

# This presentation premiered at WaterSmart Innovations

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# Regional Conservation Collaboration: What's Sexy about Planning?

October 7, 2010



# Presenters

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**Lisa Morgan-Perales**

Water Resources Analyst II

Inland Empire Utilities Agency

6075 Kimball Ave.

Chino, CA 91708

(909) 993-1520

[Lperales@ieua.org](mailto:Lperales@ieua.org)

**Justin Scott-Coe**

Public Affairs Representative

Monte Vista Water District

10575 Central Ave.

Montclair, CA 91763

(909) 267-2116

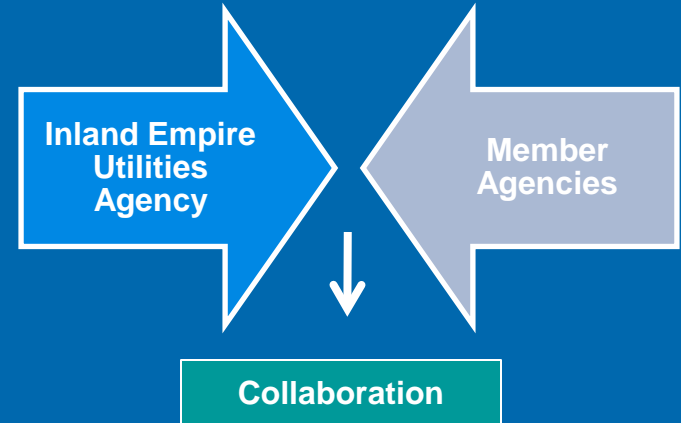
[jscottcoe@mvwd.org](mailto:jscottcoe@mvwd.org)



# Presentation Overview & Goals

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➤ Why is collaboration important in developing a Regional Conservation Plan?



➤ What will be gained?

- Reaching Consensus on Regional Conservation Program Planning and Development
- Overcoming Challenges Faced within Inter-Agency Equity, Relationships, and Needs



# Inland Empire Utilities Agency

## ➤ Regional Wholesale Water Supply

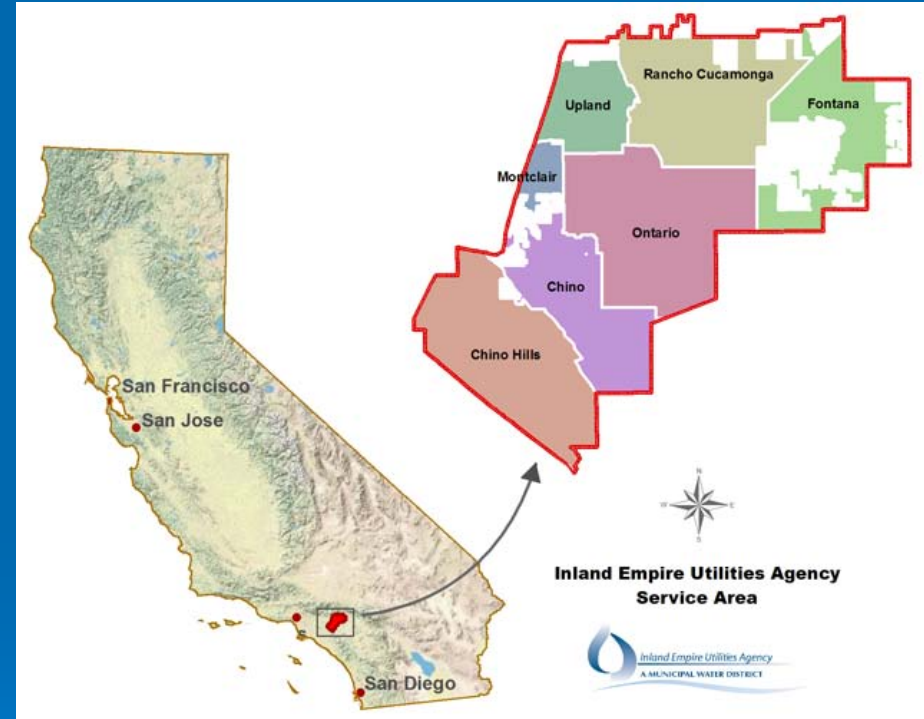
## ➤ Eight Retail Water Agencies

- City of Chino
- City of Chino Hills
- City of Ontario
- City of Upland
- Cucamonga Valley Water District
- Fontana Water Company
- Monte Vista Water District
- San Antonio Water Company

## ➤ Regional Wastewater Treatment

## ➤ 242 Square Miles

## ➤ 822,000 Residential Population



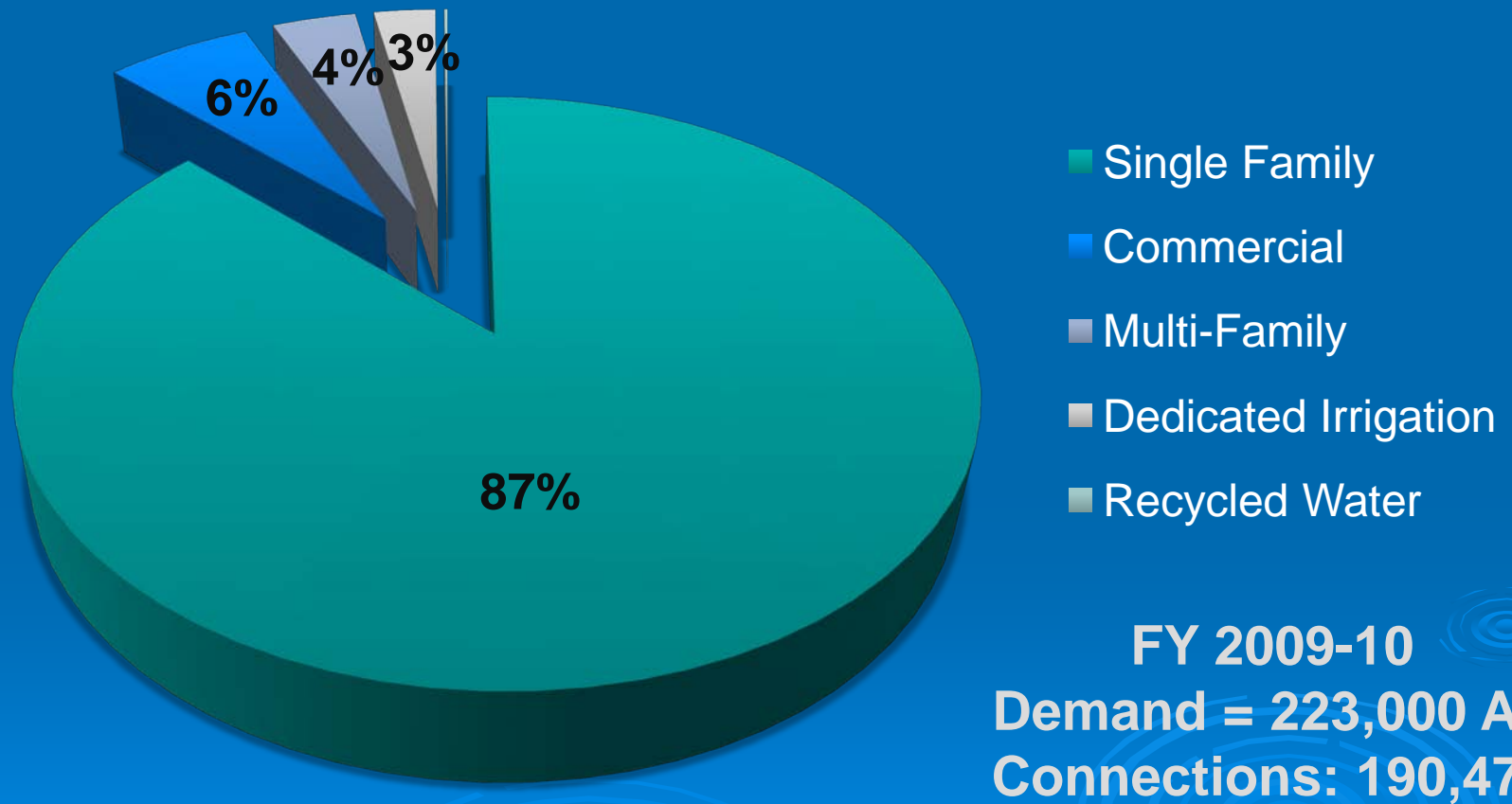
# Water Sources

## ➤ Local Water Supplies

- Imported Water = 30%  
(State Water Project)
- Chino Basin  
Groundwater = 52%
- Desalinated  
Groundwater = 6%
- Local Surface Water = 7%
- Recycled Water = 3% (irrigation)
  - Will Increase by 50,000 AF; 15% of Total Supply by 2020



# Regional Demographics



*Individual member agency (retail) diversity is not reflected*

# Water Conservation Focus

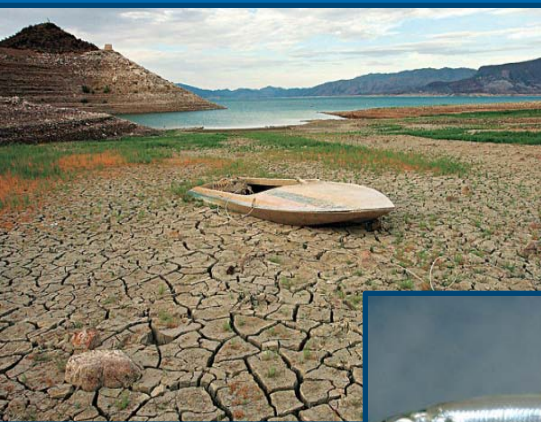
## ➤ Regional Conservation Programs

- Water Use Efficiency Programs
  - Commercial
  - Residential
  - Landscape
- Regional Public Outreach and Education
  - K-6 Education
  - Regional Educational Outreach
  - Regional Public Campaigns
  - Special Events



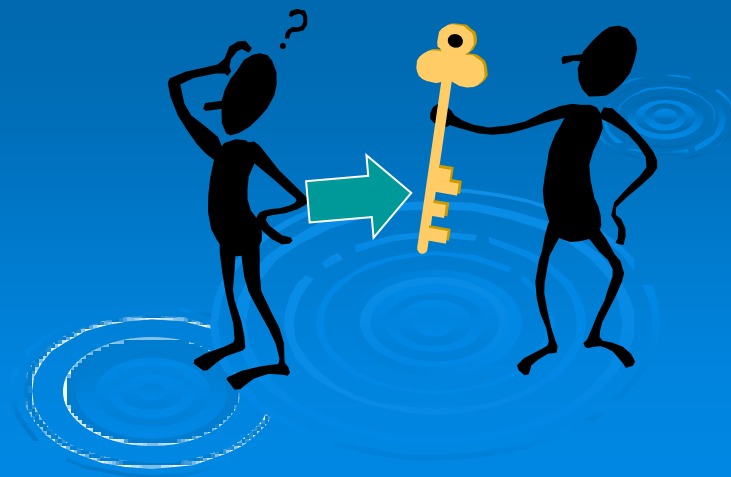


**On June 4, 2008,  
Gov. Arnold Schwarzenegger proclaimed a  
statewide drought warning that California's water  
supply was falling dangerously low because of  
below-average rainfall and court-ordered water  
restrictions aimed at protecting fish.**



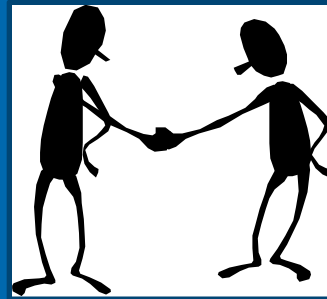
# Why Plan?

- Address Water Supply Uncertainties
- Preparation of 2010 Urban Water Management Plan
- Compliance with California Urban Water Conservation Council Best Management Practices
- Compliance with Assembly Bill 1420 – Demand Management Measures
- Compliance with Senate Bill X7-7 – 20% Per Capita Reduction by 2020
- Future Legislation & Regulations



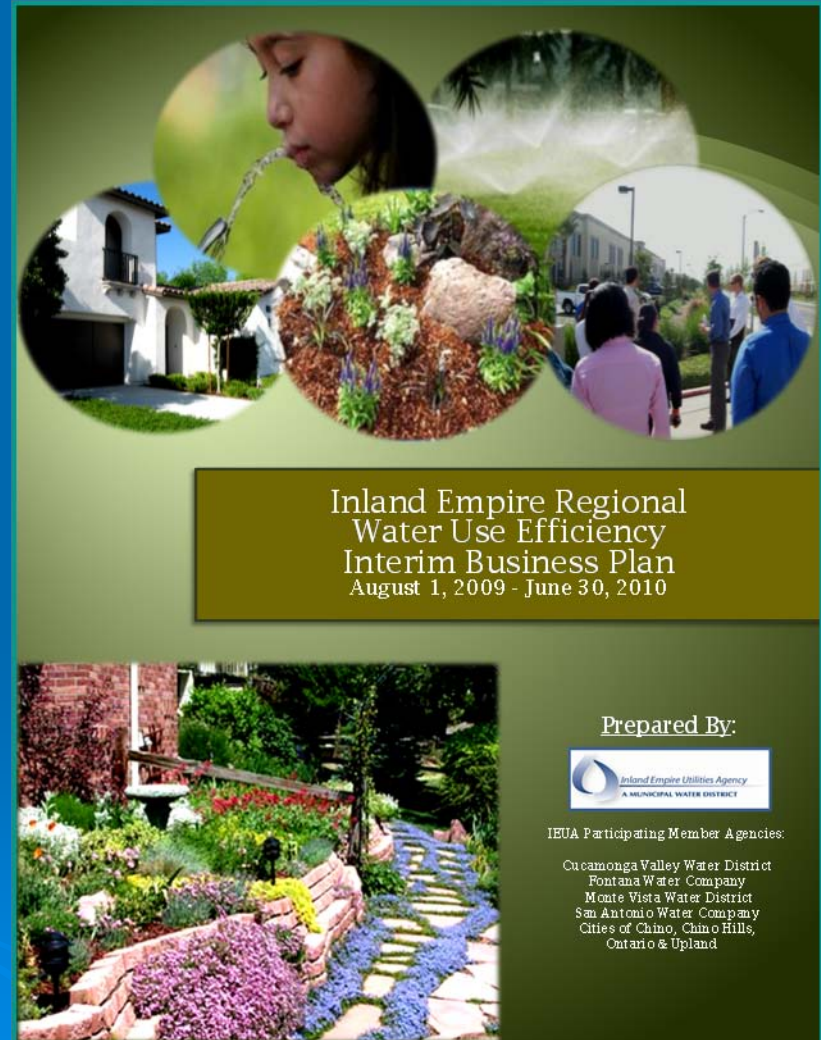
# Elements of Plan Development

- Education
- Discussion
- Agreement
- Collaboration
- Consensus



# Short Term Planning

- Ensure State Grants & Loan Eligibility
- Build Programming Framework
- Identify Long-Term Options
- Demonstrate Path for Compliance





**BMP 3.1 Coverage Requirements – 2009-2010  
Landscape Surveys**

	<b>1.5% SFR Connections</b>	<b>Total Landscape Survey Cost<sup>1</sup></b>	<b>Lifetime Water Savings (AF)<sup>2</sup></b>	<b>Avoided Cost<sup>3</sup></b>
<b>City of Chino</b>	237	\$47,490.00	34.23	\$20,193.97
<b>City of Chino Hills</b>	290	\$58,074.00	41.86	\$24,694.55
<b>City of Ontario</b>	438	\$87,672.00	63.19	\$37,280.38
<b>City of Upland</b>	222	\$44,427.00	32.02	\$18,891.50
<b>Cucamonga Valley Water District</b>	622	\$124,464.00	89.70	\$52,925.28
<b>Fontana Water Company</b>	614	\$122,883.00	88.56	\$52,253.00
<b>Monte Vista Water District</b>	135	\$27,045.00	19.49	\$11,500.23
<b>San Antonio Water Company</b>	17	\$3,441.00	2.48	\$1,463.20
<b>Totals</b>	<b>2,577</b>	<b>\$515,496.00</b>	<b>371.53</b>	<b>\$170,903.34</b>
		<b>Cost/AF Saved:</b>	<b>\$1,387.50</b>	

<sup>1</sup> \$200/site, conservative estimate

<sup>2</sup> 0.036AF/site/year, equivalent to 32.2 gpd savings; assumes 25% annual savings decay rate (CUWCC BMP Costs & Savings Study, 2005, 2.8.3; BMP 01 Simple Cost-Effectiveness Tool, Version 3, Beta)

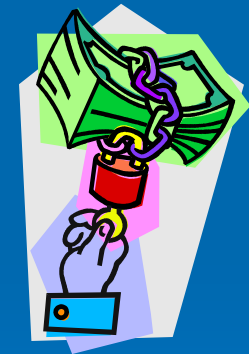
<sup>3</sup> \$590/AF, melded MWD Tier 2 Full Service Untreated Rate, July 2009 - June 2010



# Long Term Planning

## ➤ IEUA Responsibilities

- Administer Regional Programs
- Secure Outside Funding
- Manage Outside Vendors
- Track Progress to Ensure Established Targets and Goals are Achieved



## ➤ Member Agency Responsibilities

- Provide Data
- Promote Programs
- *Meet Compliance Requirements*



# Core Values

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- Deliver Cost-Effective Programs
- Transform Customers' Water Use Habits
  - Innovation in Program Designs
  - Customer Financing Options
  - Utilization of Water Saving Technologies
- Flexibility to React to Changing Budgets, Program Operations and Technologies
- Create the Modifications to Stay on Goal
- Maintain Strong Working Relationships Amongst IEUA and Member Agencies

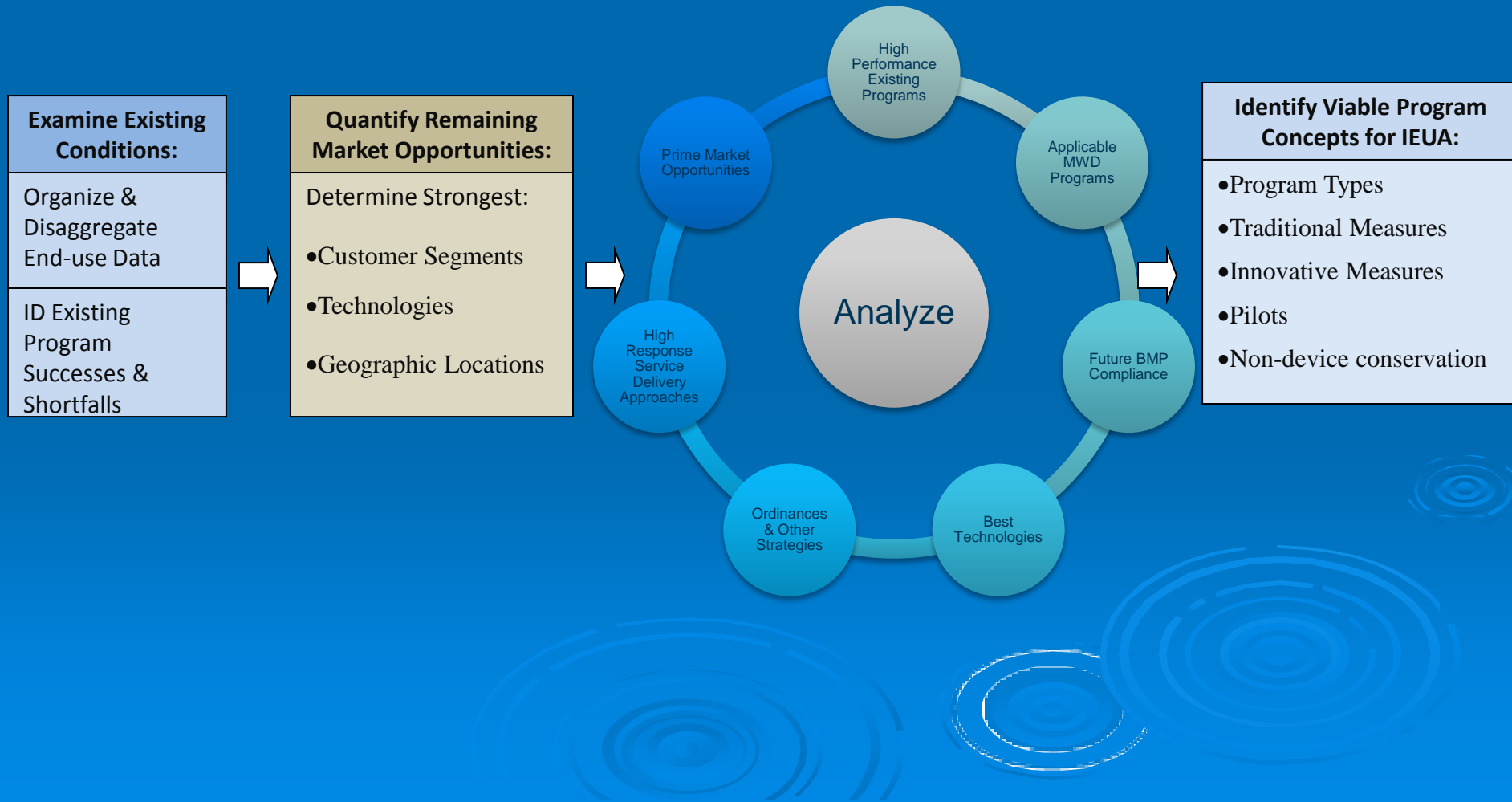


# Plan Development Process

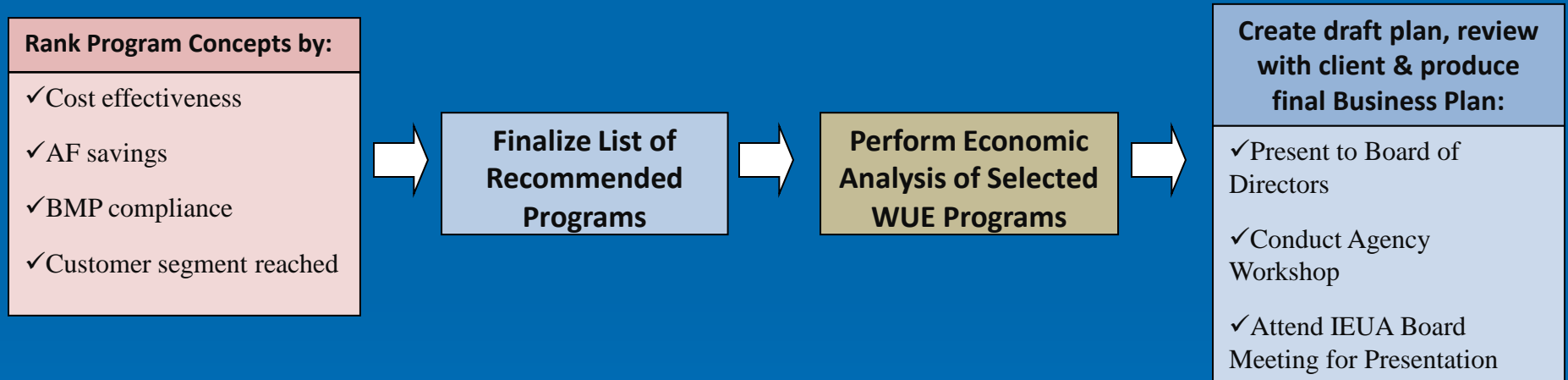
- Gather End Use Data & Organize End Users by Sector
- Evaluate all Water Use Efficiency Programs
- Evaluate Future BMP Compliance
- Identify Potential WUE Program Concepts
- Finalize *WUE Business Plan*
- Develop WUE Program Evaluation Model
- Perform Economic Analysis of Selected WUE Programs
- Develop Recommendations for New WUE Programs



# Steps to Complete Plan



# Steps to Complete Plan, Cont.

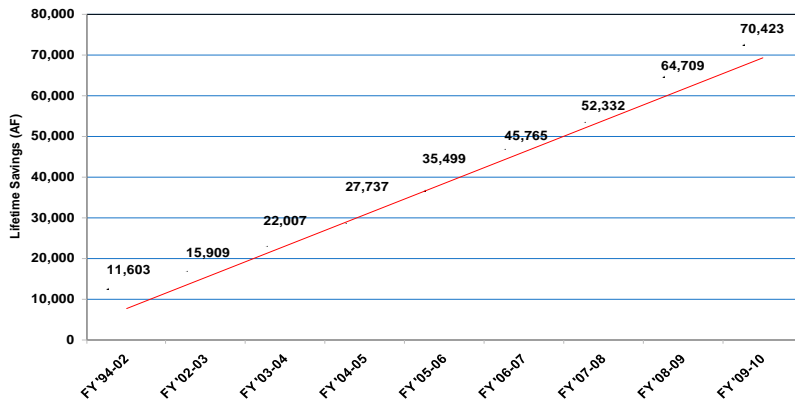




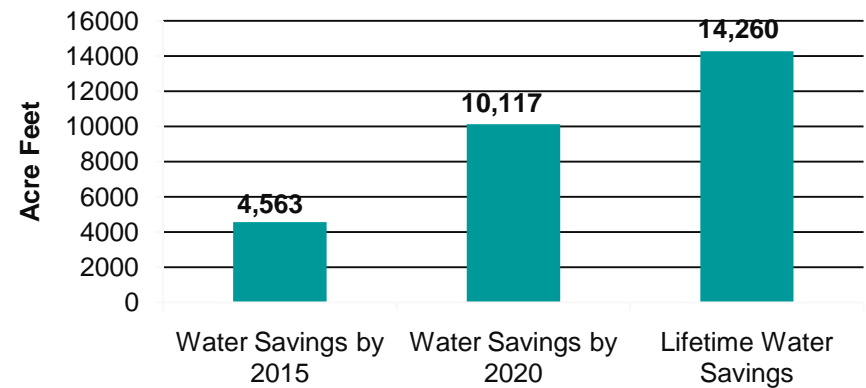
# Program Performance

- Annual Five Year Historical Water Savings Average has been 564 Acre-Feet

IEUA Lifetime Water Savings from  
Regional Conservation Programs (AF)



Ten-Year Projected Water Use  
Reduction



# Program Model Benefits

- Quickly Compare Alternative WUE Measures
  - Water Savings Potential
  - Impact on System Costs
  - Potential Benefits to Utility, its Customers and the Environment
- Develop Long-Range WUE Plans
- Construct Conservation Portfolios
  - Containing up to 50 Separate Activities
- Track
  - Activity
  - Water Savings
  - Actual Costs and Benefits of WUE Activities
- Graph Benefits of WUE Activities Over Time
- Evaluate Changing Revenue Requirement with Conservation



# Plan Contents



# Goals

## ➤ Agreement on Regional Strategies

- Landscape Water Use Efficiency
- Portfolio of Regional Programs

## ➤ A Documented Plan that Outlines

- Necessary Steps to Launch Programs
- Clearly Defined Roles and Responsibilities
- Clearly Outlined Goals and Objectives

## ➤ Continued Support for Regional Program Approach

- Regional Program Management with Local Augmentation and Outreach



IEUA

Member  
Agencies

# Questions?

