



Date: March 8, 2016

9:30 AM – 12:30 PM

**Location – Regional Water Authority
5620 Birdcage ST, STE 100
Citrus Heights**

**MEETING NOTES –
Regional Water Efficiency Program Advisory Committee**

Meeting called by:	Program Manager	Type of meeting:	Program Advisory Committee
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Call to Order at: 9:35 a.m.

1.0 Welcome and Introductions

Attendees	Chris Nelson, Don Smith, Angela Frost, Bobby Alvarez, Ryan Burnett, Ken Ingle, Joe Duran, Melinda Tupper, Linda Yager, Dan Gwaltney, Darren Van Dusen, Sandy Doyle, Karen Wilhelm, Laurie Sharp (USBR), Cheryl Buckwalter (EcoLandscape), Gayleen Dartling (Regional San), Paul Parenti (Koolant Coolers), Amy Talbot, Monica Garcia
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2.0 Meeting Minutes

January 12, 2016	The notes were approved and will be posted online.
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3.0 Budget

Revenue Changes	The Water Efficiency Program is planning a 5% increase in dues. This would add \$20,000 to last year’s WEP budget. Unused money from last year will be added to the current budget, \$20,000. There is \$200,000 in grant funding for public outreach. In addition to the dues increase, an attempt is being made to shift some Water Efficiency Program staff expenses to RWA’s main budget to free up more funding in the WEP budget for public outreach.
Expense changes	There is an increase in overhead expenses of \$7,000. Increases in public outreach and the addition of the poster contest adds \$23,000 to the budget. The poster contest results in a full page ad in the Sacramento Bee targeted to recipients in our region.
Next steps	The RWA board will discuss changes to staff funding on March 10, 2016. Based on these changes the budget will be brought back for approval for the May meeting.

5.0 Mini Discussion: Customer Water Use Reports

Are these working?	Yes, from an agency perspective. Everybody liked the agency portals, the data is easy to access and helps with customer calls. Some agencies use it as a tool for people who are concerned about their usage. However there does seem to be some customer confusion and some customers are not happy with their reports. Some report companies require more customer involvement and take time to set-up to make the data more relevant to individual customers. They require extensive customer education in the beginning. The water agency's IT department must be on board due to data transfer between report company and water agency that may be complex. Metering companies are creating customer portals and have proven to be very cost effective for some agencies. Having an app is a great idea which makes customer communication much easier.
Customer Feedback	Customers are very engaged when they are introduced to the product; however, interest quickly wanes. Agencies that promote it as a "personal" water report tend to have greater participation and achieve 5-10% water savings. Angry customers drop out of the program quickly.
Regional Program	Water agency billing systems are fairly archaic, which leads to complexities in starting a regional program. Water agencies have a wide disparity of customers and a regional program may not suit their needs. RWA will collect RFQs and have available for water agency perusal; if you have one send to Monica or Amy. Linda will distribute her company matrix.

6.0 Mini Discussion: Messaging with current Folsom Lake conditions

Customer Inquires	Customer's feel connected to Folsom and the Rivers; this is reflected by their concern about water discharged from Folsom while being told we are in a drought.
Agency Response	Agencies are still mandated by the State to conserve water, restrictions are continuing until the State makes changes. Some agencies are taking the following approach: We recognize the lake is full and we are showing our support for your concerns through a series of actions.
Conservation Targets	Yes, agencies will have difficulty meeting targets because the severity of drought is different in 206 compared to previous years. This leaves water agencies in the position of spending more money and effort to encourage customers to conserve. Due to the lack of media attention customers do not perceive the need to save as strongly as in previous years.

7.0 General Program Updates

Aqua Hawk	They have a new innovative showerhead that displays gallons used. There may be a presentation at the next meeting.
Home Water Loss Detection Strips	Instead of dye tabs, some companies are making dye strips. These are easier to mail and children do not mistake them for candy. A sample was distributed.
UWMP	Text was distributed to assist with the Urban Water Management Plans (UWMP)s for RWA WEP public outreach and school education activities from 2010-2015.
Mulch Mayhem	Regional Mulch Madness has changed to Mulch Mayhem. It will be held on May 14 th and May 21 st . RWA will provide media outreach. Los Rios District indicated it does not want to participate as a partner. Local colleges may wish to participate; feel free to make contact.
Saturation Study	Not enough funding was committed to make this a viable regional program.

SRCSD	Regional San has increased the budget for the toilet/clothes washer program back to \$350,000 for this fiscal year and next fiscal year. Contact Monica with questions. Project management funds are low and an invoice will be sent out to participating agencies.
Independent Technical Panel	Comments are due on March 13, 2016.
PIO meeting	RWA distributed the new messaging for 2016; let us know if you or your PIO did not receive the information. The focus for this year is "Rethink Your Yard" in partnership with Save Our Water. Actions are: limit landscape watering, prioritize your trees, check sprinklers for efficiency, and upgrade landscape with low water use plants.
New Emergency Regulations	State Water Board staff will monitor and evaluate available data on precipitation, snowpack, reservoir storage levels and other factors and report back to the State Water Board in March and April 2016. If conditions warrant, State Water Board staff may bring a proposal for "rescission or adjustment" of the Emergency Regulation in May 2016. Additional text prohibits Homeowners Associations/Community Service Associations from penalizing residents for reducing or eliminating the watering of vegetation or lawns during a declared drought emergency.
Prop 84 Round 3	Working with DWR on agreement. Total funding for WEP is about \$800,000. Funds will be allocated evenly between agencies by program. A reminder that cost share must be expended before grant funds are distributed.

8.0 Announcements	
USBR Grants	Funding is currently available. An email list was compiled to add people to the USBR distribution list.
CUWCC	Discussions are underway for the realignment effort and the future of the Council. Changes to the structure and governance are being discussed. The regional seat is up for election in December 2016. Let Greg know if you are interested.
Regional San	The Recycled Water Fill Station is scheduled to open in April. Recycled water is free to all Regional San customers who participate in training. Customers will receive information in their bills. There is a 300 gallon limit.
California American Water	Cal Am has launched a water waste app for their customers.
Greener Gardens Tours	There are two tours this year: April 23 rd in Elk Grove and May 14 th in Roseville.
Carmichael Water District	Carmichael Water District celebrated their 100 year anniversary with an art auction. The fire hydrant art auction included ten fire hydrants that were designed and painted by students from Del Campo High School. Proceeds from the auction went to support the Del Campo High School Art Program.
Barbecue	By popular demand, here is the site of our local award winning competitive bbq team: https://www.facebook.com/Carolina-Q-Competition-BBQ-Team-Catering-524223974300348/

Meeting Adjourned at 12:30 p.m.