



RWEPAC Budget

April 15, 2022

BE WATER SMART

Agenda

- WEP Fiscal Year 2022-2023 Budget



BeWaterSmart.info

2022-2023 Budget Overview

- **No dues increase**
- RWA Budget Salary Share
 - Previous Policy: 10% of staff/office costs over to RWA budget each year
 - FY17 - \$13,600 (10%)
 - FY18 - \$31,500 (20%)
 - FY19 - \$50,200 (30%)
 - FY20 - \$74,000 (40%)
 - FY21 - \$82,000 (40% plus increase in costs)
 - Pause in Salary Share
 - FY22 - \$0 (0%)
 - New Policy – 20% a year starting in FY23
 - FY23 - \$56,000 (20%)
- Use reserves to supplement revenue to maintain program at current level

Reserves

- Current reserves - \$500,000
 - How did we get here? Grant funding/staff time
 - Example: \$65,000 DWR grant reimbursement to supplement budget versus reserves?
- Previous policy of 4- 6 months
 - \$186,000 -\$280,000
- Reserve Policy presented to RWA Staff
 - \$150,000 for grant floating
 - \$100,000 for program
 - \$50,000 for drought/redesign

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2022-2023 Budget Overview

FY 2022

FY 2023

Table 1. Category 1 Budget Summary

Program Revenues FY 2021	
Projected FY 2021 Category 1 Revenues ¹	\$448,000
RWA Salary/Office Share (0%)	\$0
FY 2021 Carryover/Reserve Funding	\$111,000
Total Revenues	\$559,000
Program Expenses FY 2021	
Program Management and Implementation, Technical Assistance	
Staff, Legal, Office Expenses, Travel, Financial and Audit Services	\$285,000
Water Efficiency Consulting Services	\$32,000
Best Management Practices (BMP) Implementation Categories²	
Public Outreach	\$200,000
School Education	\$20,000
Landscape	\$22,000
Total Expenses	\$559,000

Table 1. Category 1 Budget Summary

Program Revenues FY 202-2023	
Projected FY 2022-2023 Category 1 Revenues ¹	\$448,000
RWA Salary/Office Share (20%)	\$56,000
FY 2021-2022 Reserve Funding	\$9,000
DWR Grant, Foundation Grant, and Office Furniture Reimbursement	\$75,000
Total Revenues	\$588,000
Program Expenses FY 2022-2023	
Program Management and Implementation, Technical Assistance	
Staff, Legal, Office Expenses, Travel, Financial and Audit Services	\$299,000
Water Efficiency Consulting Services	\$32,000
Best Management Practices (BMP) Implementation Categories²	
Public Outreach	\$215,000
School Education	\$20,000
Landscape	\$22,000
Total Expenses	\$588,000

2022-2023 Budget Overview

Table 2. BMP Implementation Categories

PUBLIC OUTREACH		\$215,000
Regional Outreach Campaign	Common message and branding	\$200,000
	Media buys and marketing (i.e., TV and Radio ads, PSA's)	
	Events Team and collateral	
	Outreach consultant and additional partnerships	
	River Cats Partnership ³	\$15,000
SCHOOL EDUCATION		\$20,000
Water Spots Contest	Video Public Service Announcement (PSA) Contest	\$14,000
Powerhouse Science Center ⁴	Annual payment toward 2 educational displays	\$5,000
Project WET	Project WET workshops and teacher materials	\$1,000
LANDSCAPE		\$22,000
Landscape Outreach Activities	Landscape Education Partnerships (e.g. Harvest Day)	\$4,000
	Gardensoft Gallery renewal for BeWaterSmart.info website	\$5,000
	Professional Trainings (QWEL/ReScape CA)	\$13,000
TOTAL		\$257,000

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Budget Over Time

	FY 15	FY 16	FY 17	FY 18	FY 19	FY 20	FY 21	FY 22	FY23
Public Outreach	\$99,000	\$99,000	\$123,000	\$179,000	\$180,000	\$200,000	\$200,000	\$200,000	\$215,000
School Education	\$18,000	\$18,000	\$30,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000
Landscape	\$20,000	\$20,000	\$20,000	\$20,000	\$23,000	\$24,000	\$22,000	\$22,000	\$22,000
Reserve Funding	\$0	\$11,000	\$20,000	\$40,000	\$40,000	\$40,000	\$40,000	\$111,000	\$9,000
Total Budget	\$411,000	\$422,000	\$452,000	\$525,000	\$543,000	\$547,000	\$570,000	\$559,000	\$588,000
Grant	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Carryover	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Salary Share	No	No	Yes, 10%	Yes, 20%	Yes, 30%	Yes, 40%	Yes, 40%	No, 0%	Yes, 20%



What's new this year?

- RWA Executive Committee approved recommending 20% WEP salary share to full Board at May meeting
- WEP budget approval/recommendation to be officially recognized in RWA budget approval discussion at May Board meeting
- WEP to formalize reserves policy
 - \$150,000 for grant floating
 - \$100,000 for program
 - \$50,000 for drought/redesign
 - Index with inflation

Next Step Options - Budget

1. Approve presented budget, recommendation folded into RWA Budget discussion at May RWA Board meeting
2. Don't approve budget today, RWA staff recommends current proposed WEP budget as part of larger RWA Budget in May, if approved at RWA Board level, WEP can approve in May or July RWEPAC meeting knowing 20% salary transfer has been confirmed
3. Continue discussion/another group meeting prior to RWA May Board meeting
4. Other options?

Next Step Options - Reserves

1. Amy to draft official WEP reserves policy for approval
2. We currently have \$200,000 in reserves funding above our reserves policy of \$300,000...we can...
 - Keep funding in there and use to offset future dues increases
 - Use a portion of the funding to supplement public outreach efforts for the drought in 2022



Questions & Discussion