Basin's direction.

1. Location categories/examples include the following: city facilities, city hall, public works, community centers, libraries, malls, colleges, water retailers, etc.
 - **Place Materials:** SBESC will only use West Basin materials for distribution to locations. In addition, SBESC staff will also check materials for relevancy and expiration dates and replace as needed. This item will be discussed during the bi-weekly meetings, to ensure proper coordination.
 - **Tracking:** SBESC will track distributed marketing material and coordinate with West Basin to maintain an ample supply of materials. The SBESC will maintain a running list of locations, a distribution schedule, **and update the plotted maps of locations.**
 - **Status Reporting:** As part of the monthly invoice packet, provide West Basin with a monthly update report on the status of collateral placements, re-supply needs, and any relevant notes. **The SBCCOG will provide West Basin with a one-month advance request** for materials and promotional items to allow West Basin adequate time to inventory their materials, assemble, and place orders for additional materials.

Digital Communications – The SBESC will disseminate program information created and provided by West Basin through its existing communication channels, including but not limited to, its website, e-mail blasts, Instagram, LinkedIn, Facebook, and other social media. SBESC communications, such as its monthly and quarterly e-newsletters, will also be utilized. All information will be thoroughly reviewed and approved by West Basin and SBCCOG staff. The SBCCOG reserves all editorial rights related to its own publications and

website. The SBESC, in coordination with West Basin, will conduct up to the following number of activities. Goals depend on information provided by West Basin.

- 30 e-blasts / 50 social media posts / 12 SBESC monthly e-newsletter articles / 1 SBCCOG quarterly newsletter article (South Bay Watch)

Editorial Calendar

- Newsletter schedule /editorial calendar is an estimate and subject to change as determined by the SBCCOG. The *SBESC monthly e-newsletter distribution date is a hard date (15th of every month) unless the 15th falls on a weekend/holiday, it is distributed on the next business day. Please see below.*

South Bay Watch Publication & Edition - Quarterly	Stories Due	Publish date
SBW – Summer 2026	6/12/2026	9/10/2026
SBW – Fall 2026	10/16/26	12/09/26
SBW Winter 2027 (pre-GA)	1/15/27	3/12/27
SBW Spring 2027 (post GA)	4/25/27	6/18/27
Green Business Publication & Edition - Quarterly	Stories due from partners	Newsletter Sent (on or before)
Green Business Assist Program (GBAP) (summer)	8/1/26	8/31/26
GBAP (fall)	11/4/26	11/30/26
GBAP (winter)	2/1/27	2/26/27
GBAP (spring)	5/3/27	5/31/27
SBESC Newsletter Publication & Edition - Monthly	Stories due from partners	Newsletter Sent (on or before)
July 2026	Tues - 6/30/2026	Wed - 7/15/2026
August 2026	Fri - 7/31/2026	Sat - 8/15/2026
September 2026	Mon - 8/31/2026	Tues - 9/15/2026
October 2026	Wed - 9/30/2026	Tues - 10/15/2026
November 2026	Fri - 10/30/2026	Sun - 11/15/2026
December 2026	Mon - 11/30/2026	Tues - 12/15/2026
January 2027	Thru - 12/31/2026	Fri - 1/15/2027
February 2027	Mon - 2/1/2027	Mon - 2/15/2027
March 2027	Mon - 3/1/2027	Mon - 3/15/2027
April 2027	Wed - 3/31/2027	Thru - 4/15/2027
May 2027	Fri - 4/30/2027	Sat - 5/15/2027
June 2027	Mon - 5/31/2027	Tues - 6/15/2027

- West Basin staff will either provide monthly stories to the SBCCOG, or approve any stories developed by the SBCCOG for West Basin. All stories provided for the newsletter will be reviewed and approved by the West Basin Public Information Team. If West Basin is unable to meet production deadlines, articles will not be included, and contract task goals will be reduced.
- In addition, the SBCCOG will add pertinent conservation program information provided by West Basin to their website, under the Program / Water Conservation section.
- South Bay Watch Newsletter (Quarterly Issue). West Basin will also have an opportunity to provide one story to the SBCCOG’s quarterly South BayWatch Newsletter. The topics in this newsletter are typically higher level and deal with important policy issues. Below are the story submission deadlines and estimated publication dates. Word count for articles is between 250 to 850 words depending on layout and photos/images used. Note: West Basin may select one of the following publications opportunities.

Issue Month	Stories Due	Estimated Newsletter Published
Spring*	TBD	TBD
Summer	TBD	TBD
Fall	TBD	TBD
Winter	TBD	TBD

*Note: The Spring issue is the SBCCOG General Assembly publication.

D. Volunteer Training

The South Bay staff will work with the West Basin staff to schedule 1 to 2 training sessions per year for the SBESC staff and volunteers on West Basin’s water efficiency, education and outreach programs. This training will help ensure that accurate and up-to-date information is provided to the public.

If new outreach volunteers are added by the SBCCOG, on-boarding training will include a West Basin element to ensure that all volunteers are adequately informed about West Basin’s programs. If volunteers are promoting West Basin programs, then they should be familiar with the programs and where to direct the public for more information. West Basin staff can also meet with new staff / volunteers for 1-on-1 training sessions, prior to them representing West Basin at events.

E. SBCCOG Liaison Assistance

1. Through this partnership agreement, West Basin may seek the assistance from the SBCCOG’s Executive Director and Deputy Executive Director to share West Basin’s water reliability strategies. The SBCCOG is the Joint Power Authority in the South Bay and has fostered positive relationships with local elected officials, board members, committee members, public work directors and others. An important benefit of this

partnership agreement is the ability to leverage relationships to further West Basin's water reliability projects.

- If program support is required, West Basin will contact the SBCCOG's Executive Director and Deputy Executive Director to bring the issue to the Board for their consideration.
- As needed, the SBESC shall assist West Basin to coordinate and schedule program and project briefings and updates to the SBCCOG Governing Board, Steering Committee, Infrastructure Working Group, local cities, and other organizations.
- SBCCOG staff will provide the SBCCOG Board of Directors, City Managers, and others at the SBCCOG Committee meetings with regular updates on West Basin's water reliability programs. (SBESC will track and document these efforts in the monthly invoicing and reporting)
- The SBESC will assist West Basin with scheduling presentations at the various SBCCOG committees, when requested by West Basin.

2. Classes, Workshops and Webinars

West Basin will coordinate with the SBESC to utilize the various webinar platforms to offer in-person or virtual classes.

A. Promote and assist with Educational Classes and Webinars:

The SBESC will work with West Basin staff to promote up to 17 classes described below (chats, classes, workshops) that could be conducted in-person or virtually. West Basin will coordinate with the SBESC staff to provide information on the selected cities, locations, and dates. For the West Basin Chats shown below, the SBESC will be the lead with developing and implementing the Zoom webinars for the up to 4 annual chats.

1. West Basin Chats

West Basin Chats aim to address residents' questions about the application process for West Basin's water conservation rebate programs. Each chat begins with a brief overview by a West Basin staffer of a featured program, followed by a Q&A session. West Basin will target **up to four (4) annual chats** in total per fiscal year. The West Basin Chats are typically scheduled for 20 minutes, with an additional 10 minutes for questions, for a total of 30 minutes.

The SBCCOG staff will utilize Zoom for each Chat. They will provide the Zoom link to residents and the West Basin staff well ahead of the scheduled Chat. They will also schedule one rehearsal meeting with West Basin staff prior to each Chat, in order to run through the agenda and ensure that the Chat will run smoothly with no issues.

The SBESC staff will be responsible for the following:

- Establishing an on-line registration form
- Taking registrations at the class
- Promoting the class
- Providing a list of registrants for the West Basin staff
- Sending class reminders to the registrants, up to the day of the class

Below are some tentative months and times for the quarterly chats. West Basin staff will schedule the exact dates in coordination with the SBCCOG staff.

<u>Chat Date</u>	<u>Time</u>
July	6:00 PM to 6:30 PM
October	6:00 PM to 6:30 PM
Jan	6:00 PM to 6:30 PM
April	6:00 PM to 6:30 PM

2. **Landscape Classes**

As a Member Agency of the Metropolitan Water District (MWD), West Basin has the ability to request free landscape classes from MWD. MWD will provide the instructor, but the Member Agency (West Basin) must work with MWD’s vendor to schedule the class. West Basin also has to obtain the venue and promote the class. MWD requires a minimum of 40 registrations 2 weeks prior to holding the class. Therefore, West Basin and the SBCCOG will do everything within reason, to reach the min. of 40 registrants.

As a way to leverage partnerships, West Basin has also invited the Water Replenishment District (WRD) to participate in the landscape classes, as a supporting agency.

West Basin has budgeted funds to obtain SBCCOG support for up to nine (9) classes. The support will include ordering and providing refreshments to each class. (**Note:** If the class takes place outside of the SBCCOG’s service area, SBCCOG will only be responsible for ordering the refreshments, and either have the refreshments delivered, or coordinate with West Basin staff to have them picked up). A SBCCOG staffer will also attend the classes located in its service area and assist with sign-ins at the class and prepare the refreshment table and the SBCCOG outreach table.

3. **Firescaping Workshops**

The SBESC will assist West Basin with implementing up to four (4) Firescaping Workshops. (If any classes are held outside of the SBCCOG’s service area, the SBESC staff will provide all the support mentioned below, except they cannot travel and attend outside of their service area)

The SBESC staff will be responsible for the following:

- Establishing an on-line registration form
- Checking-in attendance at the class
- Promoting the class
- Ordering and setting up refreshments

Virtual Classes

SBESC will coordinate with West Basin to promote and implement potential virtual classes, such as the West Basin Chats.

- Utilize the Zoom platform to implement the classes. Establish the Zoom registration link and share with the West Basin staff and registrants well ahead of the class.
- Email and remind the participants about the upcoming webinar one day prior to the webinar and on the day of.
- Provide assistance with registration and accessing webinar link, troubleshooting, assisting webinar attendees and other tasks as needed.
- The SBESC will also database the webinar attendees and provide to West Basin. The database will provide their contact information and how they heard of the webinar if provided.

3. Program Promotion

A. Water Bottle Filling Station Program

- The SBCCOG staff will promote West Basin’s Water Bottle Filling (WBFS) Station Program to cities, schools, and other public sites.
- The SBCCOG will communicate any interest to West Basin’s WBFS manager.
- The SBCCOG staff will review monthly Public Information Committee or West Basin Board Memos to check on the status of the program and look for opportunities.
- **The SBCCOG will develop and update any plotted maps** showing all the installed units. This will assist both West Basin and the SBCCOG with developing targeted marketing strategies.

4. Rain Barrel Program

West Basin’s Free Rain Barrel Program continues to be very successful throughout West Basin’s service area. For FY 2026-2027, West Basin will conduct 5-6 free rain barrel events. Shown below are the tasks that the SBESC will perform in support of this program.

A. Rain Barrel Distribution Events

The SBCCOG will provide the following support.

1. Provide a **minimum of two (2)** SBCCOG staff members and two (2) SBESC volunteers at the event to manage the registration process and assist with other event activities. West Basin will also provide the volunteer group(s) for each event and instruct the volunteers to assist with registration, traffic control, loading rain barrels, and other duties.

The SBESC will coordinate with West Basin staff to schedule and support each event. The SBESC will only physically attend events that are located within their service area. For events outside of SBCCOG’s service territory, the SBCCOG will provide supporting services such as providing the registration list, the box of safety vests, and other event items.

SBESC TASKS

- Take RSVPs prior to the event and send out reminder notices.

- **Send an acknowledgement email to residents that their registration was received and if they qualify, they will receive a follow-up email one week prior to the event.**
- Attend events within their service area and handle the registration process.
- Work with West Basin’s volunteers.
- Coordinate with the various partners and vendors as needed.
- Coordinate with West Basin, assign roles and help train volunteers on the various duties at the event.
- Order snacks, water and refreshments for volunteers at the events.
- Bring safety gear, such as safety vests for the volunteers and staff.
- Sign guests in and develop a sign-in list and database to provide to West Basin.
- Track and conduct additional outreach to previous registered participants (on Interest Lists) who were unable to attend and fulfill their reservation and provide invitations to future West Basin rain barrel distribution events.
- Maintain Database of all the registrants and identify the participants. Use the participant database to populate MWD’s required spreadsheet, provided by West Basin, and provide both spreadsheets to West Basin.
- Assist West Basin with requesting, obtaining and databasing residential photos of the installed rain barrels.
- **Keep rain barrel plotted maps updated utilizing GIS.**
- Provide a post-program report detailing marketing tactics per event to illustrate which worked best in each Division

5. GIS Support

West Basin allocated 75 hours for this task. In prior years, the SBCCOG developed several plotted maps utilizing G.I.S. to show project activity throughout West Basin’s service area. They developed maps for West Basin’s 1) **Rain Barrel program**, 2) **Water Bottle Filling Station Program**, 3) the SBCCOG’s **Green Building Assist Program**. And in fiscal year 2025-2026, the SBCCOG added a plotted map for the **Collateral Distribution Sites and the Events Attended**, for a total of five (5) G.I.S. maps. The SBCCOG will maintain and update these maps as needed to keep them current. The maps provide great visuals to assist with project targeting, marketing, for presentations, and to exhibit at the SBCCOG’s annual General Assembly.

6. Green Business Assist Program (GBAP)

The SBCCOG continues offering its Green Business Assist Program (GBAP). This program provides West Basin with a great opportunity to provide businesses who enroll in the program, with information about rebates and conservation programs targeted to the business sector. The SBCCOG staff will perform the following:

1. Provide business participants with a list of water measures to consider and dedicated staff support for implementation.
2. Measures will include participation in direct install, rebate, incentive, pilot, and educational programs offered by the various program providers such as utility agencies.
3. The SBCCOG staff will provide businesses with information regarding AB1572 – the ban on potable water irrigation on Non-Functional Turf (NFT), which will begin on January 1, 2028.
4. Partner materials and press releases will be included in quarterly business e-newsletter.
5. Partner logos will be included on program flyers, website, e-newsletter, and promotional materials.

6. Program will partner with sponsors to provide targeted outreach (e.g. by industry or high usage).
7. Opportunity for West Basin to co-host and speak at program events.
8. Recognition of West Basin as a program partner at outreach events, including City Council and Commission meetings; and
9. Name/logo on signage and invitation at any Green Business Assist Program events.
10. Provide West Basin with a list of water conservation measures that SBESC identified with participants.
11. Promote West Basin programs and rebates.
12. Provide the current list of businesses to West Basin and GIS plot map the businesses per West Basin Division. Maintain updated maps.
13. Alert West Basin of public outreach opportunities.

Additional Activities

- SBCCOG staff will continue to use flyers and letters during various business walks.
- SBCCOG staff will post green business tips on the SBESC website and promote information through Facebook and Instagram.
- SBCCOG staff will exhibit at various South Bay Cities Business Expo events and provide materials about available certification programs and GBA program at these events.
- A quarterly newsletter will be sent out to over 400 businesses enrolled in the GBAP.
- Checklist of indoor and outdoor water measures are presented to businesses.
- West Basin will provide the SBCCOG staff with outreach materials for the rebates, program, and the NFT regulation.

Rate Chart

South Bay Cities Council of Governments
2025-2026

Below are the billing rates:

Executive Director	\$247
Deputy Exec. Director	\$193
Sr. Project Manager	\$144
Project Manager	\$97
Admin. Officer	\$153
Project Coordinator	\$85
Admin. Assistant	\$82
Project Assistant (Hourly)	\$59

Average rate w/out Executive Staff: \$96.00

Average rate with Executive Staff: \$114.00