

WaterNow Alliance MOU

Contract Review Subcommittee

January 12, 2021

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WaterNow Alliance

- 501(c)3 nonprofit organization
- Fiscally sponsored by many nationwide companies/organizations



“We identify and overcome barriers and provide tools and resources for our members to build local support for policies and programs that advance sustainable water management.”



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WaterNow Alliance Project Accelerator Program

- Twice yearly, WaterNow selects projects to receive specialized professional technical and program assistance (up to 250 Hours)

Goals

- Leverage deep bench of Policy, Advocacy, & Communications Strategy Expertise
- Make water use efficiency, water reuse, and green stormwater infrastructure programs successful
- Overcome roadblocks, path to implementation



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Spanish Language Water Use Efficiency Enhancements Project

- Anecdotally, we know that we are not seeing the same program uptake in our Spanish-speaking communities
- Traditional measures (translation, etc.) may not be effective
- Utilizing WaterNow expertise to develop strategies

Spanish Language Water Use Efficiency Enhancements Project

Proposed Tasks

- **Conduct staff interviews and develop research** into existing practices
- **Conduct surveys** and receive direct feedback from our LatinX community
- **Final Report** - recommendations for Santa Rosa Water



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Memorandum of Understanding

- Outlines the responsibilities of the parties
 - 250 hours of technical services at no-cost to Santa Rosa Water
 - Scope of Work (attachment A)
 - 6 to 9 month project timeline
- A typical “standard agreement” for professional services is not being considered because of grant/grantee relationship and non-profit considerations

Recommendation

Contract Review Subcommittee

- Staff are seeking the subcommittees recommendation of approval of the MOU
- The MOU will be brought to the BPU for consideration at their January 21, 2021 Regular Board Meeting

More Information

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