

Exhibit "A"

WATER & ENERGY MULTI-FAMILY RETROFIT PROGRAM Vendor Score Detail

Proposal Scores

Criteria	Total Possible Points	Peace Corporation	SJ Water Conservation Group	BottomLine Solutions	Southwest Environmental
Location		Norwalk	Temecula	Lake Forest	San Diego
Experience & Qualifications	20	5	14	19	16
Samples of Past Work	10	3	7	9	8
Cost Information	10	6	5	9	7
Schedule	5	3	1	5	5
References	5	2	4	5	5
Local Business Enterprise (3 Points)		0	0	0	0
Total		20	31	46	41

Short List Interview Scores

2 Firms	BottomLine Solutions	Southwest Environmental
Overall Presentation	25	25
Experience	25	13
Location	Lake Forest	San Diego
Cost	\$773,000	\$872,440
Local Business Enterprise (3 Points)	0	0
Total Score	50	39

Total Scores

2 Firms	BottomLine Solutions	Southwest Environmental
Location	Lake Forest	San Diego
Cost	\$773,000	\$872,440
Local Business Enterprise (3 Points)	0	0
Total Score	96	80

Water & Energy Multi-Family Retrofit Program

Project Goal: Install the following devices: 3,000 High-Efficiency Toilets (HETs), 9,000 Compact Fluorescent Light (CFLs) Bulbs, 3,000 water-efficient light bulbs, 3,000 water-efficient kitchen faucet sink aerators, and 3,000 bathroom sink aerators. Devices will be distributed equitably throughout all 5 Divisions.

Project Partners: South Bay Environmental Services Center (SBESC) **, City of Torrance, Southern California Edison and Southern California Gas Company.

Funding Breakdown:

Agency	Amount
MWD	\$681,000
So. Cal. Edison	\$36,000
So. Cal. Gas Co.	\$12,000
City of Torrance	\$40,000
West Basin	\$50,380
Total	\$819,380

Device Distribution

Device	West Basin (\$50,380)	City of Torrance (\$40,000)
3,000 HETs	2,200 HETs or roughly 440 HETs per Division	800 HETs
9,000 CFLs	6,600 CFLs or roughly 1320 per Division (3 per residential unit)	2400 CFLs (3 per residential unit)
3,000 Showerheads	2,200 Showerheads or 440 per Division	800 Showerheads
3,000 Kitchen Faucet Aerators	2,200 Aerators or 440 per Division	800 Aerators
3,000 Bathroom Faucet Aerators	2,200 Aerators or 440 per Division	800 Aerators

** The SBESC and the SBCCOG cover the City of Torrance and all the West Basin cities except the cities of Malibu, Culver City and West Hollywood. West Basin and its vendor will ensure that all cities are covered in this program.

Marketing Plan

Provided below is the marketing strategy for this project. The agencies involved with implementing and marketing this project include, West Basin, the South Bay Environmental Services Center (SBESC) and BottomLine Utility Solutions. The agencies will use a multi-pronged approach as shown below in marketing the project to all 5 Divisions. Also, West Basin staff will work with its Board of Directors to identify and target multi-family sites within their Divisions.

BottomLine Utility Solutions (BottomLine) – Marketing Plan

BottomLine Utility Solutions has knowledge and experience in working with the property management industry. Over the past 8 years, they have worked with the following companies:

• Archstone-Smith	• BRE Properties	• Irvine Company
• Alliance Residential	• Legacy Partners, as well as many other regional firms.	

For this project BottomLine will conduct the following marketing:

Task	Result
Contact Realtors Regarding Project	• Develop a list of potential sites throughout all 5 Divisions.
Work with the Apartment Association – Local Chapters	• Develop list of potential sites and contacts throughout all 5 Divisions. • Attend meetings to network and develop contacts and provide in-house seminars to promote the West Basin program.
Direct Mail Approach to Apartment Owners from Association Membership Lists	• Present program to owners and conduct installations.

West Basin Municipal Water District – Marketing Plan

Task	Result
Public Service Announcements (PSAs)	As part of West Basin’s Media Plan, the program will be promoted to local city T.V. contacts
Newspaper Ads – Min. of 1 per Division	Increase Program Awareness
Press Releases to local newspapers	Increase Program Awareness

South Bay Environmental Services Center (SBESC) – Marketing Plan

Task	Result
4 SBESC Newsletter Articles	Increase Program Awareness
4 SBCCOG Newsletter Articles	Increase Program Awareness
Monthly E-mail blasts (8,000 subscribers)	To school district contacts, chambers and city council contacts
Green Task Force Presentation (SBCCOG)	Increase Program Awareness to Cities and Local City Officials
Chamber of Commerce	Provide information to all the Chambers within West Basin
General Promotion	Flyers to the South Bay Area Chambers of Commerce and to all exhibit events.

Board of Directors

Staff will also work with each Director to identify other potential sites and/or contacts and to provide updates on the program.