



**Date: May 10, 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**

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

**1.0 Welcome and Introductions**

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| <b>Attendees</b> | Don Smith, Angela Frost, William Granger, Ryan Burnett, Ken Ingle, Bill Cassady, Melinda Tupper, Dan Gwaltney, Greg Bundesen, Darren Van Dusen, , Laurie Sharp (USBR), Gayleen Dartling (Regional San), Dawn Calciano (City of Davis), Amy Talbot, Monica Garcia |
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**2.0 Meeting Minutes**

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| March 8, 2016 | The notes were approved and will be posted online. |
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**3.0 Budget**

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| <b>Review of Budget</b> | <p>There will be a 5 percent increase in dues this year. This increase is due to inflation and will be proposed for approval every year. Last year the program saved \$20,000 and that balance will be transferred to this budget. RWA approved moving a percentage of staff salary costs to the RWA budget.</p> <p>The budget changes will fund an increase in overhead costs, increase in public outreach, including the Poster Decorating Contest. Unanimous approval for the budget.</p> |
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**4.0 Post BMP Paradigm Shift**

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| Greg Webber, Executive Director of the California Urban Water Conservation Council | <p>A brief presentation on potential changes to the Council. The Council will not be setting goals; however, will provide guidance to agencies to meet their self-identified goals. Will provide technical assistance to state and federal agencies.</p> <p>Greg will be transitioning out of the Executive Director position and Sarah Foley will be the interim Director until the Council finalizes its new direction.</p> |
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**6.0 Mini Discussion: How does your agency promote events?**

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|  | <p>Paid ads in the local weekly paper.</p> <p>Email information to all customers and post on Facebook.</p> <p>Paid Facebook ads.</p> <p>Agency maintains an email list of all event participants and directly emails them with the information.</p> <p>Ad in the local movie theater; however, this did not necessarily reach the target audience.</p> |
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|  | <p>Electronic billboards such as on schools.<br/>         Insert in the utility bills.<br/>         Posting event information on Nextdoor (currently this is very effective).<br/>         Post on agency website.<br/>         Distribute information during audits and in office.<br/>         Electronic newsletter in addition to including it in the local school district electronic newsletter.<br/>         Promote events at events.<br/>         Notes: Facebook likes do not necessarily mean increased participation. Having customers pay for the event increases attendance.</p> |
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**7.0 Mini Discussion: Top 10 Customer Drought Questions List**

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|  | <p>Why are park districts allowed to water on a different schedule than residents (answer: because they are implementing water budgets and documenting compliance)<br/>         Why are you only allowing watering two days per week when San Diego is allowing three days per week?<br/>         If the drought is so bad, why do “they” keep building new homes?<br/>         Why don’t you just pipe recycled water to every house in the county?<br/>         Why does the City of Folsom let so much water out of the dam?<br/>         Why are we still building homes in a drought?<br/>         Can I hose down my sidewalk after someone throws up? (From a Bar owner)</p>  |
|  | <p>Water new plants, exemption?<br/>         Why are you letting the trees die?<br/>         Why don’t you just put some of that snow from back East in <a href="#">C-130’s</a> and bring it here?<br/>         I have wild grass on my property, how often should I water it?<br/>         How do you know you saved that much if the Sacramento region is not fully metered?<br/>         Why isn’t more storage being built?<br/>         Why don’t we build a pipeline from the ocean (or Washington)?<br/>         Why don’t we dig out Folsom Lake while it’s empty?<br/>         Is power washing allowed?<br/>         Why are you flushing (pipes, hydrants, meters)?<br/>         Do we have enough water locally?<br/>         Water waste planned for a sorority “Splash Bash” party – can you stop the waste?</p> |
|  | <p>When can I water?<br/>         How do the fines work? And when will they (fines or penalty) drop off my account?<br/>         I rent, am I still subject to the fines?<br/>         Can you remove my NOV because: the power went out; my neighbor turned on my sprinkler; it rained.<br/>         I just spent a couple hundred dollars on new sod. My neighbor says I can’t put this in. Is that true? I didn’t know that was a city restriction.</p>   |
|  | <p>Why are we still in a drought when the lake is full? (our agency is groundwater)<br/>         Why is SoCal not on restrictions? (Customers see this are not abiding by the same rules as our region).<br/>         Why do well customers get to do what they want?<br/>         Why are our rates going up when I’m conserving.<br/>         Is the drought over? The lake is full.<br/>         Is the drought over? You’re releasing water.<br/>         Why are you building a spillway at Folsom Dam in a drought?<br/>         Why do you send all “our” water south?</p>  |

| <b>8.0 General Program Updates</b>  |   |
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| Mulch Mayhem                        | Mulch Mayhem is scheduled for May 14 <sup>th</sup> and 21 <sup>st</sup> . There will be radio presence at the locations. SJWD requires customers provide a copy of their bill to receive mulch.   |
| UWMP                                | Urban Water Management Plans (UWMPs) are due in June.   |
| Water School                        | The last class is scheduled for August 24, 2016.  |
| Car Wash Program                    | We are planning car wash events. Lavender scented air fresheners will be distributed. We can save water and fight road rage at the same time.   |
| New Water Research Foundation Study | Amy distributed the executive summary for the New Water Research Foundation Study, <a href="#">Residential End Uses of Water, Version 2</a> . The full study is available through the Water Research Foundation, non-members will have to <a href="#">purchase</a> the study.   |
| Conservation Update                 | The adjusted regional target is 26%, We are currently at 31.2% with most of the agencies within 2% of target. However this will change due to the new Executive Order.  |
| Spring/Summer Messages              | The theme this summer is “Rethink Your Yard” with the following messages.<br>Limit landscape watering<br>Prioritize your trees<br>Check sprinklers for efficiency<br>Upgrade landscape with low water use plants  |
| Grant Update                        | Prop 84 Round 1 (Waterfluence, DAC, and Irrigation Efficiencies (IE)) is ending. Please submit your final IE submissions; all remaining funds will be split among the agencies. Prop 84 Drought Grant (Public outreach and Irrigation Efficiencies) is going well. The first IE request was sent out. Please return by Friday, May 13 <sup>th</sup> .<br>2014 CalFed Grant is going well, it is scheduled to end in September; we are currently at 83% disadvantaged communities (DACs) participation.<br>Water Energy Grant started in January. Sharron Fraser was hired to lead the commercial, industrial, institutional (CII) rebate program & showerhead giveaways.<br>We are currently working on agreement with DWR for Prop 84 Round 3.                             |
| New Executive Order                 | New order was released on May 9, 2016. It extends the Emergency Regulation to January 2017. There is a potential to continue mandatory restrictions if drought continues. The framework for permanent reductions and permanent reporting requirements was released. The draft Emergency Regulation includes the following: <ul style="list-style-type: none"> <li>• Agency self-assessment of supplies</li> <li>• Must show three years of supply of additional dry year supply</li> <li>• Deficit of supply is the new conservation target (balance supply and demand)</li> <li>• Wholesalers will have to report supply information</li> </ul> Comments are due May 16 <sup>th</sup> and is scheduled for adoption at the May 18 <sup>th</sup> State Water Board meeting. |

| <b>9.0 Announcements</b> |  |
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| Resources for Training   | RWA will maintain a library of Resources for water coordinators to check out to study for exams. This includes the AWWA Manuals and the Water Education Foundation Layperson’s Guides.                     |
| Regional San             | The Recycled Water Fill Station is open. 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. |

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| July meeting | The July meeting includes a BBQ and the Water Taste Test Contest. We are looking for a host. A doodle poll will be sent out to determine the date of the meeting. |
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Meeting Adjourned at 12:30 p.m.