



The Metropolitan Water District of Southern California  
Water Resource Management Group



**Enhanced Conservation Program and  
Innovative Conservation Program  
Request for Proposals**

**INFORMATION FOR RESPONDENTS**

The Metropolitan Water District of Southern California (Metropolitan) invites proposals for its Enhanced Conservation Program and Innovative Conservation Program.

This competitive Request for Proposals (RFP) includes two separate programs:

- The Enhanced Conservation Program (ECP) provides funding for achieved water savings to Member Agencies and their Retail Agencies for projects that evaluate improved implementation strategies for retrofits and other processes with probable water savings.
- The Innovative Conservation Program (ICP) part provides funding in cooperation with the U.S. Bureau of Reclamation (USBR) for research that will document water savings and reliability of new water savings devices.

This Request for Proposals (RFP) contains information concerning funding, proposal review process, and selection criteria for each section. Proposals will be evaluated through a two-step process; a pre-screening of short-form proposals to invite for full proposals, and certain proposals will advance to the second step and invited to submit a full proposal.

While proposals that address all aspects of water use efficiency are welcome, preference will be given to proposals for landscape irrigation and agricultural irrigation water use efficiency within the Metropolitan service area.

**Due Date**

The deadline for submittal of short-form proposals is **February 12, 2009**. The deadline for submittal of full proposals is **March 19, 2009**.

**Quick Reference**

<b>ECP</b>	<b>ICP</b>
<ul style="list-style-type: none"> <li>• Operate new implementation strategies that will conserve water</li> <li>• New water conservation implementation strategies</li> <li>• Deliverable: Quantified water savings and report on pilot approach</li> <li>• Eligible partners: Member/Retail Agencies</li> <li>• Grant payment: up to \$250 per Acre Foot of saved water</li> <li>• Total Funding: \$2 million</li> <li>• Ordinance Prerequisite: <b>REQUIRED</b></li> </ul>	<ul style="list-style-type: none"> <li>• Evaluate <i>new</i> devices for water use efficiency and reliability</li> <li>• New water conservation devices</li> <li>• Deliverable: Report on technologies rate of water savings and functional reliability</li> <li>• Eligible partners: All parties</li> <li>• Grant payment: Staged payments</li> <li>• Total Funding: \$250,000</li> <li>• Ordinance Prerequisite: Not required</li> </ul>

**Correspondence**

Proposals responding to this RFP will be accepted until 3 p.m., on the respective date, at:

**By Mail**

The Metropolitan Water District  
of Southern California  
P.O. Box 54153  
Los Angeles, California 90054-0153

Attn.: Business Resource Center Desk,  
US 5-113

RFP for Water Conservation Programs

**In Person or by Courier**

The Metropolitan Water District  
of Southern California  
700 North Alameda Street  
Los Angeles, California 90012

Attn.: Business Resource Center Desk,  
US 5-113 – Telephone (213) 217-6000

RFP for Water Conservation Programs

Submit six (6) copies of each proposal. Proposals received after the due date and time will be returned unopened.

**Questions**

Address written questions regarding this RFP to:

Mr. Timothy J. Schaadt  
Regional Supply Unit, WRM Group  
Metropolitan Water District of Southern California  
P.O. Box 54153  
Los Angeles, California 90054-0153  
Fax: (213) 576-5180

e-mail: [tschaadt@mwdh2o.com](mailto:tschaadt@mwdh2o.com)

Additional copies of the RFP may be downloaded from Metropolitan’s website at: [www.mwdh2o.com](http://www.mwdh2o.com).

**Schedule:**

- February 12, 2009 .....**Short-form submittals due**
- March 19, 2009 .....**Full Proposals due**
- April 9, 2009 .....**Project selection**
- December 30, 2011 .....**Project completion (2 yr agreements)**

**Who Can Apply**

**Important note:** Applicants can submit multiple proposals; however, each proposal can apply to only *one* program, either ECP or ICP.

**ECP**

Funding is available to public and private water utilities within Metropolitan’s service area. Proposals must be supported and submitted by one of Metropolitan’s member agencies. Agencies requesting funding must meet local water conservation ordinance requirements as adopted by Metropolitan’s Board of Directors for all participating sites, at the time of agreement execution.

**ICP**

Funding is available to all interested parties. For the purposes of this RFP, the project proponent is the party that will be contractually responsible for implementation. Funding will not be provided for any proprietary work that will not allow results to be released to the public.

**Pre-proposal Meeting**

A pre-proposal meeting will be held on **January 28, 2008** at the Metropolitan Water District headquarters building located at:

700 North Alameda Street  
Los Angeles, California 90012  
Time: 10:00 – 11:30 a.m.

**Selection Criteria**

	<u>Maximum points</u>	
	<u>ECP</u>	<u>ICP</u>
1. Project Innovation	20	25
2. Water Savings	20	25
3. Regional Applicability	15	15
4. Cost Effectiveness	15	10
5. Readiness to Proceed	15	10
6. Outdoor Projects	15	15
	<hr/> <b>100</b>	<hr/> <b>100</b>

*\*See the following pages for detailed descriptions*

**Application Process**

Proposal selection will include a two-step process:

1. Short-form review by Metropolitan
2. Eligible proposals will be invited to submit full proposal

An independent review panel will evaluate and rank full proposals based on scoring criteria outlined in this RFP. Proposal ranking will reflect the panel’s collective scoring.

Metropolitan, at its sole discretion, may reject any and all proposals and revise terms and conditions. Metropolitan may elect to not award full program funding.

**Short-form Proposal**

Respondents are required to submit a project proposal using the outline below. Short form proposals are limited to three pages.

Short-form proposal must include:

1. Project Title
2. Applicant Name
3. Project Location
4. Contact information, including:
  - a. Contact name, title
  - b. Mailing address
  - c. Phone number
  - d. Fax number
  - e. E-mail address

5. Project Description

- a. Provide a general description of implementation strategy (ECP) or new device (ICP).
  - b. Provide a simple timeline.
  - c. Describe how this project would serve Metropolitan's service area.
6. Describe how implementation of this project saves water.
7. Describe how water savings would be measured when implementing this project.
8. Identify any permitting requirements necessary for this project and status of permit acquisition. Otherwise, describe plan for obtaining the necessary permits.

**Short-Form Review**

Metropolitan will review the short-form proposals for general content, format, and eligibility. Short-form proposals will be evaluated based on project description. Short-form proposals that are determined eligible will be invited to submit full proposals.

## **Enhanced Conservation Program**

### **Who Can Apply**

Funding is available to public and private water utilities within Metropolitan's service area. Proposals must be supported and submitted by one of Metropolitan's member agencies. Contracts to provide funding for selected projects will be executed with Metropolitan's member agencies and retail agencies, when applicable. Agencies requesting funding must meet local water conservation ordinance requirements as adopted by Metropolitan's Board of Directors for all participating sites, at the time of agreement execution.

If ECP funds are used to increase existing rebates or other Metropolitan-funded programs, all cost calculations, including Metropolitan rebate amounts must be included.

### **Objective**

Conduct new pilot programs expected to increase water conservation. Projects must achieve water savings within Metropolitan's service area.

### **Funding**

Projects are funded at \$250 per acre-foot of conserved water up to an agreement cap.

### **Deliverables**

Progress reports and a Final Report with quantified water savings, a description of the process/methods, and how well they worked. Final payment is based on an accepted Final Report.

### **Application Process**

Proposal selection will include a two-step process:

1. Short-form review by Metropolitan
2. Eligible proposals will be invited to submit full proposal

An independent review panel will evaluate and rank full proposals based on scoring criteria outlined in this RFP. Proposal ranking will reflect the panel's collective scoring.

Metropolitan, at its sole discretion, may reject any and all proposals and revise terms and conditions. Metropolitan may elect to not award full program funding.

### **Agreement Process**

- After proposals are selected for program participation, Metropolitan will enter into agreements upon successful contract negotiations.
- Metropolitan may negotiate project scope and funding changes if deemed beneficial.
- Recipients must submit quarterly progress reports and a final report documenting project results, water savings, other findings, and recommendations for future action.
- Recipients may be requested by Metropolitan to give a presentation(s) of their project.
- Recipients will be required to provide pre- and post- water use data to measure actual water savings achieved.

- Upon contract execution, selected applicants may request up to 10 percent of the grant amount in advance. Subsequent funding will be provided based on submitted invoices with appropriate documentation that accompany the quarterly reports. Final payment will be made upon receipt and acceptance of a completed final progress report.

**Full Proposal Review**

Full proposals will be evaluated by an independent review panel comprised of water resource professionals from Metropolitan member and retail agencies, Metropolitan , environmental organization(s) and/or professionals familiar with water conservation in Southern California. The panel will provide an objective evaluation of project proposals. Panel size and makeup may be changed depending on the number and complexity of proposals, or specialized expertise required for proposal review. The review panel will recommend proposals that best meet the program objectives consistent with this RFP to Metropolitan.

**Full Proposal Selection Criteria**

The review panel will use the scoring criteria below to guide its ranking of project proposals. Selections will reflect the collective findings of the review panel. The review panel may request interviews with project proponents. Each Selection Criteria is described in detail below, however points are not assigned to individual questions.

**Full Proposal Content Requirements and Selection Criteria**

Respondents invited to submit a full proposal must provide all of the information requested below. The full proposal must be on white 8 ½” x 11” size paper with black text in a 12-point font, and table/graphics with text no smaller than a 10-point font. Full proposals must be no more than 10 single-sided pages, including attachments. Do not include video or other additional media. Proposals must be stapled on the upper left hand corner; no other type of binding will be accepted. **Proposals that are not in conformance with these formatting requirements and the following content requirements may be considered non-responsive and rejected.**

**Selection Criteria**

**Maximum points**

**ECP**

1. Project Innovation	20
2. Water Savings	20
3. Regional Applicability	15
4. Cost Effectiveness	15
5. Readiness to Proceed	15
6. Outdoor Projects	15

**100 points total**

**1. Project Title**

List the name of the proposed project.

**2. Member Agency Name(s)**

Project must be submitted through a Metropolitan member agency.

**3. Retail Agencies Participating in Project**

List other agencies participating in project, if applicable.

**4. Project Manager and Management Team**

- a. Project participants / cooperating agencies.
- b. Identify key individuals including project manager.
  - Name
  - Title
  - Phone Number
  - Mailing address
  - Fax Number
  - E-mail Address
  - Relevant experience

**5. Project Description**

Provide a concise summary that includes an overall description of the project, conveying a clear understanding of the project’s goals and objectives. Identify components that could be broken out to allow funding to be provided for a particular activity or combination of activities. The description should provide sufficient detail to permit a clear understanding of the nature and eligibility of the project. The description must clearly describe how funds would be used and include a project timeline and list of deliverables.

**6. Funding Amount Requested**

Include total amount requested, as well as any advance payment needed (up to 10 percent of the total requested). There are no minimum or maximum funding request limits; however, awards will not exceed total Program budget.

**7. Project Start Date**

Cite proposed project start date.

**8. Project Completion Date**

Cite proposed project date of completion, not to exceed two years.

**9. Innovation of Project ..... (20 points maximum)**

- a. Describe how this project is new or different from existing projects.
- b. Name any new partners to water conservation included in this project.
- c. Provide any other pertinent information about the innovativeness of this project.
- d. Describe new markets or customers that this proposed project will open.
- e. Describe how new markets or customers would be affected by this proposed project.
- f. Provide any other pertinent information about the innovative nature of this proposed project.

**10. Water , Energy and Environmental Benefits ..... (20 points maximum)**

- a. Quantify the estimated water savings for this project and describe the basis for estimating water savings.
- b. Describe the potential water savings of the project to the region if implemented on a regional scale.
- c. Describe any seasonable variability of potential water savings.
- d. Document any water savings findings from existing studies or reports that support water savings calculations.
- e. Describe other resource benefits of this project, such as environmental, water quality, energy, or wastewater.
- f. Provide any other pertinent information about the water supply benefits of this project.

**11. Regional Applicability ..... (15 points maximum)**

- a. Describe how this project would have a broad-based application to all member agencies, retail agencies, and project partners.
- b. Describe how this project would be incorporated into existing regional programs.
- c. List all participating member agencies and retail agencies.
- d. Explain potential challenges and issues for other member agencies to implement this project.
- e. Discuss potential market for this project, including number of homes or businesses eligible.
- f. Provide any other pertinent information about regional applicability of the project.

**12. Cost per Acre-Foot ..... (15 points maximum)**

- a. Provide total project costs, including labor, equipment, marketing, advertising, and program administration.
- b. Amount requested per acre-foot of water savings.
- c. Amount and timing of funding by other sources to reduce the cost to Metropolitan per acre-foot.
- d. Provide any other pertinent information about the cost per acre-foot of this project.
- e. List amount of funding from partners that will improve cost-effectiveness of project.
- f. Provide any other pertinent information about the cost per acre-foot of this project.

**13. Readiness to Proceed ..... (15 points maximum)**

- a. Date the project will be ready to proceed.
- b. Timeline, including milestones and phases, for implementation and completion of project.
- c. Describe whether this is an expansion to an existing project.
- d. Describe obstacles to the implementation of this project, such as permitting issues, approval process, staffing, budget, and other concurrent large projects or grants.

- e. Name funding partners, the amount of their commitment to project, status of commitment, and timeline for obtaining funding.
- f. Provide any other pertinent information about the feasibility of implementing this project in a timely manner.

**14. Outdoor Project .....(15 points maximum)**

Respondents are asked to quantify the percent of water savings achieved outdoors. Metropolitan will be awarding points based on the proportion of water savings achieved outdoors.

## **Innovative Conservation Program**

### **Who Can Apply**

Funding is available to any interested party. For the purposes of this RFP, the project proponent is the party that is contractually responsible for implementation. Funding will not be provided for any proprietary work that will not allow the results be released to the public.

ICP funding is intended to provide information to Metropolitan and its Member Agencies concerning the viability of new water saving technologies.

### **Objective**

Evaluate new devices for reliability and quantify water savings potential.

### **Deliverables**

Progress reports and a Final Report with quantified water savings and a description of the reliability of the device. Final payment is based on an accepted Final Report.

### **Funding**

Fixed payments provided in installments up to agreement cap.

### **Application Process**

Proposal selection will include a two-step process:

1. Short-form review by Metropolitan
2. Eligible proposals will be invited to submit full proposal

An independent review panel will evaluate and rank full proposals based on scoring criteria outlined in this RFP. Proposal ranking will reflect the panel's collective scoring.

Metropolitan, at its sole discretion, may reject any and all proposals and revise terms and conditions. Metropolitan may elect to not award full program funding.

### **Agreement Process**

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- Metropolitan may negotiate project scope and funding changes if deemed beneficial.
- Recipients must submit quarterly progress reports and a final report documenting project results, water savings, other findings, and recommendations for future action.
- Recipients may be requested by Metropolitan to give a presentation(s) of their project.
- Upon contract execution, selected applicants may request up to 20 percent of the grant amount in advance. Subsequent funding will be provided based on submitted invoices with appropriate documentation that accompany the quarterly reports. Final payment will be made upon receipt and acceptance of a completed final progress report.

**Full Proposal Review**

Full proposals will be evaluated by an independent review panel comprised of water resource professionals from Metropolitan member and retail agencies, Metropolitan , environmental organization(s) and/or professionals familiar with water conservation in Southern California. The panel will provide an objective evaluation of project proposals. Panel size and makeup may be changed depending on the number and complexity of proposals, or specialized expertise required for proposal review. The review panel will recommend proposals that best meet the program objectives consistent with this RFP to Metropolitan .

**Full Proposal Selection Criteria**

The review panel will use the scoring criteria below to guide its ranking of project proposals. Selections will reflect the collective findings of the review panel. The review panel may request interviews with project proponents. Each Selection Criteria is described in detail below, however points are not assigned to individual questions.

**Full Proposal Content Requirements and Selection Criteria**

Respondents invited to submit a full proposal must provide all of the information requested below. The full proposal must be on white 8 ½” x 11” size paper with black text in a 12-point font, and table/graphics with text no smaller than a 10-point font. Full proposals must be no more than 10 single-sided pages, including attachments. Do not include video or other additional media. Proposals must be stapled on the upper left hand corner; no other type of binding will be accepted. **Proposals that are not in conformance with these formatting requirements and the following content requirements may be considered non-responsive and rejected.**

**Selection Criteria**

**Maximum points**

	<b><u>ICP</u></b>
1. Project Innovation	25
2. Water Savings	25
3. Regional Applicability	15
4. Cost Effectiveness	10
5. Readiness to Proceed	10
6. Outdoor Projects	15

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**100 points total**

**1. Project Title**

List the name of the proposed project.

**2. Project Proponent Organization Name(s)**

- a. Name
- b. Address
- c. Website Address (if applicable)
- d. Organization’s Federal Tax Identification number

Proposals must be submitted by the entity that owns the project and is contractually responsible for implementation.

**3. Entities Participating in Project**

List other entities participating in project.

**4. Project Manager and Management Team**

- a. Project participants / cooperating agencies
- b. Identify key individuals including project manager
  - Name, title
  - Title
  - Phone Number
  - Mailing address
  - Fax Number
  - E-mail Address
  - Relevant experience

**5. Project Description**

Provide a concise summary that includes an overall description of the project, conveying a clear understanding of the project's goals and objectives. Identify components that could be broken out to allow funding to be provided for a particular activity or combination of activities. The description should provide sufficient detail to permit a clear understanding of the nature and eligibility of the project. The description must clearly describe how funds would be used and include a project timeline and list of deliverables.

**6. Funding Amount Requested**

Include total amount requested, as well as any advance payment needed (up to 20 percent of the total requested). There are no minimum or maximum funding request limits; however, awards will not exceed total Program budget.

**7. Project Start Date**

Cite proposed project start date.

**8. Project Completion Date**

Cite proposed project date of completion.

**9. Project Innovation (25 points maximum)**

Describe how this proposed project is new or innovative.

- a. Describe new markets or customers that this proposed project will open.
- b. Describe how new markets or customers would be affected by this proposed project.
- c. Describe the reliability of the product in terms of function and efficiency over the lifetime of the device.
- d. Provide any other pertinent information about the innovative nature of this proposed project.

**10. Water, Energy and Environmental Benefits (25 points maximum)**

- a. Quantify potential water supply/energy or embedded energy savings for this project and describe the basis for estimating such savings.
- b. Describe the potential water supply/energy or embedded energy savings of the project if implemented on a regional scale.

- c. Describe any reasonable variability of potential water supply/energy or embedded energy savings.
- d. Describe how the project results will be evaluated to determine actual water supply/energy or embedded energy savings.
- e. Document water supply/energy or embedded energy savings from existing studies or reports that support your savings calculations.
- f. Describe other resource project benefits, such as environmental, water quality, wastewater, or urban runoff, etc.
- g. Provide any other pertinent information about the water supply/energy or embedded energy savings benefits of this project.

**11. Regional Applicability (15 points maximum)**

- a. Describe how this project would result in broad-based application to Metropolitan's member agencies, retail agencies, and project partners.
- b. Describe how project would fit into existing regional water/energy conservation programs.
- c. Identify potential challenges and issues related to project implementation, including potential permitting issues that may arise.
- d. Discuss potential market size for this project.
- e. Provide any other pertinent information about regional applicability of the project.

**12. Cost Effectiveness (10 points maximum)**

- a. List components of total project costs, including labor, equipment, marketing, advertising, and program administration.
- b. List amount of funding from partners that will improve cost-effectiveness of project.
- c. Provide any other pertinent information about the cost per acre-foot of this project.

**13. Readiness to Proceed (10 points maximum)**

- a. Specify date the project will start.
- b. Provide timeline, including milestones and phases, if applicable, for implementation and completion of project.
- c. Describe whether this is an expansion to an existing project.
- d. Describe issues that may impact implementation of this project, such as permitting issues, approval process, staffing, budget, etc.
- e. Name any secured funding partners and the amount of their commitment to project.
- f. Provide any other pertinent information about readiness for project to proceed in a timely manner.

**14. Outdoor Project (15 points maximum)**

Respondents are asked to quantify the percent of water savings achieved outdoors. Metropolitan will be awarding points based on the proportion of water savings achieved outdoors.