



# Broward County

## Legislation Text

File #: 21-1124, Version: 1

### **Broward County Commission Regular Meeting**

**Director's Name:** Leonard Vialpando

**Department:** Environmental Protection

**Division:** Environmental Planning & Comm. Resilience

### Information

#### Requested Action

MOTION TO AUTHORIZE County Administrator to approve a Request for Proposals (RFP No. GEN2121746P1) solicitation for Water Conservation Outreach and Communications Consultant Services, subject to requisite reviews by the County Auditor and the Purchasing Division.

#### Why Action is Necessary

Board approval is required for Request for Proposals.

#### What Action Accomplishes

Authorizes the County Administrator to take action on behalf of the Board to approve an Request for Proposals (RFP) solicitation for Water Conservation Outreach and Communications Consultant Services.

#### Is this Action Goal Related

Yes

#### Previous Action Taken

None taken.

#### Summary Explanation/Background

THE ENVIRONMENTAL PROTECTION AND GROWTH MANAGEMENT DEPARTMENT AND THE ENVIRONMENTAL PLANNING AND COMMUNITY RESILIENCE DIVISION RECOMMEND APPROVAL OF THE ABOVE MOTION.

Approval of this item supports the Board's Value of "Encouraging investments in renewable energy, sustainable practices and environmental protection" and Goal 1: Seek funding for, implement policies and pursue projects promoting, the use of alternative energy, and sustainable practices; Goal 3: Increase water quality protection efforts and lead creative approaches to water storage and aquifer recharge, as well as diversification of water supplies, regionally; and, Goal 4: Educate the public about the fragile South Florida ecosystems, impacts of severe weather, sea level rise, and climate change, with special emphasis on the coral reef ecosystem.

The purpose of this solicitation is to engage the services of a qualified firm to provide water conservation outreach and communications services to the Broward Water Partnership community. The Environmental Planning and Community Resilience Division (EPCRD) is responsible for

countywide water resource planning and management. As part of a regional strategy to ensure the future availability of a high-quality and sustainable water supply, the EPCRD coordinates with municipal and water utility partners to implement a countywide water conservation and incentives program. The Conservation Pays program is delivered on behalf of the regional Broward Water Partnership. It is focused on achieving a prominent water conservation ethic across the Broward community and active participation in water conserving practices. This item provides for one and one-half contract-funded positions to meet the terms of the interagency agreements with the partner municipalities and water utilities. The vendor will support the Conservation Pays program through providing outreach and communication services, the distribution of rebates and incentives, and a new project that provides direct-install plumbing services for water-conserving toilets and/or showerheads to low- and moderate-income (LMI) neighborhoods that will provide enhanced support for underserved communities.

The original contract with the current vendor, Environmental PR Group, Inc., began October 1, 2016. This contract was amended for a time and cost extension at the June 1, 2021 meeting (Agenda Item 27) and is now scheduled to terminate on December 31, 2021. Substantial progress has been made in preparation for the Request for Proposals (No. GEN2121746P1); however, additional time is needed for completion of the solicitation. By providing authorization to the County Administrator to approve the Request for Proposals, the procurement could be advanced during recess.

Per capita water demands within Broward County have decreased a total of 25% during the last 19 years as a result of the Broward Water Partnership and other regional water conservation initiatives. Broward municipalities and water utilities are increasingly including water conservation and sustained investments in water conservation as fundamental to their long-term water supply plans, and the Broward Water Partnership constitutes an important regional investment in addressing water conservation indoors and through behavioral water conservation changes.

### **Source of Additional Information**

Dr. Stephanie Molloy, Director, Environmental Planning and Community Resilience Division, (954) 519-1436

### **Fiscal Impact**

#### **Fiscal Impact/Cost Summary**

Each requirement processed against this open-end contract, in the five-year estimated amount of \$625,000, will be funded by the appropriate source at the time of release.