



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

Date: January 12, 2016

9:30 AM – 12:30 PM

**Location – Regional Water Authority,
5620 Birdcage ST, STE 180
Citrus Heights**

Meeting called by:

Program Manager

Type of meeting:

Program Advisory Committee

Call to Order at: 9:30 a.m.

1.0 Welcome and Introductions

Attendees

Rex Meurer, William Granger, Bobby Alvarez, Ryan Burnett, Ken Ingle, Bill Cassady, Joe Duran, Melinda Tupper, Linda Yager, Dan Gwaltney, Darren Van Pusen, Karen Wilhelm, Dawn Calciano (City of Davis), Mark Roberson (Water Forum), Jordan Power (City of Woodland), Kathy Schulz (DWR), Bob Siebenhaar (Siebe Innovations), Amy Talbot, Monica Garcia

2.0 Meeting Minutes

November 10, 2015

The notes were approved and will be posted online.

3.0 Budget and Grants Update

Grants

- Wrapping up Prop 84 Round 2 – Grant includes direct installs, Waterfluence and rebates. Agencies will have an opportunity to extend their agreements with Waterfluence through RWA.
- Starting Water Energy Grant (\$2.5 M) - Sharon Frasier will be assisting with this grant which includes direct installs, CII reimbursement, showerhead distribution.
- Recommended for award - Prop 84 Round 3 (\$810,000) – Grant will include advanced customer systems, water loss, and public outreach.

Budget

The Water Efficiency Program is planning a 6% increase in dues. This would add \$25,000 to last year’s WEP budget. This is critical due to the change in active grant structures from pass through to agencies to RWA led turnkey programs. At this time reserves are used to float grant funds. In addition to the dues increase, an attempt is being made to shift some Water Efficiency Program staff expenses to RWA’s main budget.

4.0 Drought Update

Regional Water School

Classes started in July 2015 and to date 10 classes have been held. A total of 73 students (63 for violations) have participated. There are 2 classes left in Rocklin and in Lincoln. Agencies expect an increase in water waste violations during the summer and would like to continue the class. Staff will review the curriculum and talking points for the instructor. Agencies are responsible for marketing the class.

Extended Public Outreach Plan	We will continue advertising with Capital Public Radio mainly due to the reach amongst influencers. We will also continue Google and Facebook online ads. The messages will include Save Our Water visuals and remain consistent with our winter messages. There is a remaining balance \$30,000, which will be saved for later in the year.
Winter Conservation Programs and Messages	The Program is focusing on the following messages during the winter: 1. Sprinklers off till Spring 2. Don't water during or 48 hours after rain 3. Upgrade fixtures with WaterSense products. Our agreements with the radio and TV stations allow us the flexibility to change our message when it rains.
Current and Potential Future Emergency Regulations	As of November 2015, all agencies are within 5% of their cumulative targets. Current regulations will expire mid-February. A new Emergency Regulation is expected to extend regulations until October 2016. Draft documents were released in mid-January on the State Water Board website and approval is expected at the February State Water Board meeting. Future regulations may include a 4% reduction in conservation targets based on climate with additional potential adjustments for growth and drought resilient supplies. At this time, all RWA agencies qualify for a 4% reduction based on climate.

5.0 Break	10 minute break
Regional HET/ULFT Saturation Survey	<p>The study would target pre-1992 single family homes, multi-family apartments, restaurants, and gas stations. RWA will be the lead agency to select a consultant. This would be completed by early/mid-summer 2016. The cost is dependent on how many agencies participate. An ad hoc committee will be formed consisting of interested agencies.</p> <p>The following agencies have expressed an interest in participating: City of Sacramento, City of Roseville, City of West Sacramento, Del Paso Manor WD, Placer County WA, Rio Linda/Elverta CWD, Sacramento County WA, and San Juan Water District. A conference call will be scheduled to discuss the Request For Proposal.</p>
Mulch Madness	<p>Last year Placer County Water Agency held Mulch Madness at Sierra College and it was extremely successful. A total of 200 yards of mulch was distributed. People lined up an hour before the event started for mulch. There is interest in expanding this event and marketing it as a region. An ad hoc committee will be formed consisting of interested agencies.</p> <p>The following agencies have expressed an interest in participating: California American Water, City of Roseville, City of Sacramento, City of West Sacramento, Citrus Heights WD, El Dorado Irrigation District, Rio Linda/Elverta CWD, Sacramento County WA, San Juan Water District, Sacramento Suburban WD, and Placer County WA.</p>
Decorating Contest	We have a potential sponsor for the poster decorating contest implemented in partnership with Sacramento Bee. An announcement will be made when and if everything is finalized.
Public Information Officer Meeting	Due to the State Water Board regulation changes, the Public Information Officer (PIO) meeting will be held in early February. 2016 Toolkits will be available at the meeting. Please let the PIO for your agency know about the meeting and its importance to water efficiency public outreach.

6.0 Mini Discussion: Individualized Customer Water Use Reports	
Postponed to March meeting	Are they successful or do your customers find them confusing?

7.0 Urban Water Management Plan (UWMP)s

Population and Target Modifications	If your agency's 2010 UWMP did not utilize Census 2010 data, you are required to recalculate your population using the 2010 Census data for the 2015 plans. The Department of Water Resources released an online population to further assistance agencies. This tool will be especially helpful for water agencies that do not line up with municipal boundaries. Registration is required and easy.
Public Outreach Activities Template Text	Staff will distribute the Public Outreach template text for inclusion in the 2015 UWMP that features the Water Efficiency Program's activities from 2010-2015.
Voluntary Energy Intensity Reporting	This reporting is voluntary. The SMUD study established energy intensity figures for the region and for participating agencies. Staff will distribute the study which includes individual agency data that can be used for this voluntary reporting.

8.0 Informational Presentations

Bob Siebenhaar, Shower Bootie	Presentation on the Shower Bootie, a water saving device to capture underutilized shower water. For more information visit: myshowerbootie.com
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9.0 Announcements

Northern CA Home & Garden Expo	January 29th-31st 2016 at Cal Expo. RWA will have a booth. We need volunteers! Free admission and parking. Sign up today!
California Irrigation Institute Conference	January 25-26th 2016 at Hilton Sacramento Arden West. CEUs available and it is reasonably priced at \$125 1 day, \$200 full conference. www.caii.org
Regional Water Authority	Celebrating 15 years with a new logo!

Meeting Adjourned at 12:45 p.m.