



**Sonoma  
Water**

## MEMORANDUM

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TW: 23/24-061

**DATE:** July 17, 2025

**TO:** Grant Davis, General Manager

**FROM:** Paul Piazza, Project Manager *PP*

**SUBJECT:** **Selection of DCSE, Inc. for Remote Sensing and Ground Cover Spatial Analysis Services**

In 2018 California enacted legislation (Senate Bill 606 and Assembly Bill 1668) for development of a new regulatory framework, which proposes new standards-based water use objectives applicable to urban retail water providers with 3,000 or more connections or 3,000 or more acre feet of annual water sales.

The framework includes the water use standard for commercial, industrial, and institutional (CII) landscape irrigation with dedicated irrigation meters (DIM) (CII DIM Standard), and CII performance measures, a subset of which details water use efficiency improvements for CII mixed-use metered (MUM) landscapes, such as providing irrigation water budgets. The proposed framework was adopted by the State Water Resources Control Board (State Water Board) July 2024.

In 2023 California further enacted legislation (Senate Bill 1572) to set conditions and a timeline to prohibit the use of potable water for irrigation of non-functional turf (NFT) in CII landscape areas and common areas of homeowners' associations (HOA), including a requirement for retail water providers to enact local code changes in support of this prohibition.

To support the proposed CII DIM Standard, CII performance measures, and NFT prohibition, Sonoma Water, on behalf of the retail water providers in the Sonoma-Marin Saving Water Partnership (Partnership), requires consultant services to obtain landscape area measurement (LAM) data for all the Partners' CII customer accounts, including those with DIMs and MUMs, using methodologies compliant with State Water Board and DWR requirements. Additionally, consultant services are needed to provide discrete parcel-level polygon layers delineating CII special landscape areas (SLA) and associated LAMs, and CII and HOA NFT areas and associated LAMs.

On February 6, 2024, Sonoma County Water Agency (Sonoma Water) issued a Request for Proposals (RFP) to the following seven firms:

- Eagle Aerial Solutions, Irvine, California
- DCSE, Laguna Hills, California

- Land IQ, Sacramento, California
- Conservation Biology Institute, Corvallis, Oregon
- Nearmap, Lehi, Utah
- Formation Environmental, LLC, Sacramento, California
- NV5, Hollywood, Florida

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

The three firms listed below submitted Proposals.

- DCSE
- Eagle Aerial Solutions
- Land IQ

The following criteria were used to evaluate each firm:

- Thoroughness of Proposal
- Professional qualifications and demonstrated ability to perform the work
- Responsiveness to the work requirements
- Exceptions to agreement terms
- Local preference

DCSE (Consultant) was selected to perform the work because Consultant demonstrated exceptional qualifications and previous experience completing similar work in the region, showing a clear understanding of the work requirements and responsiveness to meet the needs of the regional Partnership.

Proposals and evaluation forms have been sent to Records.

Internal bargaining unit staff are not being used for this work because the work requires expertise in remote sensing and ground cover spatial analysis that staff don't have.

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: Lisa Consani  
Susanne Oliver  
Rebecca DeSart