Water Planning Committee
Special Meeting

Water Use Efficiency
Policy and Program Review

August 10, 2017
Introduction
Today’s Agenda

- Review and discussion of Water Use Efficiency Policy Principles
  - Water Planning Committee Work Plan objective

- Review and discussion of core focus areas of water efficiency programs
  - Ensure continued relevance, benefit
Prior Reviews

- Program areas – Prioritized December 2010
  - Achieved significant water-use reductions (mandatory cutbacks in effect June 2009-April 2011)
  - Emphasis on long-term efficiency
  - Respond to new water efficiency legislation (SBX 7-7)

- Policy Principles – Created April 2012
  - Created to provide consistent, high-level guidance
  - Reference for activity development, implementation, evaluation
Ongoing Collaboration

- Essential for running lean, effective program
- Multiple channels for ongoing review/input
  - Joint Public Information Council/Conservation Coordinators
  - Project advisory committees
  - Member agency manager meetings
  - Biennial budget development
Prompts for Strategic Review

- Recent reductions in regional water use
  - 152 Gallons per Capita per Day (GPCD) in 2010 to 119 GPCD in 2016 (following state water-use reduction mandates)

- Updated codes, ordinances
  - Model Water Efficient Landscape Ordinance

- Market transformations
  - Landscape
  - Devices

- Public Utilities Commission regulatory updates

- State Long-Term Water-Use Efficiency Framework
Water-Use Efficiency Policy Principles Recommended Updates
Major Sections/Themes

Member Agency Support

- Regional Programs
- Proportional Benefits
- Communications & Resources

Funding and Resources

Program Performance

Outreach and Education

Regulation and Legislation
Major Sections/Themes

- Member Agency Support
- Funding and Resources
  - WUE as a supply cost
  - Pursue a broad strategy
  - External funding
  - Collaborative partnerships
  - Equitable share from MWD programs
- Program Performance
- Outreach and Education
- Regulation and Legislation
Major Sections/Themes

Member Agency Support

Funding and Resources

Program Performance

- Cal. Urban Water Conservation Council (CUWCC) Best Management Practices
- Sustainable & long-term efficiency
- All water-use sectors
- Evaluate & report
- Research & innovation

Outreach and Education

Regulation and Legislation
Major Sections/Themes

- Member Agency Support
- Funding and Resources
- Program Performance
- Outreach and Education
  - Permanent awareness of efficiency
  - Address rates, alternative supplies
  - Water-efficient landscapes, products and services
  - Regional communication tools
- Regulation and Legislation
Major Sections/Themes

Member Agency Support

Funding and Resources

Program Performance

Outreach and Education

Regulation and Legislation
  • Legislative Policy Guidelines
  • Advocacy
Changing Conditions

Trending Out
- California Urban Water Conservation Council BMPs
- 2013-2017 drought
- Certain devices (market saturation)

Trending In
- Codes, standards and regulations
- Outdoor water use & CII
- CPUC regulatory updates
- Local supply development
- Grant requirements
Member Agency Input

- Clarify collaboration and coordination
- Help agencies comply with new regulations
- Promote a balanced approach
- Keep language high level
Recommended Updates

- **Introduction**
  - Update to reflect current regulatory environment
  - Use the Alliance for Water Efficiency Tracking Tool (UWMP) for Urban Water Management Plan updates

- **Member Agency Support**
  - Replace specific focus on SBX 7-7 legislation in favor of broad “regulatory requirements or targets”
Recommended Updates

- **Funding and Resources**
  - Add “regulatory” to factors influencing water-use efficiency
  - Include other external funding options, in addition to grants
  - Add principle to facilitate member agency access to external funding

- **Program Performance**
  - Eliminate obsolete references to Best Management Practices
  - Add advocacy and participation in research studies
Recommended Updates

- Outreach and Education
  - Distinguish between water conservation as an extraordinary action and long-term water-use efficiency
  - Generalize reference to alternative water supplies

- Regulation and Legislation
  - Add reference to support economic productivity and quality of life
  - Add advocacy for resources and education for those responsible for implementing and enforcing regulatory compliance
Next Steps

- Board Comments, End of September
- MAGM Comments, October
- MA Staff Comments, November
- Board Adoption, December
Water Conservation Program
Core Activities Update

Kyrsten Burr, Water Resources Specialist
Carlos Michelon, Principal Water Resources Specialist
Public Outreach and Conservation
Historic Context for Development of Current Core Activities

- 2006 Blueprint for Water Conservation
- 2007–10 Worsening Supply Conditions
- 2010 Core Activities
Multiple meetings with member agency managers and staff to determine “core activities”

Process included:

- Review of the 12 water conservation strategies included in 2006 Blueprint
- Review of existing partnerships with member agencies and non-profit groups
- Survey of priorities
Top Five “Core Activities”

1. Surveys & Audits
2. K-12 Education Programs
3. “How-To” Resources & Tools
4. Grants & Partnerships
5. MWD Device-Based Incentive Programs

Re-sized program core activities and budget based on updated priorities
Regional Water Conservation Program
A diverse, responsive and adaptive program portfolio

**Diverse:**
Programs to support all customer sectors:
- Residential
- Commercial, Industrial, Institutional
- Agricultural

**Responsive:**
- Supplement resources for drought response, as necessary
Regional Water Use Efficiency Program
A diverse, responsive and adaptive program portfolio

Adaptive:

ADDED
Sustainable Landscape Program
Landscape Makeover Classes
Qualified Water Efficient Landscaper (QWEL) Certification

Dropped
Turf Replacement Incentive
Classroom Presentations
WaterSmart Target Budget Software

San Diego County Water Authority
Program Highlights & Next Steps
<table>
<thead>
<tr>
<th>Programs</th>
<th>Surveys &amp; Audits</th>
<th>K-12 Education Programs</th>
<th>MWD Device-Based Incentive Programs</th>
<th>“How-To” Resource Tools</th>
<th>Grants &amp; Partnerships</th>
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<td>WaterSmart Field Services</td>
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<td>Agricultural Water Management Program</td>
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<td>Splash Science Mobile Lab</td>
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<td>Socal WaterSmart Incentives (residential and commercial devices)</td>
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<td>Qualified Water Efficient Landscaper Training (QWEL)</td>
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<td>Home Depot Plant Fairs (and other partnerships)</td>
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<td>Sustainable Landscapes Program</td>
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<td>Artificial Turf Discount Program</td>
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<td>WaterSmart Landscape Efficiency Program</td>
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#1: Surveys & Audits

WaterSmart Field Services
Want to control irrigation costs?

Get a checkup and find out how!

A WaterSmart Checkup is your free opportunity to receive site-specific water-saving recommendations. You’ll benefit from the perspective of our certified irrigation professionals. And you decide if and when to implement the suggestions. There is no obligation.

We offer several different Checkup services and will match your property to the best available option. Participation is limited, so don’t miss out. If you own or manage a commercial, multifamily, industrial, public or single-family property, apply today.

Single-family home checkups also include recommendations to increase indoor water-use efficiency.
Field Services

San Diego 44%

San Dieguito 1%
Sweetwater 2%
Valleym Center 0.66%
Vallecitos 3%
Santa Fe 3%
Carlsbad 4%
Helix 6%
Oceanside 6%
Olivenhain 12%
Otay 7%
Poway 2%
Rainbow 2%
Pendleton 0%
Padre Dam 0.49%
Ramona 0.20%
Rincon 1%
Vista 1%
Yuima 0%
Del Mar 0.81%
Escondido 2%
Fallbrook 2%
Lakeside 0.14%

Similar program available for Ag customers

10,289 Services (FYs 2012-2016)
#2: K-12 Education Programs
School Theater Program
School Assemblies

San Diego 37%

Valleymontos 4%
Sweetwater 7%
Vista 8%
Valleymontos 4%
Carlsbad 4%
Helix 6%
Oceanside 10%
Otay 12%
Padre Dam 2%
Ramona 3%
Pendleton 1%
Poway .92%
Rainbow .31%

Valley Center .62%
Yuima 0%
Del Mar 0%
Escondido .31%
Fallbrook .92%
Lakeside .31%
Olivenhain .42%
San Dieguito 2%
Santa Fe .92%
San Dieguito 2%

650 Assemblies (FYs 2013-2017)

San Diego County Water Authority
#3: How-To Resources
WaterSmart Landscape Makeover Series
San Diego County Water Authority

WaterSmart Landscape Makeover Program

FOUR-CLASS SERIES   3-HOUR DESIGN WORKSHOP   VIDEOS ON DEMAND

EVENTS AND RESOURCES

WaterSmart - Where our San Diego Lifestyle and Water Efficiency Meet
Landscape Makeover Series

Participants (Apr 2014 - Jul 2017)

San Diego, 44%

761 Participants

San Dieguito 2%
Santa Fe 0.53%
Valleymontos 4%
Sweetwater 5%
Oceanside 10%
Olivenhain 5%
Otay 6%
Poway 4%
Rainbow 1%
Rincon 1%
San Diego, 44%
Oceanside 10%
Olivenhain 5%
Otay 6%
Poway 4%
Rainbow 1%
Rincon 1%
San Diego, 44%
#4: Grants & Partnerships
Turf Replacement Rebate Program

BEFORE

AFTER

San Diego County Water Authority
Turf Replacement Rebate Program

792 Rebates
(Jun 2013 – Aug 2015)

San Diego 30%
Valleymont 5%
Sweetwater 5%
Vallecitos 3%
Vista 5%
Padre Dam 3%
Oceanside 10%
Olivenhain 4%
Otake 6%
Poway 7%
Pendleton 0%
Rainbow 2%
Ramona 1%
Rincon .88%
Santa Fe 2%
San Dieguito 2%
San Diego 30%
Valleymont 5%
Sweetwater 5%
Vallecitos 3%
Vista 5%
Padre Dam 3%
Oceanside 10%
Olivenhain 4%
Otake 6%
Poway 7%
Pendleton 0%
Rainbow 2%
Ramona 1%
Rincon .88%
#4: Grants & Partnerships (Cont’d)
Sustainable Landscapes Program

BEFORE

AFTER
Sustainable Landscapes Incentives

241 Participants
(Oct 2016 – Aug 2017)

- San Diego: 35%
- Oceanside: 11%
- Vallejo: 6%
- Escondido: 4%
- Helix: 6%
- Lakeside: 0.41%
- Rincon: 0.41%
- Rainbow: 0.83%
- Ramona: 0.41%
- Otay: 5%
- Poway: 5%
- Oceanside: 6%
- Pendleton: 0%
- Padre Dam: 2%
- Santa Fe: 0.83%
- Sweetwater: 3%
- San Dieguito: 1%
- Valley Center: 3%
- Vista: 3%
- Yuima: 0%
- Fallbrook: 2%
- Del Mar: 0%
#5: MWD Device-Based Incentives

PREMIUM HIGH EFFICIENCY TOILET INCENTIVES

As of November 11, 2015, rebates are now available for Premium High Efficiency Toilets using 1.1gpf or less, and are offered at $40 per toilet.

Learn More

VERIFY YOUR ELIGIBILITY & ESTIMATE YOUR REBATE

Click to verify eligibility and identify the current rebate amounts. Rebates may vary by water agency and are based on the availability of funding.

SUBMIT YOUR REBATE APPLICATION!

Complete and submit your application online. Various rebates are available region wide, so apply now to secure your piece!
SoCal Water$mart
Rebates Issued to San Diego Region

<table>
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<tr>
<th>Year</th>
<th>Rebate Amount</th>
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<tr>
<td>CY 2012</td>
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<td>CY 2016</td>
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Review Process
Member Agency Input Received

- Joint Public Information Council (J PIC) / Conservation Coordinators (CC) – May to July meetings

- Member Agency Managers - July meeting
Core Activities

JPIC/CCs Indicate Core Areas Are Still Relevant

- Flexible, adaptable to changing conditions
- 2017 Suggestions Related to 5 Primary Areas
  - Surveys and Audits: Increased need for CII (Framework)
  - Education Programs: Curriculum assistance
  - MWD Incentives
  - How-To Resources: Continue and refine programs
  - Grants & Partnerships: More grant support for agencies
Next Steps

- J PIC/CC and member agency manager additional review this fall

- Final staff recommendation for the Board’s consideration and approval in December