



Request for Qualifications

Statewide Direct Distribution Program of
Water Saving Technology

May 15, 2024

KEY RFP DATES

Issue Date: May 15, 2024
Submittals Due: August 30, 2024 at 5:00pm PT

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Statewide Direct Distribution Program of Water Saving Technology

Introduction

The California Water Efficiency Partnership (CalWEP) is seeking proposals from qualified consultants to support a statewide direct distribution program for water saving technology, such as smart irrigation controllers, flow monitoring devices, and leak detection devices. This program would enable CalWEP to deploy a suite of hardware, software, and information services that assist utilities across the state of California in actualizing water management goals and improving customer relations.

CalWEP Background

Nearly three decades ago, in response to a goal set by the State Water Resources Control Board to save more than one million gallons of water through conservation efforts, hundreds of water agencies, environmental groups, and other interested parties signed a Memorandum of Understanding creating the California Urban Water Conservation Council. A first-of-its-kind collaboration among a vast array of stakeholders, the MOU voluntarily established best management practices for California water agencies to conserve our most precious resource while documenting their successes.

With increased pressure from a changing climate, such as more severe droughts and water uncertainty, and new mandatory regulations from the state of California, including a new framework to “Make Water Conservation a California Way of Life,” in 2018 the Council transitioned to the California Water Efficiency Partnership.

CalWEP is an innovative leader, voice, and expert on water efficiency in California. CalWEP carries forward the expertise and collaboration that was a Council hallmark and is committed to providing cutting-edge expertise on California water issues, challenges, and opportunities within a broad collaborative framework.

Simultaneously, the state has passed sweeping legislation that will set individual agency-level water budgets for all urban water agencies in the state consisting of indoor, outdoor, and water loss objectives. CalWEP believes there is an opportunity for water agencies to more rapidly deploy water saving devices and/or products that will allow their customers to effectively conserve water.

Similarly, by providing water agencies with a direct distribution program of water saving technology that is streamlined and eases administrative burdens, water agencies will have greater capacity to pivot their planning and programs to address efficiency needs, new regulations, and customer satisfaction

Scope of Program Services

In 2020, CalWEP launched “MyCalWEP+” consisting of add-on member benefit programs. These services allow CalWEP members to access exclusive discounts and services that are otherwise not available to them.

This specific direct distribution program will be a part of MyCalWEP+ and consist of the following tasks:

Direct Distribution of Water Saving Technology

This program is designed to give CalWEP members exclusive access to special discounts and features for water saving devices and/or products for residential and/or commercial, industrial, and institutional customers. The Consultant must be a CalWEP member in good standing and should offer a discount per-unit price to any CalWEP members choosing to use this program.

The Consultant shall be responsible for outreach and marketing to CalWEP’s members to solicit participation in the program. CalWEP shall provide limited outreach and marketing to solicit program participation via promotion on CalWEP’s website and presentations presented at CalWEP’s events and on webinars.

Specific Features of Direct Distribution Program for Customers

The Consultant shall only submit products for CalWEP’s Direct Distribution Program, which include the following required features unless otherwise stated:

- **Device Discount:** An instant discount on the per-unit price must be provided to the customer upon purchase of the device and/or product.
- **Direct Shipping:** The device and/or product must be shipped directly to the participating customers.
- **Proven Water Savings:** The device and/or product must have verified water savings backed up by research and quality-controlled data. Third party research and quality-controlled data is preferred.
- **No Recurring Fees to Homeowners:** The Consultant cannot require any subscriptions or monthly payments from homeowners.
- **Product Warranty:** Consultant will provide a minimum of one year product warranty for all device and/or products distributed or installed through the Program. Warranty may be a manufacturer’s warranty. Information about the warranty will be provided to the customers upon delivery/installation of the device and/or product.
- **Robust Customer Service:** Satisfactory customer service must be available for potential and participating customers in the form of a dedicated email address and phone number. Multilingual customer support is preferred but not required.
- **Simple Installation:** The device and/or product can easily and safely be installed by the homeowner or by a professional. If a professional is recommended, the Consultant shall provide and maintain a list of qualified professionals.

- **Reporting Accuracy:** If applicable, device and/or product must be AWWA M6 certified for accuracy or show other proof of accuracy. This ensures that bills will not be contested by ratepayers based on disparate readings.

Specific Features of Direct Distribution Program for Water Agencies

Partner water agency benefits shall include:

- **Agency-Specific Landing Pages:** Each participating CalWEP water member will have their own landing page to direct customers to help simplify the ordering process and access to the agreed-upon subsidized rates. Alternatively, one landing page that lists all participating CalWEP members is acceptable.
- **Cost-Share Flexibility:** Participating CalWEP members must have the ability to choose their level of cost-share individually, including choosing not to do a cost-share. The cost-share shall not be set on a statewide level. If a member chooses to not do a cost-share, the member and its customers will still be able to access to the discounted device and/or product.
- **Access to High Resolution Consumption Data, if Available:** Each participating CalWEP member will be provided with disaggregated indoor and outdoor end-use in daily, hourly, and minute segments, if possible.
- **Utility Facing Dashboard, if Available:** If customer water usage data is available, each participating agency will have access to a unique dashboard to interface with the customer water usage data. Integrating live disaggregated water use data from homes across the service area, this dashboard should enable a better understanding of indoor and outdoor use, leaks, and overall consumption data at the micro and macro levels. Each dashboard should be equipped to segment data in the following ways:
 - aggregate and individual water consumption (gallons per capita per day);
 - interactive installation maps;
 - live list of system alerts;
 - list of top water users

Statewide Specific Features of Direct Distribution Program for CalWEP

- **Payment to CalWEP:** CalWEP shall receive at least a \$5 payment per device or product sold through the program paid by the Consultant.
- **Access to Statewide Data:** Through this program, CalWEP should also receive access to aggregate statewide data of all participating agencies, including aggregate gallons per capita per day (GPCD) and interactive installation maps, if available. The data will not include personal identifying information unless otherwise agreed upon.
- **Special Discounted Pricing for CalWEP Members:** By offering this program statewide, the Consultant should propose a discounted price per device to CalWEP members, along with any additional fees, such as set up fees, associated with the program.

Proposal Content

Responses to this RFQ should include the following items in the same order as outlined:

- 1) Title Page – State the RFQ subject (Water Saving Technology Direct Distribution Program), name of the Consultant, local address, email, and telephone number of the Consultant’s primary contact person, and the date of the proposal
- 2) Table of Contents – Include a clear and complete identification of the materials submitted by section and page number.
- 3) Consultant Profile – Include staffing size of your business, your business’s client base (i.e. local, regional, statewide, etc.), and a statement on your business’s capability to support the proposed work.
- 4) Staff Qualifications – Identify all staff (managers, supervisors, and specialists), including primary point-of-contact, who would be assigned to the Program. Specifically discuss program administration, technical skills, communication style, and other skills necessary to perform this Program. Any subcontractors should be identified both in name/company and scope.
- 5) Program Summary – Provide a summary of the proposed approach (should include a brief description of the device and/or product, the program, schedule, per unit cost, and any additional related costs. Additionally, include a scope of work outlining how the program will work for CalWEP, participating CalWEP members, and the customers of CalWEP members. Lastly, include a proposed per unit pricing breakdown for participating CalWEP member agencies. Breakdown should include standard retail price for each item for reference.
- 6) Proof of Insurance – Consultant must provide proof of insurance as described in the “Additional Information” section of RFQ. If Consultant does not currently have proof of insurance, describe timeline for acquiring required insurance coverages.
- 7) Contract Offer – An offer to enter into a contract with CalWEP and conduct the work, which shall remain valid and applicable for 90 days from the date proposals are due.

Submittal of Proposals

Responses are due August 30, 2024 at 5:00 p.m. PT. Proposals shall be submitted via e-mail to: linda@calwep.org. Proposals received after August 30, 2024 at 5:00 p.m. PT may be considered.

Responses are to be submitted electronically via email to:

Linda Vo, Senior Program Manager
linda@calwep.org

QUESTIONS

Any questions for clarification or other questions concerning this RFQ must be submitted in writing and sent via email to Linda Vo at linda@calwep.org.

COSTS

Any costs incurred in the preparation of the quotation, presentation to CalWEP, travel in conjunction with such presentations, or samples of items shall be the responsibility of the Consultant. CalWEP assumes no responsibility and no liability for costs incurred by the Consultant prior to the issuance of a contract or purchase order.

Additional Information

AWARD OF CONTRACT

CalWEP's selection of a Consultant or Consultants will be completed on a rolling basis. Notifications will be sent out accordingly.

TERMS AND CONDITIONS

CalWEP reserves the right to modify the anticipated timeline set forth below.

There will be no public opening of proposals. The RWA reserves the right to cancel all or part of this Request for Qualifications, waive any minor irregularities, and to request additional information from proposing Consultants.

CalWEP also reserves the right, after opening proposals, to reject any or all proposals, to waive any informality and to select the proposal(s) that best meets CalWEP's needs. CalWEP may not proceed, for any reason, with the selection process of a proposal if CalWEP deems it is in the best interest of the organization.

Submission of a response indicates that you have read, understand, and are in acceptance with the entire RFQ, including all appendices, attachments, schedules, and addendums (as applicable).

INSURANCE

If a contract is awarded, Contractor at its sole cost and expense shall procure and maintain for the duration of the agreement the following types and limits of insurance:

<i>Type</i>	<i>Limits</i>	<i>Scope</i>
Commercial general liability	\$2,000,000 per occurrence & \$5,000,000 aggregate	at least as broad as ISO CG 0001
Automobile liability	\$2,000,000 per accident	at least as broad as ISO CA 0001, code 1 (any auto)
Workers' compensation	Statutory limits	
Employers' liability	\$1,000,000 per accident	
Professional liability*	\$1,000,000 per claim	

*Required only if Contractor is a licensed engineer, land surveyor, geologist, architect, doctor, or attorney.

SUBCONTRACTING

If Consultant intends to subcontract any of the work in its proposal, that fact, the name of the proposed subcontracting Consultant(s), and the work to be performed by each subcontractor must be clearly identified in the proposal. Subcontractors must have the appropriate experience.

PAYMENT TERMS

CalWEP's standard payment terms are net 30 days upon receipt of invoice.