

**SUBMITTAL TO THE FLOOD CONTROL AND  
WATER CONSERVATION DISTRICT BOARD  
COUNTY OF RIVERSIDE, STATE OF CALIFORNIA**

104B



**FROM:** General Manager-Chief Engineer

**SUBMITTAL DATE:**

April 5, 2011

**SUBJECT:** Multi-Year Consulting Services Agreement  
NPDES - Public Education Support Services

**RECOMMENDED MOTION:**

1. Approve the Multi-Year (5 year) Consulting Services Agreement (Agreement) between the District and S. Groner Associates, Inc., (Consultant); and
2. Authorize the Chairman to execute the Agreement on behalf of the District.

**BACKGROUND:**

The Agreement sets forth the terms and conditions by which Consultant shall perform public education support services for the National Pollutant Discharge Elimination System (NPDES) Stormwater Education Outreach Program.

Continued on Page 2.

**WARREN D. WILLIAMS**  
General Manager-Chief Engineer

<b>FINANCIAL DATA</b>	Current F.Y. District Cost:	\$100,000.00	In Current Year Budget:	Yes
	Current F.Y. County Cost:	\$ 0.00	Budget Adjustment:	No
	Annual Net District Cost:	\$170,000.00	For Fiscal Years:	FYS 10/11, 11/12, 12/13, 13/14, 14/15

<b>SOURCE OF FUNDS:</b> 525440-25200-947580	<b>Positions To Be Deleted Per A-30</b>	<input type="checkbox"/>
525440-25190-947560	<b>Requires 4/5 Vote</b>	<input type="checkbox"/>
525440-25180-947540		

**C.E.O. RECOMMENDATION:**

APPROVE

BY: Michael R. Shetler  
Michael R. Shetler

**County Executive Office Signature**

Dep't Recomm.: ☐ Policy ☐ Consent

Per Exec. Ofc.: ☐ Policy ☐ Consent

Prev. Agn. Ref.:

District: ALL

Agenda Number:

ATTACHMENTS FILED  
WITH THE CLERK OF THE BOARD

11.2

FORM APPROVED COUNTY COUNSEL  
BY: NEAL R. KIPNIS DATE: 3/11/11

SOCIAL FLOOD CONTROL APPROVED  
BY: MAN M. GRAND, FINANCIAL DIRECTOR DATE: 3/12/11

**FLOOD CONTROL AND WATER CONSERVATION DISTRICT BOARD SUBMITTAL  
COUNTY OF RIVERSIDE, STATE OF CALIFORNIA**

**SUBJECT:** Multi-Year Consulting Services Agreement  
NPDES - Public Education Support Services

**SUBMITTAL DATE:** April 5, 2011  
**Page 2**

**BACKGROUND:**

In accordance with County Board Policy H-7, a Request for Proposal (RFP) was prepared and sent to known vendors as well as being posted on the District's Internet. A committee comprised of District and NPDES Municipal Separate Storm Sewer System (MS4) Permittee staff was established to review all qualifying bids. After careful evaluation of the proposals submitted for consideration based upon the pre-established criteria including experience, qualifications, professionalism, quality of work and approach, the proposal that S. Groner Associates, Inc. submitted, establishes their firm as the most qualified for the services outlined and specified in Attachment "A", *Scope of Services*.

County Counsel has approved the Agreement as to legal form.

**FINANCIAL:**

Sufficient funds are included in the District's NPDES Program Budget for FY 2010-2011. Sufficient funds will be included in the District's NPDES Budgets for fiscal years 2011-2012, 2012-2013, 2013-2014 and 2014-2015.

TT:blj

CONSULTING SERVICES AGREEMENT  
Public Education Support Services

RIVERSIDE COUNTY FLOOD CONTROL AND WATER CONSERVATION DISTRICT, hereinafter called "DISTRICT", and S. GRONER ASSOCIATES, INC., a California corporation, hereinafter called "CONSULTANT", hereby agree as follows:

1. PROJECT - CONSULTANT shall perform designated public education support services associated with the Stormwater Education Outreach Program, a program administered by DISTRICT.
2. SCOPE OF SERVICES - CONSULTANT shall furnish tools, equipment, facilities, materials and labor necessary to perform in a complete, skillful and professional manner those consulting services described in CONSULTANT'S "Scope of Services" and "Optional On-Call Services", attached hereto as Attachment "A" and made a part hereof.
3. TIME FOR PERFORMANCE - The term of this Agreement shall commence on the date the Agreement is executed by DISTRICT'S Board of Supervisors and end on June 30, 2015. CONSULTANT shall commence performance of services upon receipt of a written Notice to Proceed from DISTRICT and shall diligently and responsibly perform the services in accordance with Attachment "A". CONSULTANT shall not perform any additional services, including Optional On-Call Services, except as directed by DISTRICT in writing. No payment will be made for any work or services performed without written authorization from the DISTRICT.
4. COMPENSATION - DISTRICT shall pay CONSULTANT for services performed and expenses incurred in accordance with the cost proposal as set forth on Attachment "A" and the standard rates as set forth on Attachment "B" attached hereto and made a part hereof. The total amount of compensation paid to CONSULTANT under this

1 Agreement shall not exceed the sum of seven hundred eighty thousand dollars  
2 (\$780,000.00), with the total amount of compensation paid to CONSULTANT not to  
3 exceed one hundred thousand dollars (\$100,000.00) the first fiscal year and not to  
4 exceed one hundred seventy thousand dollars (\$170,000.00) in any given fiscal year  
5 thereafter.

6 5. PAYMENT - Upon satisfactory performance of CONSULTANT'S services as set forth  
7 herein, DISTRICT shall pay CONSULTANT within thirty (30) days after DISTRICT'S  
8 receipt of CONSULTANT'S appropriate monthly invoices. CONSULTANT shall keep  
9 employee and expense records according to customary accounting methods and such  
10 records shall be available for inspection by DISTRICT to verify the invoices of  
11 CONSULTANT. All invoices shall itemize charges to conform to the portion(s) of work  
12 and estimated costs as set forth on Attachments "A" and "B".

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14 6. LICENSES - CONSULTANT, its employees, agents, contractors and subcontractors  
15 shall maintain professional licenses required by the laws of the State of California at all  
16 times while performing services under this Agreement.

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18 7. INDEPENDENT CONTRACTOR - CONSULTANT and the agents and employees of  
19 CONSULTANT, shall act at all times in an independent capacity during the term of this  
20 Agreement and in the performance of the services to be rendered hereunder and shall not  
21 act as or shall not be and shall not in any manner be considered to be employees or  
22 agents of DISTRICT.

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- 1 8. NOTICES - Any and all notices sent or required to be sent to the parties of this  
2 Agreement will be mailed by first class mail, postage prepaid, to the following  
3 addresses:

4 RIVERSIDE COUNTY FLOOD CONTROL  
5 AND WATER CONSERVATION DISTRICT  
6 1995 Market Street  
7 Riverside, CA 95206  
8 Attn: NPDES Section

S. GRONER ASSOCIATES, INC.  
4510 E. Pacific Coast Highway,  
Suite 300  
Long Beach, CA 90804  
Attn: Namju Cho

9 9. INSURANCE

10 Without limiting or diminishing the CONSULTANT'S obligation to indemnify or hold  
11 DISTRICT harmless, CONSULTANT shall procure and maintain or cause to be  
12 maintained, at its sole cost and expense, the following insurance coverages during the  
13 term of this Agreement:

14 A. Workers' Compensation:

15 If CONSULTANT has employees as defined by the State of California,  
16 CONSULTANT shall maintain statutory Workers' Compensation Insurance  
17 (Coverage A) as prescribed by the laws of the State of California. Policy shall  
18 include Employers' Liability (Coverage B) including Occupational Disease with  
19 limits not less than \$1,000,000 per person per accident. Policy shall be endorsed to  
20 waive subrogation in favor of DISTRICT and, if applicable, to provide a Borrowed  
21 Servant/Alternate Employer Endorsement.

22 B. Commercial General Liability:

23 Commercial General Liability insurance coverage, including but not limited to,  
24 premises liability, unmodified contractual liability, products and completed  
25 operations liability, personal and advertising injury, and cross liability coverage,  
26 covering claims which may arise from or out of CONSULTANT'S performance of  
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1 its obligations hereunder. Policy shall name the Riverside County Flood Control  
2 and Water Conservation District, the County of Riverside, its agencies, districts,  
3 special districts, and departments, their respective directors, officers, Board of  
4 Supervisors, employees, elected or appointed officials, agents or representatives as  
5 additional insureds. Policy's limit of liability shall not be less than \$1,000,000 per  
6 occurrence combined single limit. If such insurance contains a general aggregate  
7 limit, it shall apply separately to this Agreement or be no less than two (2) times  
8 the occurrence limit.

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10 C. Vehicle Liability:

11 If vehicles or mobile equipment are used in the performance of the obligations  
12 under this Agreement, then CONSULTANT shall maintain liability insurance for  
13 all owned, non-owned or hired vehicles so used in an amount not less than  
14 \$1,000,000 per occurrence combined single limit. If such insurance contains a  
15 general aggregate limit, it shall apply separately to this Agreement or be no less  
16 than two (2) times the occurrence limit. Policy shall name the Riverside County  
17 Flood Control and Water Conservation District, the County of Riverside, its  
18 agencies, districts, special districts, and departments, their respective directors,  
19 officers, Board of Supervisors, employees, elected or appointed officials, agents or  
20 representatives as additional insureds.

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22 D. General Insurance Provisions – All Lines:

- 23  
24 a. Any insurance carrier providing insurance coverage hereunder shall be  
25 admitted to the State of California and have an A.M. BEST rating of not less  
26 than an A: VIII (A: 8) unless such requirements are waived, in writing, by the  
27 County Risk Manager. If the County Risk Manager waives a requirement for  
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1 a particular insurer such waiver is only valid for that specific insurer and only  
2 for one policy term.

3 b. CONSULTANT must declare its insurance self-insured retention for each  
4 coverage required herein. If any such self-insured retention exceeds  
5 \$500,000 per occurrence each such retention shall have the prior written  
6 consent of the County Risk Manager before the commencement of operations  
7 under this Agreement. Upon notification of self-insured retention deemed  
8 unacceptable to the DISTRICT, and at the election of the County Risk  
9 Manager, CONSULTANT'S carriers shall either: 1) reduce or eliminate such  
10 self-insured retention with respect to this Agreement with DISTRICT, or 2)  
11 procure a bond which guarantees payment of losses and related  
12 investigations, claims administration, and defense costs and expenses.  
13

14 c. CONSULTANT shall cause their insurance carrier(s) to furnish DISTRICT  
15 with: 1) a properly executed original Certificate(s) of Insurance and certified  
16 original copies of Endorsements effecting coverage as required herein; and 2)  
17 if requested to do so orally or in writing by the County Risk Manager,  
18 provide original certified copies of policies including all Endorsements and  
19 all attachments thereto, showing such insurance is in full force and effect.  
20 Further, said Certificate(s) and policies of insurance shall contain the  
21 covenant of the insurance carrier(s) that thirty (30) days written notice shall  
22 be given to DISTRICT prior to any material modification, cancellation,  
23 expiration or reduction in coverage of such insurance. In the event of a  
24 material modification, cancellation, expiration or reduction in coverage, this  
25 Agreement shall terminate forthwith, unless DISTRICT receives, prior to  
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1 such effective date, another properly executed original Certificate of  
2 Insurance and original copies of Endorsements or certified original policies,  
3 including all endorsements and attachments thereto, evidencing coverages set  
4 forth herein and the insurance required herein is in full force and effect.  
5 *CONSULTANT shall not commence operations until DISTRICT has been*  
6 *furnished with original Certificate(s) of Insurance and certified original*  
7 *copies of Endorsements and if requested, certified original policies of*  
8 *insurance including all endorsements and any and all other attachments as*  
9 *required in this Section. An individual authorized by the insurance carrier to*  
10 *do so on its behalf shall sign the original endorsements for each policy and*  
11 *the Certificate of Insurance.*

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- 13 d. It is understood and agreed by the parties hereto that CONSULTANT'S  
14 insurance shall be construed as primary insurance, and DISTRICT'S  
15 insurance and/or deductibles and/or self-insured retentions or self-insured  
16 programs shall not be construed as contributory.
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- 18 e. If, during the term of this Agreement or any extension thereof, there is a  
19 material change in the scope of services; or there is a material change in the  
20 equipment to be used in the performance of the scope of work which will add  
21 additional exposures (such as the use of aircraft, watercraft, cranes, etc.); or  
22 the term of this Agreement, including any extensions thereof, exceeds five (5)  
23 years, DISTRICT reserves the right to adjust the types of insurance required  
24 under this Agreement and the monetary limits of liability for the insurance  
25 coverages currently required herein, if, in the County Risk Manager's  
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1 reasonable judgment, the amount or type of insurance carried by  
2 CONSULTANT has become inadequate.

3 f. CONSULTANT shall pass down the insurance obligations contained herein  
4 to all tiers of subcontractors working under this Agreement.

5 g. The insurance requirements contained in this Agreement may be met with a  
6 program(s) of self-insurance acceptable to DISTRICT.

7 h. CONSULTANT agrees to notify DISTRICT of any claim by a third party or  
8 any incident or event that may give rise to a claim arising from the  
9 performance of this Agreement.  
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11 10. INDEMNIFICATION – CONSULTANT shall indemnify and hold harmless DISTRICT  
12 (including its officers, Board of Supervisors, elected and appointed officials, employees,  
13 agents and representatives) from any liability, claim, damage, proceeding or action,  
14 present or future, based upon, arising out of or in any way relating to CONSULTANT'S  
15 (including its officers, employees, subcontractors and agents) actual or alleged negligent,  
16 reckless or willful misconduct acts or omissions related to this Agreement, performance  
17 under this Agreement, or failure to comply with the requirements of this Agreement,  
18 including but not limited to: (a) property damage; (b) bodily injury or death; or (c) any  
19 other element of any kind or nature whatsoever.  
20

21 CONSULTANT shall defend, at its sole expense, including all costs and fees (including  
22 but not limited to attorney fees, cost of investigation, defense and settlements or awards),  
23 DISTRICT (including its Board of Supervisors, elected and appointed officials,  
24 employees, agents and representatives) in any claim, proceeding or action for which  
25 indemnification is required.  
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1 With respect to any of CONSULTANT'S indemnification requirements,  
2 CONSULTANT shall, at its sole cost, have the right to use counsel of their own choice  
3 and shall have the right to adjust, settle, or compromise any such claim, proceeding or  
4 action without the prior consent of DISTRICT; provided, however, that such adjustment,  
5 settlement or compromise is in no manner whatsoever limits or circumscribes  
6 CONSULTANT'S indemnification obligations to DISTRICT.

7 CONSULTANT'S indemnification obligations shall be satisfied when CONSULTANT  
8 has provided to DISTRICT the appropriate form of dismissal (or similar document)  
9 relieving DISTRICT from any liability for the claim, proceeding or action involved.

10 The specified insurance limits required in this Agreement shall in no way limit or  
11 circumscribe CONSULTANT'S obligations to indemnify and hold harmless DISTRICT  
12 from third party claims.

13 In the event there is conflict between this section and California Civil Code Section  
14 2782, this section shall be interpreted to comply with California Civil Code Section  
15 2782. Such interpretation shall not relieve the CONSULTANT from indemnifying  
16 DISTRICT or the County of Riverside to the fullest extent allowed by law. The  
17 obligations reflected in this Section shall survive the discharge or other termination of  
18 this Agreement.

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21 11. WORK PRODUCT – CONSULTANT shall provide to DISTRICT, in addition to  
22 monthly statement documentation, with an annual report summarizing their activities  
23 and in a form acceptable to satisfy the conditions of the applicable National Pollutant  
24 Discharge Elimination System (NPDES) and Municipal Stormwater Permits. All work  
25 products or deliverables furnished under this Agreement shall become the sole property  
26 of DISTRICT. CONSULTANT shall not publish or transfer any material produced or  
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1 resulting from activities supported by this Agreement without the written consent of the  
2 General Manager-Chief Engineer. If any such material is subject to copyright or  
3 trademark, the parties agree that the right to any and all copyright and/or trademark in  
4 and to the material is expressly reserved to DISTRICT. If any such material is  
5 copyrighted, the parties hereto understand and agree that DISTRICT reserves a royalty-  
6 free, non-exclusive, and irrevocable license to reproduce, publish and use such material,  
7 in whole or in part, and to authorize others to do so, provided written credit is given the  
8 author.  
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10 12. TERMINATION - At any time during the term of this Agreement, DISTRICT may:

- 11 a. Terminate this Agreement without cause upon providing CONSULTANT thirty  
12 (30) days written notice stating the extent and effective date of termination; or  
13 b. Upon five (5) days written notice, terminate this Agreement for CONSULTANT  
14 default, if CONSULTANT refuses or fails to comply with the provisions of this  
15 Agreement or fails to make progress so as to endanger performance and does not  
16 cure such failure within a reasonable period of time. In the event of such  
17 termination, the DISTRICT may proceed with the work in any manner deemed  
18 proper to DISTRICT.  
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20 In the event DISTRICT issues a Notice of Termination, CONSULTANT shall (i) Stop  
21 all work under this Agreement on the date specified in the Notice of Termination; and  
22 (ii) Transfer to DISTRICT and deliver in the manner, and to the extent, if any, as  
23 directed by DISTRICT, any equipment, data or reports which, if the Agreement had  
24 been completed, would have been required to be furnished to DISTRICT.  
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26 In the event DISTRICT terminates this Agreement, DISTRICT shall make payment for  
27 all services performed in accordance with this Agreement to the date of termination, a  
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1 total amount which bears the same ratio to the total maximum fee otherwise payable  
2 under this Agreement as the services actually bear to the total services necessary for  
3 performance of this Agreement. Notwithstanding any of the other provisions of this  
4 Agreement, CONSULTANT rights under this Agreement shall terminate (except for fees  
5 accrued prior to the date of termination) upon dishonesty, or a willful or material breach  
6 of this Agreement by CONSULTANT; or in the event of CONSULTANT'S  
7 unwillingness or inability for any reason whatsoever to perform the duties hereunder; or  
8 if the Agreement is terminated pursuant to Section 17, hereinafter titled NON-  
9 DISCRIMINATION. In such event, CONSULTANT shall not be entitled to any further  
10 compensation under this Agreement. The rights and remedies of DISTRICT provided in  
11 this section shall not be exclusive and are in addition to any other rights and remedies  
12 provided by law or under this Agreement.  
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14 13. ASSIGNMENT - Neither this Agreement nor any part thereof shall be assigned by  
15 CONSULTANT without the prior written consent of DISTRICT.  
16

17 14. CONFLICT OF INTEREST - CONSULTANT covenants that it presently has no  
18 interest in, including but not limited to, other projects or independent contracts and shall  
19 not acquire any such interest, direct or indirect, which would conflict in any manner or  
20 degree with the performance of services required to be performed under this Agreement.  
21 CONSULTANT further covenants that in the performance of this Agreement, no person  
22 having any such interest shall be employed or retained by it under this Agreement.  
23

24 15. JURISDICTION/LAW/SEVERABILITY - This Agreement is to be construed in  
25 accordance with the laws of the State of California. If any provision of this Agreement  
26 is held by a court of competent jurisdiction to be invalid, void or unenforceable, the  
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1 remaining provisions shall be declared severable and shall be given full force and effect  
2 to the extent possible.

3 Any legal action, in law or equity related to the performance or interpretation of this  
4 Agreement shall be filed only in the Superior Court for the State of California located in  
5 Riverside, California, and the parties waive any provision of law providing for a change  
6 of venue to another location. Prior to the filing of any legal action, the parties shall be  
7 obligated to attend a mediation session with a neutral mediator to try to resolve the  
8 dispute.  
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10 16. WAIVER – Any waiver by DISTRICT of any breach of any one or more of the terms of  
11 this Agreement shall not be constructed to be a waiver of any subsequent or other breach  
12 of the same or any other term thereof. Failure on the part of DISTRICT to require exact,  
13 full and complete compliance with any terms of this Agreement shall not be construed as  
14 in any manner changing the terms hereof, or estopping DISTRICT from enforcement  
15 hereof.  
16

17 17. NON-DISCRIMINATION - In the performance of the terms of this Agreement,  
18 CONSULTANT shall not engage in nor permit others he may employ to engage in  
19 discrimination in the employment of persons because of the race, color, national origin  
20 or ancestry, religion, physical handicap, disability as defined by the Americans with  
21 Disabilities Act (ADA), medical condition, marital status or sex of such persons, in  
22 accordance with the provision of California Labor Code Section 1735.  
23

24 18. NON-APPROPRIATION OF FUNDS – It is mutually agreed and understood that the  
25 obligations of DISTRICT are limited by and contingent upon the availability of  
26 DISTRICT funds for the reimbursement of CONSULTANT'S fees. In the event that  
27 such funds are not forthcoming for any reason, DISTRICT shall immediately notify  
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1 CONSULTANT in writing. This Agreement shall be deemed terminated and have no  
2 further force and effect immediately on receipt of DISTRICT'S notification by  
3 CONSULTANT. In the event of such termination, CONSULTANT shall be entitled to  
4 payment for work already performed in accordance with the rates as set forth on  
5 Attachments "A" and "B".

6 19. NEGOTIATED AGREEMENT - This Agreement is the result of negotiations between  
7 the parties hereto, and the advice and assistance of their respective counsel. No  
8 provision contained herein shall be construed against DISTRICT solely because, as a  
9 matter of convenience, it prepared this Agreement in its final form.

10  
11 20. ENTIRE AGREEMENT - This Agreement is intended by the parties hereto as a final  
12 expression of their understanding with respect to the subject matter hereof and as a  
13 complete and exclusive statement of the terms and conditions thereof. This Agreement  
14 may be changed or modified only upon the written consent of the parties hereto.

15 21. COUNTERPARTS - This Agreement may be executed and delivered in any number of  
16 counterparts or copies, hereinafter called "COUNTERPART", by the parties hereto.  
17 When each party has signed and delivered at least one COUNTERPART to the other  
18 parties hereto, each COUNTERPART shall be deemed an original and, taken together,  
19 shall constitute one and the same AGREEMENT, which shall be binding and effective  
20 as to the parties hereto.

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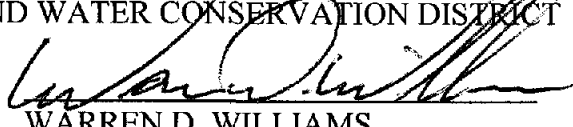
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IN WITNESS WHEREOF, the parties hereto have executed this Agreement on

(to be filled in by Clerk of the Board)

RIVERSIDE COUNTY FLOOD CONTROL  
AND WATER CONSERVATION DISTRICT

**RIVERSIDE COUNTY FLOOD CONTROL  
AND WATER CONSERVATION DISTRICT**

By   
WARREN D. WILLIAMS  
General Manager-Chief Engineer

By \_\_\_\_\_  
MARION ASHLEY, Chairman  
Riverside County Flood Control and Water  
Conservation District Board of Supervisors

APPROVED AS TO FORM:

ATTEST:

PAMELA J. WALLS  
County Counsel

KECIA HARPER-IHEM  
Clerk of the Board

By   
NEAL R. KIPNIS  
Deputy County Counsel

By \_\_\_\_\_  
Deputy

(SEAL)

Consulting Services Agreement for Public Education Support Services  
TT/TMC:blj  
02/24/11

**S. GRONER ASSOCIATES, INC.**

By

  
STEPHEN GRONER, President

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Consulting Services Agreement for Public Education Support Services

TT/TMC:blj

02/24/11



Attachment "A"  
SCOPE OF SERVICES

The following describes a scope of services for the Riverside County Stormwater's public education program. Unless indicated otherwise, all programs will be applicable to and conducted in three Riverside County watersheds: Santa Ana, Santa Margarita and White Water. Efforts will be made to provide representation across these three watersheds, approximately as follows: 25% Whitewater, 60% Santa Ana, and 15% Santa Margarita. All references to 'annual deliverables' are in reference to full fiscal years.

**1) SCHOOL PRESENTATIONS**

Through our partnership with MFEE, we will annually conduct school presentations, with the aim of reaching up to 14,000 students in grades 3-5 across the three watersheds about stormwater pollution, what it means to them and encourage pollution prevention practices such as not littering. SGA will also followup with teachers to evaluate the presentations and provide tools and resources to help with clean-up events.

Compensation will be cost per unit - \$600 per presentation, times the number of presentations delivered, with the understanding there will be an average of 150 students per presentation and a goal of reaching up to 14,000 students per annum. All presentations will be conducted by MFEE trained presenters using the presentation created by MFEE based on State Curriculum Standards and we will, as much as possible, aim to reach assemblies whose number exceeds 150 students. Payments will be made on a monthly basis, based on the number of presentations made.

Annual Deliverables:

- a. Conduct presentations at schools targeting students in grades 3-5  
Through its partnership with SGA, the MFEE has been conducting school presentations for elementary school students for over 15 years across Southern California. During this time, the MFEE has reached over a half million school students (including over 23,000 in Riverside) with a simple environmental message: "You make a difference!"

In coordinating assembly presentations, SGA will work with the teachers directly. When we first talk to the teachers about the school presentation, we present both the presentation and the clean-up together as one program so teachers understand the importance of both parts of the effort. Once the presentation has been completed, we follow up with the teachers about coordinating the clean-up and help them logistically by answering any questions about setting it up and incorporating it into their lesson plans to meet state curriculum standards.

The MFEE presentation is an entertaining, educational, permit specific and interactive 45-minute presentation that will explain the connection between the local watersheds and the urban environment. The presentation will be tailored to Riverside County's watersheds and will be conducted to Riverside elementary schools in assembly settings to reach a larger audience at a lower

cost. Not only does the presentation follow California Academic Science Standards (CASS), the assembly also builds on classroom lessons, inspires kids to care and motivates them to act. The presentations utilize an interactive multi-media show which connects students with their surroundings by teaching them about their watershed. Students are encouraged to put in to practice the lessons they've learned by hosting their own clean-up event.

b. Distribute curriculum guides to teachers at presentations

The program distributes State-approved curriculum guides to teachers with the goal of continuing the process of learning about watersheds. The guide provides teachers with a teaching packet of activities and projects with focused learning objectives; full step by step instructions for experiments; suggested modes of instruction and integration; vocabulary lists for integration with reading programs; and a complete breakout of the CASS that each activity fulfills.

c. Evaluate presentations by surveying teachers

The teachers will be surveyed after each presentation through a hand-out. Teachers' evaluations provide the best anecdotal feedback for the program. These evaluations tell us how well the information fit with existing curricula, what students' reactions were, the level of student involvement and general comments. One of the most encouraging results reported by teachers in their evaluations of the MFEE's program is the continued participation of students in clean-up activities. Monitoring this provides an indication of how school education efforts are affecting behavior.

d. Coordinate with teachers after presentations to organize a clean-up

SGA will develop and distribute to teachers, a clean-up tool kit comprised of a checklist and teacher exercises. This makes it easier for everyone to host and participate in a clean-up near them, whether city sponsored or school sponsored. In addition to the presentation, SGA will ask that Riverside County Stormwater program be included as a resource to the schools where appropriate (e.g. newsletter, website links).

Measures of effectiveness:

On a quarterly basis, SGA will provide a school participation report detailing these metrics along with the names of the schools that were contacted as well as the names of schools where a presentation has been scheduled. Measures of effectiveness will be reported on a watershed basis.

- a. Number of schools visited and students educated at the school presentations
- b. Evaluations from teachers post-presentations
- c. Photographs of presentations and clean-up events
- d. Monitor continued participation of students in clean-up activities, such as number of pounds of trash collected during clean-ups
- e. Online student quizzes hosted from the program's website\*
- f. Feedback from the students

**First Year Estimated Budget: \$32,400**

**Full Year Estimated Budget: \$40,000**

*\*Deliverable shall include development of an online quiz and coordination with District IT staff for inclusion on the website.*

## **2) BUSINESS PARTNERSHIP PROGRAMS**

We will build on our existing Business Partnership Program, and focus on store outreach and mobile services.

SGA has built relationships in the Riverside business community for more than eight years, having partnered with the District on successful, stormwater outreach with more than 1,000 stores. SGA will continue to build upon the momentum of our previous efforts in delivering a multi-platform, cost-effective program tracked through hard number deliverables.

### **A. Store Outreach:**

We will continue to maintain partnerships with garden centers/nurseries, paint stores, hardware stores, home improvement stores and pet facilities. We will also train store staff on specific stormwater/BMP issues. Our key goal will be to incorporate the “Our Water, Our World” materials into the big box retailers.

Compensation will be cost per store outreached, or \$250 per store, assuming a target of 160. Payments will be made on a monthly basis, based on the number of stores outreached.

### **Annual Deliverables:**

- a. Update existing database of business partners
- b. Outreach to 160 retail stores including garden centers/nurseries, paint stores, hardware stores, home improvement stores and pet facilities; distributed across the three watersheds. Outreach will address general pollution prevention practices appropriate to the business, with an additional focus on the pollutants of concern for the watershed.
  - i. Get as many stores as possible to approve the posting of the “Our Water, Our World” pesticide materials in their stores, and distribute/refresh such material at all approving locations.
  - ii. Collect as many email signups from employees as possible to include in the email marketing database.

- iii. We will continue to use posters, shelftalkers, tearsheets and all items described in our annual reports. As previously stated, we would seek to introduce certain items as part of our incentivized sign-up efforts.
- iv. Educate 406 store employees at various retail stores with an emphasis on the pollutants of concern for the watershed, including fertilizers and pesticides, get commitment letters and provide more information using "Our Water, Our World" materials.
- v. We will continue to support the pre and post training surveys we already have in place in addition to tracking gross numbers of businesses reached and materials dispensed.
- vi. Conduct an incentivized commitment letter/pledge program with a raffle ticket or a giveaway to encourage people to sign up.

**B. Mobile Services:**

We will create specialized outreach materials that will incorporate aspects of the stormwater program that are engaging and relevant to mobile services, focusing on BMPs.

Compensation will be upon completion of the deliverables below, for a total of \$5,000.

**Annual Deliverables:**

- a. Develop/Update a "Mobile Services" webpage\*
- b. Create and email one e-blast (an e-blast is an email with graphics, usually in color, to get a message across to a targeted audience)
- c. Develop a handout

**Measures of effectiveness for Business Partnership Program:**

On a quarterly basis, SGA will provide a report detailing the following measurables along with the names and addresses of the businesses that were outreached to, divided by watershed.

- a. Number of partner stores outreached
- b. Number of materials distributed
- c. Commitment letters signed and email addresses received
- d. Number of employees trained
- e. Results of surveys
- f. Photographs of outreach
- g. All reporting will be broken down by Watershed and within those, by category of businesses
- h. Number of unique visitors to the webpage\*\*
- i. Number of handouts distributed
- j. Number or percentage of opens and clicks to the e-blast

*\*Deliverable shall include development of / updates to the webpage, and coordination with District IT staff for inclusion on the website.*

*\*\* Website related measures of effectiveness shall be obtained from District IT staff for incorporation into the annual report.*

**Budget: \$45,000**

### **3) MOBILE HOME PARKS/HOAs**

We will create specialized outreach for Mobile Home Parks and HOAs covering the Santa Margarita Watershed area only through email communications and by developing a webpage targeting this subpopulation. This will be part of our effort to identify subpopulations of Riverside County who are most likely to engage in polluting activities (i.e., homeowners who maintain their lawns are important to target regarding pesticides, pet owners are important to outreach to regarding picking up after their pet to prevent pathogens/bacteria in stormwater). We will employ Community Based Social Marketing (CBSM) tactics to identify them and then target those subpopulations through customized messages in the e-blast and through the webpage.

Compensation will be \$3,500, or 50% of the budget for this component, following release of each e-blast (and accompanying webpage update).

#### Annual Deliverables:

- a. Develop/update list of mobile home parks and HOAs
- b. Target Audience Research focusing on preferred methods of communication
- c. Craft and release 2 e-blasts
- d. Develop/update 1 webpage targeting owners and residents of Mobile Home Parks and HOAs, concurrent with each e-blast\*

#### Measures of effectiveness that will be reported quarterly:

- a. Number or percentage of opens and clicks to e-blasts
- b. Number of unique visitors to webpage and other relevant statistics\*\*

*\*Deliverable shall include development of / updates to the webpage, and coordination with District IT staff for inclusion on the website.*

*\*\* Website related measures of effectiveness shall be obtained from District IT staff for incorporation into the annual report.*

**Budget: \$7,000**

### **4) E-Newsletters**

We will craft an outreach program that includes e-newsletters in an effort to keep stormwater issues on the minds of residents and stakeholders. Whenever feasible, we would seek to utilize existing materials as a way of saving costs and avoiding having to "reinvent the wheel." As part of an incentivized email sign-up program, we would seek to identify raffle prizes such as a rainwater barrel which would be raffled off to participants choosing to provide us with their contact information throughout the course of our outreach. We will also try to drive traffic to the Only Rain Down the Storm Drain website by placing links to the site in our e-newsletters and cross-link with other relevant sites as much as possible. This strategy is integrative, connecting the many modules of our efforts to a webpage that is immediately available with information for

potential business partners, as well as pro-active, providing outreach to people through the mechanisms of their daily routine. Rather than having to search us down at an event, when someone checks their email, we will be right there waiting for them via an e-newsletter or e-blast.

#### A. E-Newsletters

We will develop and send quarterly e-newsletters that will be custom designed in html format that consist of text and pictures. Through our e-newsletters, we will provide tailored follow-up materials to audiences reached at our outreach focused on various BMPs.

Compensation will be \$5,000 per e-newsletter, following release of each newsletter.

#### Deliverables:

- a. Send out quarterly custom designed html e-newsletters, including:
  - o Development of theme content and draft program actions
  - o Development of (and inclusion of links to) additional backend website/blog, content\*
  - o Links to any relevant already existing PDF's or other documents
- b. Build and manage Constant Contact database for subscribers (email addresses)
- c. Analyze and track the effectiveness of the emails through statistics (rates at which audience clicked and opened the e-newsletter)
- d. Set up online e-subscriber form linked to backend Constant Contact database for e-newsletters\*
- e. Coordinate with District IT department on the posting of pages on website so e-newsletter drives traffic to new site\*

**First Year Estimated Budget: \$10,000**

**Full Year Estimated Budget: \$20,000**

#### Measures of Effectiveness for E-Newsletters:

Our online outreach would be evaluated through hard number deliverables in the annual report (e.g. number of clicks and opens for the e-newsletters, etc.). This approach is quantitative, allowing for hard number deliverables to be evaluated regularly. We know exactly how many people are receiving and reading (or not reading) e-newsletters so we are able to tailor our approach to the findings accordingly.

- a. Open and click rates (i.e. how many recipients are opening and reading the e-newsletter) of e-newsletters delivered

*\*Deliverable shall include development of / updates to the webpage, and coordination with District IT staff for inclusion on the website.*

#### B. Program Branding:



We will develop an aesthetic design (involving type, color, graphics, etc) that embodies the look and feel of the program and expresses its goals in a creative way.

Compensation will be based on a one-time cost of developing a brand identity that incorporates the existing logo into the new look (\$5,360) that can be applied to online platforms such as the website and e-newsletter and offline collateral such as printed materials. This cost includes staff time on planning and consultation with the District on the program's aspirational identity; compiling existing logo files and graphics; design and 2 rounds of revisions. This cost also assumes the District will coordinate getting and receiving all feedback from the permittees.

Deliverables:

- a. Develop 3 concepts for review and approval by District
- b. Deliver 1 aesthetic identity

**Budget: \$5,360**

**SUBTOTAL CORE SERVICES**

**First Year Estimated Budget: \$99,760**

**Full Year Estimated Budget: \$112,000**

## **OPTIONAL ON-CALL SERVICES**

The following on-call services will be performed upon specific direction from the District. Prior to performance of any of the on-call services, SGA will work with the District to agree upon specific task budgets and methods of payment, based on the scope of the actual work to be performed.

### **1) SCHOOL PRESENTATIONS**

- a. Facilitate school clean-ups on a time and materials basis (estimated at \$1,206 per clean-up)

SGA will work with teachers to set up and help to implement school clean-up projects. Clean-ups enable the kids to put into action the ideas from the presentation. By linking the school presentations with clean-ups, these connections become more relevant to students as well as providing teachers the opportunity to leverage science and math California State Standards activities.

The estimated cost per clean-up of \$1,206 covers staff time to prepare and coordinate the cleanup in collaboration with teachers; travel time to and from site; attendance and taking photos at the clean-ups, as well as followup/update to get information such as total number of students participated, total weight of waste collected, etc.

**Estimated Cost: \$1,206 per clean-up**

### **2) BUSINESS PARTNERSHIP PROGRAMS**

- a. Conduct Intercept Surveys

Intercept surveys can be conducted on an as-needed basis for a cost of \$690, for a half day onsite conducting surveys. Typically in a half day, about 30 intercept surveys can be collected. Intercept surveys are conducted outside of the targeted stores to gauge the effectiveness of our point of purchase marketing and outreach efforts by asking customers who are walking out from the stores whether they have seen the materials we produced and placed, and if so, what they think of them, etc.

**Estimated Cost: \$690 per half day of conducting intercept surveys**

- b. BMP Toolbox:

Develop and implement a BMP toolbox on website modeled after San Diego's projectcleanwater.org site. We recommend programming a template and database on the content management system that will enable users to search content easily. The cost of setting up the template that would include a database is a range between \$5,500 and \$15,000, assuming an approximate web page count of about 150. This includes staff time for design, programming, content input and updates and followup support.



We need to better understand the backend of the database for San Diego and other sites you would like to replicate. When we get a better sense of the backend, we will be able to provide a more accurate page count and therefore cost estimate to add an online toolbox.

**Estimated Cost range: \$5,500 to \$15,000**

### **3) PUBLIC OUTREACH EVENTS**

At the direction of the District, we will provide the staffing for Public Outreach events. Multiple day events are major entertainment or cultural events attracting thousands of people. Team SGA has experience coordinating, staffing and managing these types of major events which range from Home and Garden Shows to the annual Orange Show held at San Bernardino. Single day events attract anywhere from a few dozen to a few thousand people. They may occur under the auspices of a club or group, they may occur in celebration of a holiday or legislative milestone. They include:

- Dog and pet adoption events
- Localized Farmer's Markets events
- Clean-up events
- Conferences
- Swap meets
- General grassroots efforts to distribute information to local areas

The key messages and materials distributed at public outreach events will depend largely on the type of event. Since outreach events will be targeted, SGA will provide the program with appropriate materials which emphasize BMPs most likely to resonate with projected audiences. At all events however, e-newsletter sign-up sheets to obtain emails from stakeholders will be a priority. SGA's goal is to keep people connected to the program in a way that is exciting, relevant and extends beyond that day.

Compensation will be based on cost per single-day event estimated at \$2,000, depending on the level of staff time for preparation, coordination on materials and setup with event hosts, attendance, travel time for one staff attending a one-day event as well as any followup needed. Events that last more than a day will be billed at an estimated rate of \$1,340 on the second or third day of the event, since there will be less preparation and followup time required.

#### Deliverables:

- a. Coordinate, staff and manage major events hosted by third parties as directed on an on-call basis
- b. Collect as many email signups as possible at each event
- c. Photographs of outreach as it is being conducted

#### Measures of effectiveness:

- a. Number of events

- b. Number of attendees
- c. Number of emails collected
- d. Number of materials distributed
- e. Number of surveys collected
- f. Qualitative estimate on the amount of publicity for the program

**Estimated Costs: \$2,000 per single-day event and \$1,340 per additional day of an event**

## **2) BOOTH IN A BOX**

Develop a “Booth in a Box” which is essentially a toolkit that includes educational outreach materials, display materials and guidelines that agencies or other organizations can use at events. We will develop and deliver “booth in a box” to community organizations.

Compensation will be based on the cost of developing (or updating after the first year) “booth in a box” (\$1,500), and securing 3 partners for outreach opportunities (\$1,000).

### Deliverables:

- a. Develop “booth in a box”
- b. Secure partners to carry out 3 “booth in a box” opportunities

### Measures of effectiveness:

- a. Number of emails collected
- b. Number of partners secured for “booth in a box” opportunities

**Estimated Costs: \$2,500**

## **3) ADULT EDUCATION PROGRAMS**

We will conduct a County-wide Adult Education Outreach Program targeting the most impactful subpopulations of the pollutants of concern. These presentations will be conducted on an as-needed basis based on the availability of events attended by relevant subpopulations.

We would begin by creating an all-new PowerPoint slide show specifically addressing the new permit guidelines. The slide show will include various multi-media aspects, including but not limited to:

- Diagrams
- Videos
- Interactive quizzes
- Photographs
- Text
- Maps

For events where our slide show could not be used, we would use these materials:

- Poster boards
- Brochures
- Tearsheets
- Tip cards

Many of those materials would be leveraged from other modules of this program as well as other applicable municipal efforts. These materials will all be consistent with the *Only Rain Down the Storm Drain* identity as will all staff representing the District at any event, Adult Education or otherwise.

The targeted behaviors and key messages would be sorted by impactful subpopulation (e.g. gardeners would be delivered information on integrated pest management.)

We will create a presentation detailing information for each Pollutant of Concern, which can then be tailored into separate shorter presentations depending on the event (e.g. a gardening event would receive a presentation on pesticide BMPs.)

Compensation will be based on delivery of the PowerPoint presentations (\$6,000) and cost per outreach event (\$3,000) attended using the presentations. The cost per event includes cost to print presentations, staff time to coordinate, travel and conduct presentations.

Deliverables:

- a. Create two tailored PowerPoint presentations regarding specific pollutant issues, regulatory requirements and best management practices
- b. Conduct outreach to target organizations or subpopulations that disproportionately impact stormwater pollution
- c. Conduct presentations to groups identified by the District
- d. Collect email signups
- e. Photographs of outreach as it is being conducted

Measures of effectiveness:

- a. The same pre and post training survey furnished to the participants of the Home Improvement Store Staff Trainings
- b. Number of participants reached
- c. Number of events attended
- d. Number of materials dispensed

**Estimated Costs: \$6,000 per presentation and \$3,000 per event**

**4) PRINT MATERIALS**

We will update outdated materials and develop materials such as brochures, handouts and tip cards and focus on the solution.

We will develop the materials that provide quick and simple models for what the audience should do to avoid contributing to pollution. The emphasis would be on targeting the pollutants of greatest concern and what activities create these sources.

Then provide solutions or BMPs so the audience has a model for what they should do, rather than what they should not do.

Program effectiveness criteria will be centered on this focus in addition to an analysis of the gross number of materials provided to audiences and the timeliness of their delivery.

Beyond the slogan and the logo, the Riverside County Stormwater program's branding will have a unique tone and voice which will be carried out through all of its materials at the most efficient cost. Along with letterheads, consistent color schemes, consistent typefaces and a general attention to detail, this announcement of partnership ensures that the Riverside County Stormwater program reaches its audience as a singular, cost-effective voice.

Print Materials Development:

Through our research conducted into targeting subpopulations, we will identify the appropriate outreach materials for reaching each audience. These materials may include brochures, handouts and tip cards. In addition to developing new materials, we will also update existing materials on an on-call basis.

Compensation will be negotiated in advance, based on the scope and scale of the materials to be developed. The cost to develop materials will depend on the type of material that is deemed most appropriate for the target audience we intend to reach. Costs will also be saved if we can limit the rounds of revisions to two.

Typical Deliverables:

- a. Develop creative brief
- b. Design initial concepts
- c. Produce electronic print-ready materials
- d. Synchronize look and feel of print materials with program's website

The estimated cost for development of a new single, audience/activity specific, 4-fold, full-color brochure is \$7,000. This cost includes consulting with the District on the goals and details of what you would like in the brochure; planning; collecting all applicable raw text and images from the District; design and layout; and 2 rounds of revisions.

**Estimated Cost: \$7,000 per development of new single, audience/activity specific, 4-fold, full-color brochure**

**5) FACEBOOK PAGE**

A Facebook page will provide regular updates on stormwater developments in Riverside County, BMPs and events to various target audiences, including teachers, businesses as well as community members. A Facebook page will engage the target audiences to learn more about stormwater issues and what one can do to make a difference or get more information and resources.

This online effort is also integrative as it connects the many modules of our efforts through a Facebook landing page for teachers or customers at stores we conducted

outreach in, BMPs for specific subpopulations and immediately available information for potential business partners. It is pro-active via people's Facebook page. We can also quantify the level of interest and engagement by tracking number of fans, likes, posts or comments made on Facebook.

Annual Deliverables:

- a. Create/maintain a Facebook page
- b. Collect at least 50 Facebook friends
- c. Post updates and respond to posts/questions at least once a week, and in consultation with the District as needed.
- d. Create monthly contests to secure Facebook friends and engage audiences
- e. Establish links between Facebook, online content, e-newsletters, e-blasts, and website

Typical Measures of effectiveness:

- a. Number of Facebook friends
- b. Number of Facebook posts, comments or likes

**Estimated Annual Cost: \$15,000**

**6) LID EVENT**

As directed by the District, we will oversee the media outreach for promoting Low Impact Development (LID) so it is a highly visible demonstration project. The District is scheduled to retrofit its facility involving LID techniques and highlighting various BMPs. We will organize a press event associated with this event and publicize it through media alerts and media relations. We will also develop messaging points so all spokespeople have a consistent, concise and clear message around the project. We will also develop materials such as an interactive web map with BMPs with the understanding that the District will provide all the data and materials, and no additional research on SGA's part is required. We will also develop permanent signs (quantity is to be determined) and a walking map for those present to walk through the actual site and learn about BMPs. The permanent, outdoor signage will distil complex technical language into user-friendly messages that are simple and clear for the layperson so that the public can learn about LID. Design of the signs will also be eye-catching so they stand out.

Compensation will be as follows:

- a. **Physical Signage:** Cost to develop a physical, permanent sign would be up to \$3,600. This includes staff time to plan and consult with the District; coordinate receipt of raw content (that we will repackage for the public), images and any applicable graphics; design, including creation of graphics; and 2 rounds of revisions.
- b. **Walking Map:** Cost to develop a walking map would be up to \$3,900. This includes staff time to plan and consult with the District; coordinate receipt of your site map/layout from landscape architect, raw content, images and any applicable graphics; design, including creation of graphics and user-friendly map; and 2 rounds of revisions.

- c. **Interactive Web Map:** Cost to develop and upload an interactive web map: \$2,660, which covers staff time to develop and place an interactive map on the new website. This cost assumes the District will be delivering all information and data to populate the map and therefore excludes staff time SGA would spend on research. The cost of having SGA conduct research to populate the map would be approximately \$5,320.
- d. **Media Outreach:** Cost for media event coordination: \$4,000, which covers staff time to develop media list; research, draft, revise and get media alert approved; followup with media contacts before, at and after the event; coordinate interviews with District spokespeople on-site; travel to and from site; attend the press event and track coverage.

**Deliverables:**

- a. Physical Signage and Walking Map:
  - o Develop 3 generalized concepts of the physical signs for District review
  - o Develop 1 walking map for on-site presentation
- b. Produce 1 interactive web map for integration into the website
- c. Media Outreach
  - o Develop media list including 20 contacts
  - o Distribute 1 media alert
  - o Disseminate media alert to 20 media contacts with follow-up phone calls made
  - o Collect as many e-mail signups as possible

**Measures of effectiveness:**

- a. Number of media hits
- b. Number of email signups from the event
- c. Number of people/reporters who attended the press event

**Estimated Cost Range: \$14,160 - \$19,480**

**7) WEBSITE**

We will develop and maintain a website on a separate URL address to have full control over content, images and updates, as guided by the District. We will develop dynamic content for a site that will include a homepage and an interactive calendar. Through a creation of an external site that will be linked to [www.rcflood.org](http://www.rcflood.org), we will provide access to online resources such as the clean-up guide for teachers.

There will be an upfront, one-time cost of \$5,000 to set up a CMS (content management system) for the website. This is a content management system that will help with SEO (search engine optimization). In other words, investing in a CMS early on will help with site management over the longer period and will allow the site management to get better placement in search engines.

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**1. Typical Initial Development Tasks:**

- a. Develop a website on separate custom URL address (developed in consultation with District)
- b. Create wire frames website with backend content manager system for website management (one-time): this includes development of a site map and navigation
- c. Complete look and feel of page templates
- d. Complete selection of page content and populating of page templates with text, images and graphics, as appropriate
- e. Set up online e-subscriber form with back end database
- f. Complete open online and beta test pages

**Estimated Cost: \$20,000**

**2. Typical Maintenance Tasks:**

- a. Create or update content for a total of 6 pages
- b. Develop interactive calendar, updated at least once a week with District, city, and stakeholder events, meeting, etc.
- c. In consultation with the District, update website content, graphics, topics, etc. every other month to keep site "fresh"
- d. Cross-link with at least 3 external websites
- e. Track and analyze monthly traffic to the site through Google Analytics

**Estimated Cost: \$15,000**

**Measures of Effectiveness for Website:**

The website would be evaluated through hard number deliverables in the annual report (e.g. number of unique monthly visitors to website, etc.). This approach is quantitative, allowing for hard number deliverables to be evaluated regularly. We know exactly how many people are coming to the site so we are able to tailor our approach to the findings accordingly.

- a. Number of unique visitors to website and other related statistics to analyze traffic to the website\*
- b. Percentage change in number of unique visitors to the site\*

*\* Website related measures of effectiveness shall be obtained from District IT staff for incorporation into the annual report.*

**8) OTHER SERVICES AS DIRECTED BY THE DISTRICT**

Attachment "B"  
RATE SHEET

**2011 Hourly Staff Rates:**

Project Director \$160  
Project Manager \$134  
Project Coordinator \$116  
Project Specialist \$104  
Graphic Designer/Programmer \$104  
Outreach Specialist \$ 94

SGA bills mileage at the Federal mileage standard as set by the Internal Revenue Service (current 2011 mileage rate is \$0.51/mile). All "out of pocket" expenses are billed at cost plus 10%. All rates/deliverable costs/hard costs are adjusted annually on January 1st based on the Southern California inflation/cost of living index. The 2011 hourly rates listed above reflect a 1% increase from rates stated in the original proposal for 2010.