

THE COMMONWEALTH OF MASSACHUSETTS

**EXECUTIVE OFFICE OF ENERGY &
ENVIRONMENTAL AFFAIRS
DEPARTMENT OF ENVIRONMENTAL
PROTECTION**

ONE WINTER STREET, BOSTON, MA



Request for Interest (RFI)

Healthy Lawn Happy Summer Toolkit

**Agency Document #: BWR 2020-02-Healthy Lawn
COMMBUYS #: BD-20-1045-BWR00-BWR01-45252
October 25, 2019**

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1 RFI INTRODUCTION AND GENERAL DESCRIPTION

1.1 Description

MassDEP is pleased to introduce a new tool for changing outdoor water use behavior. The ready-to-use toolkit will provide water suppliers with educational materials customized to household water use within their water systems. This toolkit is founded on Massachusetts specific research, including a multi-year pilot project that tested the effectiveness of the approach and materials developed to reduce outdoor water use. Based on the success of the pilot, this toolkit was developed to help water suppliers implement the Healthy Lawn, Happy Summer program with minimal or no assistance. The Water Management Act (WMA) public water suppliers (PWSs) selected through this RFI will be provided technical support services through MassDEP's consultant, on an as needed basis for implementing the Toolkit in 2020. Implementation of the Healthy Lawn, Happy Summer program can help meet Water Management Act (WMA) Permit requirements for Minimization Planning or be a component of a compliance plan for those PWSs not currently achieving the residential gallons per capita day performance standard. MassDEP will be conducting a Webinar on Wednesday, November 6, 2019 from 11am – Noon to provide additional information and answer questions on the Toolkit. For more information contact MassDEP personnel, Duane LeVangie, at (617) 292-5706.

Based on the response to this Request for Interest (RFI), a list of WMA PWSs approved to receive Toolkit Technical Assistance will be generated. Please note that MassDEP reserves the right to limit the number of PWSs that are selected based upon funding availability and other limitations with respect to this program. .

1.2 Background

A 2018 an initial pilot campaign was conducted with three PWSs volunteering to participate. The campaign provided customer targeted education and feedback to motivate changes in outdoor water use. The campaign was repeated in these same systems in 2019 with three additional PWSs joining the pilot program. Households were selected for inclusion in the pilot based on a comparison of their winter water use to their summer use, as a sizeable summer increase likely indicates lawn watering. The selected households received the following materials: a program announcement postcard in the early spring and an outreach packet (delivered in late May, and again in early August) comprised of three pieces – 1) a cover letter from the water supplier, 2) an educational flyer, and 3) a chart comparing the household's water use to its neighbors. The educational flyer provided options and tips on how to keep a lawn healthy with minimal or no watering. In the water use comparison chart, each individual household's summer use was compared to efficient and average neighbors in their town, based on the prior summer's use. The sheet displayed whether they used more, less, or the same as their neighbors. Water savings were significant. On average, households in the 2018 program used 39 gallons per day less in the summer than comparable non-participating households, with average household savings up to 128 gallons per day in one of the three pilot systems.

1.3 Eligible Entities

Eligible entities are PWSs and municipalities with current WMA permits or registrations.

2 ESTIMATED CALENDAR

EVENT	DATE
RFI Release Date	October 25, 2019
Initial Informational Webinar	November 6, 2019
Second Informational Webinar	January 8, 2020
RFI Close Date	January 15, 2020
Estimated Notification of Successful Applicant(s)	January 30, 2020
Estimated Consultant Contract Start Date	February 21, 2020

3 DATA NEEDS

To be considered for this pilot program, all applicants must gather and have readily available the following detailed system information for calendar year 2019 by February 1, 2020 for inclusion in the Toolkit Technical Assistance program:

- Collection of water use data at least quarterly, if not more frequently (note that preference will be given to those with monthly water use data);
- Provide digitized water use data by March 2020 that includes: Data for January 2019 to December 2019;
- Addresses that are linked to water data;
- Access to Word and Excel; and
- Ability to print, assemble, address, and mail postcard and outreach packet, or have access to a print shop that can complete this task.

4 EVALUATION CRITERIA

Applicant responses to this RFI will be used to rank applicants and will determine who will be eligible for Toolkit Technical Assistance.

4.1 Evaluation Components

A MassDEP selection committee will review applications from responding PWSs. Applications will be evaluated based, at a minimum, upon the following criteria:

- Commitment made by the applicant to actively participate in the Healthy Lawn Happy Summer outreach program and provide documentation to MassDEP of in-kind services rendered.
- Ability of the applicant to provide the necessary data to perform and complete the outreach in Healthy Lawn Happy Summer outreach program.
- PWSs with recent MassDEP-approved high Residential Gallons per Capita Day (RGPCD) rates will be given preference. Recent RGPCD rates are available at:

<https://www.mass.gov/service-details/public-water-supply-tools-resources-performance-standards>

- PWSs with increasing system –wide water use and a high summer/winter ratio of water use will be given preference.
- PWSs that have recently done work to try and improve RGPCD rates will be given preference.
- Quality and responsiveness of the proposal, including: completeness, organization, and conciseness.

4.2 Proposal Format

Proposal shall be limited to 2 pages (single-spaced, 8-1/2" by 11" sheet with 0.5" margins) and shall include the following sections:

- Proposals should include a short statement detailing how the applicant will benefit from receiving Technical Assistance with the Healthy Lawns Happy Summer program.
- A discussion of available data and data gaps.
- A discussion of recent MassDEP-approved RGPCD values, how they vary from winter to summer, as well as work that has been undertaken by the applicant to improve those values.
- A commitment to providing in-kind services sufficient to allow for data to be provided and a complete Healthy Lawn Happy Summer outreach to be performed in the timeframe allowed.
- A commitment to work with a consulting firm to complete the Healthy Lawn Happy Summer outreach in the summer of 2020.
- A contact list including PWSs contacts' email and telephone numbers.

5 HOW TO SUBMIT A PAPER RESPONSE

INSTRUCTIONS–SUBMIT YOUR RESPONSE IN A SEALED ENVELOPE THAT IS CLEARLY MARKED WITH THE WORDS “HEALTHY LAWN, HAPPY SUMMER – 2020”, BY THE RESPONSE DEADLINE, TO THE FOLLOWING ADDRESS:

Massachusetts Department of Environmental Protection
One Winter Street
Boston, MA 02108
ATTN: Jennifer D’Urso
Telephone: 617-654-6591
Fax: 617-292-5696
E-Mail: jen.durso@mass.gov

Proposals must be submitted in a sealed envelope and include **one (1)** original signed copy, and **two (2)** duplicate copies.

Response Deadline— Responses are due no later than **January 15, 2020 at 5 pm** and **MUST** be mailed or hand delivered to the address listed above. **LATE RESPONSES WILL NOT BE CONSIDERED.**