



MADDAUS WATER MANAGEMENT INC.

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To Whom it may Concern:

Subject: Association for the Advancement of Sustainability in Higher Education
Sustainability Tracking, Assessment and Rating System

I am writing to support that the hiring of a Water Efficiency Manger and a Preventative Maintenance Plumber be seriously considered and accepted as an innovation credit in the Innovation Credits category for the Sustainability Tracking, Assessment & Rating System (STARS). The hiring of two positions to focus strictly on water conservation and efficiency meets and exceeds the criteria outlined for an innovation credit as defined in the STARS report.

UCSB's hiring of a Water Efficiency Manager and a Preventative Maintenance Plumber to specifically focus on introducing new and maintaining existing water conservation and efficiency measures is a practice that is unique and of the utmost importance. Water efficient fixtures must be closely monitored to ensure that there are performing at maximum efficiency and the appointment of both a Water Efficiency Manager and Preventative Maintenance Plumber will ensure that all fixtures are working properly because they will have the staff needed to monitor equipment related to conserving water.

In 2012, I created the College Water Efficiency Group which is a group of universities and water utilities from across the country (we have 90 members that meet every other month). Though the group we have had 15 case studies highlighting efforts on each of the campuses and UCSB is in the very top tier of those dedicated and innovative in the truly integrate, staffed and funded plans. Their introduction of a Water Efficiency Manager and Preventative Maintenance Plumber will only ensure that they achieve their water conservation goals. As noted based on this group I believe I have awareness on how UCSB really does excel in this area.

I am a professional engineer with a focus on water conservation and demand forecasting. I am familiar with the UCSB campus as I worked with, the neighboring water service area, City of Santa Barbara to create their water conservation plan. I am currently president of Maddaus Water Management (MWM) is a majority woman-owned business incorporated in January 2013 that was originally founded by William O. Maddaus in 1995. The firm has five employees and has completed over 300 projects in 19 years. The firm operates from its offices in Danville, California and Folsom, California. MWM regularly partners with engineering and financial planning firms across the United States. The company is widely

recognized for our expertise and capabilities in water resources management, drought and water conservation planning evaluations.

MWM started supporting BMP design during the original negotiations of the Memorandum of Understanding for Urban Water Conservation in California back in 1989-1990. MWM has since helped more than more than a 150 California utilities prepare and implementation water conservation plans. MWM covers a broad range of services needed for BMP planning and implementation and qualifies in all areas of technical expertise on the CUWCC Qualified Consultants Roster.

Maddaus Water Management was the main author of the Manual of Practice of M52, Water Conservation Programs – A Planning Manual (AWWA, 2006). The Manual is peer-reviewed and accepted by AWWA and currently being updated by Maddaus Water Management and reviewed and commented on by AWWA members. In November 2013, Maddaus Water Management also completed a new publication for the International Water Association, Preparing Urban Water Use Efficiency Plans – A Best Practices Guide (IWA, 2013).

If you have any questions on this letter fell free to contact me at (925) 831-0194
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Sincerely,



Michelle L. Maddaus

President