



Request for Proposals

The Marina Coast Water District wishes to contract an individual or firm to prepare a 2025 Urban Water Management Plan for the District

Proposals due

**5:00 PM
November 18, 2025**

Proposals sent electronically must be directed to:

Katie Lampkin at
klampkin@mcwd.org

Proposals sent by mail must be directed to:

Marina Coast Water District
920 2nd Ave., Suite A
Marina, CA 93933
ATTN: Katie Lampkin

I. INTRODUCTION

The Marina Coast Water District (District) is requesting proposals from qualified individual(s) or firm(s) to prepare an Urban Water Management Plan (Plan) suitable for short-term and long-term water planning to meet the requirement of Water Code Division 6, Part 2.6 (Urban Water Management Planning Act). The Plan will:

- Assess changes in natural hydrology, climate, and groundwater conditions.
- Anticipate the implications of regional, state, and federal regulations.
- Understand supply conditions and water use variability.
- Identify regional constraints on, or opportunities for, shared water resources.
- Integrate local land use changes, developments, plans, and population growth.
- Prepare for water shortages and unforeseen calamities.
- Anticipate infrastructure improvements.
- Recognize project fundings needs and opportunities.

The selected consultant shall perform the tasks specified in the "Scope of Work" section of the Request for Proposals (RFP). The consultant is encouraged to suggest additions or modifications to the scope that will enhance or clarify the Plan and the suggestions should be incorporated into the proposal. The District is seeking to enter into a Professional Services Agreement with an individual or organization to provide the services described in section III.

II. BACKGROUND

The Marina Coast Water District (District) provides water service and wastewater collection service to 36,000 – 40,000 residents through approximately 20,000 connections in and adjacent to the City of Marina and on the former Fort Ord military installation. The District currently pumps all of its water supply, approximately 3,200 acre feet of water (both Marina and Ord Systems) annually from groundwater wells. The District also conveys in excess of two million gallons per day of sewage to the Monterey One Water for treatment. Although there are water inter-tie connections between the Marina and Ord systems, the Marina and Ord Community service areas are still maintained as separate operations, with separate financial records and accounts. The District has developed capital improvement programs for both the Marina and Ord Community service areas.

The District provides non-potable/recycled water for public and private landscape irrigation and commercial uses and has installed several recycled water pipeline segments. Additionally, MCWD has agreed to transmit non-potable water through MCWD's non-potable water pipeline for the Monterey One Water's Pure Water Monterey Project, thereby improving the level of treatment of the non-potable water for District customers.

The District last completed its 2020 Urban Water Management Plan in June 2021. Copies of that Plan and Appendices are available for review at the District's office and on the District's website at: https://www.mcwd.org/engineering_forms_documents.php

III. SCOPE OF SERVICES

Consultant shall perform the following in preparing the MCWD 2025 Plan. Consultant shall follow the guidelines identified in the 2025 Urban Water Management Plan Guidebook for Retail Urban Water Suppliers (slated for release in Fall 2025).

1. Review and coordinate with appropriate agencies and businesses including but not limited to the current District, Monterey County Water Resources, City of Marina, City of Seaside, City of Del Rey Oaks, City of Monterey, County of Monterey, U.S. Army, CSU Monterey Bay, UC Monterey Bay Education Science and Technology Center, California Coastal Commission, California State Parks, Fort Ord Reuse Authority (FORA), California American Water Company, Monterey One Water, and Monterey Peninsula Water Management District:
 - a. General Plans; Urban Growth Plans; Regional Urban Design Guidelines; Master Plans; Sustainability Plans; Climate Change Plans; Engineering Procedures, Guidelines and Design Requirements, associated with the production and consumption of water and augmented water services that will ensure adequate services provided by the District.
2. Review the District Code, other jurisdictional codes within the District boundaries, and other appropriate laws and regulations, as necessary.
3. Review the District 2020 Plan, update information and review data for new Plan including service area populations, water production, customer class water use, and conservation associated with services.
4. Identify new and proposed forecasts including but not limited to water supply, augmented water production, and consumption estimates.
5. Identify and suggest scheduling adjustments in the District five-year capital improvement projects and action plan for capital improvement projects from forecast of conservation efforts as well as consumption changes.
6. Provide a comparison of current and proposed per capita water usage demand and contrast it with surrounding municipal water purveyors.
7. Provide an Urban Water Management Plan which the District can use for forecasting and planning.
8. Provide drought planning, conservation, and demand management measures.
9. Provide an assessment of the reliability of the District's water sources over a 20-year planning horizon and report the District's progress on reduction in water consumption by the year 2040, as required in SB 606 and AB 1668.

IV. PLAN REQUIREMENTS

The Plan is to be executed in conformance with the following policy directions:

1. Any recommended Plan shall be based on State of California guidelines and requirements for 2025 Urban Water Management Planning and the California Water Code.
2. Identify those portions of 2025 Plan that may require additional funding of water system operating and capital costs.
3. The Plan shall consider and make provisions for the following factors:
 - a. Projected customer demands for potable and nonpotable water.

- b. Availability of supplies, e.g. potable water, nonpotable water, and augmented water.
 - c. Seawater intrusion and groundwater contamination.
 - d. Requirements of the District Code, Monterey County Water Resources Act, California law, DWR regulations and any other guidelines that may apply.
 - e. Other impacts as identified.
4. The recommended Plan shall be consistent with industry practice for Urban Water Management Planning in California and be based upon standard practices that meet the criteria and State guidelines.
 5. Provide a comparison of current water demands to surrounding water purveyors.
 6. Recommend and justify any special drought planning, conservation and demand management measures for consideration.
 7. The recommended Plan shall be easy to administer and understand.
 8. Any proposed Plan shall take into consideration the District's operational capabilities.

V. PLAN ELEMENTS

The final Plan shall include the elements and analysis outlined within the 2025 Urban Water Management Plan Guidebook, including but not limited to the following:

1. **Introduction and Lay Description.** Background, history, purpose and legislative updates of the Plan; background, location and history of District formation, expansion and intertie of water systems; redevelopment of Fort Ord and other land use jurisdictions and relationship with other regional planning efforts; determinations of the Plan including water service reliability, challenges ahead, and strategies for managing reliability risks; and future plans for expansion and augmentation of the water supply.
2. **Plan Preparation.** Public participation, agency coordination and outreach in plan development, adoption, implementation and compliance. Comparison of District fiscal year to typical planning calendar year.
3. **System Description.** General description of water supply and system, subparts, zones and service areas, transmission, storage and distribution; location and service area maps, climate, population and demographics; and overview of the District's organizational structure and history.
4. **Water Use Characterization.** Current water demand and deliveries; projected water demands and savings by service area and jurisdictions; include use sectors, lower income household demands, and climate change.
5. **Baselines and Targets.** Baseline periods, conservation and baseline targets, updated calculations from 2020 Plan, service area populations, per capita demands, projections and compliance for water and augmented water, and regional alliances.
6. **Water Supply Characteristics.** Current and projected potable and non-potable water supplies (groundwater, recycled water, future water projects, exchanges or transfers, purchased water, wastewater).

7. **Water Supply Reliability and Drought Risk Assessment.** Water service reliability through 20-year planning horizon, including supplementing inconsistent sources, water quality, seawater intrusion, groundwater contamination, reliability by type of year (normal and dry), supply and demand assessment, regional projects, regional supply reliability, and drought risk assessment.
8. **Water Shortage Contingency Plan.** Structured plan for managing water shortages, incorporating stages of action, mandatory prohibitions, charges and other enforcement, consumption reduction methods, determining reductions, revenue and expenditure impacts, resolution or ordinance, catastrophic supply interruption, and minimum supply for next three years.
9. **Demand Management Measures.** Efforts to promote conservation and reduce demand on water supply through demand management measures; implementation over the past five years; planned implementation to meet water use targets.
10. **Plan Adoption, Submittal, and Implementation.** Notice of public hearing, public hearing and adoption, plan submittal, public availability, plan implementation, and amending adopted UWMP.

VI. SERVICES TO BE PROVIDED BY MCWD

The services to be provided by the District include, but are not necessarily limited to the following:

1. **Furnish Data.** Furnish all reasonably available records and information, including reports, budgets, production and consumption data, ordinances, and demand projections.
2. **Water System's Master Plan.** Provide an electronic copy of the Water System Master Plan.
3. **Capital Improvement Projects.** Provide information on the most recent Capital Improvement Project list and five-year plan.
4. **2020 Urban Water Management Plan.** Provide information on the 2020 Urban Water Management Plan.
5. **Water Shortage Contingency Plan.** Provide information on the Water Shortage Contingency Plan.
6. **Regional Urban Water Augmentation Project.** Provide information on the Regional Urban Water Augmentation Project (RUWAP) planning reports.
7. **Staff Support.** Provide staff support and assistance as required and agreed to in advance of the Plan.
8. **Budget and Financial Information.** Provide an electronic copy of the District's 2025-26 budget and the District's latest Comprehensive Annual Financial Report.

VII. SERVICES TO BE PROVIDED BY CONSULTANT

1. **Review existing Plan and related documents.** Conduct a detailed review of the existing 2020 Plan, available District documents and related documents of other agencies, and develop a general familiarity with the District's water system.
2. **Attend Meetings.** Attend a kick-off meeting to begin the project. Meet or confer with staff as needed. Attend two meetings of the Board of Directors to present an interim status of the Plan and obtain their input, and one meeting to present the final draft of the Plan.
3. **Coordinate with District's customer Jurisdictions.** Notify and engage customer jurisdictions and agencies to determine projected land use, population and water demand changes for the planning period. Allow jurisdictions and agencies 60 days to respond.
4. **Conduct Analysis.** Conduct analyses as required to address the scope of work.
5. **Prepare Administrative Draft Plan.**
 - a. Prepare administrative draft Plan for staff review.
 - b. Submit electronic copy of the administrative draft Plan.
 - c. Meet with staff to review the administrative draft Plan.
6. **Prepare Public Review Draft Plan.**
 - a. Incorporate changes pursuant to comments received from staff during the administrative draft review.
 - b. Prepare a Public Review Draft Plan.
 - c. Submit one electronic copy and one bound copy for a Board of Directors study session.
 - d. Attend and present at the Board of Directors study session.
 - e. Incorporate changes pursuant to comments received from Board of Directors during the study session.
 - f. Submit one electronic copy and one bound copy.
 - g. Attend and Present the Public Review Draft Plan to the Board of Directors at the Public Hearing held at a regularly scheduled Board Meeting.
 - h. Attend and present at the continuation of the Public Hearing if scheduled for another Board Meeting.
 - i. Meet with staff to review the Public Review Draft Plan.
7. **Prepare Final Plan.**
 - a. Incorporate changes pursuant to comments received at the Board presentation and during the 30-day comment period.
 - b. Submit one electronic copy and one bound copy.
 - c. Present the final Plan report and recommended Plan to the Board of Directors at a regularly scheduled Board Meeting.
 - d. Receive Board corrections and changes for adoption of the Final Plan.
 - e. Incorporate Board corrections and changes for the adopted Final Plan and provide one bound copy and one electronic copy of the Board adopted Plan Report.

8. **Time Schedule.** Supply a time schedule for developing the preliminary and final Plans and Plan adoption. The final Plan shall be delivered to the District within 180 days or sooner from the contract date in order to adopt and submit the Final Plan to the California Department of Water Resource by July 1, 2026.
9. **Public Relations and Outreach.** Provide suggestions to the District for ways to obtain the understanding and support of our customers, jurisdictions, and other agencies for adoption of the Plan.

VIII. PROPOSAL SUBMITTAL

The following information is to be submitted as a part of the proposal. The proposal should include single page resumes of persons to be assigned to the project. Other material may be attached as deemed appropriate to include, such as an electronic copy of an Urban Water Management Plan performed by the applicant that most closely fits the scope of work outlines above. The proposal is to be organized as follows:

- a. **Approach to the Project:** Describe your approach to this project and any special ideas, techniques, or suggestions that you think might make the project proceed smoothly.
- b. **Experience:** Describe the experience of the firm and of the individuals assigned with related projects of a similar nature. Provide at least three references of other water agencies our size and scope of Plan.
- c. **Qualifications:** Describe your staff's unique qualifications and training for this type of work.
- d. **References:** Provide recent references for projects of a similar nature for all individuals who will be assigned to the project.
- e. **Schedule:** Describe your plan/schedule for completing the work.
- f. A separate page shall be provided containing the **cost proposal** for the Plan.
- g. A separate page shall be provided containing **fee schedule** for additional services.
- h. Two signed (ink) copies of the proposed agreement and evidence of insurance meeting District's requirements.

IX. AGREEMENT

The proposed contract (Agreement) to provide consulting services for project services to be determined on an on-call basis during the term of the Professional Services Agreement is attached. The successful proposer will be required to execute an Agreement with the MCWD.

The attached Agreement includes complete insurance and indemnity requirements. Consultant shall maintain in effect throughout the term of the Agreement a policy or policies of insurance with the minimum limits of liability listed in the Professional Services Agreement (Appendix B of the Agreement). Evidence of Insurance must be received prior to Agreement implementation.

The District reserves the right to, in the event both parties fail to reach mutual agreement on all terms and conditions of the included Agreement, not award the contract to the firm/Consultant.

Upon execution of the Agreement, MCWD may commence issuing Task Orders or may solicit Requests for Services (RFS) proposals from the firm/Consultant. Consultant responses shall include scope of services, work schedule and fee proposal based on the fee schedule submitted with this RFP, consistent with the terms of the Agreement. Once an RFS proposal or Task Order is fully executed, a Notice to Proceed will be issued for the specified work.

X. SCHEDULE

Proposing firms/Consultants must be able and willing to commit the necessary resources to complete the RFP within the schedule.

Below is the tentative schedule for the contract award:

Advertise Request for Proposals	September 5, 2025
Final Date for Questions on RFQ	November 13, 2025 5:00 PM
Responses to Questions Posted	November 17, 2025 5:00 PM
Proposal Due	November 18, 2025 5:00 PM
Interviews, if necessary	November 24, 2025 (Week Of)
Target Board Meeting for Award	December 15, 2025
Execution of Contract (pending Board approval)	December 16, 2025

XI. DEADLINE FOR SUBMISSION OF PROPOSALS

The District must receive proposals by **November 18, 2025, 5:00 PM:**

Physical and U.S. Mail Address:

Marina Coast Water District
Attn: Katie Lampkin
Water Resources Technician
920 2nd Ave., Suite A
Marina, CA 93933

Electronic Email Address:

Attn: Katie Lampkin
Water Resources Technician
klampkin@mcwd.org

Postmark does not constitute receipt. The District reserves the right not to consider late, misdirected or incomplete proposals.

Please submit one physical copy of the proposal as well as a digital copy. Digital copy must be a searchable PDF.

XII. SELECTION OF CONSULTANT

The District management staff will review the proposals submitted. All proposals will be evaluated uniformly for final selection, which will be based on analysis of the information submitted. Proposals will be evaluated on the basis of experience, qualifications, and approach.

Although interviews will not be required as a condition of submitting a proposal, MCWD reserves the right to interview some, all, or none of the proposing firms/Consultants if necessary to obtain additional information that MCWD considers necessary to fully evaluate a proposal. Interviews, if necessary, will be held the week of October 13, 2025.

The District also reserves the right to: 1) request clarification or additional information at any time in the process; 2) waive immaterial defects or minor irregularities in a proposing firm's responses to this request for proposal; 3) suspend or reopen the request for proposals process; and 4) reject any or all responses and terminate the request for qualifications and task order proposals process at any time.

XIII. GENERAL INFORMATION

A. GENERAL PROVISIONS

1. Proposers are encouraged to review this RFP carefully in its entirety prior to preparation of its proposal. The District reserves the right to verify all information submitted in a proposal.
2. Waiver of Irregularities. The District reserves the right to waive any informalities or irregularities in this RFP process, or in any proposal.
3. Addenda. The District reserves the right to revise the RFP documents. Any changes to the requirements will be made by written addenda to this RFP. Failure to acknowledge all posted addenda may cause a proposal to be deemed non-responsive to this RFP and be rejected without further evaluation.
4. No Commitment to Award. Issuance of this RFP and receipt of proposals does not commit MCWD to award a contract. The District expressly reserves the right to postpone the RFP process for its own convenience, to accept or reject any or all proposals received in response to this RFP, to award all or a portion of the proposed scope of work, or to cancel all or part of this RFP.
5. Amendments to Proposals. No amendment, addendum or modification will be accepted after the deadline stated herein for receiving proposals. Proposer may modify or amend its proposal only if MCWD receives the amendment prior to the deadline stated herein for receiving proposals.
6. Non-Responsive Proposals. A proposal may be considered non-responsive if conditional, incomplete, or if it contains alterations of form, additions not called for, or other irregularities that may constitute a material change to the proposal.
7. Late Proposals. The District will not be responsible for proposals that are delinquent, lost, or incorrectly submitted.

- 8. Costs for Preparing.** The District will not compensate any proposer for the cost of preparing any proposal, and all materials submitted with a proposal shall become the property of MCWD. The District may retain all proposals submitted and may use any idea in a proposal regardless of whether that proposal is selected.
- 9. Alternative Proposals.** Only one final proposal is to be submitted by each proposer. Multiple proposals will result in rejection of all proposals submitted by the proposer.
- 10. Public Documents.** All proposals shall be available for public inspection at the conclusion of the selection process.
- 11. No Exceptions.** Submission of a proposal constitutes acceptance by proposer of the conditions contained in this RFP and the Professional Services Agreement, should proposer be selected.

Referenced Attachments are posted on the District website under one or more Project RFPS at:

Attachment 1: Professional Services Agreement

ATTACHMENT 1

Professional Services Agreement