



**The Metropolitan Water District of Southern California
Water Resource Management Group**



**Innovative Conservation Program
Request for Proposals**

INFORMATION FOR RESPONDENTS

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

Objective

The Innovative Conservation Program (ICP) provides funding in cooperation with the U.S. Bureau of Reclamation (USBR) for research that will document water savings and reliability of innovative water savings devices. The objective is to evaluate the water saving potential and reliability of innovative water saving devices, technologies, and strategies. While proposals that address all aspects of water use efficiency are welcome, preference will be given to innovative proposals focusing on landscape irrigation and commercial, institutional, industrial (CII) water use efficiency.

This Request for Proposals (RFP) contains information concerning who can apply, available funding, selection process, selection criteria, and schedule.

Due Date

The deadline for submittal of short-form proposals is **3:00 p.m. on May 9, 2011**. The deadline for submittal of full proposals is **3:00 p.m. on June 15, 2011**.

Proposals responding to this RFP will be accepted at:

By Mail

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

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

RFP for Innovative Conservation Program

In Person or by Courier

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

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

RFP for Innovative Conservation Program

Submit six (6) copies of each proposal and an electronic copy on a CD in Microsoft Word format. Proposals received after the due date and time will be returned unopened.

April 2011

Questions

Address questions regarding this RFP in writing to:

Mr. Raymond Jay
Program Administrator
Regional Supply Unit, Water Resource Management Group
The Metropolitan Water District of Southern California
P.O. Box 54153
Los Angeles, CA 90054-0153

e-mail: rjay@mwdh2o.com

Fax: (213) 576-5115

Additional copies of the RFP may be downloaded from Metropolitan's website at: www.mwdh2o.com.

Who Can Apply

Funding is available to all interested parties including public, private, and non-profit organizations. 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.

Funding

Up to \$250,000 is available for this Program. There are no minimum or maximum funding request limits; however, total awards will not exceed total Program budget. Metropolitan is targeting between 5 and 10 projects being funded through this RFP. Metropolitan, at its sole discretion, may reject any and all proposals or elect not to award full program funding.

Proposal Selection Process and Selection Criteria

Proposals will be evaluated through a two-step process; pre-screening of short-form proposals and a competitive full proposal review. Only selected short-form proposal will be invited to submit full proposals. Proposals will be evaluated based on the following selection criteria: project innovation, water savings, regional applicability, cost-effectiveness, readiness to proceed, and preferred projects.

Pre-proposal Workshop

A pre-proposal workshop to review the RFP and answer questions will be held on **April 28, 2011**, between 10:00 a.m. to 12:00 p.m. at Metropolitan's Headquarters at 700 North Alameda Street, Los Angeles 90012.

Selection Process

Proposal selection will include a two-step process:

1. Short-form review by Metropolitan
2. Selected proposals will be invited to submit a 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. Agreements must be executed within 3 months of project selection or funding may be withdrawn.
- Metropolitan may negotiate project scope and funding changes if deemed beneficial.
- Recipients must submit quarterly progress reports (including invoices) and a final report documenting project results, water savings, other findings, and recommendations for future action.
- Upon contract execution, selected applicants may request up to 20 percent of the grant amount in advance. Advance award requests must be justified by proponent and approved by Metropolitan.
- Reimbursement will be provided quarterly based on submitted progress reports, invoices, and appropriate documentation. A minimum 25 percent withholding is required until a final report is accepted by Metropolitan.
- Final reports with quantified water savings and a description of the reliability of the device must be completed and submitted no later than May 15, 2013. Final payment will be made within 60 days of acceptance of final report.
- Recipients may be requested by Metropolitan to give a presentation(s) of their project.

Process Schedule

April 2011	RFP released
April 28, 2011	Pre-proposal workshop
May 9, 2011	Short-form proposals due
May 18, 2011	Invitation for Full proposals
June 15, 2011	Full proposals due
July 2011	Project awards
September 30, 2011	Agreement execution deadline
January 1, 2012	Work initiation deadline
May 15, 2013	Final report deadline
June 1, 2013	Project completion deadline

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 may be invited to submit full proposals.

Short-form Proposal Content Requirements

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 (minimum 1 page recommended)
 - a. Provide a description of the project and tasks proposed to evaluate the new device.
 - b. Provide a timeline with associated task(s) and budget.
 - 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.

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 proposals must include a scope of work that describes how the project will be accomplished.

The scope of work shall describe each task and budget necessary to complete the project including quarterly progress reports and deliverable schedule.

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.

<u>Selection Criteria</u>	<u>Maximum points</u>
	<u>ICP</u>
1. Project Innovation	20
2. Water Savings	25
3. Regional Applicability	15
4. Cost Effectiveness	15
5. Readiness to Proceed	15
6. Preferred Projects	10
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	100 points total

**See the following pages for detailed descriptions*

Full Proposal Content Requirements

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 shall be no more than 10 single-sided pages, including attachments. Proposals must be stapled on the upper left hand corner; no other type of binding will be accepted. An electronic copy of the proposal must be submitted on a CD in Microsoft Word format. Do not include video or other additional media. **Proposals that are not in conformance with these formatting requirements and the following content requirements may be considered non-responsive and rejected.**

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. Provide support letters from necessary participants.

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 and tasks 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 (recommended 2 page minimum) to permit a clear understanding of the eligibility of the project, potential benefits, task to implement proposal, and cost. 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 project cost and amount requested, as well as any advance payment needed (up to 20 percent of the total requested). Advance award requests must be sufficiently justified by proponent and approved by Metropolitan.

7. Project Schedule

Cite proposed project schedule including start date (no later than 1/1/2012), tasks, deliverables, reports, and completion date (no later than 6/1/2013).

8. Project Innovation (20 points maximum)

Describe how this proposed project is new and innovative.

- a. Describe how this device, technology, or strategy is better and different than existing device, technology, or strategy.
- b. Describe how this device, technology, or strategy will be used, by whom, and in what setting.
- c. Describe existing market and new markets or customers that this proposed project will open.
- d. Describe how new markets or customers would be affected by this proposed project.
- e. Describe the reliability of the product in terms of function and efficiency over the lifetime of the device.
- f. Provide any other pertinent information about the innovative nature of this proposed project.

9. Water Savings (25 points maximum)

- a. Quantify potential water and energy savings for this project and describe the basis for estimating such savings.
- b. Describe the potential water and energy savings of the project if implemented on a regional scale.
- c. Describe any seasonable variability of potential water and energy savings.
- d. Describe how the project results will be evaluated to determine actual water and energy savings.
- e. Document water and 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 and energy savings benefits of this project.

10. 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.

11. Cost Effectiveness (15 points maximum)

- a. List components of total project costs by task, 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.

12. Readiness to Proceed (15 points maximum)

- a. Specify date the project will start.
- b. Provide timeline, including milestones and tasks for implementation and completion of project.
- c. Describe whether this is associated with or 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.

13. Preferred Projects (10 points maximum)

- a. Describe how this project focuses on outdoor irrigation.
- b. Describe how this project focuses on Commercial, Industrial, or Institutional water savings.
- c. Quantify the percent of project water savings from outdoor irrigation and CII.