

WATER CONSERVATION

ANNUAL REPORT

FISCAL YEAR 2014-2015

EVERY
DROP
COUNTS

IF EVERYONE
SAVES A LITTLE,
WE ALL SAVE
A LOT.

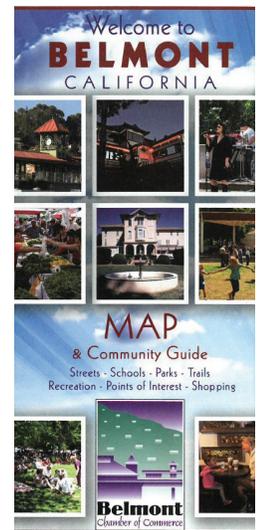
MPWD WATER
CONSERVATION
GOAL
20%

WATER
CONSERVATION

Drought Achievements

MPWD has been out in front of the California statewide drought emergency with a multi-faceted water conservation campaign aimed at informing and providing MPWD customers with resources to meet and exceed our water conservation targets. Here are some of the highlights from the past year:

- ① Met and exceeded target water-savings goal of 20%.
- ② Implemented use of water waste door hanger notices as a customer courtesy.
- ③ Developed new outdoor water use plan check-and-review procedures.
- ④ Researched gray water standards with County of San Mateo Department of Environmental Health.
- ⑤ Public outreach included: quarterly bill inserts, newspaper media campaigns, partner messaging (public works, parks and rec, city manager's office weekly newsletters), Belmont Chamber of Commerce maps, Safeway grocery cart advertising, and launched the new MPWD website.



Fiscal Year Rebate Program Totals

Renewal rebate programs in FY 2014-2015 included Washing Machine (WMRP), High-Efficiency Toilet (HET), and Lawn-Be-Gone (LBG). The Rain Barrel Rebate Program was launched October 2014. Two rain barrels were installed at the MPWD office as community education tools.

WASHING MACHINE REBATES



141

HIGH-EFFICIENCY TOILET REBATES



191

LAWN-BE-GONE REBATES



18

RAIN BARREL REBATES



40



Water Supply Background

Hetch Hetchy Reservoir was formed on the Tuolumne River after completion of the O'Shaughnessy Dam in 1923 and is located in the Yosemite Valley. The supply is one of the purest in the world. The reservoir can store up to 117 billion gallons of drinking water and is operated by the San Francisco Public Utilities Commission (SFPUC). The system contains 167 miles of gravity-fed pipeline and reliably provides high-quality drinking water to 2.6 million residents and businesses across Southern Alameda, Northern Santa Clara, San Mateo, and San Francisco counties. Currently the system is wrapping up a \$4.6 billion retrofit to assure water delivery in the event of a major earthquake. MPWD is a retail water agency that purchases 100% of its water supply from SFPUC.



SWRCB Reporting

In Summer 2014, California Governor Jerry Brown, issued a proclamation of a state of emergency, which led the State Water Resources Control Boards (SWRCB) to adopt a set of emergency drought regulations. As a result, a new section was added to Title 23 of the California Code of Regulations impacting California water service providers. Initial emergency drought regulations directed individuals statewide to not engage in specific activities, such as application of water to outdoor landscapes that cause visible run-off, use of a hose to wash an auto except where the hose is equipped with a shut-off nozzle, application of water to hardscapes, and use of potable water in non-recirculating ornamental fountains. In spring 2015, Governor Brown took further action by issuing an executive order imposing further drought restrictions to achieve a statewide 25% reduction in potable urban usage through February 2016. MPWD call-to-action standard was set at 20%. Additional mandates were enacted, which included the prohibition of watering outdoors within 48 hours of measurable rainfall, watering of public medians, eating and drinking establishments from serving water other than by request only, imposing a limit on outdoor watering to no more than twice per week, and instructing operators of hotels and motels to provide guests the option to deny daily laundering of towels and linens. In addition, the SWRCB required urban suppliers to reduce usage as compared to 2013. It was also enacted that each Urban Water Supplier must report to the SWRCB by the 15th of each month the amount of potable water produced (including treated water provided by a wholesaler), as well as the estimated gallons of water per capita per day used by customers served with relation to service territory population. Violation and infraction rules were established and, if imposed, could result in punishable fines of up to \$500 per day. Suppliers were subject to fines punishable up to \$10,000 per day for non-compliance in meeting assigned SWRCB water savings targets.

3 Dairy Lane

P.O. Box 129

Belmont, CA 94002

Phone (650) 591-8941 • Fax (650) 591-4998

Email: mpwd@midpeninsulawater.org





Water Supply Partnership

The Bay Area Water Supply and Conservation Agency (BAWSCA) was created to represent the interests of twenty-four cities and water districts and two private utilities in Alameda, Santa Clara, and San Mateo counties that purchase water on a wholesale basis from the San Francisco Regional Water System. BAWSCA was enabled by AB 2058. The Legislature's overwhelming support for the bill demonstrated the state's recognition of the need for local government to protect the health, safety, and economic well-being of 1.7 million people, businesses, and community organizations. BAWSCA provides the ability for the customers of San Francisco's Regional System to work with the city on an equal basis to ensure the water system gets fixed to collectively and efficiently meet local responsibilities. BAWSCA plays an intricate role in the water conservation efforts of MPWD. MPWD participates in both core and subscription-based programs administered by BAWSCA on an annual basis that focuses on regional efforts. Examples include: water conservation data reporting and modeling, large landscape audits, school outreach, outdoor water use efficiency education, regional marketing campaigns, and rebate opportunities.

BAWSCA LARGE LANDSCAPE AUDIT PROGRAM

Waterfluence is the consulting firm responsible for the facilitation of MPWD's commercial property audits through BAWSCA's large landscape subscription audit program. Waterfluence prompts large urban landscape sites to irrigate more efficiently by improving metrics and communications. MPWD has 30 enrolled sites and for each site they calculate and distribute ongoing water use reports comparing actual use to an established budget benchmark based on site-specific characteristics and real-time weather. Site reports are distributed to all relevant account affiliated parties. Reports include financial and comparative info summarizing performance and potential for improvement. Sites in need of additional help can receive further support by requesting, on-site landscape field surveys where detailed data is collected to assist with cost effective recommendations to improve efficiency. Waterfluence, along with BAWSCA, has offered this valued program to partnering agencies since 2003 and serves over 35 communities throughout California to date!



MPWD's 20/20 Program

In January 2015, MPWD introduced its "20 Ways to Save 20%" water conservation program as a resource to assist MPWD customers in responding to the statewide drought emergency. It features many water conservation tips as well as easy access to rebate programs and free tools like toilet tank banks and low-flow shower heads to make our homes and businesses more water efficient.

..... MidPeninsulaWater.org/2020

Green Business Re-certification

The Green Business Program was initiated in 1997 to help businesses meet higher standards of environmental performance. The program is a partnership of governmental agencies, businesses, and the public joining forces to better comply with green regulations, act to conserve resources, prevent pollution, and minimize waste through the use of uniform structure. In 2010, MPWD originally applied and was granted certification as a sustainable establishment. Due to restrictions surrounding the availability of funds, recertification in the program was limited in the years that followed. However, MPWD was approached in late 2014 for recertification and a renewal application was submitted. An onsite qualifying assessment was conducted in March 2015. MPWD met all program criteria and was awarded recertification credentials in June 2015. For more on green business practices or information on how to certify your business, please visit California's www.greenbusinessca.org.



Community Outreach Events

MPWD stays active within its service area as a way of giving back and promoting awareness of water-related issues important to our customers. MPWD was proud to participate in these events in FY 2014-2015:

- Belmont National Night Out (August 5, 2015)
- Canada College Earth Day Celebration (April 22, 2015)
- Belmont Earth Day Celebration (April 25, 2015)
- Belmont Public Works Day (May 20, 2015)
- Water Conservation 101 Education Event at the Belmont Library (May 27, 2015)
- Belmont Chamber of Commerce MPWD Spotlight Breakfast (June 3, 2015)
- Bi-Annual Fall & Spring Water Efficient Landscape Classes

Make It a 5-Minute Shower

MPWD rolled out its "5-Minute Shower" campaign this year, with advertising online, in local media, and in customer invoices. In August, digital shower timers were made available to customers and at local events. These popular promotional items help water customers save hundreds of gallons each month by reminding them to take shorter showers during the statewide drought.



Left to right: A presentation slide from the Library Water Conservation 101 event hosted by MPWD with BAWSCA; MPWD staff having fun during City of Belmont's Public Works Day; the Spring 2015 hands-on Low-water Use Efficiency Landscape Workshop hosted at the MPWD office.

District Field Trips

Each year MPWD hosts schools from Belmont Redwood Shores School District, as well as schools from the private school sector located throughout our service territory. Students are invited to the District office to learn about their local watershed with an emphasis on conservation. These events are free to participants and entail a number of hands-on learning stations that are educational in nature and varied in content. Examples include: a sink stand that measures in gallons how much water is used while brushing teeth or washing hands, a demonstration of the cost of 1-unit of water versus everyday household products, and a station focusing on meters – parts involved, size variations, and how they are read. Additional curriculum includes a district model built to scale and a water conservation video presentation, game, and story. A miniature rain barrel catchment craft is also offered. Visits are approximately two hours in length and the District provides snacks and gift bags containing items such as home water savings devices and educational activity books. MPWD enjoyed the shared FY 2014-2015 experiences and looks forward to holding next year's events.



The MPWD operations warehouse is converted into a hands-on learning center for local grade school students.