



REQUEST FOR PROPOSALS

Development of Sector-Specific Outreach and Educational Resources for AB 1572 Implementation

Issued by: California Water Efficiency Partnership (CalWEP)

Estimated Budget: \$80,000–\$100,000

RFP Timeline

Milestone	Date
Release Date	May 16, 2025
Pre-Proposal Conference	May 23, 2025, 10 AM
RFP Questions Due	May 30, 2025
Answers to RFP Issued	June 3, 2025
Proposal Due Date	June 15, 2025 by 5:00 PM

I. Background

The California Legislature’s passage of Assembly Bill 1572 prohibits the use of potable water for the irrigation of non-functional turf in certain non-residential settings. This landmark legislation supports California’s broader water conservation goals by targeting outdoor water use that offers little functional or environmental benefit.

While the law sets a strong regulatory foundation, successful implementation will depend on the capacity of local governments, water suppliers, HOAs, property managers, and other stakeholders to interpret and apply its requirements consistently. Outreach materials, model ordinances, and public engagement tools will be essential to ensuring clarity, compliance, and community support.

This project aims to bridge the gap between legislation and implementation by equipping interested parties with the resources and tools necessary to align with AB 1572’s requirements.

II. Project Objectives

1. Educate Stakeholders

Develop and distribute comprehensive outreach materials to increase awareness of AB 1572, its requirements, and its benefits for water conservation and community sustainability.

2. Support Consistent Implementation

Provide a toolkit that supports consistent understanding and application of the law across regions, including strategies for public communication and collaboration among interested parties.

3. Encourage Community Engagement

Promote community involvement through clear messaging and accessible resources, empowering residents and businesses to participate in sustainable landscaping practices.

III. Project Scope

The purpose of this project is to develop a comprehensive communications toolkit for the implementation of Assembly Bill 1572 (AB 1572) that will be hosted on the California Water Efficiency Partnership's website. The toolkit will consist of sector-specific marketing and outreach materials as well as general guidance documents, all designed to support consistent and informed implementation of the ban on irrigating non-functional turf with potable water.

The anticipated budget for this effort is expected to be between \$80,000 and \$100,000. However, we recognize that the full scope of work may require additional resources. Respondents should provide a proposed approach that aligns with the \$100,000 budget, as well as an optional expanded scope and associated cost estimate that outlines what could be accomplished with additional funding, should it become available.

Product Deliverables

These deliverables will be available to water agencies to use at their discretion. Agency resources and communications department tools vary widely. The following list includes example deliverable product types anticipated for this scope of work (e.g., editable PDFs, raw design files, logo and branding assets, outreach materials, etc.). However, consultants are encouraged to propose additional or alternative deliverables they believe would be effective in achieving the project goals. Final deliverables will be refined in collaboration with the selected consultant during project initiation.

The selected consultant will be responsible for providing the following deliverables, with a focus on usability across a range of platforms and audiences:

- **Editable Design Files:** All final products must be delivered with fully editable raw design files, including but not limited to:
 - Adobe Illustrator (.AI)
 - Adobe InDesign (.INDD)

- Adobe Photoshop (.PSD), if applicable
- **Brand Assets:**
 - Final logo files in vector format (EPS, AI, SVG), along with high-resolution PNG and JPG formats
 - Defined brand colors with CMYK, RGB, and HEX codes
 - Associated font files or font use specifications (licensed or open source)
 - A basic brand usage guide (optional but preferred)
- **Print and Digital Formats:**
 - Editable PDFs for all fact sheets, bill inserts, and outreach materials (suitable for future edits by the client)
 - Web-optimized versions of final materials (PDF, PNG, JPG)
 - Print-ready files with appropriate bleeds and crop marks
- **Content Variants:**
 - Bill inserts formatted for standard utility billing sizes
 - Outreach materials adaptable for multiple audiences (e.g., developers, planners, property managers, HOAs)
 - Required: templates for agencies to customize with local logos and contact information
- **Licensing and Use Rights:**
 - All deliverables must be provided with full rights to reuse, adapt, and redistribute across agencies and partner organizations without additional cost or licensing limitations.

The consultant should demonstrate an understanding of how deliverables will be used in varying formats (e.g., printed bill inserts, digital newsletters, presentations, websites, and social media) and propose design approaches that accommodate these uses.

Product Scope

This scope is divided into distinct tasks based on audience sector. While some content may be shared or adapted across sectors, the final deliverables should reflect the unique needs, language, and decision-making priorities of each audience. CalWEP recognizes that certain deliverables may contain overlapping elements, and we encourage the consultant to identify and leverage opportunities for efficiency and cost savings across sectors, where appropriate. CalWEP is engaged in market research with partners to help guide the development of these materials. That market research is separate from this proposal.

Additionally, CalWEP welcomes proposals that include optional or supplemental deliverables if the consultant identifies gaps or strategic opportunities that are not fully addressed in this scope but that would enhance the value and impact of the toolkit.

Task 1: Project Management and General Guidance Documents

The consultant will provide overall project management, coordination with CalWEP staff, and lead stakeholder engagement efforts to ensure the final products reflect real-world implementation needs across sectors. The consultant will be responsible for overall project coordination, ongoing communication with CalWEP staff, and leading a targeted stakeholder engagement process. This engagement will ensure that the final materials reflect the real-world needs of those responsible for interpreting and applying AB 1572 at the local level.

Activities under this task will include a project kickoff meeting, the development of a detailed project work plan and timeline, and regular check-ins with CalWEP to review progress and obtain feedback. The consultant will conduct outreach to representatives from each target sector to gather information on communication gaps, common questions, key implementation barriers, and sector-specific outreach needs.

Feedback collected from stakeholders will be summarized and integrated into the development process. The consultant will also conduct limited pilot testing with a small group of stakeholders before finalizing materials, and document any revisions made as a result.

Task 1.1: Project Management & Stakeholder Engagement

Subtasks include:

- Kick-off meeting with CalWEP to confirm goals, scope, timeline, and deliverables.
- Creation and maintenance of a project work plan, timeline, and progress tracking tool.
- Regular check-in calls with CalWEP staff to review progress, draft materials, and gather feedback.
- Summary documentation of stakeholder input and how it was used to shape materials.

Deliverables:

- Project timeline and management plan
- Stakeholder engagement summaries
- Monthly progress updates

Task 1.2: General Guidance Materials

This task will develop materials that are broadly applicable across all sectors. These general-purpose resources will support a consistent understanding of key elements of AB 1572 and help agencies communicate shared principles across audiences.

Materials will include a visual guide to help identify non-functional turf, a factsheet on best practices for tree care during turf conversion, and one to two additional cross-cutting handouts as identified during stakeholder outreach or content development.

Subtasks include:

- Draft plain-language fact sheets on AB 1572 requirements.
- Provide visual guides for identifying non-functional turf.
- Create handouts or infographics on tree care, stormwater compatibility, and other related landscaping practices.
- 1 rebate/incentive information sheet (customizable for urban suppliers and cities, and by customer type).
- Consolidate all materials into a digital toolkit format for use on CalWEP's website, with clear navigation by sector.

Deliverables:

- General AB 1572 fact sheet
- Turf identification visual guide
- Tree care and landscaping best practices document
- Web-structured toolkit package (organized by sector and format)

Task 2: Commercial and Industrial Customer Materials

Under this task, the consultant will create outreach materials tailored to commercial and industrial water users. These materials should emphasize the financial and operational benefits of converting non-functional turf, clarify compliance requirements, and showcase examples of successful implementation.

Materials will include spotlights of businesses that have successfully transitioned to sustainable landscaping, along with estimated costs and water savings. The consultant will also develop an informational flyer that highlights rebate and incentive opportunities available to commercial and industrial customers and a brochure that outlines landscaping options and steps to comply with AB 1572.

Subtasks include:

- Develop sector-specific messaging and graphics that address cost savings, available rebates, and water-efficient landscape options.
- Draft 1–2 spotlights highlighting successful turf conversions in C&I settings, including before/after photos and cost/savings breakdowns.
- Create brochures or digital flyers summarizing AB 1572 compliance requirements and promoting incentive programs.

Deliverables:

- 2 spotlights
- 2 sector-specific brochure or flyer (PDF and web-ready)

Task 3: Homeowners' Associations (HOAs) Materials

This task will produce materials specifically designed for homeowners' associations (HOAs) and their management companies. Target audience is Board Members and Community Managers. These materials should help HOAs understand how AB 1572 applies to shared community areas and support them in navigating the law while maintaining property aesthetics and value.

The consultant will develop a general overview explaining the implications of the legislation for HOAs, supported by one or two real-world success stories that include cost-benefit information. A decision-tree style infographic will help HOA boards determine whether their turf areas are subject to the law and what action steps to take. Additionally, customizable newsletter templates will be created to support communication with residents, and a flyer will summarize rebate and incentive opportunities for common areas.

Subtasks include:

- Develop simplified messaging to explain AB 1572's impact on community spaces and compliance responsibilities.
- Create a decision tree infographic to help HOAs determine applicability and compliance pathways.
- Design 2-4 success stories with visuals from HOA communities (from various regions) that have transitioned away from non-functional turf.
- Provide a customizable newsletter template for direct community outreach.

Deliverables:

- Decision tree infographic
- 1 HOA-specific brochure
- 2-4 success stories
- Newsletter template with prewritten content

Task 4: Municipalities and Local Government Materials

This task will support cities, counties, and public agencies in implementing AB 1572 across their own properties and in their broader jurisdictions. Materials will include an overview of how AB 1572 applies to municipal properties, case examples of demonstration gardens and successful conversions, and customizable outreach content to help governments communicate with the public.

Subtasks include:

- Create visuals and case examples for use in council presentations or public-facing materials (e.g., demonstration garden images, successful transitions).
- Develop a suite of materials that municipalities can post on their websites, including web copy, downloadable PDFs, and social media templates.
- Draft a guide on identifying and applying for grant funding to support conversions.

- Provide supporting documents for planning departments and plan check activities.

Deliverables:

- Overview document on how the new law will impact local government buildings
- 1–2 case study one-pagers with demonstration garden imagery
- Municipal public outreach toolkit (web copy, flyer, brochure, social posts)

Task 5: Property Management Company Materials

This task will focus on supporting property managers. The consultant will develop tools to assist with both tenant communication and internal planning for landscape changes.

These materials should include a tenant-facing memo that explains upcoming landscape changes and their benefits, a planning and budgeting guide to help managers prepare for upgrades, and a compliance checklist to assist with tracking progress and documentation.

Subtasks include:

- Develop a FAQ document for property managers addressing landscaping changes, expected timelines, costs, and benefits.
- Tenant-facing memo detailing requirements, timelines, and benefits.
- Draft a compliance checklist to help managers track progress and documentation.

Deliverables:

- Property manager FAQ document
- Tenant-facing FAQ document
- Property manager compliance checklist
- Sample contract language/specs for water-wise landscape maintenance

Task 6: Educational Institutions Materials

Educational institutions, including K–12 schools and higher education campuses, require materials that support both operational compliance and student/family engagement. The consultant will prepare a tailored overview of AB 1572 as it applies to campuses, along with a toolkit for sustainability or facilities teams to guide planning and implementation.

Infographics will be developed to help educate students and parents about water-efficient landscapes and the purpose behind the changes. A funding support guide will also be included to help schools access available grants and incentives.

Subtasks include:

- Develop outreach materials tailored to school administrators and facilities staff.
- Design infographics aimed at students and parents to build support and awareness, focusing on benefits and strategies for communicating with stakeholders.
- Create a toolkit for campus sustainability teams including project planning templates and tips for student involvement.
- Provide guidance on applying for water-efficiency grants.

Deliverables:

- Campus toolkit with implementation guidance
- Infographics for student/parent communication
- Grant support guide
- Decision tree for identifying non-functional turf

Task 7: Landscaping Company Materials

This task will focus on materials for landscape contractors, designers, and maintenance companies. These professionals are not decision makers but are instrumental in helping clients comply with AB 1572 and transition to water-efficient landscapes.

The consultant will create an overview explaining the law and how to distinguish between functional and non-functional turf. A marketing kit will help landscapers promote their services to clients in alignment with AB 1572. A quick-reference guide will also be developed, listing turf alternatives and water-efficient plants using existing resources such as CalScape.

Subtasks include:

- Provide clear definitions of functional vs. non-functional turf with visual aids.
- Create a marketing kit that landscapers can use to promote services aligned with the law.
- Develop a quick-reference guide to turf alternatives, drought-tolerant plants, and trees (e.g., sourced from CalScape and other resources).

Deliverables:

- AB 1572 landscaping overview sheet
- Marketing toolkit for landscapers
- Quick-reference guide

Task 8: Developer Materials

This task will focus on providing targeted outreach materials for the developer community, including residential, commercial, and mixed-use project developers. These materials will help developers understand how AB 1572 intersects with planning, design, and approval processes for new construction and redevelopment projects. The goal is to encourage proactive compliance with turf-related restrictions and promote the integration of sustainable landscaping practices from the earliest stages of project design.

Materials under this task will include a general overview of AB 1572 with an emphasis on the distinctions between functional and non-functional turf in new developments. A tailored FAQ document will address common questions from developers, such as how the law affects entitlements, project review processes, and coordination with planning departments. The consultant will also create a guidance document that outlines key considerations for new development and redevelopment under the Model Water Efficient Landscape Ordinance (MWELo), including potential triggers, compliance thresholds, and best practices. Finally, a presentation deck will be created that can be used to brief the developer community—either by CalWEP or local agencies—at workshops, planning meetings, or industry events.

Deliverables:

- General overview of AB 1572 for the development sector, including turf definitions
- Developer-specific FAQ document
- Guidance on development/redevelopment triggers and planning considerations under MWELo
- Editable presentation slide deck for agency or regional use in engaging developers

IV. Development Process

The consultant will follow a collaborative and iterative development process to ensure that all materials are accurate, accessible, and responsive to the needs of key audiences.

CalWEP is engaged in market research with partners, including surveys and focus groups. The findings from this research will directly inform the development of the deliverables under this project and are anticipated to be complete before July 1, 2025. Consultants are not expected to design or conduct the market research itself, as this effort is being carried out separately and is outside the scope of this project.

This scope includes translating the market research findings (provided by CalWEP) into actionable product deliverables. The selected consultant will be responsible for developing the deliverables based on the research insights and facilitating a follow-up review process with water agencies to gather feedback.

The consultant will lead content development in coordination with CalWEP staff and subject matter experts. This will include drafting clear, factually accurate, and audience-appropriate content that aligns with AB 1572 requirements and water conservation best practices. Special attention should be given to tailoring the tone and focus of each product to its intended sector while ensuring consistency across the full suite of materials.

As content is finalized, the consultant will move into the design phase, ensuring that all materials are visually engaging, branded, and adhere to principles of accessibility (e.g., font readability, color contrast, plain language). Design should also consider ease of adaptation by local agencies, such as by providing editable templates or space for local logos and program links where appropriate.

CalWEP will coordinate informal pilot testing, and the consultant will present the draft materials to review groups for input and refinement. We anticipate up to five (5) virtual pilot testing workshops or feedback sessions as part of this process. The consultant will not be responsible for recruiting participants but should be prepared to incorporate feedback into final versions of the deliverables.

Finally, the consultant will propose a distribution strategy that includes digital, print, and in-person dissemination options that water agencies can take under advisement. All materials will be formatted for web use and prepared for hosting on the statewide non-functional turf website. The strategy should also identify opportunities for broader sharing, such as at industry events, workshops, or through member agency outreach channels.

V. Proposal Requirements (Maximum 20 pages)

Interested consultants must submit a complete proposal not exceeding **20 pages**, inclusive of all content except for resumes, work samples, and budget spreadsheets (which may be included as appendices). Proposals should be clearly written and well-organized, and must include the following components:

1. **Cover Letter (1 page)**

A signed letter introducing the consultant or team, summarizing interest and relevant qualifications, and including a primary contact name, phone number, and email address.

2. **Project Understanding and Approach (3–5 pages)**

A clear description of the consultant's understanding of AB 1572, its implementation context, and the communication challenges faced by the target sectors. Describe your approach to stakeholder engagement, content development, design, and delivery of the outreach toolkit. If proposing any optional or supplemental tasks, include rationale and scope.

3. **Work Plan and Timeline (2–4 pages)**

A detailed breakdown of how the consultant will complete each task in the Scope of Work, including roles, responsibilities, and a timeline aligned with project milestones.

4. **Qualifications and Experience (2–3 pages)**

A description of the consultant or firm's qualifications, including experience developing public outreach campaigns, working with water agencies or policy-focused projects, and producing sector-specific or legislative implementation materials.

5. **Project Team (1–2 pages)**

A list of key personnel who will be assigned to the project, including their titles, roles, and relevant experience. Include brief bios or attach resumes in an appendix.

6. **Examples of Related Work (1–2 pages)**

Summarize two to three relevant projects and describe their relevance to this scope. You may include URLs or append PDF samples in the appendix.

7. **Budget (1–2 pages + appendix)**

A line-item budget, including hourly rates, estimated hours per task, and expenses. Indicate any cost efficiencies from overlapping content or design elements across sectors. Optional tasks should be priced separately and clearly labeled as “Optional.”

8. **References (1 page)**

Contact information for at least two recent clients familiar with your work on similar outreach or toolkit development projects.

VI. Evaluation Criteria

Proposals will be reviewed by a panel of CalWEP staff and partners and will be evaluated based on the following criteria:

Evaluation Category	Weight (%)
Project Understanding and Technical Approach	30%
Qualifications and Relevant Experience	25%
Quality of Work Samples and Design Aesthetic	15%
Cost Effectiveness and Value	15%
Work Plan and Timeline Feasibility	10%
Clarity and Professionalism of Proposal	5%

VII. Timeline

The tentative project timeline is as follows. Dates are subject to change based on proposal volume and internal review timelines:

Milestone	Date
RFP Release	May 15, 2025
Final Proposals Due	June 15, 2025 at 5:00pm
Contract Execution / Kickoff	July 1, 2025
Pilot Testing and Feedback Round	August 30, 2025
Final Toolkit Materials Delivered	September 30, 2025

VIII. Pre-Proposal Conference & Questions

A virtual pre-proposal conference (optional) will be held to provide an overview of the project, clarify the scope of work, and address initial questions from prospective bidders. Attendance is strongly encouraged but not mandatory.

- Date of Pre-Proposal Conference: May 23, 2025 at 10 AM
- Location: Zoom (link to be provided upon registration)
- Registration: [Please register in advance at here.](#)

Prospective consultants may submit written questions related to this RFP by May 30, 2025 by 5:00 pm. All questions must be submitted via email to:

Melissa Matlock

Director of Programs

melissa@calwep.org

Subject Line: AB 1572 Toolkit RFP – Question

Responses to all questions will be compiled and emailed out to those that registered for the pre-proposal conference by June 3, 2025. CalWEP will not respond to questions submitted after the stated deadline, and no individual responses will be provided directly to consultants.

IX. Submission Instructions

Late submissions will not be considered. All proposals must be submitted **electronically** in PDF format no later than **5:00 p.m. PT on June 15, 2025** to:

Tia Fleming

Co-Executive Director

tia@calwep.org

Subject line: *AB 1572 Toolkit Proposal – [Your Firm/Name]*