



A Chapter of the Alliance for Water Efficiency

REQUEST FOR PROPOSALS (RFP)

**CII Best Management Practices (BMP) Database – Data Collection & Water Savings Analysis
Issued by the California Water Efficiency Partnership (CalWEP)**

Release Date: February 3, 2026

Proposals Due: February 24, 2026 by 5:00 pm

Funding Available: Up to \$80,000

Background

The California Water Efficiency Partnership (CalWEP) is developing a Commercial, Industrial, and Institutional (CII) Best Management Practices (BMP) Database to support its member agencies in meeting state conservation goals under the *Making Conservation a California Way of Life* framework. Specifically, the project aims to assist agencies in identifying, justifying, and implementing water savings strategies for their CII customer classes, as required under the Urban Water Use Objective (UWUO) for various customer types and customer use scenarios.

The CII sector represents a diverse and complex customer group with varying customer types water use profiles. While many water agencies operate CII conservation programs (e.g., rebates, audits, technical assistance), there is no centralized, vetted source that catalogs program details, memorializes water savings assumptions, and evaluates real-world implementation examples.

This project will fill that gap by creating a CalWEP member-facing, searchable, web-based library of CII BMPs that CalWEP member agencies can use to:

- Identify effective, transferable CII conservation programs
- Understand the staffing resource and program implementation cost considerations associated with each conservation program
- Access savings assumptions vetted by subject matter experts
- Build “portfolios” or a catalogue of water conservation program offerings aligned with their agency’s goals, customer types, staffing capacity, and regulatory requirements

Project Scope

CalWEP is seeking a consultant or team of consultants (consultant) to support four main tasks in the development of the CII BMP database. Website development and online database will be handled separately by CalWEP; this RFP is focused exclusively on management, content, and methodology.

Task 1 – Project Management & Coordination

The selected consultant will serve as the primary point of contact for Task 2-3 deliverables, working under direction from CalWEP staff.

Responsibilities include:

- Scheduling and documenting coordination meetings with CalWEP
 - And it’s water agency members (if needed)
- Supporting planning and outreach strategies to water agency members (as needed)
- Ensuring all deliverables are completed for the website live date of August 31, 2026
- Submitting progress updates on a monthly basis
- Schedule and lead biweekly check-in calls with CalWEP staff (or as needed)

- Schedule and facilitate up to three virtual, working sessions with CalWEP's Research and Evaluation Committee or expert advisors for Task 4 input
- Maintain documentation of meeting notes, decisions, and action items
- Assist with communication of database updates to CalWEP member agencies

Task 2 – Existing Conservation Program and BMP Screening and Research The consultant will identify and extract pre-existing CII conservation programs and BMP components with established water savings estimates from publicly available resources and past published reports, focusing on programs whose savings values remain relevant and applicable to current urban water use conditions (in coordination with CalWEP's Research and Evaluation Committee). This task focuses on "low-hanging fruit" (i.e., programs that have already undergone evaluation, implementation, or savings quantification by water agencies, industry organizations, or third-party evaluators), acknowledging how programs may be more effective under different conditions (average year vs drought/emergency).

No new water savings calculations are required for this task.

Objectives

- Populate a structured set of BMPs for the database using existing, relevant materials, and publications
- Extract water savings estimates for BMPs from credible, validated sources (e.g., EBMUD guidebook, past CUWCC reports, device savings studies)
- Document key conservation program and BMP characteristics and relevant context (e.g., how/when savings were calculated, and any factors that affect savings longevity)
- Identify and document rationale for confidence levels and time sensitivity of published savings estimates
- Identify potential conservation program or BMP synergies
- Ensure Task 2 programs are distinct from those in Task 3, which will focus on deeper calculations or expert-reviewed estimates

Assumptions

Source materials may include but are not limited to:

- EBMUD's *Commercial, Industrial, and Institutional Water Conservation Guidebook*
<https://www.ebmud.com/water/conservation-and-rebates/commercial/commercial-guidebook>
- Historic CUWCC BMP reports and guidance documents
- State or regional technical memos from water agencies
- Published studies on device-level savings
- Water saving details should be provided like uses, time, seasonality, as applicable
- Research papers or white papers with validated data
- California specific and post 2015 will be preferred. Key feature is to make sure that water saving metrics are still valid and appropriate

Other Assumptions:

- Water savings must be directly cited and not estimated by the consultant
- Each BMP should include source citation and access link where applicable
- Consultant will propose the number of BMPs they believe can be reasonably populated through this task, based on known and available literature

CalWEP does not have a predefined target number of programs for Task 2, as the availability and clarity of past published data varies. We expect the consultant to use their professional judgment to identify programs with clear, directly-cited savings values and suggest a feasible scope based on available materials. Proposals should indicate the anticipated number of BMPs that can be delivered through Task 2 within the proposed budget, and may include a tiered approach (e.g., 15–20 core BMPs, with up to 30 if additional resources allow), and must have at least two BMP's per goal category, as referenced below.

For Each Program, the Consultant Shall Document:

- Goal category (1 of 5 state-aligned BMP categories):
 1. Outreach, Technical Assistance, and Education
 2. Incentive BMPs
 3. Landscape BMPs
 4. Collaboration and Coordination BMPs
 5. Operational BMPs
- Subcategory tags, consistent with UWUO guidance
- Program type per goal category (e.g., audit, rebate, technical assistance, ordinance, direct install)
- CII customer type(s) served (using the 22 UWUO-defined categories, example - highlighting applicable to all CII customers or specific to one CII customer like hotels)
- Resource requirements (staff effort, funding level, equipment, technical support, estimated program costs) and how long water savings may take to achieve or stop
- Implementation support requirements (e.g., outreach, field staff, external consultants)
- Categorize each program with a water savings tier (Low, Moderate, High – using a standard rubric or defined assumptions)
- Estimated water savings (as published)
- Assign a confidence level or validation status (e.g., peer-reviewed study, internal agency evaluation, unverified claim)
- Date the savings estimate was calculated
- Relevancy assessment – how relevant is the savings number and BMP today? (e.g., still applicable, outdated, technology shifted)
- Factors that affect water savings, if available (e.g., operating hours, climate zone, business type)
- URL or source citation where the savings value and program were published

Deliverables

- A structured spreadsheet containing all BMPs pulled through this task with a standardized schema, each required data point listed above, and source links
- A brief summary memo outlining:
 - Methodology used to identify programs
 - Any major gaps or known limitations
 - Any recommendations for additional sources

Task 3 – Data Collection and Water Calculations of additional CII BMP Programs

Target: ~40 additional BMPs

CalWEP previously developed a program [intake form](#) for its members to self-report program details. However, uptake was limited. This task will require active engagement with agencies to gather program examples, which may include surveys, interviews, and case study research. Consultants are expected to work with CalWEP's working group for this project (made up of Program Committee and Research & Evaluation Committee members) to review programs identified and water saving assumptions, validate methodologies, and flag saving ranges and caveats.

Task 3.1 - Identify BMP programs

Each BMP must be categorized using a standardized structure that includes:

- Goal category* (1 of 5 state-aligned BMP types, Programs that address multiple BMPs is ok):
 1. Outreach, Technical Assistance, and Education
 2. Incentive BMPs
 3. Landscape BMPs
 4. Collaboration and Coordination BMPs
 5. Operational BMPs
- Include tags for the subcategories (see UWUO report)
- Program type (e.g., audit, rebate, technical assistance, policy, etc.)
- CII customer type(s) targeted (from the 22 categories defined in the UWUO)

- Resource requirements (staff effort, funding level, technical support, program implementation costs)
- Implementation Support
- Water savings tier (low, moderate, high)
 1. Estimated Water Savings part of Task 3
- Example agency that has done this program and (if applicable) public URL

Task 3.1 Deliverables:

- A structured dataset of at least **40 BMPs** (at least 3 for each goal category*)
- Descriptions, tags, and metadata for each program suitable for web integration
- 1–2 detailed case studies with quotes or success stories

Task 3.2 – Water Savings Methodology and Assignment

This task focuses on evaluating and assigning estimated water savings values to each BMP in the database. CalWEP doesn't have customer data, so this work may need to be in partnership with CalWEP members willing to give data or data organizations, which may require some secondary data agreement between consultant and water agency.

Responsibilities include:

- Recommending a water savings methodology for each program (e.g., based on gallons/customer/year, percent reduction, or tiered impact ratings)
- Providing a water savings estimate for each of the 40 CII BMPs identified in Task 3.1. Additionally, assign water savings levels to all ~40 BMPs (low, moderate, high). The water savings numbers should be paired with considerations around program implementation
- Documenting all assumptions, variations by customer type, and known savings literature or sources
- Provide next steps and approach for those BMPs that do not have published water savings
- Collaborating with CalWEP member agencies as needed

Task 3.2 Deliverables:

- Water savings value for each BMP from Task 3.1
- Methodology memo (including assumptions, exceptions, and caveats)
- References for water saving numbers
- Summary visual or table for integration into web dashboard

While CalWEP's goal is to populate savings values for all 40 BMPs identified in Task 3.1, we recognize that not all BMPs may have accessible data or agency participation. Proposals may include optional or phased pricing and may propose an alternative timeline for estimating water savings, particularly where additional outreach, data access, or partner data is required.

Expected Outcomes

By August 2026, CalWEP member agencies will have access to a fully populated internal BMP database that:

- Enables program comparison and portfolio-building
- Reflects real-world examples across diverse agency sizes and CII sectors
- Offers vetted, documented water savings estimates aligned with UWUO goals

The selected consultant will **not** be responsible for developing or maintaining the website but will provide all materials and deliverables in structured formats with backup documentation.

Project Timeline

CalWEP's goal is to **launch the CII BMP Database on its website by August 31, 2026**, with the majority of program entries, metadata, and water savings values populated and ready for member agency use.

However, we recognize that some elements, particularly those involving agency coordination or complex water savings validation (e.g., Task 3.2), may require more time beyond this date.

Consultants are encouraged to:

- Materials should be provided in progressive increments for review, with final, approved materials by August 15, 2026. Entire database will go online by August 31, 2026
- Include phased or staged deliverables where remaining work can continue post-launch (e.g., late-stage BMPs or water savings documentation)
- Propose optional extensions or second-phase support (as scoped and resourced)
- Propose a realistic project management timeline

The final project plan will be negotiated based on consultant capacity, deliverable readiness, and the prioritization of high-value BMP content.

Budget

CalWEP has up to **\$80,000** available for this work. This may be awarded to a single consultant or split between multiple parties, depending on expertise. We recognize this effort may vary in complexity, and we welcome proposals that scope work in phases or tiers, particularly if Tasks 2 and 3 can be scaled based on available data or resource intensity. If the full scope cannot be completed within this budget, please describe what level of effort can be supported and provide optional or prioritized tiers of deliverables.

Please include:

- Cost by task (Tasks 1, 2, and 3)
- Anticipated hours and hourly rates by task
- Any assumptions around survey development, interviews, or meetings
- Travel costs, if applicable (note: work is expected to be remote)

Proposal Requirements

Submit a single PDF containing:

1. **Cover Letter**
2. **Approach and Work Plan** (organized by task)
3. **Qualifications and Relevant Experience**
4. **Budget and Hourly Rates**
5. **Timeline and Capacity**
6. **Three References**

Selection Criteria

Proposals will be evaluated based on the following criteria:

1. **Demonstrated Understanding of the Project Scope (25 points)**
 - Clear grasp of the goals and tasks described in the RFP, including the distinction between Task 2 and Task 3.
 - Thoughtful approach to data coordination and CII program documentation.
2. **Relevant Experience and Expertise (25 points)**
 - Proven experience working on CII water conservation programs, water use analysis, or urban water efficiency planning.

- Familiarity with the Urban Water Use Objective (UWUO) and the CII Performance Measures requirements, past CUWCC BMP frameworks, and device-level savings literature.
 - Demonstrated ability to engage with and synthesize technical or agency-generated data.
3. Quality of Proposed Work Plan and Methodology (20 points)
 - Clarity and feasibility of proposed approach for identifying and documenting BMPs.
 - Soundness of method for assessing water savings relevancy and validation levels.
 - Proposed tools or formats for data management and delivery.
 - Preference will be given to consultants who propose a realistic schedule that aligns major deliverables with the August 31, 2026 launch.
 4. Team Capacity and Qualifications (15 points)
 - Qualifications of key personnel.
 - Availability to complete the project within the timeline (by August 2026).
 - Responsiveness to communication and capacity to coordinate across stakeholder groups.
 5. Cost Effectiveness and Value (15 points)
 - Alignment of proposed budget with tasks and deliverables.
 - Clear breakdown of labor hours, rates, and deliverable-based pricing.
 - Reasonable assumptions regarding scope, effort, and support needs.

Total Points: 100

Optional: CalWEP reserves the right to request interviews or follow-up clarifications from top applicants prior to final selection.

RFP Schedule

| Milestone | Date |
|--|------------------------------|
| RFP Release Date | February 3, 2026 |
| Optional Pre-Proposal Meeting (via Zoom) | February 9, 2026 at 9:30 am |
| Deadline to Submit Questions | February 13, 2026 at 5:00 pm |
| Responses to Questions Posted Procurement Opportunities » California Water Efficiency Partnership | February 17, 2026 by 5:00 pm |
| Proposals Due | February 24, 2026 by 5:00 pm |
| Anticipated Consultant Selection | February 27, 2026 |
| Project Kickoff | March 4, 2026 |

Submission Instructions

Please email proposals to:

Melissa Matlock

Deputy Director

California Water Efficiency Partnership (CalWEP)

 Melissa@calwep.org

 **Proposals are due by February 24, 2026 by 5:00 pm**