



**Sonoma  
Water**

## MEMORANDUM

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TW# 24/25-055

**DATE:** April 24, 2025

**TO:** Grant Davis, General Manager

**FROM:** Paul Piazza, Project Manager *P.P.*

**SUBJECT:** Selection of Brown and Caldwell for Preparation of 2025 Urban Water Management Plan

Sonoma County Water Agency (Sonoma Water) prepares a wholesale Urban Water Management Plan (UWMP) every five years since 1985 as required by the Urban Water Management Planning Act, sections 10610 through 10657 of the California Water Code. The purpose of the wholesale UWMP is to consolidate regional information regarding water supply and demand, provide public information, and improve statewide water planning. The wholesale UWMP is also intended to serve as a regional water supply planning document for Sonoma Water and its Water Contractors.

On January 21, 2025, Sonoma Water issued a Request for Proposals (RFP) to the following five firms:

- Brown and Caldwell, Rancho Cordoba, CA
- Carollo Engineers, Walnut Creek, CA
- Environmental Resources Management, Walnut Creek, CA
- Jacobs, Santa Rosa, CA
- Wood Rodgers, Inc., Sacramento, CA

The RFP was also posted on Sonoma County Water Agency and County of Sonoma Purchasing Department websites.

The two firms listed below submitted Proposals.

- Black Water Consulting Engineers, Modesto, CA
- Brown and Caldwell, Rancho Cordoba, CA

The following criteria were used to evaluate each firm:

- Professional qualifications and demonstrated ability to perform the work.
- Responsiveness to the work requirements.
- Exceptions to standard terms in the sample agreement.
- Thoroughness of proposal.

Brown and Caldwell (Consultant) was selected to perform the work because Consultant demonstrated a thorough knowledge of Sonoma Water's and the region's water supply challenges, such as the Potter Valley Project, the Russian River Biological Opinion, and Forecast Informed Reservoir Operations. Consultant also has considerable experience developing Urban Water Management Plans that meet community engagement and water contractor coordination needs while ensuring a plan is defensible and meets all water code requirements necessary for adoption by the California Department of Water Resources.

Proposals and evaluation forms have been sent to Records.

Internal bargaining unit staff is not being used for this work because work is beyond the capacity of staff's ongoing workload.

The hiring of Consultant for this agreement causes no conflict of interest and is not based on any financial incentive provided to Sonoma Water or its employees and representatives.

c: Rachel Vail  
Susanne Oliver  
Rebecca DeSart

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