

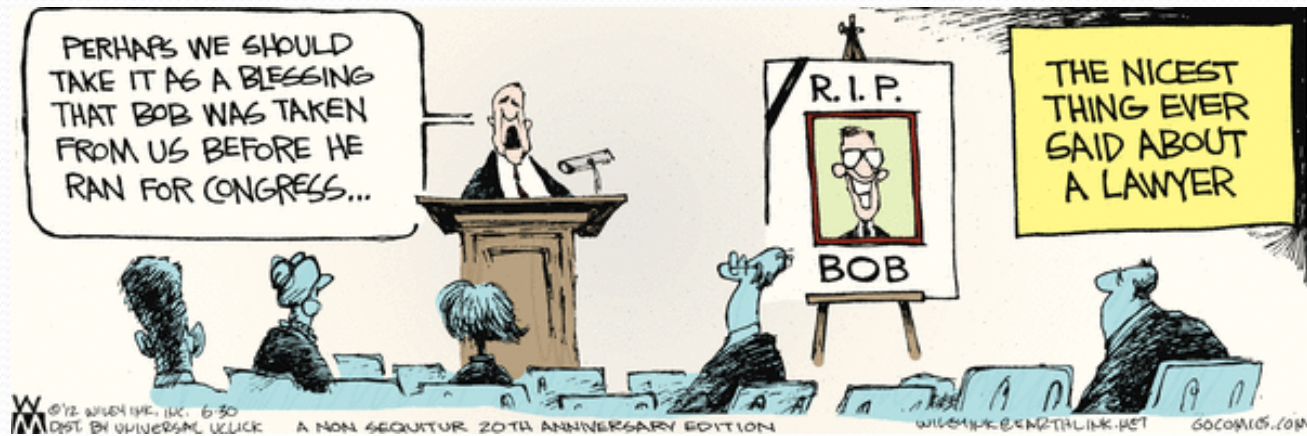
# This presentation premiered at WaterSmart Innovations

[watersmartinnovations.com](http://watersmartinnovations.com)



# Solano County Water Agency's Experience In Doing More With Less





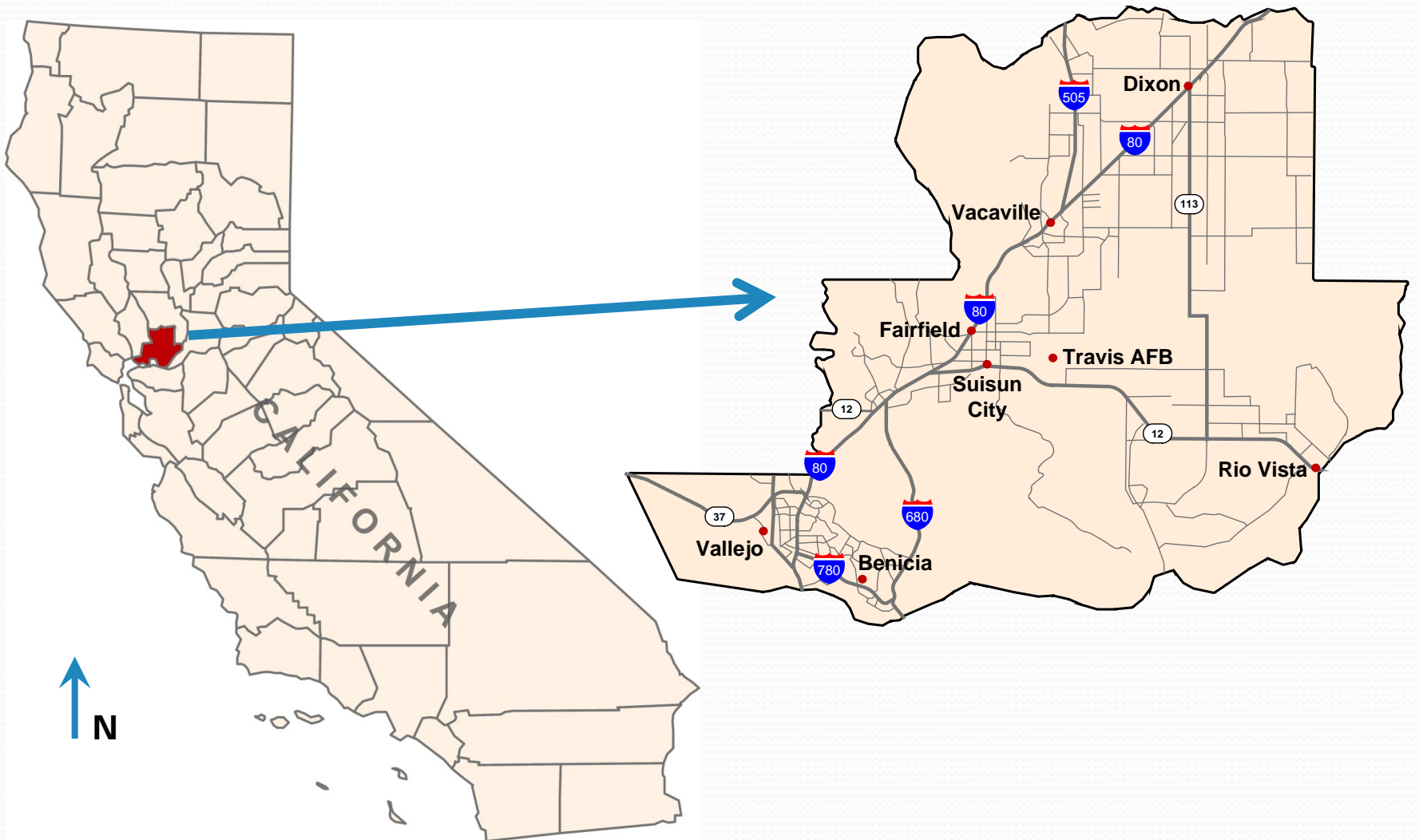


# About Solano County

- Solano County is one of nine Bay Area counties
- County Population = 413,340 (2010 census)
- Two different hydrologic zones
  - Eastern section warmer & drier
  - Western part more influenced by SF Bay



# Solano County



# 💧 Solano County has a strong agricultural tradition





# 💧 Also home to Travis AFB, Jelly Belly & Anheuser Busch



# Who We Are

- Solano County Water Agency (SCWA) is a Wholesaler –
  - Serve seven cities, three irrigation districts
    - 200,000 AF delivered annually
  - Also responsible for flood protection, water quality, ecosystem and watershed health





# Where Our Water Comes From

- 💧 Two main water sources –
  - 💧 State Water Project and



# Where Our Water Comes From

## 💧 Solano Project

- 💧 Lake Berryessa – local water source

- 💧 1.6 million acre-feet capacity



# And Where It Goes

- Serve both agriculture and urban use





# Why Is Water Conservation Important?

Because we don't want our reservoirs to look like this

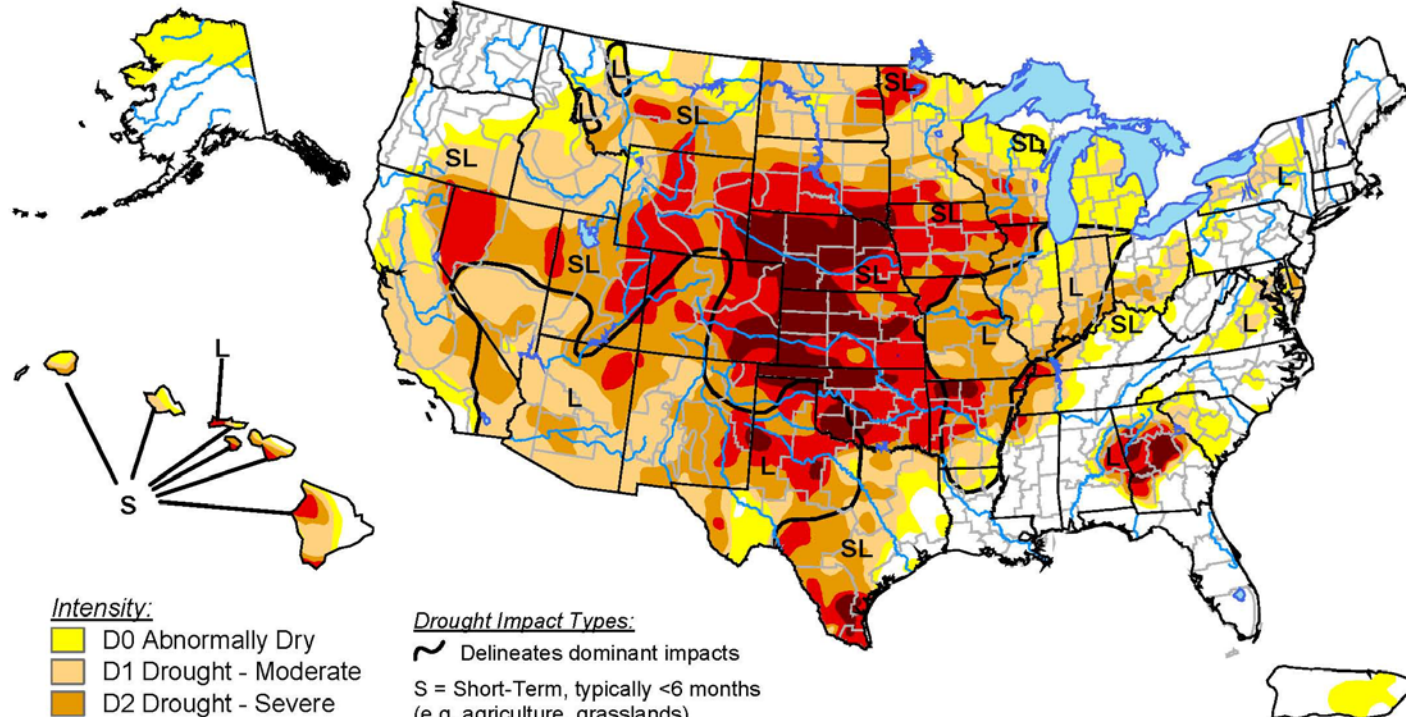


# Why Conserve Water?

## U.S. Drought Monitor

September 25, 2012

Valid 7 a.m. EDT



The Drought Monitor focuses on broad-scale conditions. Local conditions may vary. See accompanying text summary for forecast statements.

<http://droughtmonitor.unl.edu/>



Released Thursday, September 27, 2012

Author: Anthony Artusa, NOAA/NWS/NCEP/CPC

60 percent of the land mass of the lower 48 states is considered to be in drought (Alaska & Hawai'i not that great either)



# The Importance of Water Conservation

- 💧 California (and the West) will be in a perpetual drought
  - 💧 More and more demands on a limited water supply
  - 💧 Almost 40 million population
  - 💧 California water issues will remain chronic
  - 💧 People expect water to be affordable and available
- 💧 California State Constitution
  - 💧 Article 10 mandates “beneficial” use of water and prohibits “unreasonable” use
- 💧 **Can't make more water so we have to use what we have more efficiently**





# More About Us

## 💧 Small agency

- 💧 Fewer staff resources = Jack/Jill of all trades. Multi-tasking ability a must
- 💧 Fewer layers of bureaucracy = More flexibility to implement newer/innovative programs
- 💧 No “turf” wars

# **We're a Small Agency But We Implement the Same Programs as Larger Agencies**

## 💧 Residential Programs

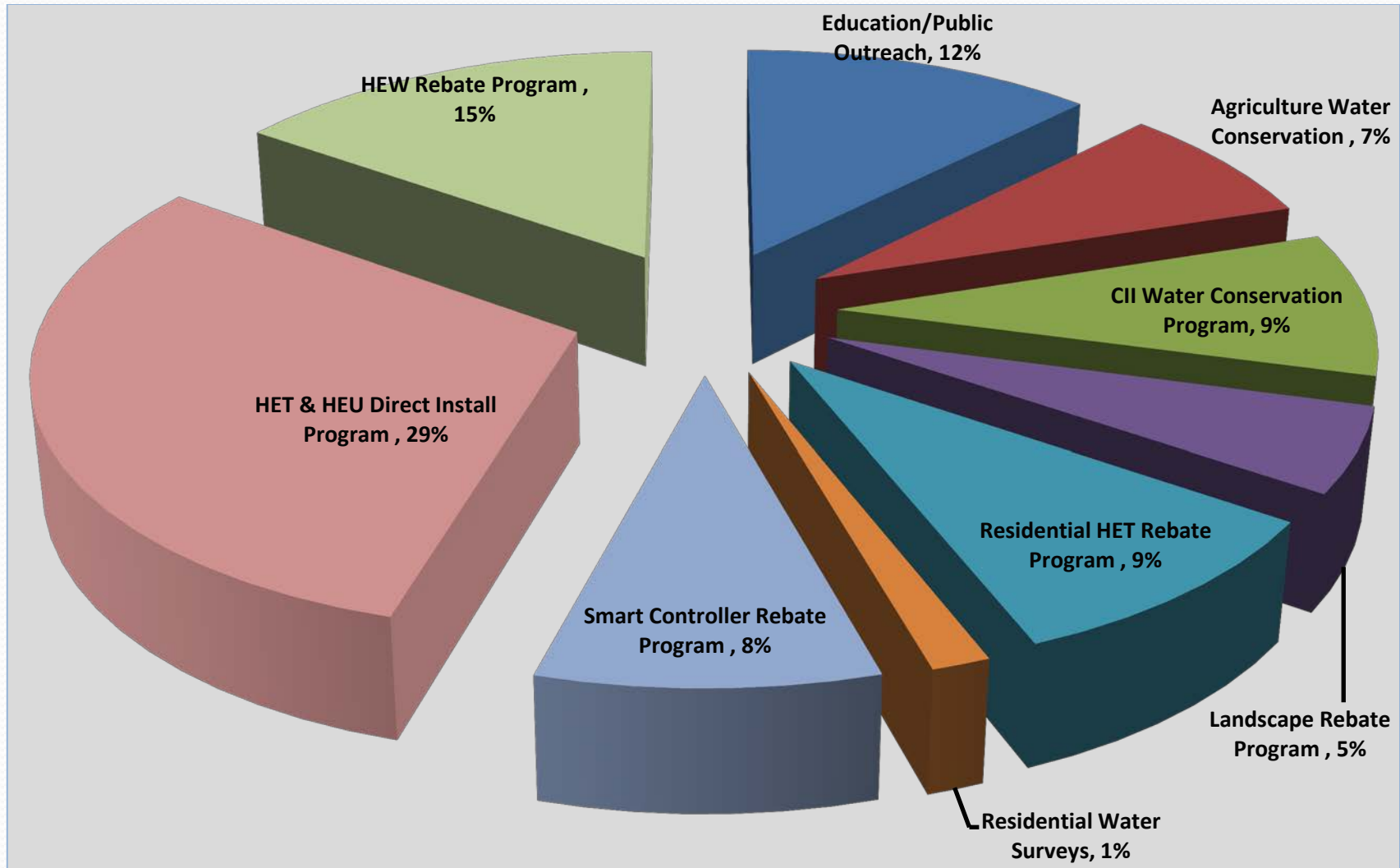
- 💧 High-Efficiency Toilet and Washing Machine Rebates
- 💧 Water-Efficient Landscape Rebates
- 💧 Smart Controller Rebates
- 💧 Water Use Surveys

## 💧 School Education/Public Outreach Programs

## 💧 Commercial, Industrial, & Institutional (CII)

- 💧 Water Use Surveys For Businesses
- 💧 Water Savings Incentive Program

# SCWA Water Use Efficiency Program





# Some Results From Our Programs



## 💧 Residential Rebates – Since 2007

- 💧 2,000 HETs
- 💧 8,000 HEWs
- 💧 2,500 Water Use Surveys (since 2009)
- 💧 30,000 square feet of turf replaced (since 2011)

## 💧 Commercial, Industrial, & Institutional

- 💧 Over 2,300 HETs installed in hotels, apartments, other businesses (outlet mall)
- 💧 Smart Controllers installed at shopping malls, retail outlets, city parks
- 💧 Water Savings Incentive Program
  - 💧 On-going partnership with local Anheuser-Busch brewery

# How We Got There – First Step

- Need a plan

- Where do you want to go – what are the agency's priorities?



# Other Steps To Take

- 💧 Define Goals
  - 💧 What does the agency want to achieve?
  - 💧 Determine what resources you will need
- 💧 Road map to achieve those goals
  - 💧 *If you don't know where you are going, you might wind up someplace else – Yogi Berra*
- 💧 Aim high
  - 💧 *A goal is not always meant to be reached, it often serves simply as something to aim at” – Bruce Lee*

# Additional Steps

- 💧 Obtain funding for programs

  - 💧 Grants

  - 💧 Cost share partnerships



- 💧 Obtain senior management support

- 💧 Ensure community support



# Words Of Wisdom

- 💧 Delete “I” from your vocabulary – you can’t do it alone
- 💧 Play to your strengths and let others help where it is needed.



## Other Things To Keep In Mind

- 💧 Small agencies need “force multipliers”
- 💧 Regional partnerships – wholesaler and retailer cooperation
- 💧 Develop good working relationships with your consultants – let them do their job
- 💧 Interns – don’t be afraid to give them responsibility

# Must Have Personality Traits To Make This Program Work

- 💧 Flexibility to be open to new ideas and have the perseverance to not get discouraged
- 💧 Don't hesitate to step up when an opportunity presents itself
- 💧 Implied consent – Don't tell yourself “No”
- 💧 Like what you're doing

# Possible Roadblocks

- 💧 Negative attitudes

- 💧 Defeatist culture – “We’ve never done that before” or “They won’t let us do that”



- 💧 Institutional/political reluctance to support water conservation programs

- 💧 Bureaucratic barriers (the power of no) – “We’re not allowed to do that”
  - 💧 Concerns about revenue loss
  - 💧 Low price of water





# Things To Consider

💧 Expect the unexpected



💧 Not every program will perform as advertised.

# Things to Watch Out For

- 💧 Don't get discouraged and don't be afraid to be a trailblazer.



# Where We Want to Go in 2012 and Beyond

- Continued refinement of our current programs with emphasis on landscape water savings
- Expand regional partnerships
- Encourage new technology

# Most Important Ingredients

- 💧 Believe in the Program and Yourself.
- 💧 Don't Be Afraid To Shake Things Up





# Questions??

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