

Thank you, Greg and SSWD!



RWEPAC
March 19, 2024

WELCOME

Introductions

- Name
- Organization
- Favorite Vacation Spot



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Agenda

- January 2024 Meeting Notes
- Local Host Presentation - SSWD
- Program Updates – Variety of Topics
- Break
- Conservation Regulation
- Agency Announcements/Adjournment
- Lunch @ 12:30 pm



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Meeting Notes

- January 2024
- Approve and post online?



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Local Host Presentation

- Take it away, Greg!



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Program

Updates

Water Efficiency Outreach Program



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2024

Radio Station Options

Station Group	Stations	# of Spots	# of Weeks	Reach %	Reach Pop	Gross Imp	Freq	Cost
Audacy	KSEG-FM, KUDL-FM and KKDO-FM	1,616	13	61.4	846,000	5,712,900	6.8	\$22,000.00
Bonneville	KYMX-FM, KNCI-FM, KZZO-FM	1,887	12	59.9	825,000	3,626,400	6.8	\$21,975.00
iHeartMedia	KBEB-FM, KFBK-AM, KHYL-FM, KSTE-AM, KYRV-FM, KYRV-HD2, KZIS-FM	2,057	11	56.2	774,700	5,661,700	7.3	\$22,033.00
Cap Radio	KXJZ-FM and KXPR-FM	270	10	10.4	143,200	532,000	3.7	\$16,650
Entravision - Spanish	KHHM-FM, KRCX-FM, KXSE-FM	1,482	13	49.9	104,600	796,900	7.6	\$11,960

Highlights

Audacy: 832 value-added spots

Bonneville: 756 value-added spots

iHeartMedia: 1,430 value-added

Cap Radio: 80 value-added

Entravision 975 value-added



2024

TV and Streaming Options

TV Station	#of Spots	# of Weeks	Reach %	Reach	Freq	Imp	Cost
KCRA (NBC)	100	9	50.9	1,232,633	3.2	3,964,400	\$26,075.00
KCRA Hearst Streaming		11		57,471	9.9	344,827	\$10,000.00
KCRA Total						4,309,227	\$36,000.00
KOVR (CBS)	239	12	58.2	579,129	8	4,617,000	\$18,000.00
KOVR EYEQ Streaming News		14		118,903	5.5	666,667	\$18,000.00
KOVR - EYEQ Streaming News and Entertainment		14				600,000	\$18,000.00
KOVR Total						4,675,667	\$36,000.00
KXTV-TV (ABC)	169	13	50.8	504,956	5.1	2,615,100	\$18,000.00
KXTV-TV Premion Streaming		13				637,500	\$18,000.00
KXTV-TV Total						3,252,600	\$36,000.00

Highlights

KCRA: \$60,675 in value-added components, including co-branded Olympic promos, 34 value-added spots,

KCRA weather billboards, and commercial production. The added on-air mentions will take impressions up to **6.28 million**.

KOVR: Production of new spots featuring Marlene Simon and 90 value-added rotator spots

KXTV: Monica Woods delivers weekly tips, online ads on ABC10.com, and an interview on Your California Life.

Brewery Partnership

Craft Beer Summit

Saving Water One Beer At A Time

SIP, SCORE, SAVE!

GO FOR THESE WATER-SMART PLAYS:



Set your sprinklers to rise with the sun. Your yard will drink more and waste less.



Fix household leaks and drip no more, then savor a rewarding pour.



Replace lawn with native plants. Cheers to saving water and bees!

Ready to toast water efficiency?

Score a free koozie
by scanning the QR code.

While supplies last.



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2024

Summer Strong NEXT Level

- Landing page: BeWaterSmart.info/SummerStrong
- Supporting graphic(s)—what could you use?
- Call for nominations (water providers and community orgs)
- News release to launch



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DWR Grant/Federal Tax

- DWR changed their grant requirements for rebates
- Suppliers have to add potential customer tax implications in marketing materials. Suggest putting in application as well.
- Only applies for federal taxes, exempt in CA
- DWR counts direct installation as a “rebate”
- RWA provided template language on how to do that
- Might be good to add it to non-grant funded programs as well.
- AWE is working on getting this resolved at the federal level

“The value of the free services you receive under this program may be subject to state and federal taxation. You may wish to consult with a tax professional about possible tax liability.”



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UC ANR CII Education Event

Successful CII Programs Educational Event

Proposed to be after the May RWEPAC at SJWD from 1:30-3:30 pm

DRAFT AGENDA

- 1:30-1:45 – Introductions and Workshop Set Up Presentation (why, what, tie into regulation requirements, etc.)
- 1:45-2:30 – Peer to Peer Sharing of Successful/Lessons Learned CII Programs
 - Supplier A – 15 minutes (Successful)
 - Supplier B – 15 minutes (Lessons Learned)
 - Supplier C or Consultant – 15 minutes
 - 2:30-3:15 – Round table/small group discussions
- 3:15-3:30 – Workshop/Wrap Up

What do you think?? Anyone interested in participating?

Precursor to developing a RWA WEP CII Committee



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Upcoming Trainings

CA AWWA Water Efficiency Certification

- April 2nd, 2024: Grade 1 WUEP class in Sacramento, 1391 35th Avenue, Sacramento (same location as CalWEP Board meeting)
- May 2nd 2024: Grade 2 WUEP class in Sacramento, same location as above
- May 28th, 2024: either Grade 2 or Grade 3 WUEP class prior to Peer to Peer, @ San Jose State.
- June 25, 2024: Grade 3 WUEP class in Sacramento, same locations as above.
- REGISTER for ALL Sacramento Classes here: https://www.ca-nv-awwa.org/canv/CNS/Events_Classes/Event_Listing_Schedule/CNS/EventsandClasses/Class_and_Event_Schedule.aspx?hkey=649fff53-39ef-4c42-8bf0-b0fc0cb0435f

Thank you, William!



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Upcoming Trainings

2-day CLIA Landscape Certification Training

- SAVE THE DATE April 18-19th
- Roseville
- Free for WEP suppliers
- Should we also offer the test?
- Thank you, Monica!

QWEL Update

- October 2024
- Thank you again, Monica!



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Upcoming Events

Water Conservation Showcase

- April 4, 2024
- FREE! Sponsored by PGE
- San Ramon area
- REGISTER HERE: <https://www.waterconservationshowcase.com/>
- So far 387 in person and 139 virtual attendees
- Wide variety of topics from conservation to stormwater to Microplastics to greywater

CalWEP Peer to Peer

- May 29-30th in San Jose
- \$300 Registration
- <https://calwep.org/event/peer-to-peer-2024/>



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Office Hours

Water Savings Equations

- Sent out Roseville outdoor water savings template
- AWE tracking tool
- CalWEP works on a standardized guide with David Mitchell



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Nippon Shokken Tour

Closed Loop Process Cooling water System



**44% reduction
in wastewater
volumes**

**\$15,000 in
Grant Rebate**

Other Items

- Nonfunctional Turf Legislation
 - Model Ordinance?
 - Required to include ban text in ordinance/policy by 2027
 - Enforcement is squishy
- Conservation Regulation Technical Assistance RFP – On hold
- School Education Program Update
 - Done over XXX performances so far
 - Both schools and community centers like MOSAC/Fairytale Town
 - Focus is Sacramento County
 - Per school assembly cost estimates on their way

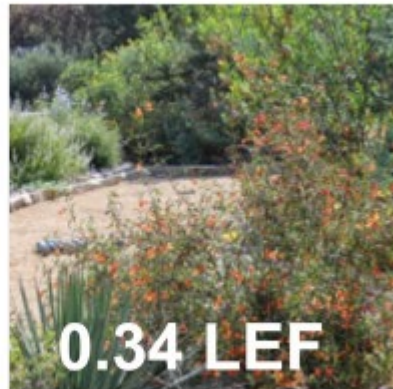
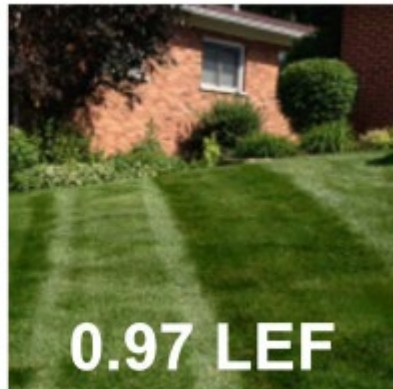
Time to take a break



Revised Conservation Regulation

Agenda

- Revised Conservation Regulation
 - Released March 12th
 - 80ish% of what ACWA asked for but not the big stuff
 - Still some major concerns
- Timeline
 - Comment period through March 27th
 - SWB incorporates comments
 - Potentially another comment period
 - Summer 2024 adoption
 - January 2025 in effect



Source: Adapted from State Water Resources Control Board Public Workshop October 4, 2023

Delay and extend the ramp down of the outdoor standards. This provides additional time for suppliers to meet increasingly more efficient water use objectives.

YEAR	PREVIOUS PROPOSAL	NEW PROPOSAL
2025-2034	0.63	0.80
2035-2039	0.55	0.63
2040-onwards	0.55	0.55



Extend the allowance of 20% additional irrigated land (INI), for suppliers unable to meet their overall objective until new residential landscape area measurements are provided.



Defer compliance with the objectives until 2027.

- This one is tricky bc SWB doesn't have the power to do this unless its in legislation

Alternative compliance pathways

	Eligibility thresholds		Required effort	Result for eligible supplier
	Income of pop. served	Percent reduction		
Second Draft of Regulation	< MHI	≥ 20%	<ul style="list-style-type: none"> Reduce water use by ≥ 1% per year. Plan to achieve its urban water use objective. 	Supplier deemed in compliance with the objective
	> MHI	≥ 30%	<ul style="list-style-type: none"> Reduce water use by ≥ 2% per year Verify adherence to G480 standard. Plan to achieve its urban water use objective. 	Supplier deemed in compliance with the objective
First Draft	< 80% of MHI	≥ 20%	<ul style="list-style-type: none"> Reduce water use by ≥ 2% per year. 	Use of 0.63 for outdoor standards through 2040
	Any	≥ 20%	<ul style="list-style-type: none"> Reduce water use by ≥ 2% per year. Verify adherence to G480& Tree City USA standards. Have a program dedicated to climate-ready landscapes. 	
DWR recommendation	The State Water Board consider a limited-time cap on the annual reductions that suppliers would be expected to make.			

Make alternative compliance pathways more accessible for certain suppliers facing large reductions.

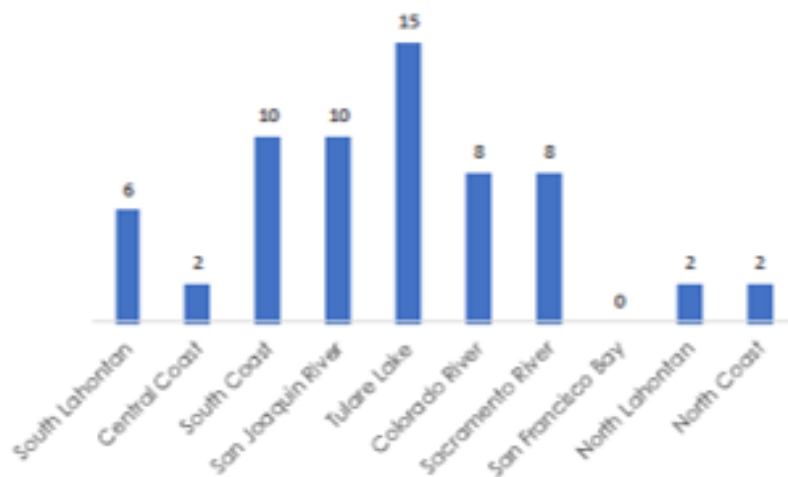
Alternative compliance: estimated eligibility

~ without taking into consideration most variances and special landscape areas ~

Row 1

< statewide MHI & $\geq 20\%$ reduction

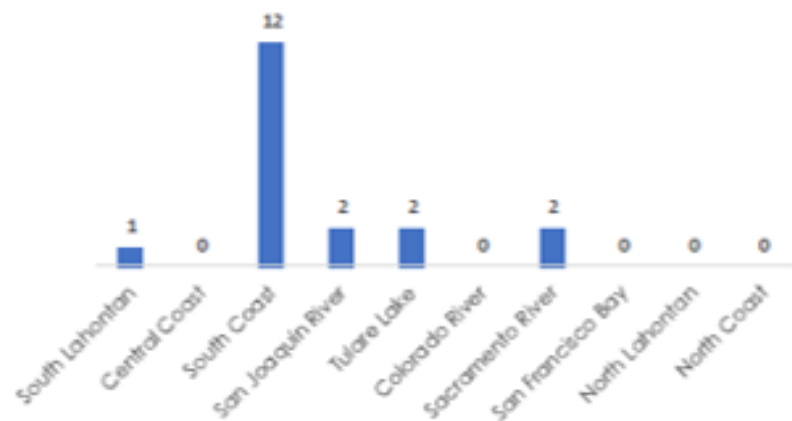
63 suppliers, representing 9%
of population.



Row 2

> statewide MHI & $\geq 30\%$ reduction

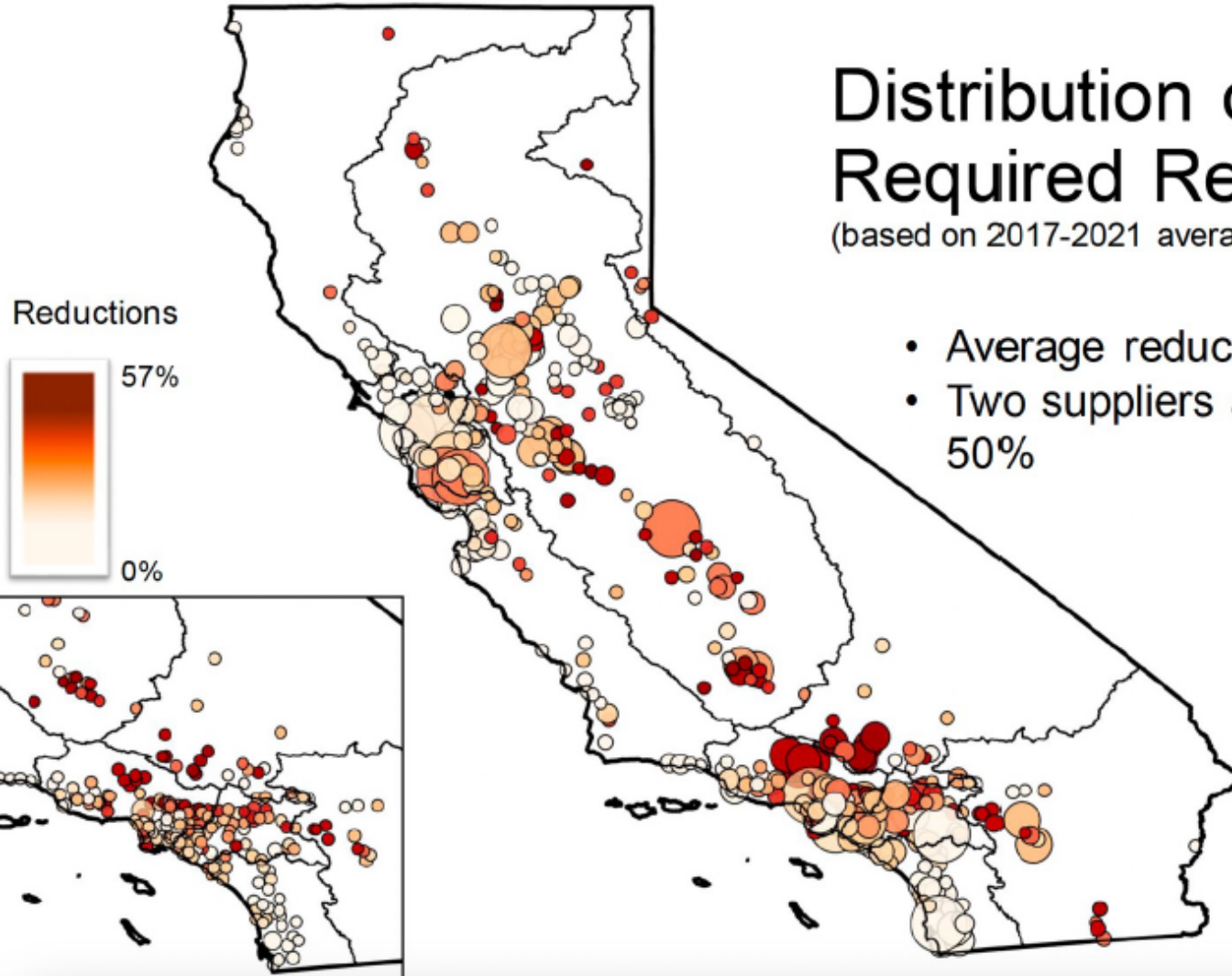
19 suppliers, representing 2%
of population



Distribution of 2040 Required Reductions

(based on 2017-2021 averages)

- Average reduction is 12%
- Two suppliers are at or above 50%



Color = Linear continuous % reduction, Size =
Proportional service area population
Inset map population unscaled for visual clarity

Commercial, Industrial, and Institutional: Classification

Classification based on ENERGYSTAR Portfolio Manager broad categories
PLUS CII laundries, landscapes with DIMs, water recreation and car wash

ACTION	PREVIOUS PROPOSAL	NEW PROPOSAL
Classify 20%	By 2026	N/A
Classify 60%	By 2028	N/A
Classify 100%	By 2030	By 2027
Maintain 95%	2030 Onwards	2028 Onwards

BMPs	August 2023 Version	March 2024 Version
Identify Disclosable Buildings Top 20th % in each Classification Conservation Program Design & Implement Top 2.5% Customer Conservation Program Design & Implementation	01/2025	06/2024 or Effective Date 1. 06/2025 – ID top 2.5% CII Users & Top 20% CII Users (Track 1) 2. 06/2027 – ID top 2.5% CII Users & Top 20% CII Users in each Classification (Track 2) 3. 06/2029 – ID CII Users based on Supplier Defined Thresholds (Track 3)
Non-Functional Turf Ban	07/2025	01/2027
Implement for 20% of the Following: 1. Disclosable Building Reporting 2. Top 20 th %-ile in each Classification 3. Top 2.5% Customer Conservation Program	By 2026	N/A
Implement for 60% of the Following: 1. Disclosable Building Reporting 2. Top 20 th %-ile in each Classification Conservation Program 3. Top 2.5% Customer Conservation Program	By 2028	N/A
Implement for 100% of the Following: 1. Disclosable Building Reporting 2. Track 1, Track 2, or Track 3	By 2030	06/2039

Commercial, Industrial, and Institutional: MUM Conversion

Large Landscapes: CII landscapes that are ½ acre in size or larger

ACTION	PREVIOUS PROPOSAL	NEW PROPOSAL
Identify MUM	N/A	06/27 or 06/29
20% Convert or In-lieu	By 2026	N/A
60% Convert or In-lieu	By 2028	N/A
100% Convert or In-lieu	By 2030	06/2039
Maintain 95% Conversion or In-lieu	2030 Onwards	06/2040

Supplier to “implement”

- At least 1 in-lieu technology
- At least 1 Outreach, Technical Assistance, and Education BMP
- At least 2 Landscape BMPs, including irrigation system Inspections, audits, or surveys and Training/guidance on irrigation scheduling & maintenance.

Other Positive Changes

- Residential Pools and recycled water = 1.0
- Variances and recycled water connection good for 5 years
- Standards decoupled from MWEL0
- Disclosable building identify but provide use on request
 - Will send list out. RWA may be able to geocode for each supplier
- NFT is out, just submit ordinance in 2027
- Allow regional programs to count for local programs – HUGE
- Removed 40% DAC funding

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Other Positive Changes

- Removed irrigation maintenance as a BMP
- Less work for suppliers with < 10% CII Use
- CII PM Framework – simplified
- MUM back to landscape area not volume

3. Reporting

- Fiscal Year Reporting

- Conflict with other reporting requirements (eAR, water loss, etc.)
- Indoor standards effective January 1st
 - Population value comes from eAR
- Outdoor standards effective July 1st
- How to adjust Water Loss for CY vs. FY?

Reports due by
Jan 1st on a
**machine-
readable form**
provided by the
Board

- 975 - New Reporting Requirements

- 975(a)&(e) “...supplier must submit to the Department and the Board...”
(pgs 46 & 47)

Cal. Code Regs. Tit. 22, § 64412 - Determination of Persons Served

[State Regulations](#) [Compare](#)

(a) The number of persons served by a community water system shall be determined by the water system using one of the following methods:

- (1) Utilizing the most recent United States census data, or more recent special census data certified by the California Department of Finance, for the service area served by the water system;
- (2) Multiplying the number of service connections served by the water system by 3.3 to determine the total population served;
- (3) Determining the total number of dwelling units or efficiency dwelling units as defined in the Uniform Building Code (Title 24, California Code of Regulations), the number of mobile home park spaces and the number of individual business, commercial, industrial and institutional billing units served by the water system and multiplying this total by 2.8 to arrive at the total population served by the system.

(b) Each community water system shall report to the State Board annually the number of persons and the number of service connections served by the system using the procedures set forth in subsection (a).

DRAFT - Only use as estimate of savings needed.
Does not reflect total objective and future weather inputs.

Supplier	2025 % Reduction	2030 % Reduction	2035 % Reduction
California American Water	14%	-11%	-16%
Carmichael Water District	11%	-13%	-21%
Citrus Heights Water District	17%	-6%	-13%
El Dorado Irrigation District	40%	8%	0%
Elk Grove Water District	4%	-20%	-26%
Fair Oaks Water District	-5%	-26%	-32%
Folsom	-22%	-33%	-36%
Golden State Water Company	-22%	-34%	-37%
Lincoln	-7%	-22%	-27%
Orangevale Water Company	30%	1%	-7%
Placer County Water Agency	-2%	-20%	-26%
Roseville	1%	-11%	-15%
Sacramento	-2%	-19%	-23%
Sacramento County Water Agency	2%	-14%	-19%
Sacramento Suburban Water District	3%	-16%	-21%
San Juan Water District	4%	-19%	-26%
West Sacramento	-13%	-27%	-31%
Yuba City	-4%	-21%	-25%
Average Reduction	-10%	-19%	-24%

DRAFT - Only use as estimate of savings needed.
Does not reflect total objective and future weather inputs.

Supplier	2025	2030	2035	2040
California American Water Company - Sacramento District	0%	0%	0%	0%
Carmichael Water District	0%	0%	-8%	-15%
Citrus Heights Water District	0%	0%	-1%	-9%
El Dorado Irrigation District	0%	0%	0%	0%
Elk Grove Water District	0%	0%	0%	0%
Fair Oaks Water District	-4%	-6%	-20%	-26%
Folsom City Of	-19%	-21%	-29%	-32%
Golden State Water Company - Cordova	-22%	-24%	-32%	-36%
Lincoln City Of	-1%	-4%	-15%	-20%
Orangevale Water Company	0%	0%	0%	-1%
Placer County Water Agency	0%	0%	-5%	-11%
Roseville City Of	0%	0%	-3%	-7%
Sacramento City Of	0%	0%	-9%	-14%
Sacramento County Water Agency	0%	0%	0%	0%
Sacramento Suburban Water District	0%	0%	-7%	-13%
San Juan Water District	0%	0%	-10%	-18%
West Sacramento City Of	-4%	-8%	-17%	-21%
Yuba City	0%	-1%	-11%	-15%
Average Reduction	-4%	-5%	-10%	-12%

May not reflect updated SWB data on Objective Tool Website.

	August 2023 Version		March 2024 Version	
	2040 Compliance		2035 Compliance	
CII PMs & Reporting	18%	71	31%	121
< 5%	9%	35	8%	31
5 – 10%	11%	43	13%	50
10 – 20%	21%	82	21%	84
20 – 30%	20%	81	15%	61
> 30%	21%	84	12%	49

Estimated Reductions Required * based on the 2040 standards

Degree of reduction (relative to the subset of uses comprising the objective)	# of Suppliers	% of Suppliers	Population Served	% of Covered Population
No Reduction required	121	31%	11,372,900	31%
Less Than 5% Reduction	31	8%	3,842,897	10%
5-10% Reduction	50	13%	8,328,439	23%
10-20% Reduction	84	21%	6,437,314	18%
20-30% Reduction	61	15%	4,573,272	12%
Greater Than 30% Reduction	49	12%	2,163,090	6%
Total	396	100%	36,715,496	100%

* For many suppliers, impacts will smaller, in some cases significantly so, because of corrected data, the budgets associated with variances and special landscape areas, the alternative compliance pathways, and long-term trends (e.g., population growth and the efficiency gains that will occur regardless of the proposed regulation).

Next Steps

- March 20, 2024, Board Workshop
 - We need folks to comment
 - In person and virtual options
 - Sign up [here](#)
 - Meeting materials [here](#)
 - Revised regulation text [here](#)
- March 27th deadline for Written Comments
 - RWA to send draft letter mid week

1. By email to: commentletters@waterboards.ca.gov. The State Water Board requests but does not require that email transmission of comments, particularly those with attachments, contain the regulation package identifier **"Comment Letter—Proposed Making Conservation a California Way of Life Regulation"** in the subject line to facilitate timely identification and review of the comment.

- Might be another comment period after this one



BE WATER SMART ACWA Guidance

WHAT TO INCLUDE IN YOUR ORAL AND WRITTEN COMMENTS?

Provide comments in support of the revised changes using the following key messages:

- We are committed to long-term water use efficiency.
- This regulation is ambitious and will lead to meaningful achievements in water use efficiency across the state.
- Thank you for listening to our previous concerns. We appreciate the additional flexibility and time in the revised regulation.
- These changes will allow us to be more successful in implementing the regulation (can provide agency specific details on next steps).
- Note any additional concerns and changes you are requesting (e.g. reporting, compliance, etc.).

<https://www.acwa.com/wp-content/uploads/2024/03/WUE-Call-for-action-2024.pdf#msdyntrid=AS4QBLJGV0EsalxfzjywwiEEk5WU3JdAJ-rlinDBfs>



Comment Talking Points

- We are committed to water efficiency.
- The Sac region is awesome.
- Yes, there are some positive changes, thank you!
- But we still have concerns:
 - **DWR Outdoor standard and irrigable land and effective precip**
 - **CY/FY reporting and reporting to both DWR/SWB**
 - **MUMs @ 1 acre align with DWR recommendation**
 - Concerns about implement cost/staffing
 - Data adjustment error
- Some concerns align with LAO and PPIC reports.
- We are ready to implement and move on with our lives

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2024 RWEPAC Meetings

Date
January 9, 2024
March 19, 2024 – SSWD
May 14, 2024 – San Juan Water District
July 9, 2024 – Roseville
September 10, 2024 – West Sac
November 12, 2024 – PCWA
December 6, 2024 – Holiday Social

Holiday Social: @ The Old Spaghetti Factory, Rancho Cordova, 11:30 am – 2:00 pm. All water efficiency staff are invited.





Announcements & Events