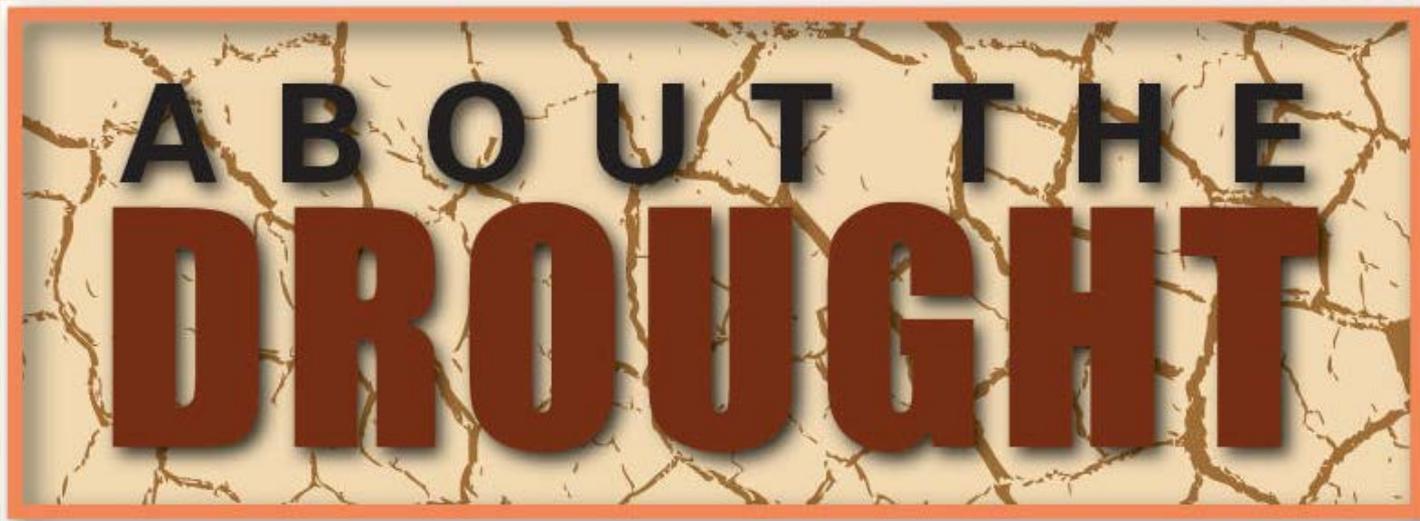


This presentation premiered at WaterSmart Innovations

watersmartinnovations.com





October 8, 2015 – Water Smart Innovations

VALENCIA WATER COMPANY GETS PERSONAL

Janet Keith
Residential Conservation Coordinator



Denis Wolcott
Wolcott Communications



VALENCIA WATER COMPANY – DROUGHT RESPONSE

- ✘ About Valencia Water Company
- ✘ Drought Response Integration Plan
- ✘ Education – Your Drought Report & the Drought Report Online Utility Tracking Tool (DROUTT) & Valley Wide Outreach (SCV Family)
- ✘ **2014/2015 Restrictions** – Mandatory Conservation Measures
- ✘ Drought Response Results
- ✘ Next Steps

About Valencia Water Company



ABOUT VALENCIA WATER COMPANY

- ✘ **Investor Owned Utility**
- ✘ **Location** – Northern Los Angeles County
- ✘ **Population** – Approximately 118,000 (31,000 Connections)
- ✘ **Annual Sales** – 9.2 Billion Gallons
- ✘ **Partnerships Include** – WaterSense Promotional Partner, Alliance for Water Efficiency, California Urban Water Conservation Council, Santa Clarita Valley Family of Water Suppliers



Drought Response Integration Plan (DRIP)

DROUGHT RESPONSE INTEGRATION PLAN (DRIP)

× High Level Goals

+ 2014

- × Achieve 20% Voluntary Reductions (Compared to 2013)
- × Leverage, strengthen and expand current efforts
- × Implement conservation best practices
- × Expand outreach efforts

+ 2015

- × Achieve 24% Mandatory Reductions (Compared to 2013)
- × Strengthen Customer and Community Relations
- × Achieve Long-Term Conservation

× Drought Response Integration Plan

- × Enhanced Education and Outreach
- × Implement Command and Control Activities
- × Evaluate and Activate Market Based Solutions
- × Expand and Integrate Conservation Programs



Education:

- Drought Reports (2014 and 2015)
- Tracking Tool
- Regional Outreach



Individual Numbers

- ✘ Remove the mystery of “a percentage cut”
- ✘ Show how many gallons to save PER WEEK
- ✘ Show specific actions that add up to that weekly goal
- ✘ Empower customers, give them flexibility
- ✘ Utilize existing software

DROUGHT REPORTS

ABOUT THE DROUGHT

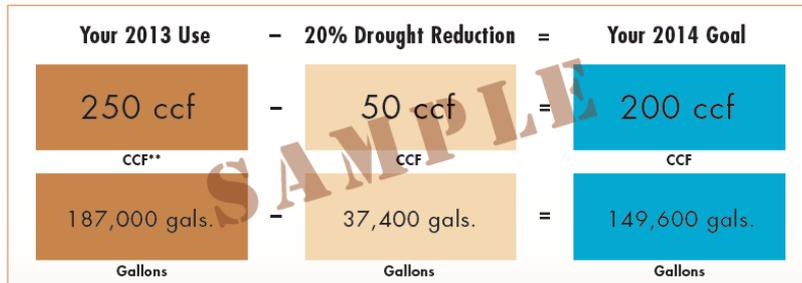
Your Drought Report – HOW TO SAVE 20%

By now, you know that California is in the middle of an unprecedented drought. Even with the recent rains, we have a long way to go to refill reservoirs throughout the state, and to ensure adequate recharge of our local groundwater supplies. The governor has asked everyone in California to immediately reduce their water use by 20 percent in 2014.

To help you, our valued customer, achieve a 20 percent reduction, we are providing you with a personalized "drought calculator" for **your specific residence** as well as some useful steps to easily save water. We will periodically update your water-saving progress online. To regularly monitor your **DROUGHT REPORT**, we encourage you to check your online account. If you don't have an online account, it's easy and free to sign up. Just go to www.valenciawater.com and find "Your Drought Report".

Thank you for doing your part during these extremely dry conditions.

Sincerely,
Keith Abercrombie, General Manager



Thank you for helping us conserve water

As you can see, to achieve a 20 percent reduction, you will need to save:

Gallons per Week

How do you do that? You may be surprised how easy it is to save this amount of water. Look on the other side of this letter for a range of easy "tips."

Free Workshops: \$20 credit on your water bill.

WATER SMART IRRIGATION AND GARDEN CARE WORKSHOPS begin in April. Check the website for details.

* Note: This water conservation target is specific to your household, based on our records. This chart is intended to provide you with basic information about your water use and to serve as a helpful tool in determining the best way to meet the Governor's request to reduce water use by 20 percent in 2014.

**1 CCF equals 748 Gallons



EASY WAYS TO SAVE 20% in 2014

Below are a few simple steps – as well as long-term beneficial investments – you can take to save water immediately and for your long-term future. When it comes to investing in your house, new fixtures, devices and landscapes will pay off in the long-term – by reducing your total water use and saving \$\$ on your monthly bill. We call this "drought-proofing" your home. Check out "REBATE" items below.

OUTDOOR (70% of Use)

Immediate steps you can take:

1. Reduce watering times. Water only between 2 a.m. and 6 a.m. (Saves 25 gallons each time)
2. Adjust sprinklers to water plants (not the driveway) (Saves 12-15 gallons each time you water)

Other, easy steps

- Reduce each zone run time by 1 minute (Saves 9-27 gallons/minute/irrigation zone)
- Install drip-irrigation system in non-turf areas (Saves 15 gallons each time you water)
- Install a "Smart" controller (Saves 24+ gallons per day)

INDOOR (30% of Use)

Immediate steps you can take:

1. Install high efficiency showerheads (Up to 3 free from Valencia Water Company)
2. Replace broken toilet flappers (Saves 200+ gallons per day)
3. Install aerators on kitchen and bathroom faucets (Saves 1.5 gallons per person per day)

Other, easy steps

- Install high efficiency toilets (Saves 20 gallons per person per day)
- Install a high efficiency clothes washer (Saves 10-20 gallons per load)

SAMPLE OF SAVINGS

For many homeowners, saving 20 percent means saving about 725 gallons a week. This may sound like a lot, but it's fairly easy. Daily efforts will add up. Below is one example, if you are a family of four:

- | | |
|---|--------------------|
| • Reduce irrigation times | 300 gallons a week |
| • Install a "Smart" controller | 168 gallons a week |
| • Shorter showers | 160 gallons a week |
| • Only full loads of dishes and laundry | 60+ gallons a week |
| • Turn off faucet when brushing teeth | 50 gallons a week |

TOTAL WEEKLY SAVINGS:

738 gallons



FREE

Weather Based
Irrigation
Controllers

www.scvh2oprograms.com

50% Rebates

For Select High Efficiency
Irrigation Equipment



www.valenciawater.com

\$200 Rebate

High Efficiency
Clothes Washers
(Certain rules apply)

www.valenciawater.com



Visit www.valenciawater.com for water conservation program updates.

DROUGHT REPORTS

ABOUT THE DROUGHT

Your Drought Report – HOW TO SAVE 24%

Valencia Water Company Customer
123 EZ Street
Valencia, CA 91355

Now is the time to take extra steps to reduce your water use. **Emergency water measures** remain in place throughout the Santa Clarita Valley, and Valencia Water Company is under a **state mandate** to reduce water use by **24 percent** in 2015 and 2016 compared to 2013's usage levels.

This means all Valencia Water Company

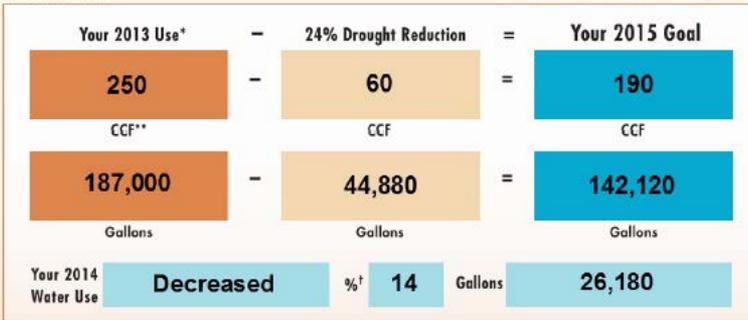
customers – homeowners, tenants, businesses, homeowner associations, owners of dedicated landscape meters, etc. – must comply with drought restrictions and go the extra mile to save this precious resource.

This report reflects YOUR individual water-saving target for 2015 and 2016 with the 24 percent reduction. In many cases, saving 24 percent can be achieved without impacting lifestyles, business operations, or the overall quality of your landscapes. We have many programs and tips to develop your own path to saving water.

In 2014, Valencia Water Company saved about 14 percent compared to 2013; we can and need to do more. Let's work together to save water as our state experiences the fourth year of an extreme drought. Thank you for being water efficient during these extremely dry conditions.

Sincerely,
Keith Abercrombie, General Manager

Account Number: 123456789



As you can see, to achieve a 24 percent reduction, you will need to save:

863 Gallons per Week

Track your progress online

Your personal drought report is updated and available through your private personal account with Valencia Water Company. If you don't have an online account, it's easy to create one.

* Note: This water conservation target is specific to your account, based on our records. This chart is intended to provide you with basic information about your water use and to serve as a helpful tool in determining the best way to meet the Governor's request to reduce water use by 24 percent in 2015.

** CCF equals 7.68 Gallons

Thank you for helping us conserve water



EASY WAYS TO SAVE 24% in 2015

Below are a few simple steps – as well as long-term beneficial investments – you can take to save water immediately and for the long-term future. When it comes to investing in your home, new fixtures, devices and water efficient landscapes will pay off in the long-term by reducing your total water use and saving \$\$ on your monthly bill. We call this "drought-proofing" your home. Check out "REBATE" items below.

OUTDOOR (70% of Use)

Immediate steps you can take:

1. Water only between 2 a.m. and 6 a.m. (Saves 25 gallons each time)
2. Adjust sprinklers to water plants (not the driveway) (Saves 12-15 gallons each time you water)

Other, easy steps

- Reduce each zone run time by 1 minute (Saves 9-27 gallons/minute/irrigation zone)
- Install drip-irrigation system in non-turf areas (Saves 15 gallons each time you water)
- Install a "Smart" controller (Saves 24+ gallons per day)

INDOOR (30% of Use)

Immediate steps you can take:

1. Install high efficiency showerheads (Up to 3 free from Valencia Water Company)
2. Replace broken toilet flappers (Saves 200+ gallons per day)
3. Install aerators on kitchen and bathroom faucets (Saves 1.5 gallons per person per day)

Other, easy steps

- Install high efficiency toilets (Saves 20 gallons per person per day)
- Install a high efficiency clothes washer (Saves 10-20 gallons per load)

SAMPLE OF SAVINGS

For many homeowners, saving 24 percent means saving about 820 gallons a week. This may sound like a lot, but it's fairly easy. Daily efforts will add up. Below is one example, if you are a family of four:

- Reduce irrigation times 350 gallons a week
- Install a "Smart" controller 168 gallons a week
- Shorter showers 177 gallons a week
- Only full loads of dishes and laundry 75 gallons a week
- Turn off faucet when brushing teeth and washing hands 50 gallons a week

TOTAL WEEKLY SAVINGS: 820 gallons



Turf Removal Rebates and Free Weather Based Irrigation Controllers



www.scvh2oprograms.com

Irrigation Upgrade Rebates For Select High Efficiency Equipment and Drip Conversion



www.valenciawater.com

FREE

Showerheads, Faucet Aerators and Hose Nozzles (Limited Availability)

www.valenciawater.com

Visit www.valenciawater.com or call (661) 294-0828 for water conservation program updates.

DROUGHT REPORTS (DROUGHT REPORT ONLINE UTILITY TRACKING TOOL)



Now is the time to take extra steps to reduce your water use. Emergency water measures remain in place throughout the Santa Clarita Valley, and Valencia Water Company is under a state mandate to reduce water by 24 percent in 2015 and 2016 compared to 2013's usage levels.

This report reflects your individual water-saving target for 2015 and 2016 with the 24% reduction target. In many cases, saving 24 percent can be achieved without impacting lifestyles, business operations, or the overall quality of your landscapes. We have many programs and tips to help develop your own path to saving water.

In 2014 Valencia Water Company saved about 14 percent compared to 2013; we can and need to do more. Let's work together to save water as our state experiences the fourth year of an extreme drought. Thank you for being water efficient during these these extremely dry conditions.

Sincerely,

Keith Abercrombie

Please click the proper link below to view a few simple steps TO SAVE 24 %.

[Residential Customers PDF](#)

[Business Customers PDF](#)

[Dedicated Irrigation Customers PDF](#)

Thank you for helping us conserve water

[Click here](#) to view Valencia Water Company's Mandatory Conservation measures

The chart below will assist you in visualizing the amount of water you need to conserve to assist us in our 24 % Drought Reduction Goal.

DROUGHT REDUCTION ANALYSIS

Values displayed in: CCF's

[Display as Gallons](#)

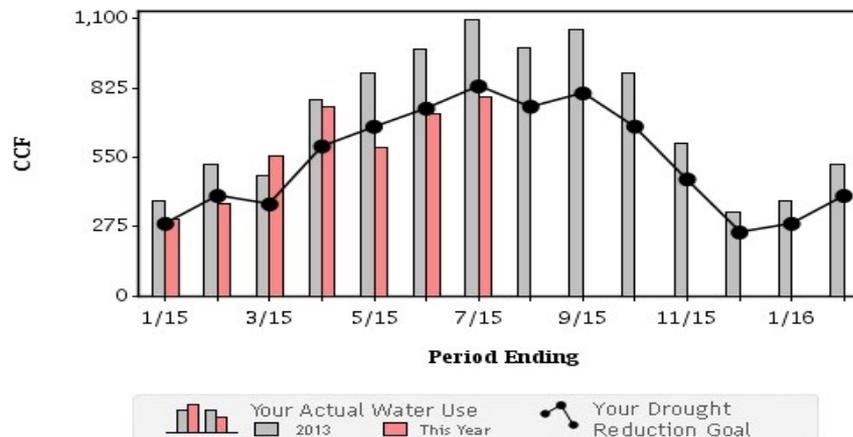
Your monthly usage is **On Track** for your monthly reduction target

Usage this period (2013) **1,095**

To achieve a 24 percent reduction you need to reduce 2013 usage by: **263**

Usage this period (current) **790**

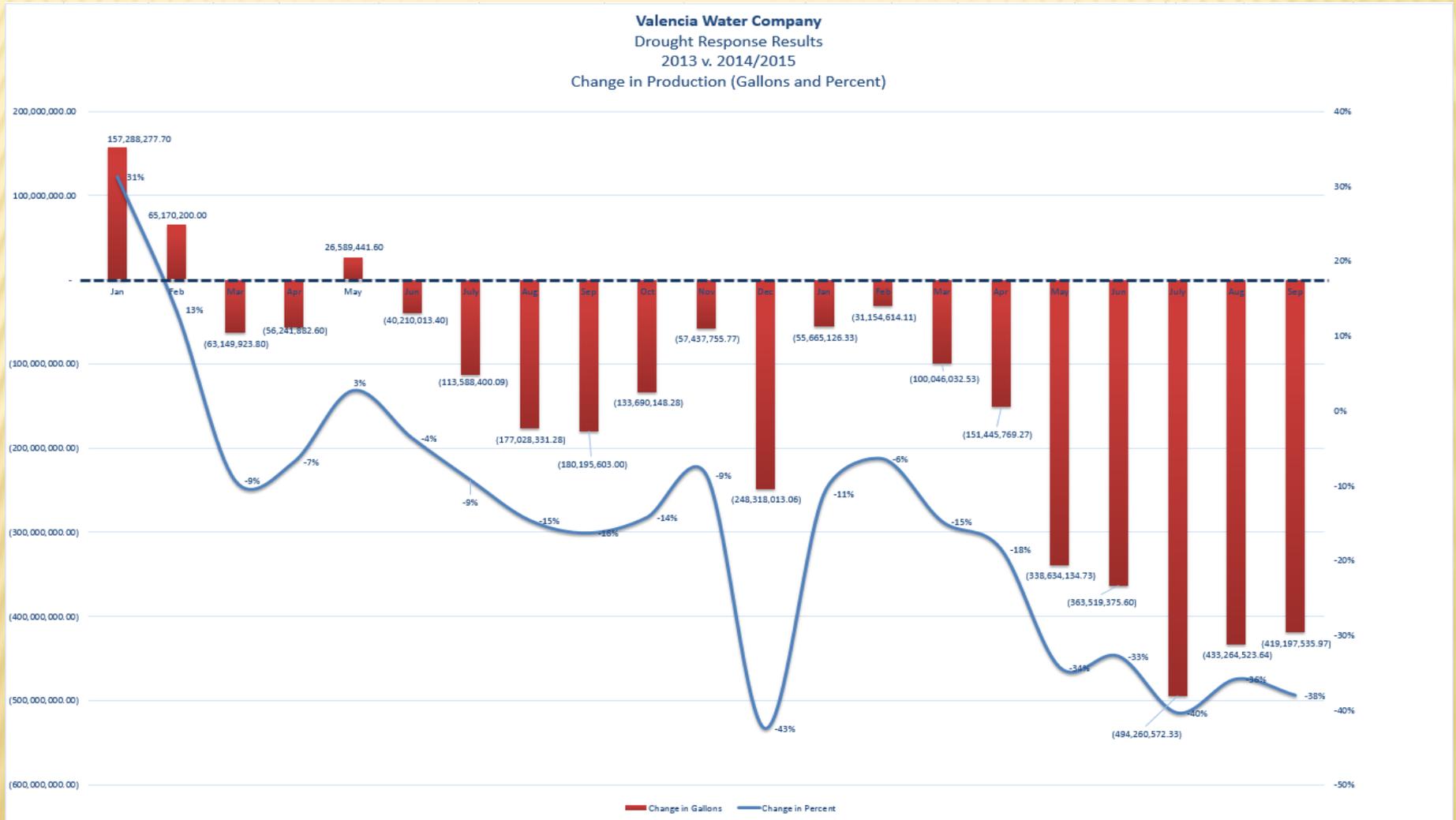
Actual vs. 24% Reduction Goal for 29197 1/2 VALLEY OAK PL



The Drought Reduction targets are calculated using actual water use history from 2013, except for customers with less than 8 months of recorded water use. For customers with less than 8 months of recorded water use in 2013, the average for your customer class is displayed. The Drought Report is provided by Valencia Water Company for informational purposes only, for specific billing information please refer to your water bill or to your Water Smart Allocation.

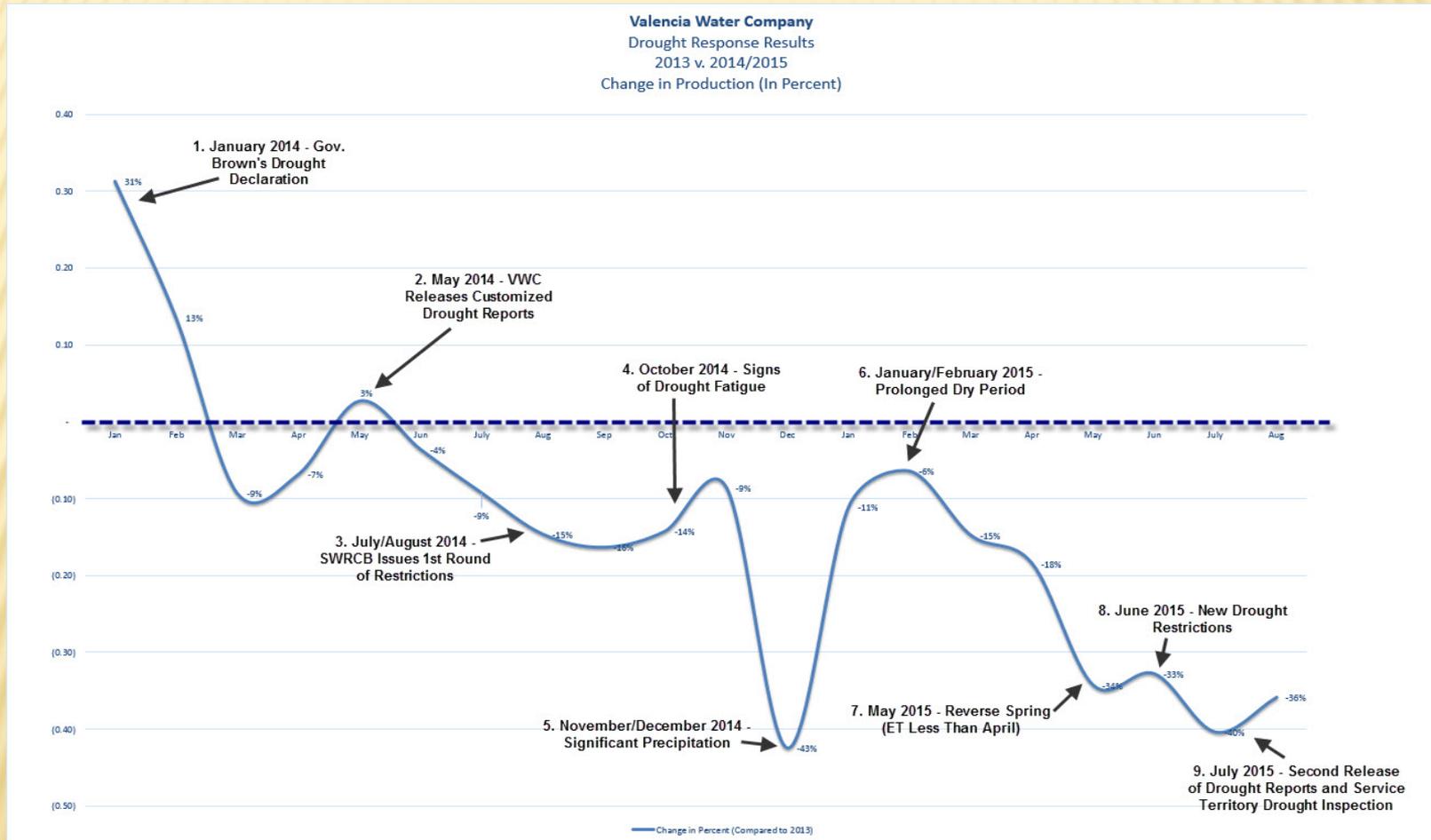
Drought Response Results

DROUGHT RESPONSE - RESULTS



3,207,999,836 Gallons Saved (Jan 2014 to Sept. 2015)

DROUGHT RESPONSE RESULTS



June 2015 – First Compliance Reporting Month
VWC Customers Conserved ~33% (Requirement of 24%)

POSITIVE RESPONSES

abc7 EYEWITNESS NEWS
ABC7 • LOS ANGELES

76° Los Angeles, CA
10/27/2014

SECTIONS TRAFFIC VIDEO Los Angeles Orange County Inland Empire Ventura County California

WATER CONSERVATION
VALENCIA CUSTOMERS CAN MONITOR REAL-TIME WATER USAGE



One obstacle to water conservation is that customers often don't know how much water they're using until receiving the bill.

WATER CONSERVATION

- Gov. Jerry Brown signs \$1 billion water plan for dry California
- Easy ways to save water (and money)
- Gov. Jerry Brown proposes \$1 billion in drought spending
- Charges dropped against Upland man who refused to water lawn

MORE WATER CONSERVATION >

NEWS

Body found 3 days after

NEWSLETTERS | SEND PICS | TIPS

4 SOUTHERN CALIFORNIA
LOS ANGELES • ORANGE • RIVERSIDE • SAN BERNARDINO • VENTURA

76° Search

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LOCAL U.S. & WORLD SPORTS HEALTH TECH WEIRD WEATHER CALIFORNIA NEWS BLOGS PRESS HERE TRIPLE THREAT

HERBALIFE
Herbalife.com

Customers who use Herbalife Formula 1 twice per day as part of a healthy lifestyle also reportedly saved 1.5 gallons of water (1.5 L) per week. Participants in a 12-week weight-loss study used Herbalife Formula 1 twice per day (once as a meal and once as a snack) with a reduced calorie diet and a goal of 20 minutes of exercise per day. Participants utilized other a 100-calorie diet or a meal-replacement diet. Participants in both groups lost about 11 pounds.

RUNNING DRY

COVERAGE OF CALIFORNIA'S HISTORIC DRY SPELL, ONE OF THE MOST SEVERE DROUGHTS ON RECORD

NEWS > LOCAL

SoCal Water Agency to Issue Customers "Personal Drought" Reports

The report will detail how much water customers will need to save this year in order to meet the governor's call to save 20 percent

By William Avila and Gordon Tokumatsu

THE SIGNAL • TUESDAY, AUGUST 5, 2014 • A3

California

'Personal drought reports' available

By Signal Staff

The online drought report, utilizing a computer program analyzing individual water use and other factors, depicts a customer's monthly water use for this year compared to 2013 usage, as well as a very specific 20 percent reduction target. In May, more than 26,000 households received in the mail their first drought reports printed with individual water-saving targets.

The customized online tool provides specific numbers — in terms of gallons — to show customers what a 20 percent reduction means for them. For the typical Valencia Water Company single-family household, a 20 percent reduction means saving between 500 and 725 gallons a week.

Personal drought reports also provide customers very specific ways to reduce their weekly or monthly water use without impacting their lifestyle. For example, reducing irrigation times, taking shorter showers, using only full loads for laundry and dishes, turning off the faucet when washing hands or brushing teeth and installing a weather-based irrigation controller can add up to 700 or more gallons saved each week.

"The online drought report will continue to remind customers of a very specific number they need to reach on a monthly basis," said Matt Dickson, Valencia Water Company's Resource Conservation Manager.

More details are available on the Valencia Water Company website www.valenciacom.com or by calling 661-294-6828.



Conclusion and Next Steps

CONCLUSION AND NEXT STEPS

Next Steps

- ✘ Continue Measurement and Verification
- ✘ Evaluate and Prepare Additional Tools
 - + Drought Smart Allocation
 - + Additional Restrictions/Measures
- ✘ Conduct System-wide Inspection
- ✘ Deploy Online Classes – Drought Smart Workshops

QUESTIONS

Thank you

Janet Keith

Valencia Water Company

jkeith@valenciawater.com

Denis Wolcott, APR

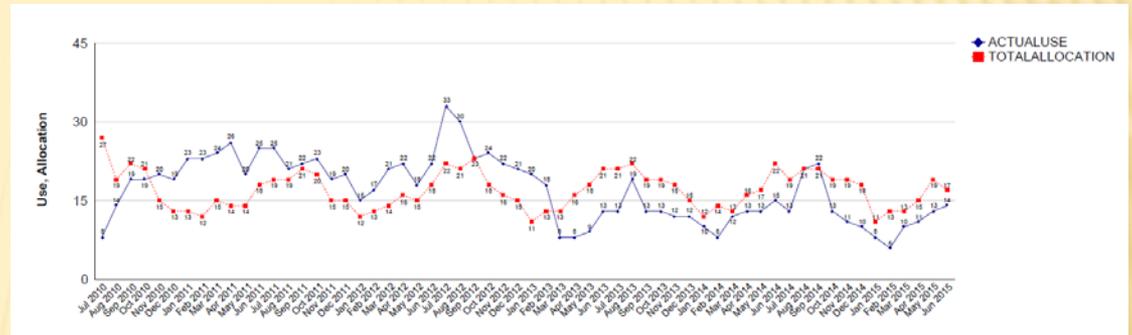
Denis@theWolcottCompany.com



ADDITIONAL INFORMATION

PERSONAL DROUGHT REPORTS

THE PROCESS



- + Analyze consumption data for each customer
- + Develop individual savings target
- + Data developed in house
- + Sent to mailing house
- + Customer data merged with pre printed form
- + Online Utility Tracking Tool added to website
- + Customer implements conservation measures

DROUGHT RESPONSE RESULTS

Min/Max Day	2013 (MGD)	2014 (MGD)	2015* (MGD)
Minimum Production	8.9	7.0	8.3
Maximum Production	45.6	40.4	34.2

*Note – Includes Maximum Day Production thru 07/01/2015

Peak Production Decreased 11% in 2014 v. 2013 and 25% YTD in 2015