

# San Geronio Pass Water Agency

**DATE:** August 19, 2024  
**TO:** Board of Directors  
**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 enter into a contract with the Inland Empire Resource Conservation District for professional services for FY 2024-25.

**PREVIOUS CONSIDERATION**

- Water Conservation & Education Committee – August 13, 2024: The Committee reviewed IERCD activities for FY23-24 and the FY24-25 proposed contract.
- 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 it is recommended that the program 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 FY 2024-25 Budget). The contract IERCD proposes specifies costs for each service provided, and the proposed plan lists the type and

number of services planned. It is possible that all items in the proposal may not be completed, so the contract will specify a 'not-to-exceed' amount of \$60,000. The final amount expended for the contract will be affected by any number of factors but will not exceed \$60,000 without additional authorization.

### **AGENCY'S STRATEGIC PLAN APPLICATION**

Partnering with the IERCD to continue regional conservation and education programs is consistent with the Agency's Mission Statement to support the region's quality of life through sustainable water management with the following strategies:

- Maintain, foster, and expand collaboration with local, regional, state, and federal partners to develop strategic solutions to water supply challenges and opportunities.
- 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.

### **ACTION**

Authorize the General Manager to enter into a contract with the Inland Empire Resource Conservation District for professional services for FY 2024-25.

### **ATTACHMENTS**

- SGPWA/IERCD 2024-25 Water Conservation Programming Partnership – August 13, 2024
- IERCD Water Conservation Services Proposal FY 2024/25



# SGPWA/IERCD 2024-25 Water Conservation Programming Partnership

8/13/24





# SGPWA/IERCD 2024-25 Water Conservation Programming Partnership

8/13/24





# 2024-2025 Projections



**Classroom Programs**

**Projected: 66**

**Students Impacted**

**Projected: 2,000**

**Schools**

**Projected: >50% of campuses**

**Workshops**

**Projected: 4**

**Community Events**

**Projected: 4**

**Water Audits**

**Projected: At least 10 Homes Audited**





# 2024-25 Contract Kick-off: K-12 Summer Programs

Strategic outreach throughout SGPWA service area has led to facilitation of initial K-12 programs for six classrooms on two campuses:

- Hemmerling Elementary
- Banning Community Center

2024-25 Contract Detail: IERCD anticipates scheduling an additional 60 K-12 classroom program for a total of **66** funded under this contract, impacting approximately **2,000** students and their families.



# 2024-25 K-12 Program Updates

**Focus:** maximizing impact of water conservation messaging in classrooms; increasing familiarity with SGPWA mission and value through consistent branding in all materials and outreach

**Updates:** New pre/post-program and presentation templates, branded to match SGPWA colors/logo; updated content quizzes to understand adaptive management needs in presentation content and approach

**Outreach:** all updated content posted on Conservation Connection at [iercd.org](http://iercd.org); all new branded outreach used in 22 campuses throughout SGPWA's service area

**INLAND EMPIRE RESOURCE INSTITUTE**

**CONSERVATION CONNECTION**

## WATER CONSERVATION VOCABULARY

Kindergarten - 1st Grade Level

**Aqueduct:**  
A special structure built to carry water from one place to another, using pipes, ditches, canals, tunnels, or more.

Trace the word:

aqueduct

Try to write it on your own!

**Condensation:**  
A part of the water cycle where H<sub>2</sub>O changes from a gas (called water vapor) to a liquid. Condensation happens when water in the air gets cold and collects together into tiny drops of water.

Trace the word:

condensation

Try to write it on your own!

Imagine you have a cold glass of water on a hot day. After a little while, you might see water droplets forming on the outside of the glass. That's condensation!

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# 2024-25 Contract: WORKSHOPS

2024-25: **Four** workshops projected throughout SGPWA's service area

Similar to the flyer shown at right, workshops will feature practical water conservation guidance/SGPWA value and function messaging, increasing community awareness of the Association and actions connected to effective water conservation

Workshops to be conducted in coordination with community partners/locations; projected to impact **>200** community members



**HAPPY  
IN THE  
HEAT**

Keep your plants alive while saving water!

**SATURDAY,  
JUNE 17TH  
10 AM - 12 PM**

5370 Riverview Dr,  
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**FREE WORKSHOP!**

**FREE FOOD!**

**FREE PLANTS!**

**FREE TOUR!**



# 2024-25 Contract: Community Events

**Four** events anticipated in 2024-25 where IERCD will represent SGPWA in a brand-forward way, including clothing, booth set-up, and messaging to community members. Over **1,000** community members estimated to be impacted.

IERCD tracks outreach based on actual connection with community members (rather than total event attendance); projected impact numbers are people who have received SGPWA messaging and value in some format.

2024-25 outreach events are not fully determined or fixed; flexible contract will allow for changes as the year progresses, based on SGPWA priorities and event impact



# 2024-25 Contract: Water Audits



New proposed contract element this year; IERCDC to continue development of indoor/outdoor water audit process available for SGPWA community members, designed to identify water waste; translate it into gallons and dollars lost per day; and identify options to address loss alongside possible financial help.

Pilot year, requiring program development and creation of suite of documents (assessment forms, outreach, risk management, surveys); evaluation and adaptive management based on participant response.

At least 10 full surveys completed including post-assessment consult to incentivize homeowner action.



# Thank you for your support!



## **Key Staff for SGPWA Contract:**

Ed Programs Lead, Gabriela Preciado  
Conservation Educator, Shari Tindall

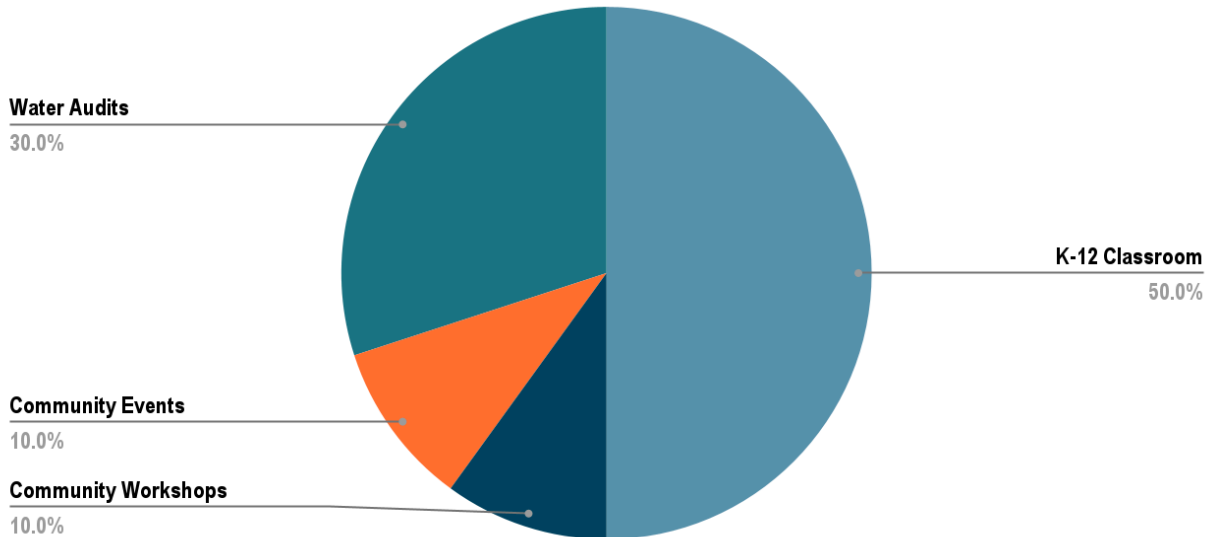


# 2024-25 Water Conservation Services Proposal

**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

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UCCE Riverside Master  
Gardener & founder/director  
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required, but  
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## Date and Time

Saturday, August 19th

10:00 AM - 12:00 PM



5370 Riverview Dr, Jurupa Valley, CA 92509