

# Memorandum



CITY OF DALLAS

DATE October 25, 2013

TO Honorable Members of the Quality of Life & Environment Committee:  
Dwayne R. Caraway (Chair), Sandy Greyson (Vice-Chair), Rick Callahan,  
Carolyn R. Davis, Lee M. Kleinman, Adam Medrano

SUBJECT **Dallas Water Utilities: Joint Public Awareness and Education Programs**

On Monday, October 28, 2013, the Committee will be briefed on the City of Dallas Water Utilities joint public awareness and education programs. The briefing material is attached for your review.

Please let me know if you have any questions or need additional information, please let me know.

A handwritten signature in black ink, appearing to read 'Forest E. Turner'.

Forest E. Turner  
Assistant City Manager

Cc: The Honorable Mayor and Members of the City Council  
A.C. Gonzalez, Interim City Manager  
Warren M.S. Ernst, City Attorney  
Judge Daniel F. Solis, Administrative Judge  
Rosa A. Rios, City Secretary  
Craig D. Kinton, City Auditor  
Ryan S. Evans, Interim First Assistant City Manager  
Jill A. Jordan, P.E., Assistant City Manager  
Joey Zapata, Assistant City Manager  
Charles M. Cato, Interim Assistant City Manager  
Theresa O'Donnell, Interim Assistant City Manager  
Jeanne Chipperfield, Chief Financial Officer  
Frank Libro, Public Information Officer  
Elsa Cantu, Assistant to the City Manager – Mayor and Council

# Dallas Water Utilities: Joint Public Awareness and Education Programs



Quality of Life & Environment Committee  
October 28, 2013

# Briefing Purpose

- Provide background and approach regarding Joint Public Awareness and Education Programs
  - Provide details on program effectiveness
  - Provide details regarding upcoming agenda items
- Seek Committee recommendation for Council support of:
  - Public Awareness Campaign items
  - Environmental Education Initiative (EEI)

# What are the Joint Programs?

- Water Conservation Public Awareness
  - MOU with Tarrant Regional Water District
- Grease Abatement “Cease the Grease” Public Awareness Program
- Environmental Education Initiative (EEI)
  - Water Conservation and Solid Waste Recycling
    - Partners with Dallas ISD and Richardson ISD

# Strategic Plan Foundation for Water Conservation

- State Water Conservation Plan -mandated by state legislation
  - Minimum requirements include
    - Updated plans required every five years to include five and ten year targets
    - Continuing Public Education Information Program for water conservation
    - Water rate structure that is cost based and discourages excessive water use
    - Coordination with Regional Planning Group
- City of Dallas Five-Year Strategic Plan on Water Conservation
  - Serves as a road map to help us meet State mandates
  - Serves as a major component of the City's long range water supply strategies

# Water Conservation Strategic Planning

- Water Conservation plays an integral role in the City's long range water supply and environmental initiatives
  - Long Range water supply assumptions include water use reduction through all conservation programs of 29 billion gallons annually
    - Equivalent to the permitted yield for Lake Ray Hubbard
  - Currently achieving approximately 53% of 2060 goal
- Impact on current operations allows for:
  - Cost avoidance of approximately \$4M related to the use of power and chemicals for treatment and delivery
  - Extends current available water supplies

# Water Conservation Strategic Planning

- City of Dallas Water Utilities (DWU) first Strategic Plan was adopted by City Council in 2005 included water conservation goals for a five-year period ending in FY 2009
  - Plan included programs and budgets to achieve the goals
  - Proposed goal of 1% per year reduction in gallons per capita (GPCD)
- Strategic Plan was updated and adopted in 2010 for period ending FY 2015
  - Built on the accomplishments from the 2005 plan
  - Proposed new reduction goal of 1.5% GPCD

# Water Conservation Program History

- 1980's : Water conservation programs consisted of public education and outreach
- 2001: Adopted ordinance prohibiting water waste and added conservation tiers to rate structure
- 2002: Public awareness campaign launched
- 2005: Adopted Five-Year Strategic Plan
- 2009: Began joint public awareness campaign with Tarrant Regional Water District
- 2010: Five-Year Strategic Plan updated
- 2012: Amended ordinance limiting outdoor watering to a maximum of twice weekly







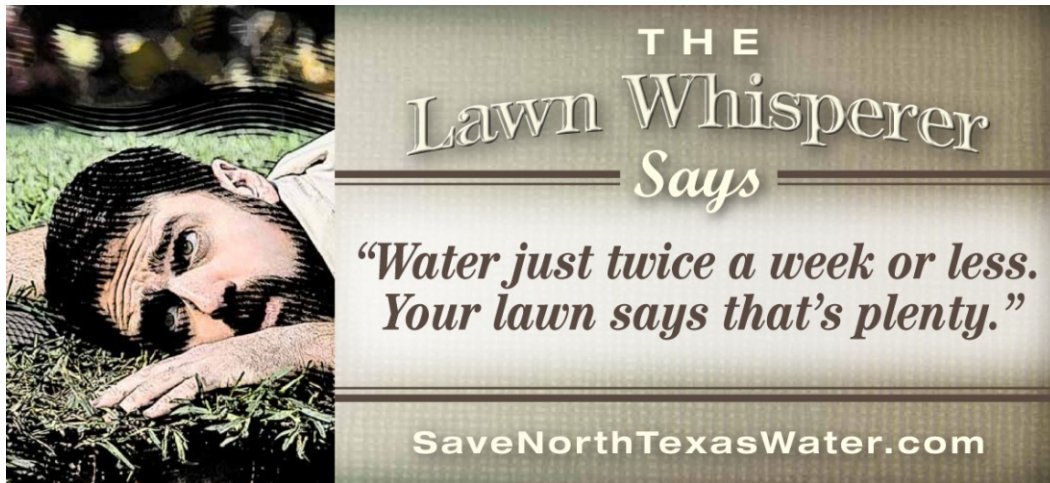
# Public Awareness Program

# Public Awareness Components

- Grassroots and multi-media outreach used to heighten public awareness on wise water usage
- Proposed five-year term (\$4.759M) for services includes-
  - Special Events & Promotions
  - Brochures & Bill Inserts
  - Web Site
  - Media Campaign
  - Consumer Research
  - Regional Efforts
- Memorandum of Understanding (MOU) between the City of Dallas and the Tarrant Regional Water District for creative development for the Water Conservation Public Awareness Campaign (five-year term - \$750K)

# Creative Partnership with Tarrant Regional Water District

- Since 2009, shared messaging across Dallas and Tarrant counties speaks with one voice to conserve, doubling message coverage
- Creative development cost split between two agencies



- Television
- Radio
- Newspaper
- Billboards
- Bus signs
- Internet ads
- Social Media




**City of Dallas Water Utilities  
Public Awareness Campaign Benchmark  
Surveys 2003-2012**

# Survey Rationale

- Surveys have been conducted since 2003
- Three key metrics tracked
  - Ordinance Awareness
  - Advertising Campaign Recall
  - Reports of behavioral changes
- These data are analyzed through a time series model to determine the effectiveness of the media campaign

# Water Conservation Summary

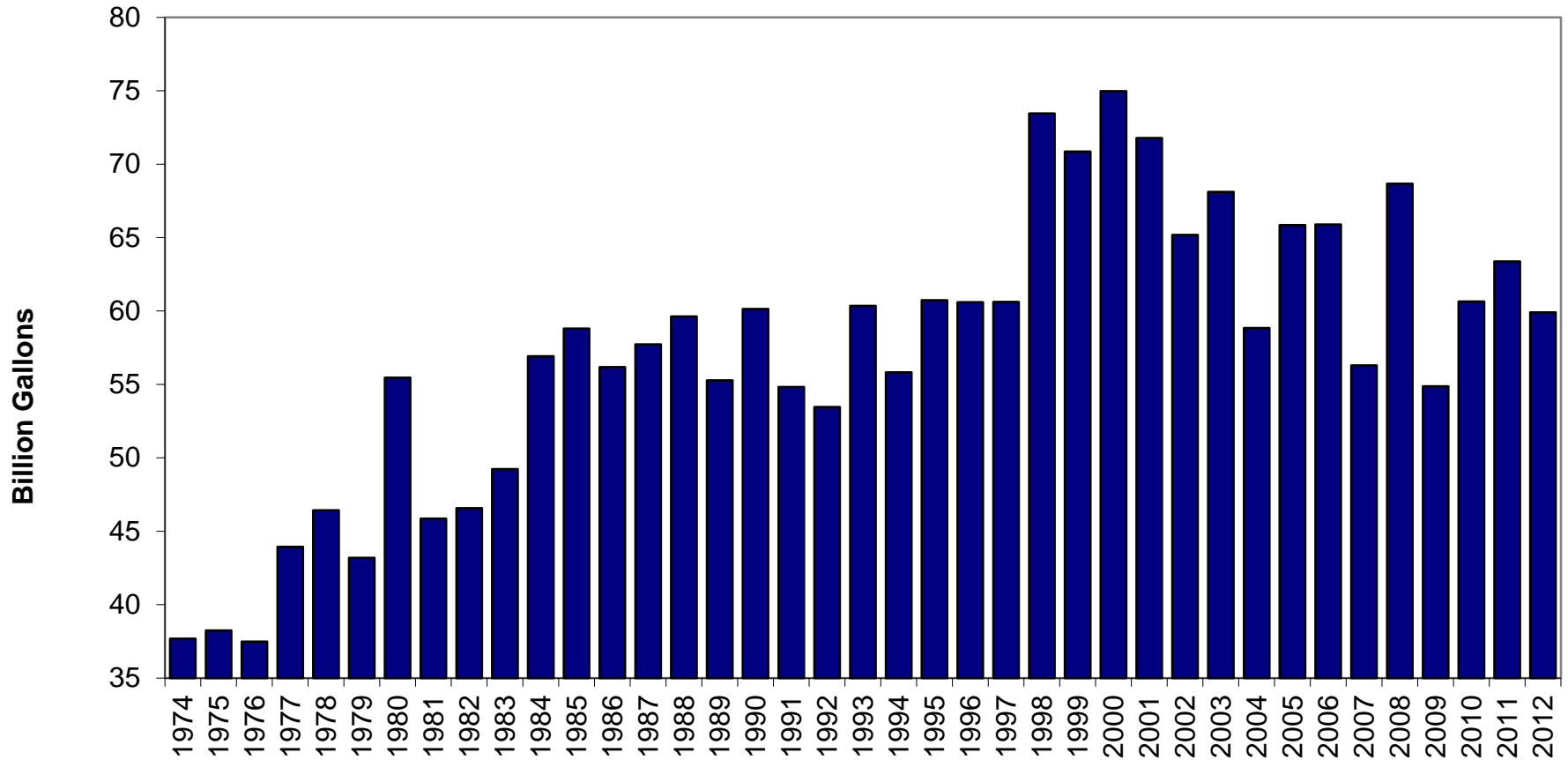
- Annual Campaign Surveys have shown-
  - Public awareness of the watering ordinance has increased from an average 60% in 2003 to 77% in 2012
  - Increased public awareness of general conservation from an average of 59% in 2003 to 65% in 2012.
  - Knowledge from the public awareness campaigns has significantly effected customers' actions as evidenced by reported behavioral changes from an average 46% in 2003 to 69% in 2012
- Dallas' public image strengthened as result of consistent messaging and positive results
- Dallas' retail GPCD (gallons per capita per day) has decreased from 247 in 2002 to 204 in 2012



# **Measuring the Results**

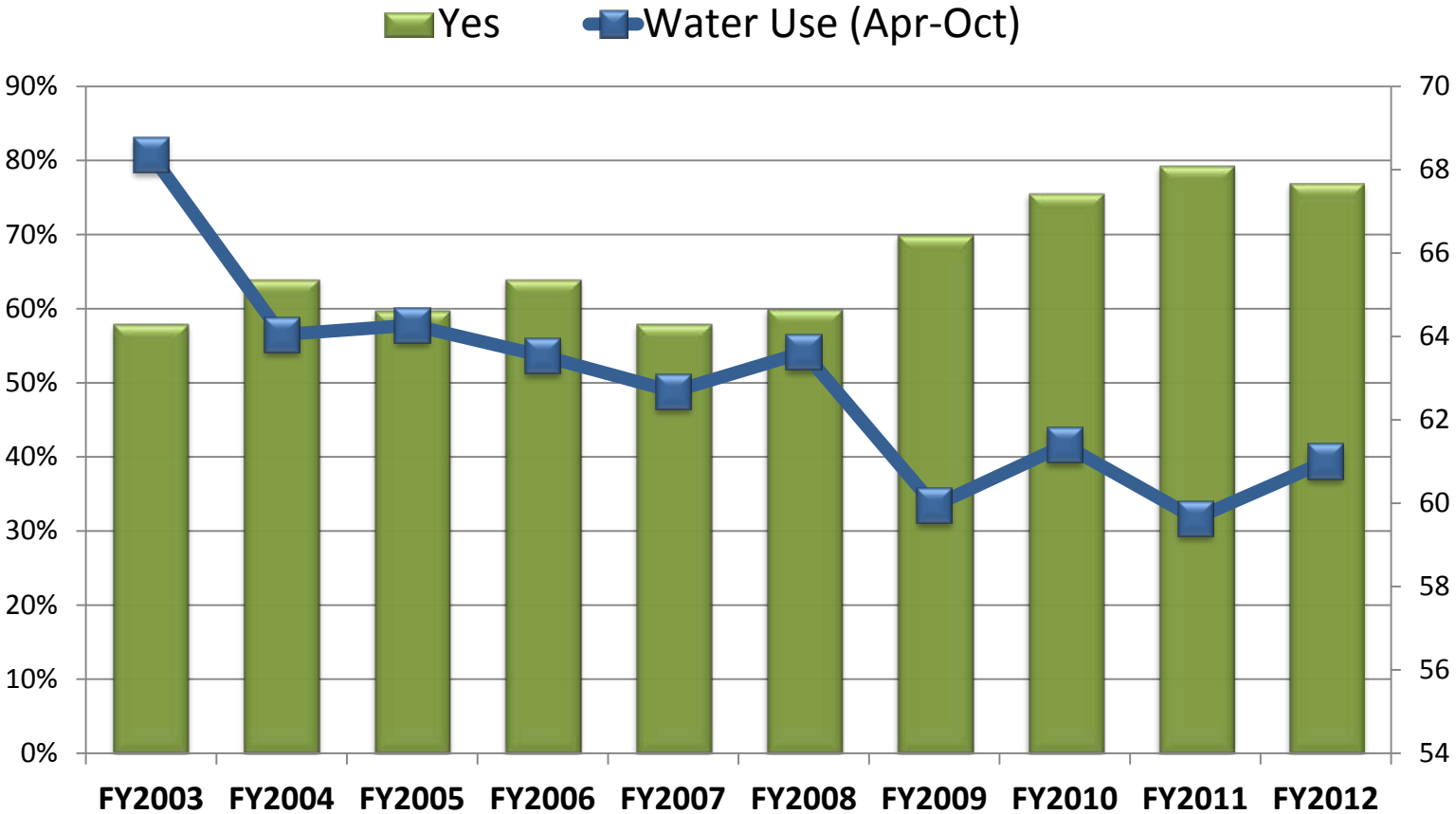
## **2003 - 2012**

# Water Consumption Trend (April - October)

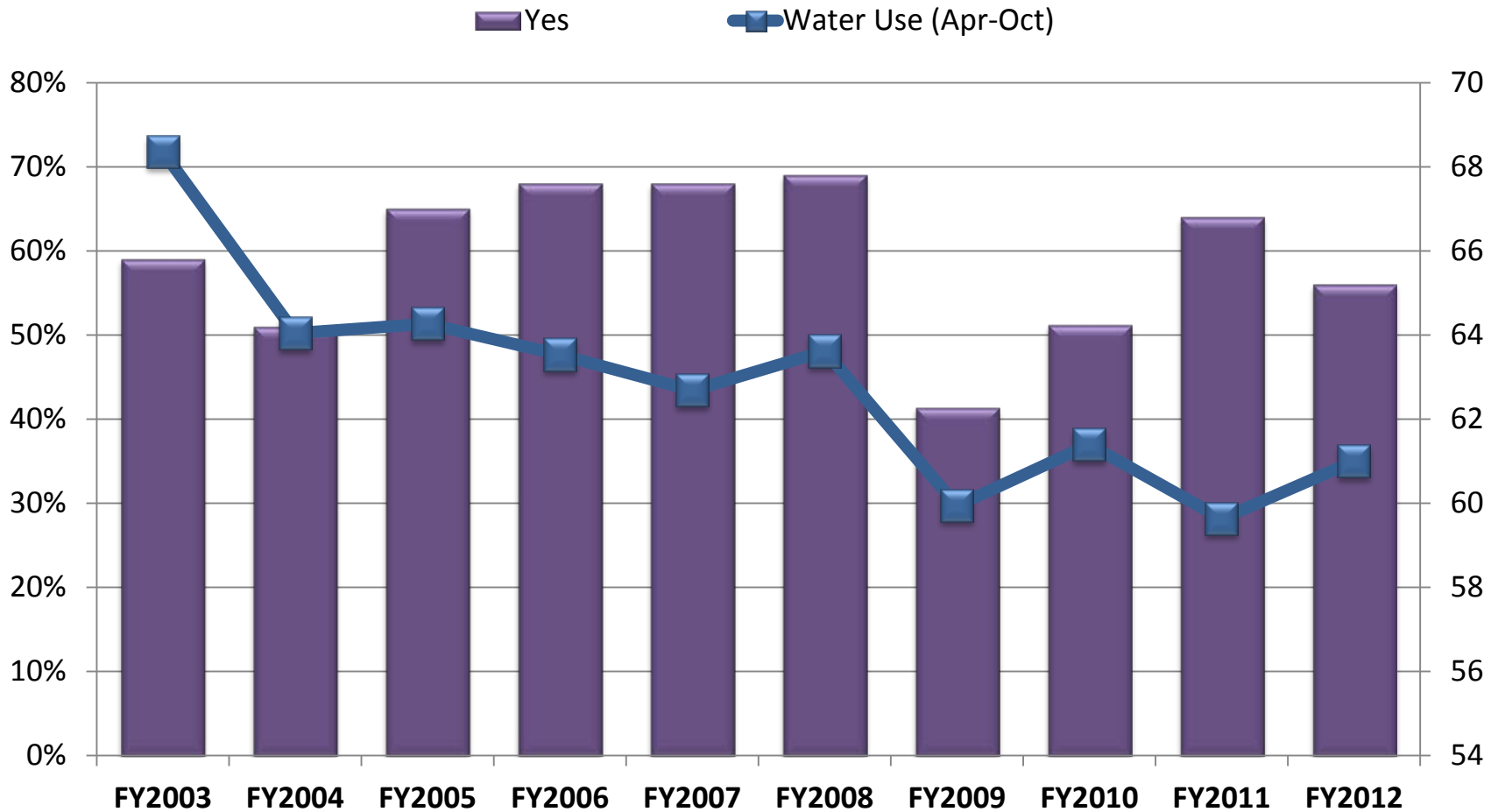




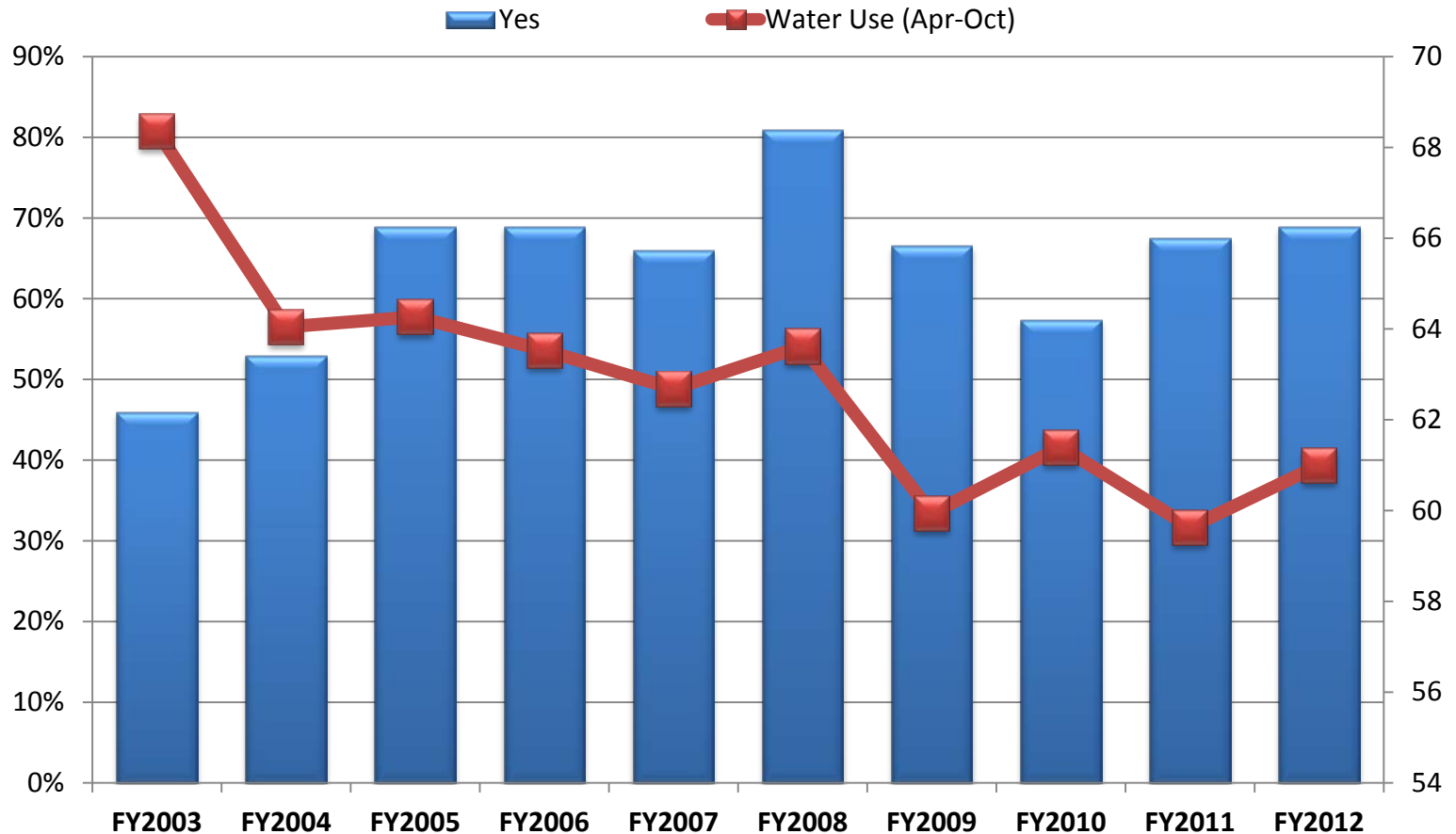
# Ordinance Awareness vs. Water Use



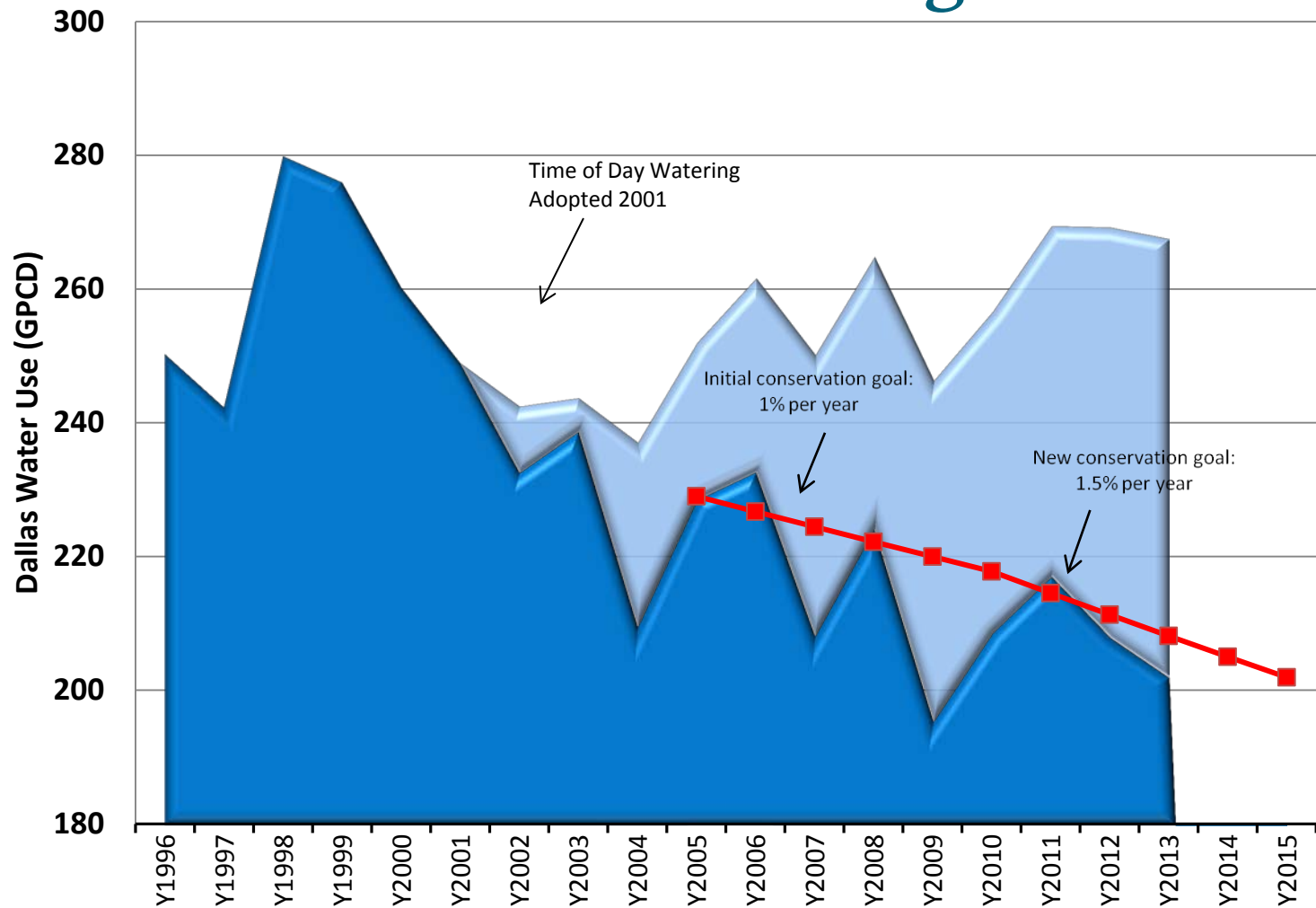
# Advertising Recall vs. Water Use



# Reported Behavioral Changes vs. Water Use



# Per Capita Water Use With and Without Conservation Programs



Note: Preliminary numbers for 2013

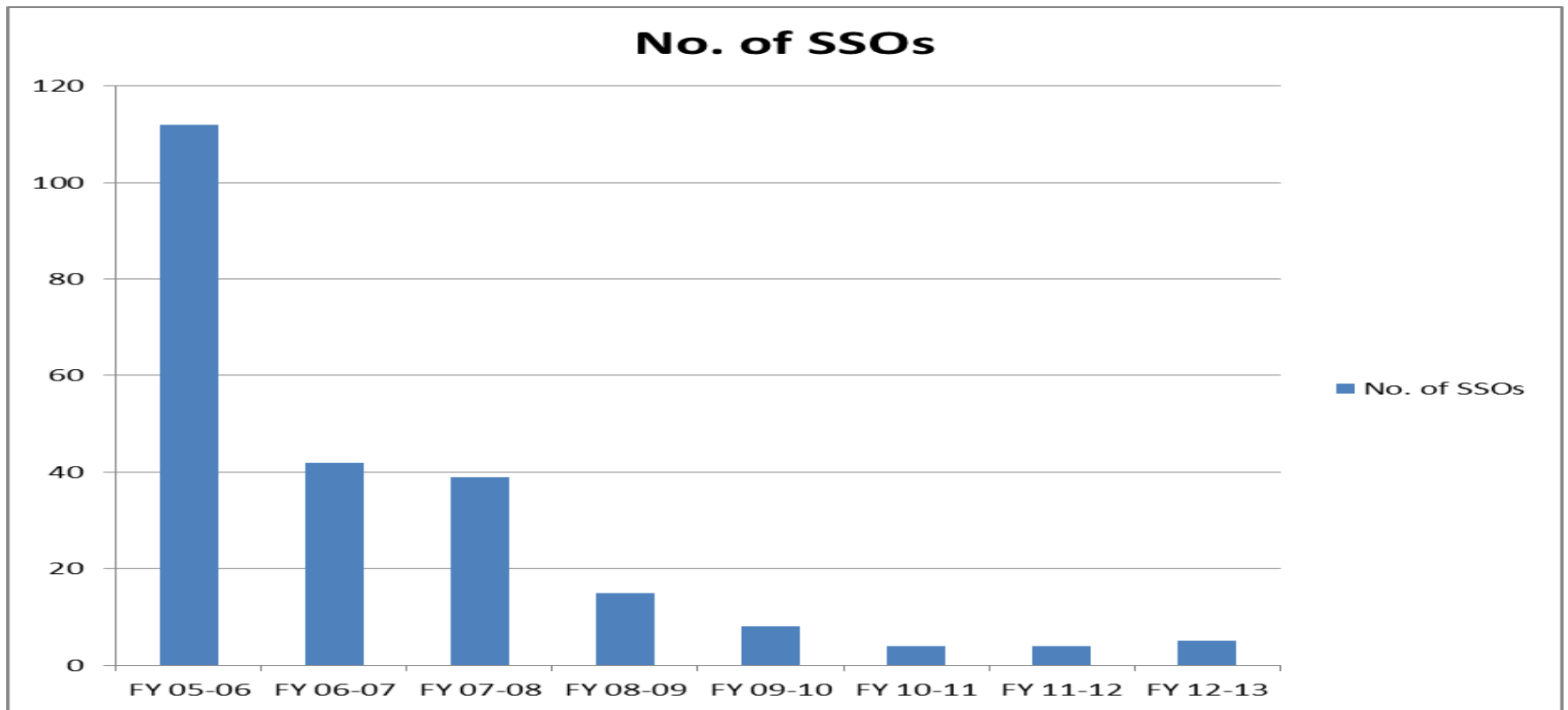
# Grease Abatement Public Awareness Campaign “Cease the Grease”



# “Cease the Grease” Public Awareness Program

- City of Dallas Water Utilities entered into a voluntary Sanitary Sewer Overflow (SSO) Initiative Agreement with the Texas Commission on Environmental Quality (TCEQ) to reduce grease related SSOs
  - Sanitary Sewer Overflows (SSOs) are defined as “discharges of sewage from the wastewater collection system”
- The 10 year agreement/program, which began in 2007 and is administered by TCEQ, requires DWU to meet annual infrastructure, education and proactive maintenance goals
- Over the past five years, annual funds have been used toward the promotion of the “Cease the Grease” program
- Approximately 75% of dry weather overflows were caused by **grease** accumulation in sewer pipes
- Since the inception of this program, grease related sanitary sewer overflows have been reduced by over 90%

# Grease Related SSOs



# “Cease the Grease” Public Awareness Program

- Program effectiveness – 93% surveyed aware that grease can clog drains – message shift to emphasize recycling
- In addition to educating the public in not pouring grease down the drain, the program launched an innovative used cooking oil recycling program in 2010
  - Recycling drop off locations supplement electricity generation at Southside Cogeneration facility
  - From 2010 through 2013, over 10,000 gallons of cooking oil was collected
- Program proposed funding is \$1.554M over five-year period



# Environmental Education Initiative



# Environmental Education Initiative

- EEI Program promotes the importance of water conservation and solid waste diversion/recycling through:
  - English and bilingual hands-on classroom activities
  - Interactive teacher workshops
  - Community outreach activities
  - Included in DISD science curricula since 2010
- Since 2008 the EEI program has:
  - Provided water conservation and waste diversion lessons to over 115,000 students
  - Assisted over 1,280 teachers in staff development program



**R**ICHARDSON ISD

# Environmental Education Initiative

- Proposed contract includes the following school and community based programs:
  - 600 water conservation and solid waste recycling classroom presentations yearly for grades K-5
  - 60 water conservation and solid waste recycling classroom presentations yearly for grades 6-8
  - Workshop training for 300 teachers annually in an effort to broaden the overall program reach
  - Implementation of existing City of Dallas Team Water Works (TWW) program for youth grades 7-12 as a year-round program
  - Expand presence in community programs by participating in a minimum of 4 educational and or environmental community events annually
  - Development and implementation of new high school programs for grades 9-12
- The EEI Programs is included in the 2010 Strategic Plan, the State required Water Conservation Plan and the City of Dallas Local Solid Waste Plan (2013)



# Agenda Items for Consideration

- Seek Committee approval to move the following items forward:
  - Authorize a five-year service contract for public awareness campaigns for water conservation and grease abatement – Burson-Marsteller LLC, most advantageous proposer of four - Not to exceed \$6,313,000 - Financing: Water Utilities Current Funds (subject to annual appropriations)
  - Authorize an amendment to the “Memorandum of Understanding Public Awareness Campaign” between the City of Dallas and the Tarrant Regional Water District for the continuation of and creative development of the water conservation public awareness campaign for the next five years - Not to exceed \$750,000 - Financing: Water Utilities Current Funds (subject to annual appropriations)
  - Authorize a five-year service contract for Environmental Education Initiative programs for Water Utilities and Sanitation Services – University of North Texas, most advantageous proposer of two - Not to exceed \$3,014,270 - Financing: Current Funds (\$1,279,455) and Water Utilities Current Funds (\$1,734,815) (subject to annual appropriations)

# Appendix

- 2012 Survey - Water Conservation Campaign Highlights
- November 12, 2013 Agenda Item - Draft Environmental Education Initiative
- City Auditor Letter - Reslogix



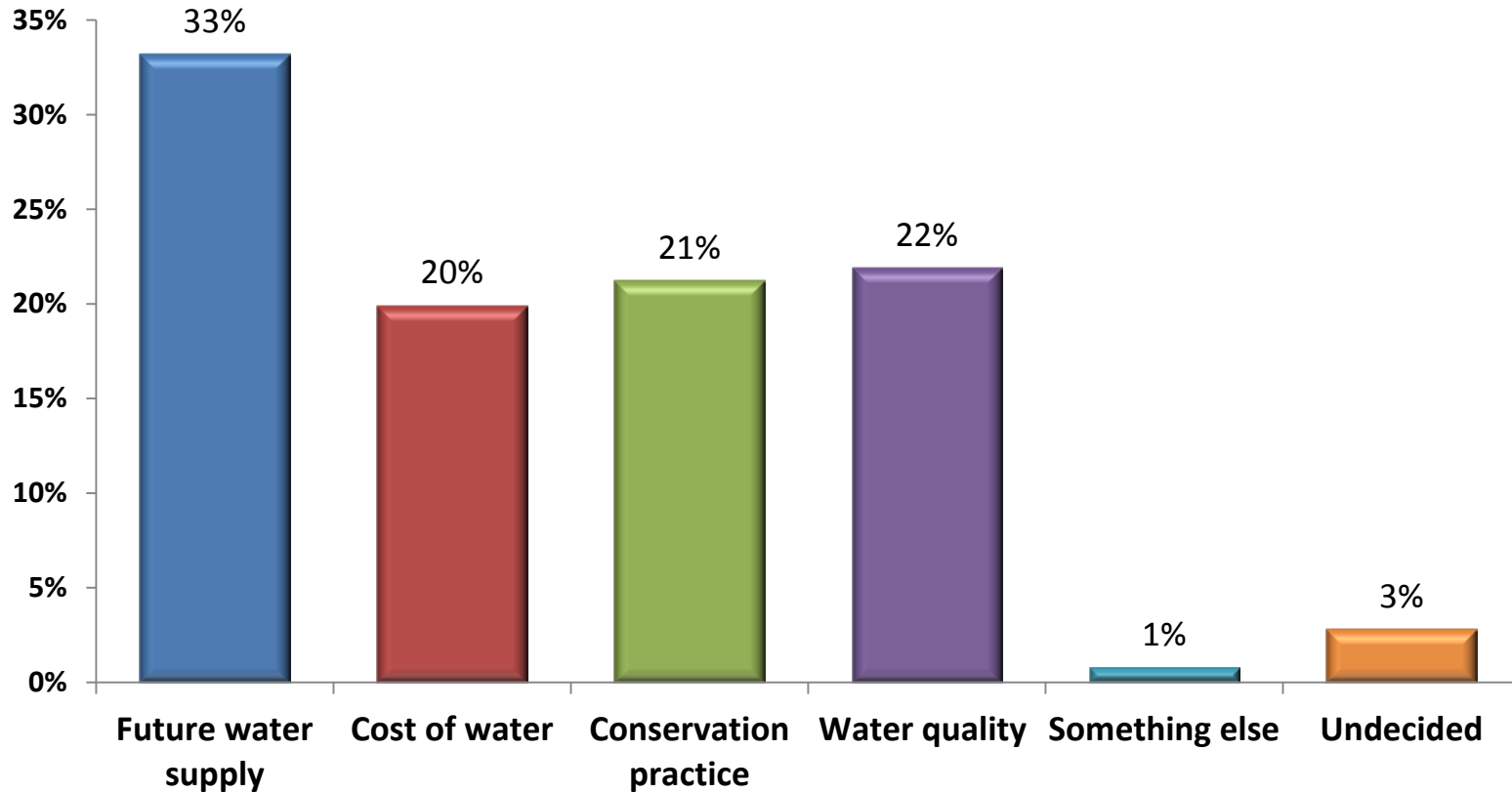
# **2012 Water Conservation Campaign Benchmark Survey Highlights**

# 2012 Survey Parameters

- Survey conducted over one week period in September
- 602 interviews conducted
  - 402 telephone
  - 200 online surveys
- Diverse mix of age and ethnicity
  - 35% of respondents over 65 years old
  - 34% of respondents were 45 to 64 years old
  - 28% of respondents 44 years old or younger
  - 58% white, 27% African-American or Black, 8% Hispanic or Mexican-American and 7% other or refused to answer

# Single Most Important Water Issue

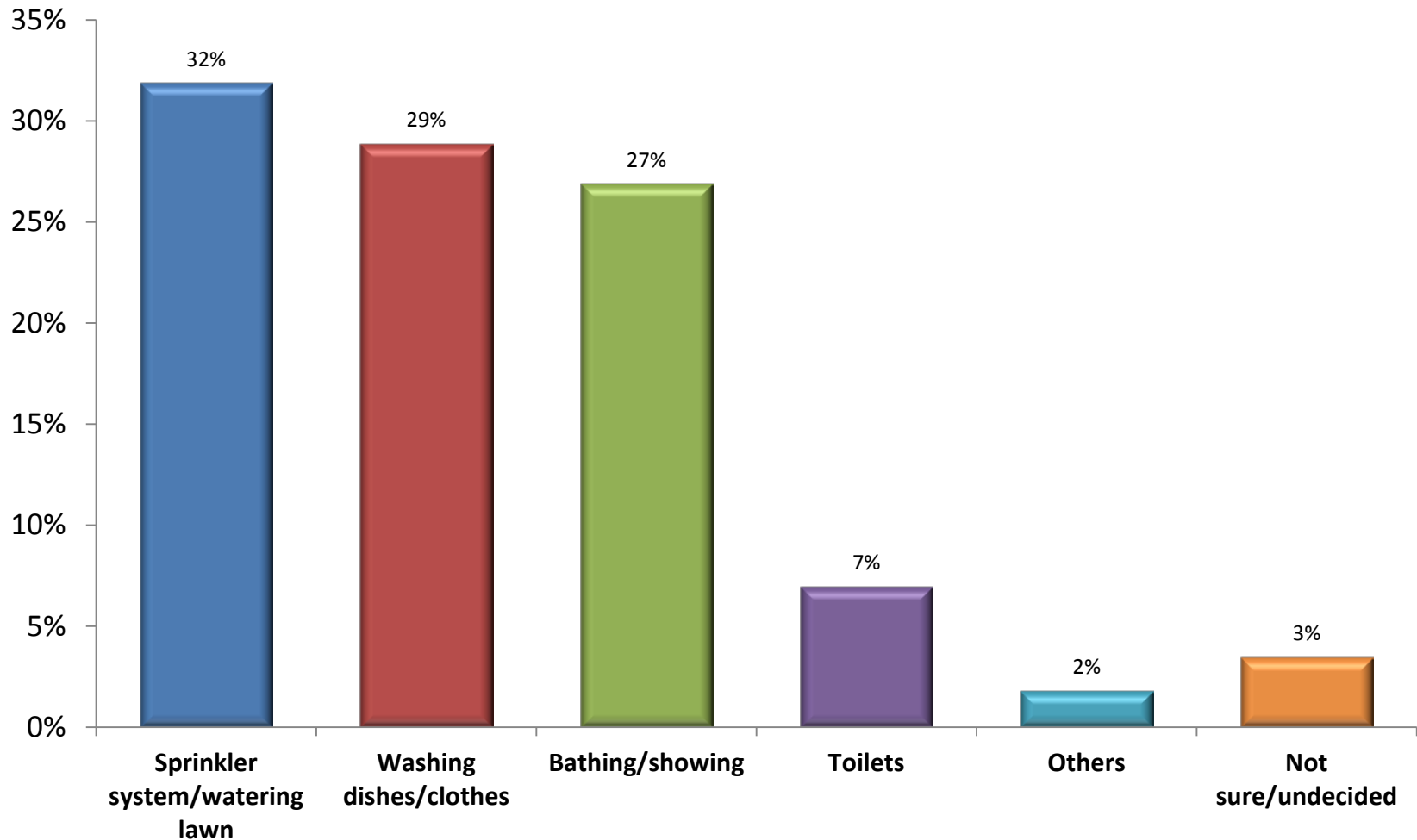
Which of the following do you feel is the single most important water related issue facing your area of Dallas today?





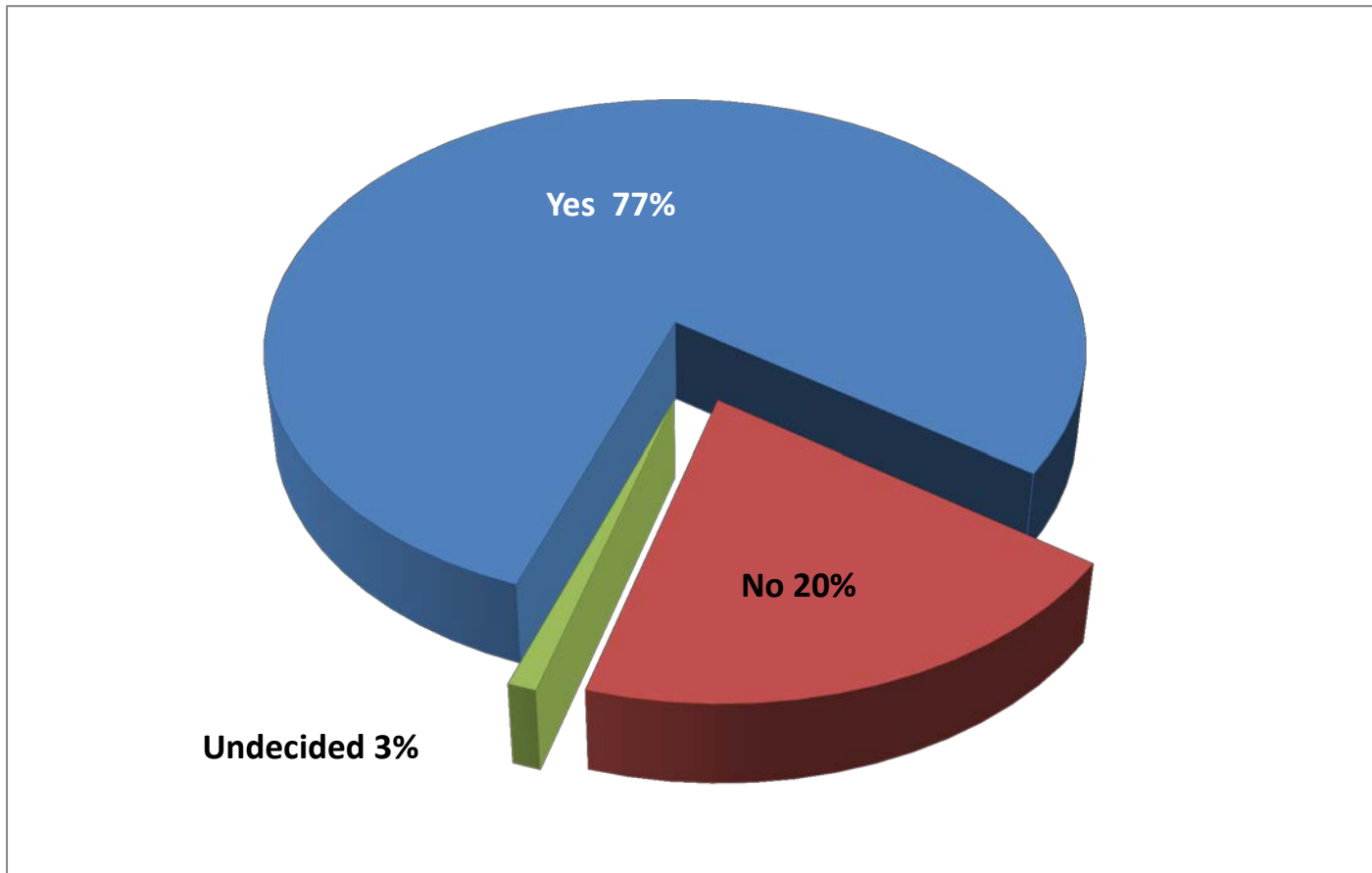
# Perception of Residential Water Use

Which of the following accounts for the largest percentage of water use at your residence?



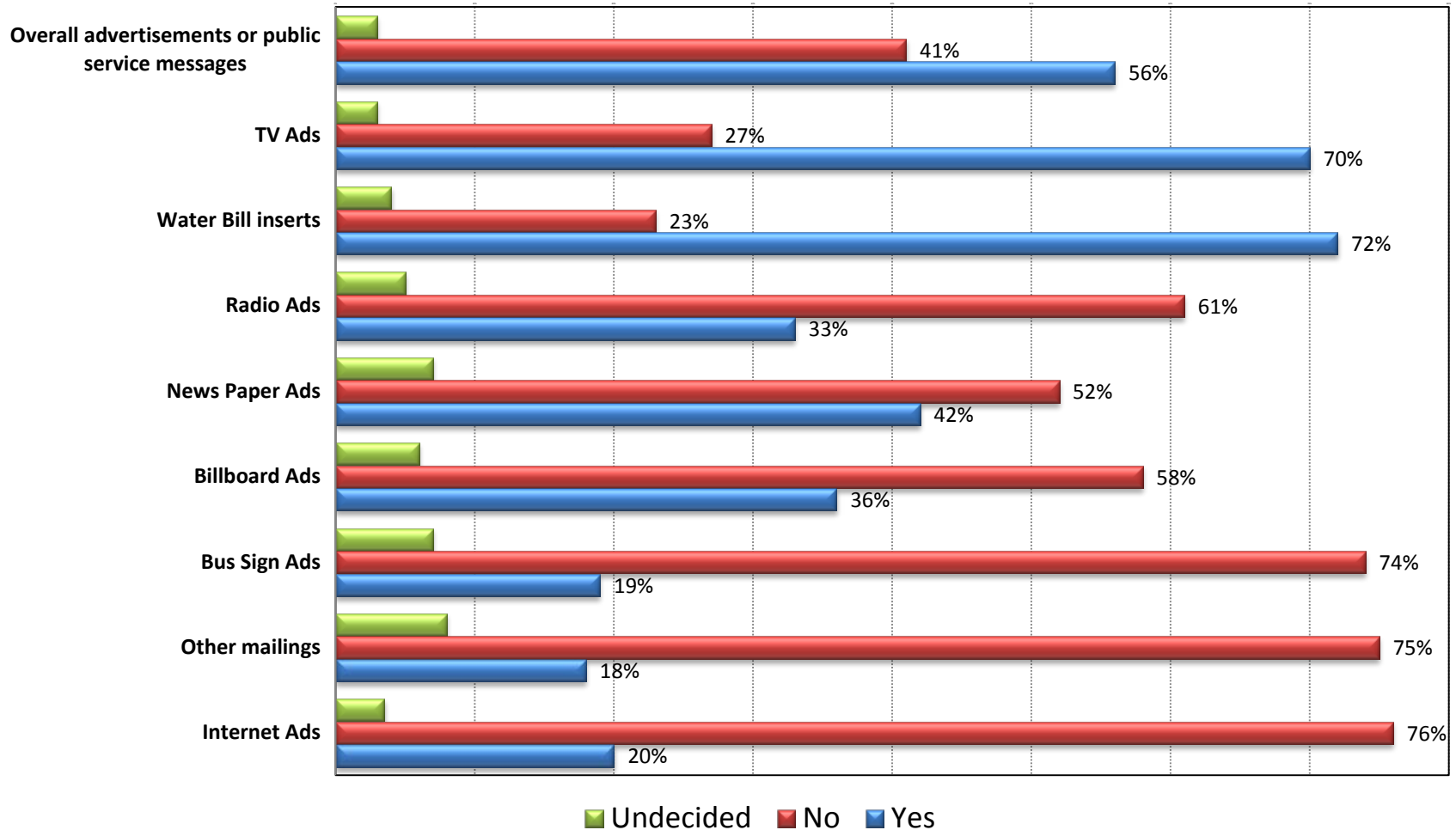
# Ordinance Awareness

Have you heard, seen, or read anything lately about the City of Dallas prohibiting the watering of lawns between the hours of 10 a.m. and 6 p.m. from the months of April to October?



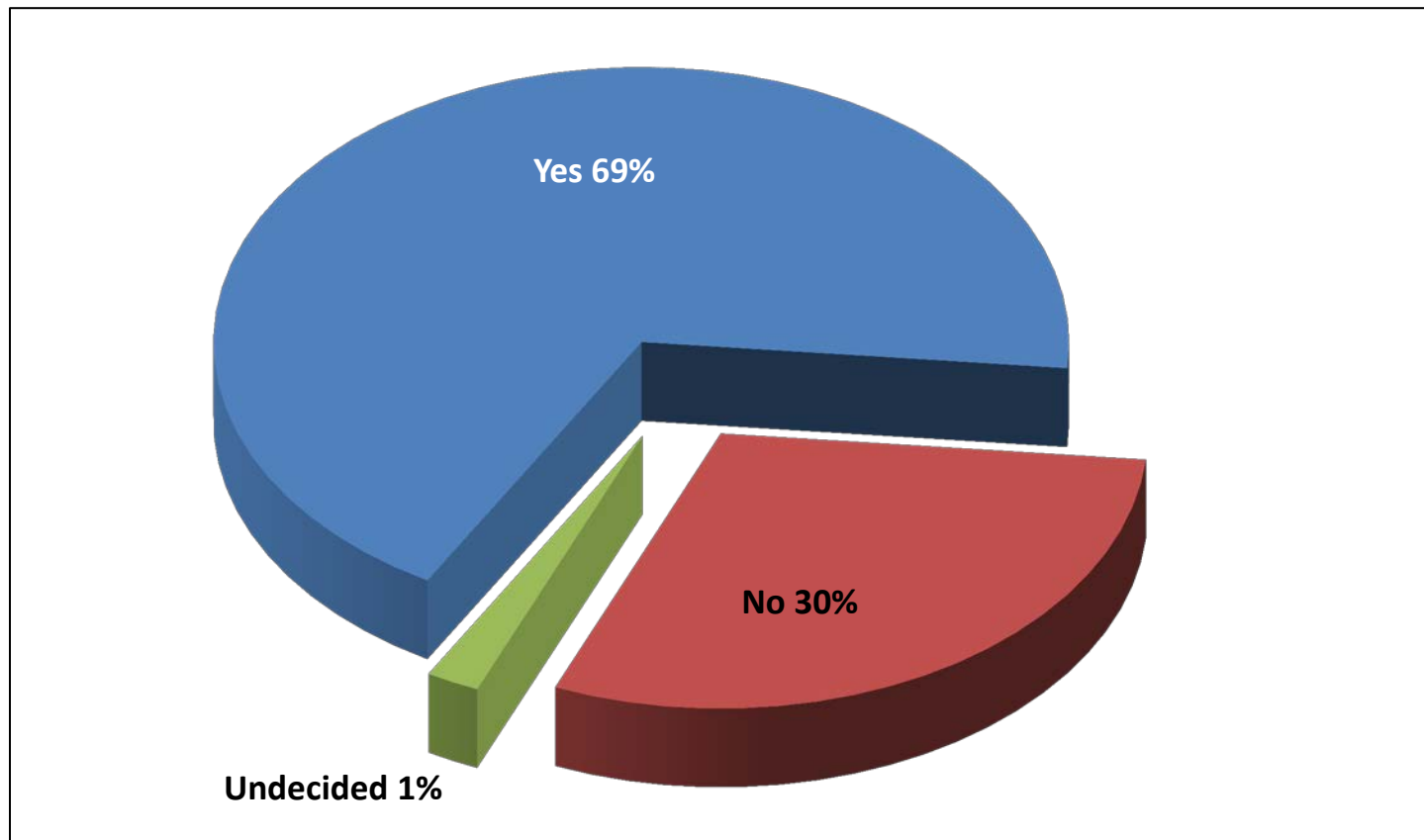
# Advertising Campaign Awareness

Can you tell us where you have seen, read or heard ads or message relating to water conservation and saving water?  
Have you seen, read or heard any advertisements or public service message recently related to saving water or water conservation?



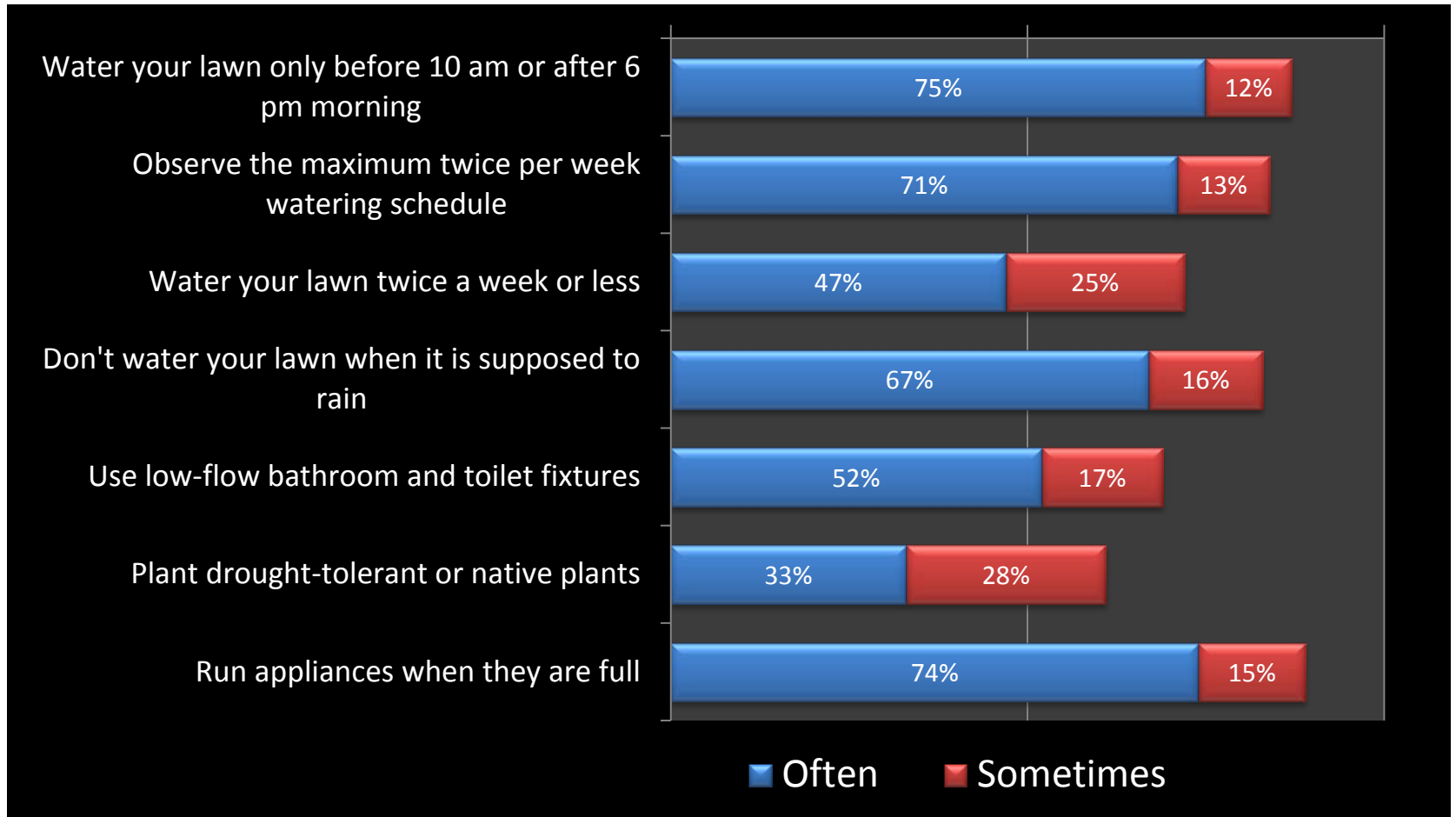
# Perceived Behavioral Changes

Over the past few years, have you changed your behavior as it relates to water use as a result of what you have read, heard or seen from public service watering guidelines messages and educational tips?



# Water Conservation Actions Taken

Whether you take these water conservation actions?



**KEY FOCUS AREA:** Efficient, Effective and Economical Government

**AGENDA DATE:** November 12, 2013

**COUNCIL DISTRICT(S):** All

**DEPARTMENT:** Business Development & Procurement Services  
Sanitation Services  
Water Utilities

**CMO:** Jeanne Chipperfield, 670-7804  
Forest E. Turner, 670-3390

**MAPSCO:** N/A

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**SUBJECT**

Authorize a five-year service contract for Environmental Education Initiative programs for Water Utilities and Sanitation Services – University of North Texas, most advantageous proposer of two - Not to exceed \$3,014,270 - Financing: Current Funds (\$1,279,455) and Water Utilities Current Funds (\$1,734,815) (subject to annual appropriations)

**BACKGROUND**

This action does not encumber funds; the purpose of a service contract is to establish firm pricing for services, for a specific term, which are ordered on an as needed basis.

This service contract will provide Environmental Education Initiative (EEI) programs for Water Utilities and Sanitation Services. The purpose for these programs are to teach, create and enhance behavior changes in thousands of school-age children residing in the City. Education efforts shall also include environmental stewardship governing water conservation and recycling efforts offered by the City. The programs are designed to appeal not only to the students but also to their parents and community.

The contractor’s primary responsibility is to augment current departmental efforts focus on increasing City wide solid waste diversion recycling efforts identified in the City’s Solid Waste Management Plan and water conservation efforts identified in the 2010 Five-year Strategic Plan on Water Conservation.

To date EEI programs have effectively reached a diverse student population in classroom settings, trained and collaborated with teachers and administrators, developed and implemented environmental education classroom curricula and performed various community outreach programs.

## **BACKGROUND (Continued)**

In the past five years, the EEI programs have served all council districts in the following manner:

- Provided water conservation and waste diversion lessons to over 115,000 elementary and middle school students
- Assisted over 1,280 teachers through interactive workshops
- Reached approximately 235,000 residents through environmental community events and activities

During the next phase of these programs, the University of North Texas (UNT) will continue to assist the City with programs currently offered in the Dallas Independent School District (DISD) and other school districts serving children who reside in Dallas. There will be greater outreach within DISD for the EEI program and UNT will continue the summer internship program at the Dallas campus for selected high school students. Students will learn from and work under the Science, Technology, Engineering and Math initiative.

The EEI program promotes the importance of water conservation and solid waste diversion-recycling to school aged children through English and bilingual hands-on classroom activities, interactive teacher workshops and community outreach activities.

A four member evaluation committee was selected from the following departments:

- Sanitation (1)
- Water Utilities (1)
- Trinity Watershed Management (1)
- Business Development and Procurement Services (1)

Business Development and Procurement Services only evaluated cost.

The successful proposer was selected by the committee based on a total score of 85 points using the following criteria:

- |                    |           |
|--------------------|-----------|
| ● Experience       | 35 points |
| ● Price            | 30 points |
| ● Project Approach | 20 points |

As part of the solicitation process and in an effort to increase competition, Business Development and Procurement Services (BDPS) used its procurement system to send out 937 email bid notifications to vendors registered under respective commodities. To further increase competition, BDPS uses historical solicitation information, the internet, and vendor contact information obtained from user departments to contact additional vendors by phone.

**BACKGROUND (Continued)**

Additionally, in an effort to secure more bids, notifications were sent by the BDPS' ResourceLINK Team (RLT) to 25 chambers of commerce, the DFW Minority Business Council and the Women's Business Council – Southwest, to ensure maximum vendor outreach.

**PRIOR ACTION/REVIEW (COUNCIL, BOARDS, COMMISSIONS)**

On September 17, 2008, the City Council authorized a sixty-month professional services contract, with one twelve-month renewal option, to promote long-term, sustainable environmental stewardship through water conservation and recycling education among local area school-age children by Resolution No. 08-2513.

**FISCAL INFORMATION**

\$1,279,455.00 - Current Funds (subject to annual appropriations)  
\$1,734,815.00 - Water Utilities Current Funds (subject to annual appropriations)

**M/WBE INFORMATION**

182 - Vendors contacted  
182 - No response  
    0 - Response (Bid)  
    0 - Response (No bid)  
    0 - Successful

937 - M/WBE and Non-M/WBE vendors were contacted

**ETHNIC COMPOSITION**

University of North Texas

White Male	1163	White Female	1291
Black Male	114	Black Female	147
Hispanic Male	157	Hispanic Female	226
Other Male	201	Other Female	145

**PROPOSAL INFORMATION**

The following proposals were received from solicitation number BMZ1310 and opened on June 5, 2013. This service contract is being awarded in its entirety to the most advantageous proposer.

\*Denotes successful proposer



**PROPOSAL INFORMATION (Continued)**

<b><u>Proposers</u></b>	<b><u>Address</u></b>	<b><u>Score</u></b>	<b><u>Amount</u></b>
*University of North Texas	1155 Union Circle #305250 Denton, TX 76203	74.30%	\$3,014,270.00
Reslogix, LLC	8615 Freeport Parkway #175 Irving, TX 75063	59.00%	\$2,107,320.00

Note: The successful proposer was selected by the committee based on a total score of 85 points.

**OWNER**

**University of North Texas**

V. Lane Rawlins, President  
Warren Burggren, Provost  
Kristi Lemmon, Senior Director of Research Services  
Britt Krhovjak, Post Award Manager

November 12, 2013

**WHEREAS**, on September 17, 2008, the City Council authorized a sixty-month professional services contract, with one twelve-month renewal option, to promote long-term, sustainable environmental stewardship through water conservation and recycling education among local area school-age children by Resolution No. 08-2513;

**NOW, THEREFORE,**

**BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF DALLAS:**

**Section 1.** That the City Manager is authorized to execute a service contract with the University of North Texas (227764) for Environmental Education Initiative programs for Water Utilities and Sanitation Services for a term of five years in an amount not to exceed \$3,014,270.00, upon approval as to form by the City Attorney. If the service was bid or proposed on an as needed, unit price basis for performance of specified tasks, payment to the University of North Texas shall be based only on the amount of the services directed to be performed by the City and properly performed by the University of North Texas under the contract.

**Section 2.** That the City Controller is authorized to disburse funds in an amount not to exceed \$3,014,270.00 (subject to annual appropriations).

**Section 3.** That this resolution shall take effect immediately from and after its passage in accordance with the provisions of the Charter of the City of Dallas, and it is accordingly so resolved.



City of Dallas

October 18, 2013

Felice Cambridge  
C/O Reslogix, LLC  
8615 Freeport Parkway, #175  
Irving, Texas 75063

The City of Dallas' (City) Office of the City Auditor (Office) has reviewed Reslogix's formal complaints against the City's Environmental Education Initiative (EEI), for which Reslogix submitted a proposal. The first complaint states that even though Reslogix underbid the incumbent EEI provider, the University of North Texas (UNT), by \$1.4 million dollars, UNT was announced as the "low bid" and would be awarded the EEI contract subject to City Council approval. Reslogix alleges this gives UNT "a 15 year monopoly on the Initiative and a significant windfall based on the amount of its bid."

The Office reviewed the issue and found that the EEI Request for Proposal (RFP) was not a "low bid" award but a "most advantageous" award, explaining how UNT, in spite of a higher cost proposal, could be the recommended awardee. The information reviewed indicates the City followed the proposal award method outlined in the RFP, resulting in UNT being determined the "most advantageous" provider.

The second complaint states that Reslogix "would have won the award by receiving the most evaluation points if the City had evaluated the Bidders according to its own policy." Reslogix alleges that "the City simply threw out the criteria evaluating the status and compliance of the bidders with the City's Business Inclusion and Development (BID) program...." The Office's investigation established that the BID criteria will be included in BDPS' recommendation of the EEI award.

The Office has investigated your allegations and was unable to substantiate your complaints regarding any manipulation of the bid process.

Sincerely,

Craig Kinton  
City Auditor

C: Honorable Mayor Michael Rawlings  
Honorable Jerry Allen, Chairman – Budget, Finance & Audit Committee  
A.C. Gonzalez, Interim City Manager  
Jeanne Chipperfield, Chief Financial Officer