

EXHIBIT 1

Proposed Scope of Work

A. BACKGROUND INFORMATION

On January 29, 2010, the California Regional Water Quality Control Board – Santa Ana Region (RWQCB) adopted the National Pollution Discharge Elimination System Municipal Separate Storm Sewer System Permit (MS4 Permit) for urban stormwater discharges from the San Bernardino County Flood Control District, San Bernardino County, and the Cities of Big Bear Lake, Chino, Chino Hills, Colton, Fontana, Grand Terrace, Highland, Loma Linda, Montclair, Ontario, Rancho Cucamonga, Redlands, Rialto, San Bernardino, Upland and Yucaipa (Permittees). The District, County and Permittees, collectively, developed the Areawide Stormwater Program (Program), to cooperatively implement the requirements set forth in the MS4 Permit. This MS4 Permit was scheduled to expire in January 2015 and, the permit has been administratively extended by the RWQCB.. It is unknown at this time when the new MS4 Permit will be issued by the RWQCB. Therefore, the selected Proposer shall be prepared to implement the current MS4 Permit (Section IV.7. of this RFP) requirements until such time as a new MS4 Permit is approved (Section IV.8. of this RFP).

The MS4 Permit requires the Permittees to develop and implement a Watershed-wide stormwater public education and outreach program with emphasis on educating the public (including the general public, and industrial and commercial facility owners and operators) on the impacts from polluting activities to receiving waters and providing guidance on best management practices to prevent stormwater pollution. The Permittees created the Public Education Subcommittee to oversee and provide direction for the implementation of the required public education and outreach program.

As the Principal Permittee responsible for coordinating MS4 Permit-required tasks, the District, on behalf of the Permittees and Public Education Subcommittee, is requesting proposals from experienced vendors to assist in planning, implementing, and evaluating a comprehensive stormwater public education and outreach program that supports the Program's compliance efforts. The selected Proposer shall be highly qualified and experienced in developing and distributing specialized public education and awareness information to target audiences and in meeting the overall goal of creating and increasing public awareness and understanding of stormwater quality issues and influencing public behavior to prevent and reduce the generation and release of pollutants that impact stormwater quality.

B. PROJECT DESCRIPTION

1. Project goal and objectives – Describe the desired outcome or solution for which you are seeking Proposals.
2. Deliverables/Requirements:
 - a. Provide the project timeframe or target completion date.
 - b. Clarify what is not a part of the project, or work that is excluded.

- c. Indicate the type of company or team experience, qualifications and references that are sought – not specific minimums but a statement that outlines the desired experience.
 - d. Specific deliverables, including outputs such as published materials or training curriculum; and outcomes such as increased efficiency or reduced costs.
 - e. Performance standards or measures
- 3. Project Approach – Indicate any applicable project methodology, type of contract and payment structure.

The following are the tasks that shall be incorporated into the Proposals and implemented in a timely manner by the selected Proposer:

1. Website Maintenance and Updates

- Maintain and update the Program website (Website) on a monthly basis per the Areawide Program's Public Education Subcommittee's (Subcommittee) direction. The Website shall be a forum for disseminating information to the public interested in all incorporated and unincorporated areas of the County within the Santa Ana River Watershed (Watershed). Maintenance of the Website shall include but is not limited to updating the calendar of activities with District, County, Permittee and stakeholder events (these may include volunteer clean-up projects, stenciling events, fairs, holiday community events, trainings, meetings, school presentations, tours, and any other related public outreach opportunities), ensuring the public education materials are up to date and downloadable.
- Crosslink the Website with applicable external websites such as the Environmental Protection Agency, State Water Resources Control Board, California Stormwater Quality Association (CASQA), trade associations, water purveyors, etc.
- Report to the Subcommittee the number of times the public accessed the Website, or downloaded brochures/fact sheets, and any other related activities that would assess the effectiveness of the website as needed or recommended by the Subcommittee.

2. Social Media Maintenance and Updates

- Maintain and update the Program Social Media pages with public outreach activities, surveys, and developments in the Watershed, and incorporated areas on a monthly basis per the Subcommittee's direction.
- Post relevant information that will engage the intended audience of the Social Media community such as teachers, students, and the general public and log the number of Social Media friends, comments and questions and responses.
- Report to the Subcommittee the number of Social Media friends, comments, questions and responses as needed or recommended by the Subcommittee.

3. Illegal Dumping Hotline

- Maintain and promote the illegal dumping hotline number and should that number change, update the public education materials and Website, as necessary, to

encourage the public to report illegal dumping and unauthorized, non-stormwater discharges from residential, industrial, construction and commercial sites into public streets, storm drains and surface waterbodies and tributaries; clogged storm drains; faded or missing catch basin stencils and general stormwater and BMP information. Ensure the hotline number is included in the regional telephone books and on the Website.

4. Public Education, Outreach and Public Engagement/Participation

- Present a proactive approach to public education with measurable results to develop an area-wide public education residential program.
- Provide recommendations to the Subcommittee regarding media and non-media outreach, such as e-billboards, bus shelter posters, and other related business outreach.
- Provide to the Subcommittee proposed public education and outreach programs that provide support to the Program's TMDL related activities.
- Attend regional events per recommendation from the Subcommittee.

5. Best Management Practices (BMP) Fact Sheets and Brochures Preparation and Updates

- Under the guidance of the Subcommittee, update, review, develop and/or prepare BMP fact sheets, brochures, tip cards, etc. for commercial/ industrial facilities and the residential program to comply with the current MS4 Permit.
- Review information on brochures and fact sheets from other municipal stormwater programs to avoid unnecessary duplication of effort and undue costs, and ensure a consistent stormwater pollution prevention message.
- Update or create new brochures to reflect BMPs related to all our Total Maximum Daily Loads (TMDLs), such as the Middle Santa Ana River Bacteria TMDL; research other agencies in other watersheds and within our own permit area regarding related materials, and create fact sheets or brochures that focus on BMPs to address all the TMDLs pollutant sources such as animal waste, horses and livestock and others.
- These brochures/fact sheets may include, but are not limited to:
 - Transport, storage or transfer of pre-production plastic pellets;
 - Automobile mechanical repair, maintenance, fueling or cleaning;
 - Automobile and other vehicle body repair or painting;
 - Automobile impound and storage services;
 - Airplane repair, maintenance, fueling or cleaning;
 - Marinas and boat repair, maintenance, fueling or cleaning;
 - Equipment repair, maintenance, fueling or cleaning;
 - Pest control service facilities;
 - Eating or drinking establishments, including food markets and restaurants;
 - Cement mixing, concrete cutting, masonry facilities;
 - Building materials retailers and storage facilities;
 - Portable sanitary service facilities;
 - Painting and coating;

- Animal facilities such as petting zoos and boarding and training facilities;
- Nurseries, greenhouses, botanical or zoological gardens;
- Landscape and hardscape installation (commercial and residential installations including do-it-yourselfers);
- Pool, lake and fountain cleaning;
- Gas stations;
- Golf courses, parks and other recreational areas/facilities;
- Mobile businesses include mobile auto washing/detailing, equipment washing/cleaning, carpet drape and furniture, and mobile high pressure or steam cleaning.
- Proper handling and disposal of used oil and grease associated with food preparation, and the importance of grease trap and interceptor maintenance;
- Residential auto washing and maintenance activities, over irrigating, collection and disposal of pet wastes, swimming pool draining, etc.;
- Proper use of household fertilizers;
- Pavement cutting;
- Residential activities (do-it-yourselfers);
- Research materials and/or campaigns from other agencies relating to weather-based evapotranspiration irrigation controls for residents and new development;
- Brochures should inform on the ordinances prohibiting discharges to the MS4;
- Illegal dumping of hazardous materials and trash accumulation and dumping.

6. Subcommittee Support

- Establish/maintain a relationship with local trade associations, homeowner associations, etc., so that appropriate public education materials may be distributed to them during trade association meetings, or by mail.
- Establish/maintain/coordinate relationships with water purveyors, publicly owned treatment works, Department of Public Health - Environmental Health Services, County Fire Department, Hazardous Materials Division, conservation districts and adjacent counties to promote sharing of resources to implement outreach efforts cooperatively with other agencies or jurisdictions.
- Coordinate with County Fire Department Household Hazardous Waste (HHW) Program to obtain existing public education materials (for example, HHW Brochure) to use in public education events and utilize that relationship to partner with them during regional community events per the direction of the Subcommittee.
- Provide handout materials to the Permittees for local/regional events as directed by the Subcommittee.
- Provide the Subcommittee a monthly budget breakdown including funds expended, funds committed, and funds remaining and any issues arising from the implementation of these tasks at each Subcommittee meeting.
- Provide a written quarterly report to the Subcommittee describing the status of the Program tasks and summarizing completed watershed-wide public education activities.

- Provide written minutes of each Subcommittee meeting attended to the District's Stormwater Program Manager and to the Chairperson/Co-Chair of the Subcommittee one week prior to the County Areawide Stormwater Program Management Committee meeting.
- Communicate with the Subcommittee through email when a vote or survey is needed in a timely manner.
- In conjunction with the Subcommittee, review the Program on an annual basis to ensure the current approach to stormwater public education continues to be effective. The Subcommittee may add or delete components as deemed necessary.

7. Program Evaluation (current MS4 Permit)

- Within one (1) month of Contract award, and annually thereafter (until such time as a new MS4 Permit is issued) the selected Proposer will complete an evaluation of current approaches to public education and ongoing campaigns and report the results of the evaluation and any proposed improvements to the current approaches and campaigns to the Subcommittee.
- An individual report summarizing evaluation results for each of the selected outreach campaigns shall be provided annually to the Subcommittee.
- Implement any changes to the Public Education and Outreach program as directed by the Subcommittee.

8. Program Evaluation (new MS4 Permit)

- Within one (1) month of the RWQCB's adoption of a new MS4 permit, the selected Proposer will determine any new MS4 permit requirements for Public Education and outreach and will report them to the Subcommittee.
- Within three (3) months of adoption of a new MS4 permit, and annually thereafter, the selected Proposer will complete an evaluation of ongoing campaigns and approaches to public education, the appropriateness of those approaches to comply with new MS4 permit requirements and report the results of the evaluation and any proposed improvements to the ongoing campaigns and approaches to the Subcommittee.
- The selected Proposer shall develop new outreach campaigns, including the rationale for quantifying measure change for each, at the direction of the Subcommittee. These campaigns will target specific MS4 permit requirements, and ideally, provide benefit to multiple Program elements (i.e. CBRP, residential program, elimination of DWF or illegal discharges, etc.)
- An individual report summarizing evaluation results for each of the selected outreach campaigns shall be provided annually to the Subcommittee.
- Implement any changes to the Public Education and Outreach program as directed by the Subcommittee.

9. Reporting Requirements

- Provide the Subcommittee a monthly budget breakdown including funds expended, funds committed, and funds remaining and any issues arising from the implementation of these tasks at each Subcommittee meeting.
- Provide a written quarterly report to the Subcommittee describing the status of the Program tasks and summarizing completed watershed-wide public education activities. □ Provide written minutes of each Subcommittee meeting attended to the District's Stormwater Program Manager and to the Chairperson/Co-Chair of the Subcommittee one week prior to the County Areawide Stormwater Program Management Committee meeting.
- Prepare and provide the Subcommittee an Annual Summary Report that includes:
 - Documentation of all Program public education and outreach activities.
 - The annual summary report shall be prepared in a format that allows for direct inclusion in the Program's MS4 Permit Annual Report. The summary report should include, at a minimum, an account of the performance measures for each of the items listed above and their relationship to improved stormwater and receiving water quality.
 - Submit the annual summary report by July 30 of each year to the Subcommittee for review and comments.
 - Revise the annual summary report within two weeks of receiving comments from the Subcommittee.
 - Submit the revised annual summary report incorporating the comments from the Subcommittee to the District.