

**WEST BASIN MUNICIPAL WATER DISTRICT**

**JANUARY 11, 2007 – Water Resources**

Little, Smith

**JANUARY 22, 2007 – Board Meeting**

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ACTION CALENDAR

“SMART” IRRIGATION CONTROLLER EXCHANGE PILOT PROGRAM  
VENDOR SERVICES

SUMMARY:

West Basin is piloting a new outdoor residential conservation program that will provide residents with free “smart” irrigation sprinkler controllers to help conserve water and reduce urban run-off.

This program has been identified in the District’s new Conservation Master Plan as a Year-1 Program.

**“Scope of Work” Required**

West Basin requires a qualified and experienced vendor to perform all the tasks needed to conduct an irrigation controller distribution program. Some of the tasks include:

- Administer Program;
- Provide Customer Service;
- Conduct 2 – 3 Distribution Events, at 100 controllers per event;
- Purchase and Store Irrigation Controllers;
- Market Program;
- Conduct Training on New Controllers;
- Create Database;
- Recycle Old Controllers; and
- Report on Lessons Learned.

**Advertising and Response**

Staff advertised the Request for Proposals (RFP) on its web site and used the consultant list provided by the California Urban Water Conservation Council to personally contact various private and non-profit vendors.

A mandatory pre-proposal meeting was held on December 4, 2006 with three vendors who expressed interest in bidding; they were Niagara Conservation, WaterWise Consulting and the Sea Lab (L.A. Conservation Corps).

Of the three attendees, two of them submitted proposals: Niagara Conservation and WaterWise Consulting.

**Panel**

A panel consisting of two qualified District staff members and a landscape professional representing another large water agency scored the proposals and the interviews. All the panelists have experience in participating in some type of “smart” irrigation program.

**Vendor Evaluation & Selection**

Scoring Criteria

Vendor	WaterWise Consulting, Inc.	Niagara Conservation
<b>Proposal Completeness</b> (5 Points)	4	3
<b>Experience and Qualifications</b> (30 Points)	30	20
<b>Interview Responses</b> (25 Points)	19	19
<b>Program Understanding</b> (20 Points)	20	15
<b>Costs of services</b> (20 Points)	13	15
<b>Total Score</b>	<b>86</b>	<b>72</b>

**Vendor Evaluation**

Both vendors were evaluated based on their program experience and costs. Only WaterWise Consulting has actual experience in coordinating, marketing and implementing a “smart” controller distribution program. WaterWise has previously conducted five (5) major controller exchange events for different agencies. Niagara Conservation has no experience in implementing a controller distribution program. WaterWise has an experienced Program Manager and local staff that will implement the program, while Niagara Conservation’s Program Manager is out of state and would need to hire staff.

**Cost Comparison**

	Niagara Conservation (Per Unit Cost)	WaterWise Consulting (Per Unit Cost)
<b>Total Vendor Cost Plus Est. Controller Cost</b>	\$359.50	\$394.65

Marketing Cost: The RFP asked the vendor to provide a marketing cost based on using flyers to advertise the program. WaterWise Consulting provided a list of additional marketing methods (ie; post cards, posters) that they have found to be effective in ensuring program success. From West Basin’s experience, in order to market a program properly, a range of various marketing methods are required.

Administration Cost: As part of its Administration costs, WaterWise included the cost to provide a trainer that will instruct customers on how to program and install the irrigation controllers.

**Vendor Recommendation**

Staff is recommending hiring WaterWise Consulting based on the previous experience of the firm and the Program Manager in implementing the proposed program, their thorough understanding of the District’s needs, and several suggested enhancement services including additional marketing options and controller installation instruction. The value provided by these enhancements justifies the higher unit cost proposed by WaterWise.

FISCAL IMPACTS:

Staff’s placeholder in the FY 2006-07 Budget for a consultant to provide these services was \$71,000. As with most of its conservation programs, staff will seek funding partnerships from the local water purveyors to supplement West Basin’s budget and help fund this program. To date, both California-

American Water Company and California Water Service Company have expressed interest in participating.

ENVIRONMENTAL COMPLIANCE:

Not applicable.

COMMITTEE STATUS:

This item was reviewed by the Water Resources Committee on January 11, 2007 and was recommended for approval at the January 22, 2007 Board meeting.

RECOMMENDED MOTION:

That the Board authorizes the General Manager to execute an agreement with WaterWise Consulting for a term commencing on February 1, 2007 and ending on June 30, 2007 to perform "Smart" Irrigation Controller Distributions for an amount of \$118,395 (\$394.65 per unit vendor cost plus 300 controllers), plus a 10% contingency, for a total not to exceed amount of \$130,235.

LIST OF EXHIBITS:

None.

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