



DATE: August 18, 2016

TO: Tammy Rudock, General Manager

FROM: Jeanette Kalabolas, Water Conservation Administrative Specialist

SUBJECT: 2016 SECOND QUARTER WATER CONSERVATION STAFF REPORT

SUBJECT #1: MPWD Rebate Programs

BACKGROUND: Provide a summary of Fiscal Year Washing Machine (WM), High-Efficiency Toilet (HET), Lawn Be Gone (LBG) and Rain Barrel Rebates issued.

DISCUSSION: 69 WM rebates, 175 HET's, 12 LBG rebates and 27 rain barrels were paid out in FY 2015-2016. 8 LBG rebates remain pending into the next Fiscal Year (2016-2017). BAWSCA has issued a handful of grant reimbursement checks to date those totals are as follows - \$4,025.63 for WM's, \$7,834.59 for HET's, \$2,990.72 for the LBG program and \$3,400.00 for Rain Barrels for the replacement period of February 2014 – March 2015. All fore-mentioned rebate programs are being renewed for FY2016-2017. MPWD will continue to consider enrollment in every BAWSCA rebate program opportunity offered.

SUBJECT #2: SFPUC Requests 10% Voluntary Reduction from Retailers

BACKGROUND: In May 2016 the state adopted a new Water Emergency Self Certification Regulation in place of an updated order issued February 2016. Based on several factors including the results of the states required assumption, approach and findings calculation analysis SFPUC decided to issue a 10% voluntary call to action for its retail customers.

DISCUSSION: Recognizing that drought issues although less severe than years past continue to affect California the State Water Resources Control Board (SWRCB) adopted a new statewide self-certification water approach that shall remain in effect June 2016 to January 2017. It was through this designated assessment process that SFPUC learned a savings precedent of some measure needed to be set for its retail customers. 2013-2015 conditions were reviewed and although findings determined that State Board requirements could essentially be met without shortages and a 0% conservation standard was ultimately reported challenges remained. Even with ample spring precipitation and snow pack at 89% the fact remains that system reservoir storage did not reach full capacity and it was agreed that if the coming water year(s) remained dry, ample carryover storage will be required to protect against additional water use reductions.

SUBJECT #3: WaterWise Resource Action Programs (RAP) FY15-16 Annual Report

BACKGROUND: RAP is a full service sponsor funded solution platform provider that specializes in innovative and customized conservation outreach by offering savings and efficiency programs to schools grades K-12. The program is designed for school administrators, parents and teachers to emphasize conservation education and introduce families to the concept of natural resources, while teaching them the importance of environmental responsibility in their daily lives through the use of proven and time-tested materials.

DISCUSSION: Our executive summary concluded that five schools participated in FY 15-16's program – Benjamin Fox, Central, Cipriani, Immaculate Heart of Mary & Nesbit for a total of 382 fifth grade students & 8 teachers. Teachers were asked to complete a short survey and the results found that 100% of teachers would recommend this program to colleagues. Students participated in the survey process as well by taking a test at the start of the program, then again upon completion to measure knowledge gained. These results established that student knowledge improved from 71% to 82%. The report also confirmed that the program had a significant impact within the community by helping to generate resource savings through the installation of water efficient devices in the home. Estimated savings generated annually by the 388 kits distributed were as follows: showerheads - 247,712 gallons, kitchen aerators - 68,651 gallons, bathroom aerators - 180,979 gallons, 191,253 gallons of savings would be generated if shower timers were used, 62,356 gallons of savings would be generated if all toilet leaks were repaired and 6,736 gallons of savings would be generated if all faucet leaks were repaired. It is also worth noting that the Bay Area Region as a whole under BAWSCA's program canopy performed extremely well – 2,452 total students participated for a combined projected annual water savings of 12,957,133 gallons.

SUBJECT #4: Footsteps "Summer Camp" Visit

BACKGROUND: In 2010 MPWD developed a Fieldtrip Education Program, which is offered to community schools, scouts, camps and other organizations interested in learning more about conservation and the water industry.

DISCUSSION: BRSSD summer care facilities visited the District on Wednesday, June 29, 2016 from 10-11:30AM. Our regular curriculum typically includes, a CA Water Awareness Video Presentation, review of District Scale Model, a water experiment, inner workings of the Water Distribution System through hands-on demonstrations and a rain-barrel craft activity. Snack is also provided. In an effort to accommodate Footsteps scaled down group size and diversified ages (K-8) at the request of the site's Director a shortened and less stringent education package was offered. The CA Water Awareness Video was offered. Brent played the District's "NEW" Family Feud game with the students based on water themed questions complete with buzzers and television graphics. Then Rene gave an overview of the District's scale model while snack was provided and the event concluded with the re-introduction of one of our more popular past crafts, the teaching of the "Water Cycle" through the building of terrariums.

SUBJECT #5: AWWA Water Loss Audit Technical Assistance Program (TAP)

BACKGROUND: California Senate Bill 555 (2015) requires urban retail water suppliers to submit a validated water loss audit annually to the California Department of Water Resources (DWR) beginning October 2017 based on a state initiative given the DWR to

develop rules and guidance on water loss by January 1, 2017. This condition builds on SB 1420 (2014) which directs urban water suppliers to complete a water loss audit and include a quantification of water loss in their urban water management plans.

DISCUSSION: In an effort to assist urban retail water suppliers in completing validated water loss audits, the CA-NV section of the American Water Works Association (AWWA) and the newly formed California Water Loss Collaborative, with funding from a revolving fund state grant administered by the SWRCB, has developed an educational tool that provides technical assistance by knowledgeable professionals to urban retail water suppliers to help refine water audit practices. Specifically, the Water Loss TAP was developed as an aid to assist retailers with future urban water management plans and to offer assistance in the preparation and validation of water loss audits. The program is free and will consist of a series of two (2) in-person sessions and 2 follow-up technical assistance phone conferences over 1.5 year period. Brent and I have enrolled in the program and both have completed the introductory webinar held Thursday, July 28, 2016 from 10-11:30AM.

SUBJECT #6: BAWSCA & Stanford Turf Removal Study

BACKGROUND: In June 2016, a quantitative and qualitative effectiveness study was performed by a team of Stanford students evaluating the effectiveness of BAWSCA's Lawn Be Gone turf replacement rebates program by analyzing the independent turf removal programs within select member Agency regions.

DISCUSSION: The study explored a handful of research questions - How BAWSCA Agency turf removal and landscape programs impact water use trends? What program elements contribute to its effectiveness? How do demographic factors impact participation and what recommendations emerge from this study to best improve management practices in the future? The results demonstrated two key findings - 1) there has been a significant increase in turf conversion program participation over the past two years, and 2) they appear to be responsible for an observable amount of water savings within the agencies studied, although other outside factors such as the rising water rates and Governor Brown's drought mandate may also be directly correlated with water use trends and help explain overall declines in water use. The results further recommend a framework for analyzing future water savings, measures to reduce overall program costs, and strategies for addressing barriers to program participation. Simple implementations such as a uniform and consistent process for data collection, photo submissions in place of pre-inspections and landscape contractors to cut program costs and a one-stop website were also suggested to streamline the program process and improve program accessibility.

SUBJECT #7: California's "Save Our Water" 2016 Agency Tool Kits Released

BACKGROUND: Save Our Water (SOW) was created in 2009 as a partnership between the Association of California Water Agencies and the California Department of Water Resources. The program reaches millions of Californians each year with its water saving messaging and tips by offering ideas and inspiration for permanent reduction in water use regardless of drought conditions.

DISCUSSION: A new marketing and creative firm "Lunia Blue" was hired by the state to revamp this year's tool kit. The intended message for 2016 is "water conservation, it's for life". It was determined that a more neutral catch phrase was necessary to move the

public's focus away from drought toward the direction of lifestyle changes. A \$2M budget was approved. Paid media bulletin boards and 2015 thank you radio spots (no funding for TV) will soon pop up across the state and the website will be updated to include – new graphics, around the town (personal story) feature, a fresh new tips page, as well as a video portfolio section. Partner buys are still available for interested Agencies, focus group possibilities are also still being explored and to date no celebrity endorsements have been found. The next scheduled webinar to provide an update on efforts will be held Tuesday, August 23, 2016 from 10-11AM.

SUBJECT #8: State Water Corps Program

BACKGROUND: Water Corps is being introduced as a 2016 initiative of the parent program CivicSpark by the Governor under the AmeriCorps umbrella that will build on the success of CivicSpark with participants focused more specifically on water infrastructure, efficiency, and capacity development. CivicSpark is a program that launched in 2014 by Governor Brown whose objective was to focus on local government capacity building and is managed by the Local Government Commission (LGC) in partnership with the Governor's Office of Planning and Research.

DISCUSSION: The impact and severity of California's recent drought, land use planning, groundwater management, flood mitigation, supply-demand challenges, and watershed health need to be addressed from an integrated approach as water remains a preeminent asset to California's viability. To better assist in this given capacity the LGC is developing a special team of members focused specifically on local government challenges related to water. The Water Corp program will select fellows who will work as liaisons between many cities, counties, local water providers, and state agencies within specific service regions. They will complete specific research, planning, and implementation service projects for chosen beneficiaries by following a 3-step process – 1) use of a standardized instrument to identify current integrated water resource and management needs, 2) share info through staff trainings and stakeholder education and 3) implement specific water focused projects based on capacity assessment results. An open call for program partner hosts and sponsors was held March-June 2016 and individual applications for fellows interested in joining were due July 2016. Fellows will learn transferable job skills, develop strong professional networks, and gain valuable experience in multiple aspects of the water sector while helping to achieve local and statewide water management goals. The LGC is currently in the beneficiary solicitation and security phase of the project through September 2016 with initial launch set for mid-October 2016.

APPROVED: _____ DENIED: _____ NO ACTION: _____ DIRECTION GIVEN: _____