PARTNERSHIP UPDATE

Regional Water Authority Board

September 13, 2018
CA URBAN WATER CONSERVATION COUNCIL

- Created in 1991 with an MOU
- Voluntary partnership
- Core purpose: Define and implement cost-effective urban water conservation BMPs
- Governance by consensus voting
- Incubated the Alliance for Water Efficiency
- Sunsetted December, 2016
BUILDING ON THE COUNCIL’S SUCCESS

- Continue Core Activities
- Change Governance & Role of Reporting
- Evolve Into a New Organization
THE DYNAMIC HAS CHANGED

- The Group 1 vs Group 2 block voting is gone
- No conservation reporting required
- North-South dynamic has been replaced with voluntary, collaborative strategies
- We were NOT involved in the conservation framework legislation negotiations
- But our goal is to get every water agency the help they need to cope with the upcoming legislative requirements
CALWEP BOARD OF DIRECTORS

Amy Talbot, Regional Water Authority (Chair)
Lisa Morgan-Perales, Inland Empire Utilities Agency (Vice-Chair)
Greg Bundesen, Sac Suburban Water District (Sec-Treasurer)
Joe Berg, Municipal Water District of Orange County
Charles Bohlig, East Bay MUD
Penny Falcon, LADWP
Justin Finch, Mesa Water District
Trathen Heckman, Daily Acts
Ken Jenkins, California Water Service
Paul Lierheimer, Rain Bird Corp.
Lisa Maddaus, Maddaus Water Management

Bill McDonnell, Metropolitan Water District
Sean McNeil, City of Santa Rosa
Carlos Michelon, San Diego County Water Authority
Kendra Olmos, UC Davis Center for Water-Energy Efficiency
Julie Ortiz, San Francisco Public Utilities Commission
Patrick Pilz, California American Water
Carrie Pollard, Sonoma County Water Agency
Rob Whipple, Western Municipal Water District
I’M BACK!

- Executive Director of the CUWCC from 1998-2007
- Active in CA water resource policy and planning efforts
- Former MWD employee
- Continuous southern CA resident since 1992
- Know CA water issues, stakeholders
- Founder and CEO of the Alliance for Water Efficiency with many California members and projects
WE ARE NOW OFFICIAL!

- New Articles of Incorporation filed with the Secretary of State
- Revised Bylaws adopted
- Permanent Board member selection completed
- Quarterly Partner Plenary meetings held as before
- Formal Launch Celebration March 7 with 150 people attending
- Peer to Peer Training held May 30-31 in San Francisco
- Chapter status with the Alliance for Water Efficiency
NEW STRATEGIC PLAN

- Adopted by Board February 7, 2018
- Main focus is value to members in services, research, and technical support
- Printed copies of the Plan being mailed to membership with dues thank you letters
- Dynamic plan that will grow with needed projects and initiatives
- Listening Tour results will be presented at September 19 plenary meeting
STRATEGIC GOALS

1. Assist water supplier partners by providing as-needed information, expertise, and services that will enable them to meet municipal or utility-adopted water-use goals, as well as legislative and regulatory requirements.

2. Conduct and support research and evaluation efforts.

3. Transform markets for water-use efficiency-related products and services.

4. Assume a leadership role in building a statewide community of organizations focused on conservation, efficiency, resilience of water systems and watersheds, and leveraging the water-energy nexus.

5. Retain existing partners and increase overall membership.

6. Build organizational capacity to meet strategic planning goals.

7. Define advocacy principles and activities to meet strategic planning goals.
NEW CALWEP PROGRAMS

- Rate Case Study (LADWP)
- AMI-AMR Standards for Water Utilities bidding and operation
- Sustainable Landscape Market Transformation Plan: Accelerating the transition to multi-benefit, sustainable landscaping in California
- Online Wiki Tool Box and web site rebuild
- Peer to Peer Training
- Research projects being developed focused on framework issues
WATER AND ENERGY COLLABORATION

• Frank Logue and Kendra Olmos of the UC Davis Center for Water and Energy Efficiency are partners with CalWEP

• Kendra Olmos on the CalWEP Board

• Joint interest in helping water utilities better calculate embedded energy in water for funding and credit

• 5 competing methodologies (models by AWE, CPUC/Navigant, UC Davis, DWR, and Climate Registry)

• Need one consistent methodology to enable funding

• Proposal for Spring Workshops to train water utilities

• Goal is to get funding and credit for GHG emission reduction!
CREATING THE CHAPTER WITH AWE

- Bringing together two of the country’s major organizations focused on water efficiency
- Allows the open sharing of combined technical resources and research
- All members of CalWEP will automatically be members of AWE and vice versa
- 2018 membership invoice for CalWEP dues include membership in AWE
- Full membership benefits of both organizations for one membership price
MEMBERSHIP BENEFITS

• Both organizations will now provide joint membership benefits
• Leverages membership dollars, grant funding, and staff resources
• All work will be openly shared
• Benefits graph shows where member benefit occurs
• Will be mailed with 2018 invoices
SHARED AWE PROGRAMS

• Water Conservation Tracking Tool
• Financing Sustainable Water:
  o Rates Planning Assistance (Handbook and Model)
  o Consumer Messaging and Videos
  o Avoided Cost Case Studies
• Commercial Kitchens Water Efficiency Guide
• Outdoor Water Savings Studies
• Net Blue Water-Neutral Development Ordinance and Offset Methodology
• Graywater Cost-Effectiveness Study
AWE POLICY ADVOCACY

• WaterSense® authorization
• Tax-free water conservation rebates
• Eliminating accounting barriers to efficiency investments
• Water/energy nexus research
• Standards and codes
• Testifying in Congress
• Assisting states with their legislative priorities on efficiency
AWE TRACKING TOOL

- Water Conservation Scenario Planning Tool
- Free to all members
- Built by David Mitchell of MCubed
- Designed for CA water agency tracking needs
- Version 3 launched in 2016
- Will be revised to also measure progress toward compliance with future targets of the Conservation Framework legislation
GRAYWATER STUDY

• Evaluates the water savings potential and cost-effectiveness of residential graywater residential retrofit systems

• Includes easy-to-follow steps for determining the cost-benefit ratio for utility rebate programs

• Recorded webinar available
COMMERCIAL KITCHENS GUIDE

• Prepared by the Food Service Technology Center in San Ramon
• Target audience is restaurant manager
• Member-only availability
• Free PDF
• Printed copies for $6 apiece, bulk order pricing can be arranged
OUTDOOR WATER STUDIES

Landscape Transformation
• Work underway by A&N Technical Services
• 15 participating and funding agencies, mostly from CA
• Expected completion Summer 2018

Drought Restrictions
• Work underway by Western Policy Research and Maddaus Water Management
• 14 participating and funding agencies, mostly from CA
• Expected completion Fall 2018
2017 STATE SCORECARD

- AWE Water Efficiency and Conservation Scorecard
- Final report launch and webinar on March 21
- **California is the top scorer!**
- State summary pages
- Factsheets
- Maps
CONSUMER INFO

- **www.H2ouse.org** is no longer – site has been hijacked by a private vendor! Remove your links to it!

- **www.home-water-works.org** can be a substitute if you need a consumer website

- Save Our Water website no longer has a calculator and HWW is very accurate – ET database by zip code

- Can be customized to your utility

- Collective messaging campaign will be developed
PLENARY MEETING
SEPTEMBER 19

MESA WATER DISTRICT
COSTA MESA

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QUESTIONS?

CALIFORNIA WATER EFFICIENCY PARTNERSHIP

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