



**Sonoma  
Water**

## MEMORANDUM

CF/40-0-21 RFP (Agree for Regional Water Loss Group  
Coordination and Related Services) 19/20-009 (ID 7309)

**DATE:** December 23, 2019

**TO:** Grant Davis, General Manager

**FROM:** Gregory Plumb, Project Manager

**SUBJECT:** LIST OF QUALIFIED CONSULTANTS FOR TECHNICAL ASSISTANCE RELATED TO WATER LOSS AND RELATED SERVICES - NOT TO BE USED FOR FEDERALLY FUNDED PROJECTS

In light of the evolving regulatory environment for water loss reporting for retail and wholesale water utilities, and potential opportunities to improve practices related to water loss reporting, Sonoma Water anticipates undertaking several projects where water loss technical assistance will be required for Sonoma Water and other members of the Sonoma-Marín Saving Water Partnership (Partnership). Potential projects include, but are not limited to:

- Regional water loss information meetings
- Supply meter assessment and testing plan

The Partnership represents 12 water utilities in Sonoma and Marin counties that have joined together to provide regional solutions for water use efficiency. The utilities include: the cities of Healdsburg, Santa Rosa, Rohnert Park, Petaluma, Sonoma, and Cotati; North Marin, Valley of the Moon, and Marin Municipal Water districts; and the Town of Windsor, California American Water (Larkfield District) and Sonoma Water (individually "Partners"). The Partnership was formed to identify and recommend implementation of water use efficiency projects, and maximize the cost-effectiveness of water use efficiency programs in our region.

On September 30, 2019, Sonoma County Water Agency (Sonoma Water) issued a Request for Statements of Qualifications (RFQ) to the following 4 firms:

- Water Systems Optimization, San Francisco, CA
- Cavanaugh, Winston-Salem, NC
- M.E Simpson Co., Inc., Valparaiso, IN
- Farley Water Consulting, Bampton, Oxford, United Kingdom

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

The three firms listed below submitted Statements of Qualifications (SOQs):

- Water Systems Optimization
- Cavanaugh
- M.E. Simpson Co., Inc.

The following criteria were used to evaluate each firm:

- Thoroughness of SOQ
- Professional qualifications and demonstrated ability to perform the work
- Exceptions to agreement terms
- Local Preference

Based on the evaluations, the following respondents were selected for the list of qualified consultants:

Name of Firm	DIR Registered? Y/N
Water Systems Optimization	Y
Cavanaugh	Y

For projects requiring technical assistance related to water loss and related services, Sonoma Water will contact individual firms from the above list to determine availability and potential conflict of interest with other projects that the firm is undertaking, and to prepare a cost proposal to perform the work.

SOQs and evaluation forms have been sent to Central Records.

c: Lisa Consani

Attachment: Recipient List

### Recipient List

<b>First Name</b>	<b>Last Name</b>	<b>Organization</b>	<b>Title</b>	<b>City</b>	<b>State</b>	<b>Email</b>
Kate	Gasner	Water Systems Optimization	Vice President	San Francisco	CA	<a href="mailto:kate.gasner@wsoglobal.net">kate.gasner@wsoglobal.net</a>
Will	Jernigan	Cavanaugh	Director of Water Use Efficiency	Winston-Salem	NC	<a href="mailto:will.jernigan@cavanaugholutions.com">will.jernigan@cavanaugholutions.com</a>
Michael	Simpson	M.E. Simpson Co., Inc	CEO	Valparaiso	IN	<a href="https://www.mesimpson.com/contact-us">https://www.mesimpson.com/contact-us</a>
Malcom	Farley	Farley Water Consulting		Bampton	England	<a href="mailto:mfarley@alvescot.demon.co.uk">mfarley@alvescot.demon.co.uk</a>