

This presentation premiered at WaterSmart Innovations

watersmartinnovations.com



Winning Support for Conservation

Board of Directors and GM Insights



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Conservation is Maturing

- Water utilities are not islands
 - Water saving maturing
 - Data available
 - Costs/benefits



- Important to take the plunge . . .



What pushes decision making buttons?

- Is it required?
- What benefits can be achieved?
 - Are those benefits distributed equally?
- What will it cost?
- Will this program reduce water sales?
- Who supports; who opposes?

Will it result in stranded costs, unused facilities?

- Be honest and pick your timing
- Look at partnerships with others for water sales if there is a surplus of supply



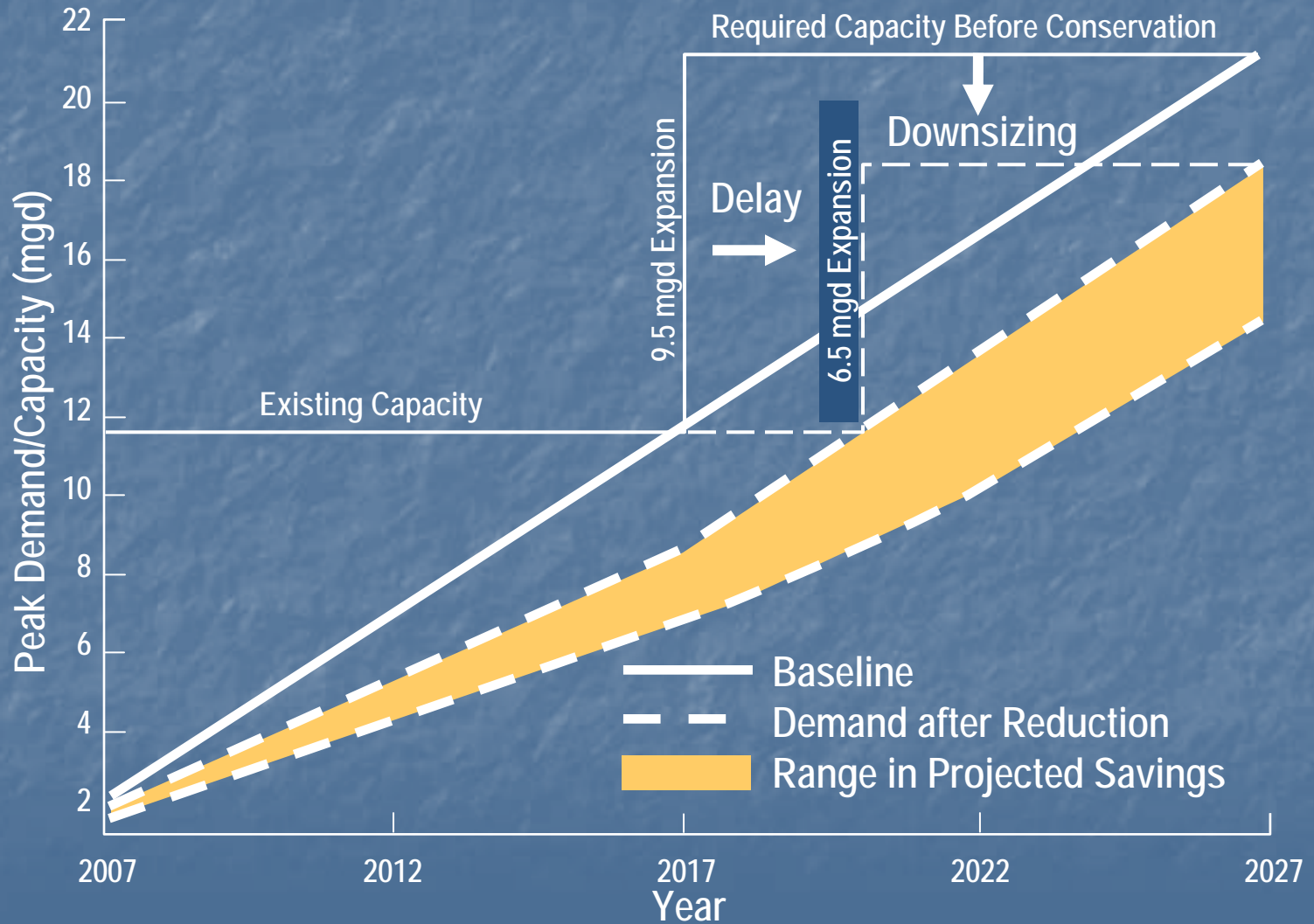
Elected Director Perspective on Conservation

- Must make business sense.
- Staff opinion.
- Public perception.
- Industry perception.
- Things are changing.
- Decision making strategy.

Address the buttons and more . . .

- Requirements:
 - Can show benefits such as water supply contract provisions
 - US Bureau of Reclamation contractors
- Cost benefit of conserved water compared with expansion of treatment plant or new water supplies

Delay or Downsize Major Capital Facilities

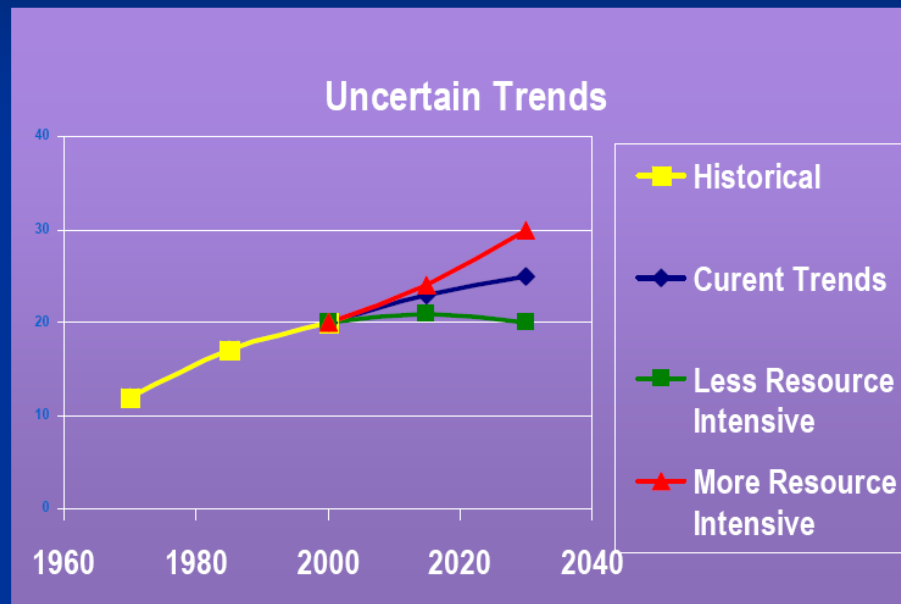


More Benefits

- Web sites tell all
 - CUWCC
 - AWWA
 - RWA
- Quantify results and costs
- Public perception

Will it reduce sales?

Using Scenarios in the California Water Plan



Water losses = money losses

- Rate structure
 - Quantity charge/fixed charge
- Pilot projects
- Main replacement/leak repair

Convert benefits to your world

- For example – water saved can be applied to meet new demands
- Perception
 - Public
 - Regulatory agencies
 - Media

What will it cost?

- Quantify costs
- Staff time
- Grants are out there
 - USBR, DWR, Energy
 - Energy Star programs where water and energy are combined
 - Regional approaches makes programs cost effective

Who supports; who opposes

- Engage your stakeholders
 - Create opportunities for water conservation third party spokespersons and ambassadors



What about questions not asked?



Myth busting

- Quality of life can be affected
 - Pictures of communities with water wise landscaping and upscale residences speak loudly



Successful Examples are Valuable



Questions?