



DATE: October 28, 2025

TO: Mayor and City Council

FROM: Director of Public Works

SUBJECT: Adopt a Resolution Authorizing the City Manager to Execute a Professional Services Agreement with Maddaus Water Management, Inc. for the Preparation of the 2025 Urban Water Management Plan and Water Shortage Contingency Plan in a Not-to-Exceed Amount of \$175,000

RECOMMENDATION

That the City Council adopts a resolution (Attachment II) authorizing the City Manager to execute a Professional Services Agreement (PSA) with Maddaus Water Management, Inc. for the preparation of the 2025 Urban Water Management Plan and Water Shortage Contingency Plan, in an amount not-to-exceed \$175,000.

SUMMARY

On September 3, 2025, the City of Hayward (City) issued a Request for Proposals, through the City's OpenGov procurement portal, for a consultant to work collaboratively with City staff to prepare the 2025 Urban Water Management Plan (UWMP) and Water Shortage Contingency Plan (WSCP). The consultant is expected to provide highly skilled technical services to develop a document that will serve as a framework for long-term water resource planning, to ensure adequate water supplies are available to meet current and future City demands. The 2025 UWMP and WSCP must be adopted by Council and submitted to the Department of Water Resources (DWR) by July 1, 2026. Staff completed an extensive review and evaluation of proposals submitted by the September 23, 2025, deadline and recommends Maddaus Water Management, Inc. to prepare both plans.

FISCAL IMPACT

There are no impacts on the General Fund or Measure C.

Funding for the UWMP and WSCP will be from the Water Operating Fund (Fund 605), which is an Enterprise Fund, for a total not-to-exceed \$175,000. There are sufficient funds to support this project.

BACKGROUND

In 1983, the California Legislature enacted the Urban Water Management Planning Act, (California Water Code (CWC) Section 10610 et seq), which requires all urban water suppliers providing water for municipal purposes to more than 3,000 customers or serving more than 3,000 acre-feet annually to adopt an UWMP and WSCP every five years. As a public water system serving approximately 160,000 people, as well as numerous commercial, industrial and institutional customers, the City is subject to the requirements of CWC Section 10610 et seq. The UWMP and WSCP are intended to provide information to DWR, stakeholders, and the public on current and future potable and non-potable water supplies, water shortage contingency plans, and water supply reliability under different planning scenarios.

Information from the City's water demand model, which accounts for factors such as projected growth in population, housing and employment, and the Urban Water Use Objective , a key metric for assessing water use to determine compliance with state-defined water efficiency targets, will support development of the City's 2025 UWMP and long-term resource planning to ensure adequate water supplies are available to meet existing and future water needs. A completed UWMP serves as a long-range planning document for water supply, a source document for preparing General Plans, and a foundational document for Water Supply Assessments. A UWMP may be required to meet funding eligibility for statewide customer programs, loans and grants for water resources studies and projects.

The WSCP is a strategic planning document that outlines how the City will prepare for and respond to water shortages. In accordance with CWC 10632, all urban water suppliers must develop and adopt a WSCP as part of its UWMP. Water shortages can arise for various reasons, including drought, catastrophic events, or when available supply cannot meet customer demand. The WSCP provides a structured framework for addressing such shortages, by establishing standardized action levels, incorporating prescriptive information and response measures for catastrophic supply interruptions. The 2025 UWMP including the WSCP must be adopted and submitted to DWR by July 1, 2026.

DISCUSSION

The primary objective of this project is to develop the legally required 2025 UWMP and WSCP that will document current and future water supplies, while outlining a strategic plan to anticipate and respond to potential shortages. The 2025 UWMP will build upon the 2020 UWMP¹, by integrating updated data from local and regional land-use planning, regional water supply, and the City's current water demand model. The 2025 UWMP will provide an assessment of the reliability of water sources over a 20-year planning time frame, description of demand management measures, and information about the use and planned use of any recycled water and groundwater.

¹<https://www.hayward-ca.gov/documents/urban-water-management-plan>

On September 3, 2025, an RFP was advertised and issued for developing the City's 2025 UWMP and WSCP. On September 23, 2025, the RFP submittal deadline, the City had received two (2) valid proposals from EKI Environment & Water, Inc., and Maddaus Water Management, Inc. Based on the five (5) project tasks, and evaluation criteria set forth in the RFP, the Maddaus Water Management, Inc., proposal was ranked highest with an average score of 86.1 out of a total of 100 points. EKI Environment & Water, Inc., was ranked second.

Both firms are well qualified and assembled strong teams for this project. However, while Maddaus's fee is somewhat larger than EKI, staff recommends Maddaus Water Management, Inc., for demonstrating the best combination of qualifications and responsiveness to the City's RFP Scope of Work and related criteria.

Execution of a PSA with Maddaus Water Management, Inc. will allow the City to proceed with the development of an updated UWMP and WSCP. The plans are scheduled for completion by June 2026.

ECONOMIC IMPACT

The UWMP and WSCP are for planning purposes. Development of a thoughtful UWMP and WSCP is a legal and regulatory requirement of the CWC, and a reliable water management action plan is critical to ensuring the City has an adequate long-term water supply to meet existing and future demands.

STRATEGIC ROADMAP

Although this is not a specified project in the FY 25 Strategic Roadmap, this agenda item supports Strategic Priority 3: Confront Climate Crisis and aligns with Priority 4: Investing in Infrastructure particularly, to guide planning efforts that will protect and enhance the City's water supplies.

SUSTAINABILITY FEATURES

An updated UWMP and WSCP provide long-term sustainability by ensuring the City has a planning framework for assessing water demand, water supply reliability, and demand management measures. These plans also promote resiliency by integrating conservation savings and drought preparedness measures that safeguard the City's water supplies.

PUBLIC CONTACT

The RFP was public posted on the City's OpenGov procurement portal² on September 3, 2025.

² <https://www.hayward-ca.gov/business/doing-business-with-hayward/rfps-rfqs>

NEXT STEPS

If Council approves this item, staff will prepare and execute a Professional Services Agreement (PSA) with Maddaus Water Management, Inc. for preparation of an UWMP and WSCP.

Prepared by: Conrad Braganza, Water Resources Planner
Cheryl Muñoz, Water Resources Manager

Recommended by: Alex Ameri, Director of Public Works

Approved by:



Jayanti Addleman, Interim City Manager