



DATE: November 10, 2016

TO: Tammy Rudock, General Manager

FROM: Jeanette Kalabolas, Water Conservation Administrative Specialist

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**SUBJECT: 2016 THIRD QUARTER WATER CONSERVATION STAFF REPORT  
(Delivery delayed due to cancellation of October 2016 Board Meeting)**

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**SUBJECT #1:** MPWD FY 2016-2017 Marketing Campaign

**BACKGROUND:** As California's moves its attention away from drought and in the direction of "Water Conservation, it's for life" staff is focused on re-directing its marketing efforts

**DISCUSSION:** Thanks to an above average 2015 winter weather pattern a decision was made to move away from drought promotion and spend the better part of FY 2016-2017 focused on the District triumphs, such as history, longevity, product worth and available resources. Staff is in the middle of making branding changes to its vehicles, promotional materials and website. A vehicle graphics facelift is in process. New graphics reference "sustainable water for future generations" and "serving quality water since 1929". Novelty community promo items, as well MPWD's website will also focus on similar concepts as the state has asked that Agencies express to its customers the need to move gently away from the present drought mentality in favor of viewing water conservation more as a "life style" change.

**SUBJECT #2:** City of Belmont Landscape Plan Check and Review Projects 2016 Totals

**BACKGROUND:** MPWD and Belmont's Community Development department work together on a routine basis to assure potential builders comply with regulations and ordinances outlined by both municipalities

**DISCUSSION:** Commercial landscape project development totals with respect to plan check and review for the period of January 1, 2016 through present are as follows: 1 completed (City of Belmont's, Davey Glen Park), 8 projects remain open and pending with 3 in the preliminary stages (Oracle, City of Belmont's Fire House Station and Merry Moppets new school). Residential landscape project development totals with respect to plan check and review for the period of January 1, 2016 through present are as follows: 3 completed, 13 projects remain open and pending with 4 in the preliminary stages.

**SUBJECT #3:** MPWD Character/Cartoon System Education Map

**BACKGROUND:** Develop a kid-friendly interactive educational tool that demonstrates MPWD's water system

**DISCUSSION:** Staff has run across several interactive maps of this variety while visiting other local Agencies. The pieces viewed to date were developed by the same artist, John Finger of Finger Art and Design based in the north bay. Staff is inspired by these fun landscapes and has interest in creating something similar in house. A rough draft developed some time ago already exists and could be consulted as a starting point or the creation of a new design template explored by staff and the District's graphic design expert (John Davidson, Rocket Designs). The poster would detail pipes, pumps, regulators, tanks, as well as water intake and exit locations. It would also portray conservation examples, community landmarks and fun water facts and be instrumental in educating future water stewards who frequent our field trips and public events.

**SUBJECT #4:** Accela (Springbrook) Engage 2016 Conference

**BACKGROUND:** A civic tech conference designed to bring together customers, government services industry, business partners, thought leaders and Accela (Springbrook) staff for a week of breakout sessions, trainings, networking, inspiration and fun

**DISCUSSION:** Candy and I attended the Accela Engage Conference the week of August 22-26, 2016 in downtown Los Angeles. While there were many conference opportunities – speakers from within the industry, daily general sessions, an exhibit hall, research and usability lab, demo stations and a customer appreciation dinner the most beneficial and useful tool were the mini breakout sessions. Springbrook (our new financial management system vendors) lead 45 minute workshops over the span of 3-days on both the software's accounting capabilities, as well as the utility billing platform. Candy spent the majority of her time in the finance and advanced track sessions while I focused on "Becoming a Power User", online bills, meter management, billing, adjustments, past dues, reporting tools and new product features. I also attended several trainings on GIS maps and mobile applications. The conference was very engaging and informative.

**SUBJECT #5:** BAWSCA CA Academy of Sciences Potential School Programs Venture

**BACKGROUND:** Partnership opportunity to offer students and teachers training on water-themed curriculum elements

**DISCUSSION:** The Academy offers two choices, Option A) student programs, which would focus on the topic of water systems. Target audience would be K-12 and grade level adaptable. Six hours of instruction would be the set time frame and contents include: intro to science behind water systems, importance of conservation and actions students can take to protect water ways. Option B) teacher education sessions, titled "Exploring a Model Water Unit" would focus on next generation science standard offering the following content: overview of structure and intent of the NGSS modeling lessons after water related theme, for example "your hidden water footprint". Both are highly customizable to meet the needs of schools and sponsors. The opportunity was discussed in length at BAWSCA's September 2016 Water Resources Committee meeting and it was agreed that BAWSCA would come back to the group after reaching out to poll local schools with respect to interest.

**SUBJECT #6:** BAWSCA Reporting Database Redevelopment

**BACKGROUND:** The current Water Conservation Database (WCDB) is outdated and hosted by an antiquated version of MS SharePoint and BAWSCA has reached the point where the issues are just too numerous to continue with the present platform

**DISCUSSION:** Problems include, but are not limited to exporting data and updating fields. BAWSCA plans to transition to a new program next fiscal budget year (17-18). The goal is to maintain similar functionality with minimal changes as possible. Changes under consideration are as follows: streamline import process for Conserve Track data, align data formats with Santa Clara Valley Water District and remove duplicate fields. BAWSCA has asked that member Agencies think about additional changes they would like to see implemented over the course of the remainder of FY 16-17 as we continue to report to required state Agencies, Boards, Counsels, etc, as clearly a more universal mainstream model would be an ideal solution.

**SUBJECT #7:** Department of Water Resources (DWR) Executive Order (EO) B-37-16

**BACKGROUND:** DWR directed an Urban Advisory Group be formed to allow state Agencies a forum to comment, present and review framework and key concepts with respect to future Water Shortage Contingency elements and assist with the implementation of determined requirements

**DISCUSSION:** This EO will set precedence for long-term water conservation policy actions for both urban and agricultural sectors. It will focus on long-term water efficiency standards and shortage contingency plan requirements. New water use targets will be developed and permanent guidelines enacted that allow Agencies to build upon existing 20X2020 prerequisites, generate more conservation, grant more flexibility with respect to customization and strengthen standards in the area of indoor/outdoor per capita, CII and water loss from leaks. Target metrics being proposed are as follows: Indoor – a provisional standard of 55 GPCD to be achieved by 2025. Outdoor - will be based on aerial measurements of irrigable area and the state will also conduct a pilot study to determine landscape area and irrigation rates. CII will have set performance measures rather than targets, which will include water budgets for dedicated irrigation meters, NAICS classification/benchmarking and water management plans. Dedicated irrigation meters will be required by 2021. Water loss standards will be arranged through the SB 555 process and include both real and apparent losses. These cumulative efforts will generate a GPCD water use target calculation that Agencies will have to meet. An aggressive fall/winter schedule will be followed as the governor has issued a framework report deadline of January 10, 2017. Final indoor, outdoor and CII 2025 standards will be established in 2018. Suppliers will calculate and report provisional targets to DWR by 2019. The SWRCB will also set water loss standards that same year. Progress reports will be due to the state annually thereafter. Agencies will need to list new 2025 water use standards in their 2020 UWMP's due July 2021 and the state will re-evaluate targets for 2030 by year end 2025. Permanent compliance reporting will take affect 2026.

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APPROVED: \_\_\_\_\_ DENIED: \_\_\_\_\_ NO ACTION: \_\_\_\_\_ DIRECTION GIVEN: \_\_\_\_\_