

# This presentation premiered at WaterSmart Innovations

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**WATER EFFICIENCY  
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A Chapter of the Alliance *for* Water Efficiency

# A New Era: Refocusing the California Urban Water Conservation Council

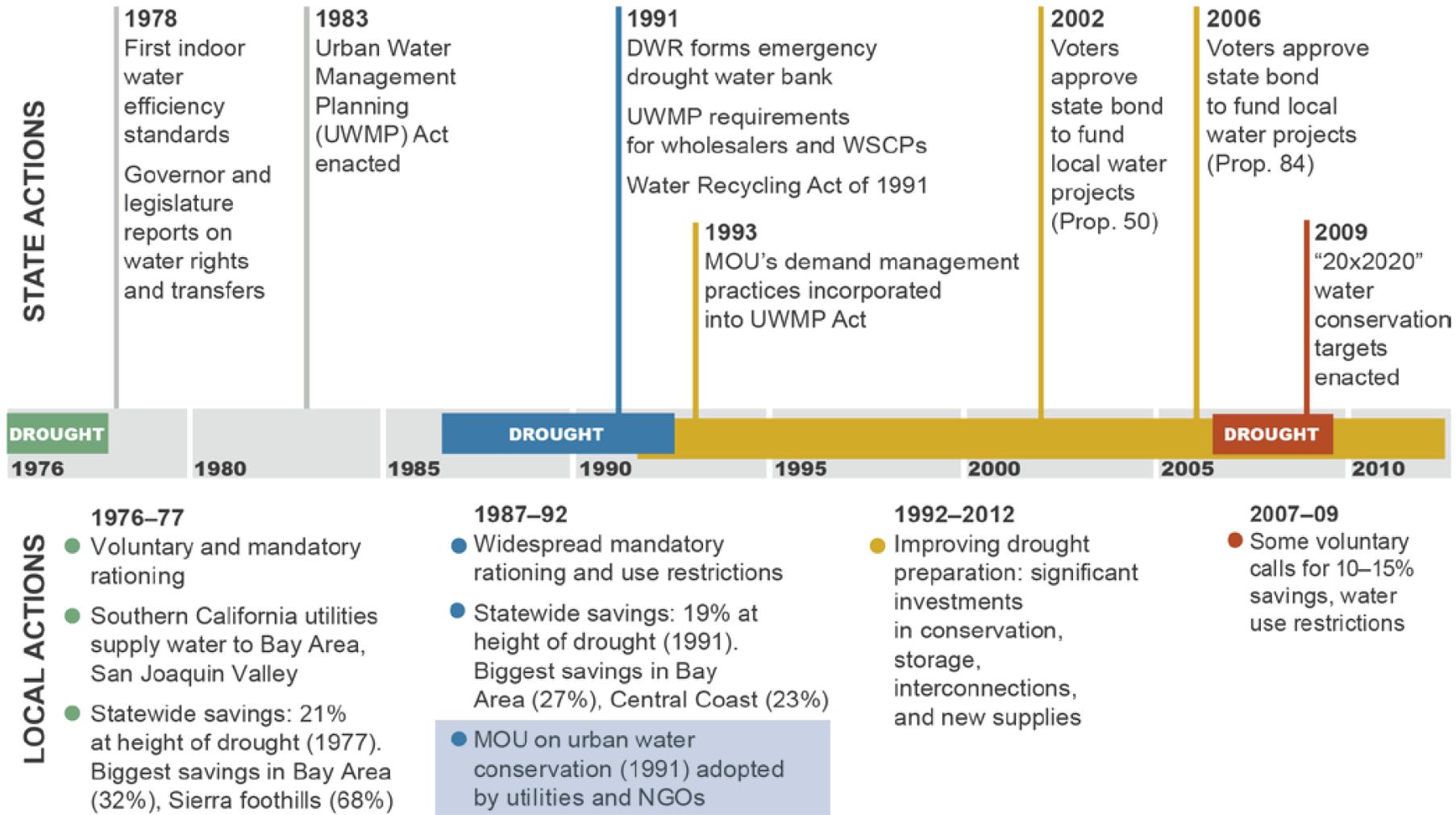
**Joseph Berg**  
Board Chair

**Mary Ann Dickinson**  
Transition Executive Director

# CA URBAN WATER CONSERVATION COUNCIL

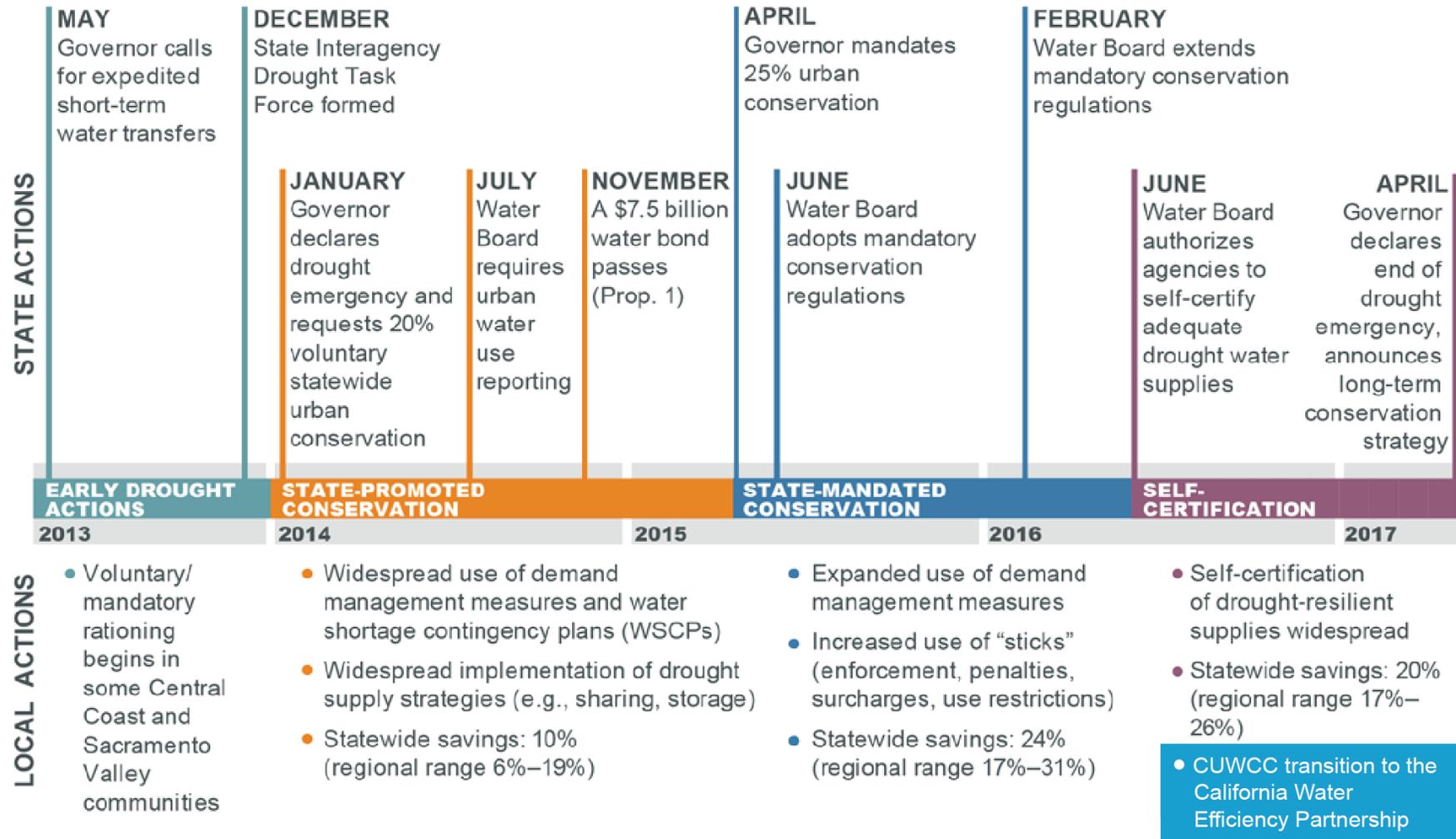
- Created in 1991
- Voluntary partnership
- Core purpose: Define and implement urban water conservation BMPs
- Consensus voting
- Incubated the Alliance for Water Efficiency





Source: PPIC "Building Drought Resilience in California's Cities and Suburbs" (June 2017)

## PAST DROUGHTS RESULTED IN STATE & LOCAL POLICIES & ACTIONS



Source: PPIC "Building Drought Resilience in California's Cities and Suburbs" (June 2017)

## LATEST DROUGHT BROUGHT A NEW ROUND OF POLICY CHANGES & ACTIONS AT THE STATE AND LOCAL LEVELS

# BUILDING ON THE COUNCIL'S SUCCESS

Continue  
Core  
Activities

Change  
Governance  
& Role of  
Reporting

Evolve Into a  
New  
Organization



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# SHE'S BACK!

- Council Executive Director from 1998 to 2007
- Active in state water resource planning efforts like CALFED and Bulletin 160
- Former MWD employee



# TRANSITION EXECUTIVE DIRECTOR

- Southern California resident
- Water industry and water conservation experience at the retail and wholesale utility level
- Knowledgeable about California water issues and stakeholders
- Good national connections and knowledge of national issues
- Founder and CEO of the Alliance for Water Efficiency with many California members and projects



# CALWEP BOARD OF DIRECTORS

**Joe Berg**, Municipal Water District of Orange County (Chair)

**Lisa Maddaus**, Maddaus Water Management  
(Vice Chair)

**Jack Hawks**, California Water Assoc. (Sec-Treasurer)

**Richard Harris**, East Bay MUD

**Sean McNeil**, City of Santa Rosa

**Carrie Pollard**, Sonoma County Water Agency

**Greg Bundesen**, Sac Suburban Water District

**Lisa Morgan-Perales**, Inland Empire Utilities Agency

**Penny Falcon**, LADWP

**Bill McDonnell**, Metropolitan Water District

**Jason Foster**, San Diego County Water Authority

**Rob Whipple**, Western Municipal Water District

**Trathen Heckman**, Daily Acts

**Paul Lierheimer**, Rain Bird Corp.

**Amy Talbot**, Regional Water Authority

**Peter Yolles**, WaterSmart Software

**Ken Jenkins**, California Water Service

**William Granger**, City of Sacramento

**Patrick Pilz**, California American Water

**Justin Finch**, Mesa Water District

# CREATING THE PARTNERSHIP

- Conversion from former CUWCC structure
- New Articles of Incorporation now being balloted – 75 votes already in from members, all YES votes
- Sets broad purpose for new non-profit organization
- Deadline date for ballot is October 2
- Next step is creating new bylaws
- Will be brought to membership for 30 day ballot
- Goal is to have governance changes completed by December 31
- Launch party in early 2018!

# NEW CALWEP PROGRAMS

- Build on staff strengths
- AMI-AMR Standards for Water Utilities bidding and operation
- Sustainable Landscape Market Transformation Plan
- Working to accelerate the transition to multi-benefit, sustainable landscaping in California
- Online Tool Box
- Peer to Peer Training



# WIKI TOOL BOX

- Compiling material from member programs and beyond
  - Information and tools for members to access and use
  - Science-based research
  - Best available conservation ideas
  - Interaction with AWE Resource Library
- 



Welcome to the CalWEP Toolbox, our new endeavor connecting water conservation tools and research with community members. It is an evolving project that continues to grow and develop content and direction with your help. Please give us your [Feedback](#) throughout our Beta test phase so we can hone and improve how content is delivered.

## Highlights



### Cost and Savings Study

Over the years the California Urban Water Conservation Council has commissioned a series of Cost and Savings reports to develop methods and data to better ascertain economic analysis and water savings related to water conservation best management practices (and potential BMPs). The original 2000 CSS included sections on definitions of key concepts, descriptions of 14 water saving devices and activities, an annotated literature review, examples of cost-benefit analysis, and cost-effectiveness analysis, as well as known areas where future research is needed. In 2016 the Council recently completed an update to the Cost and Savings Studies.

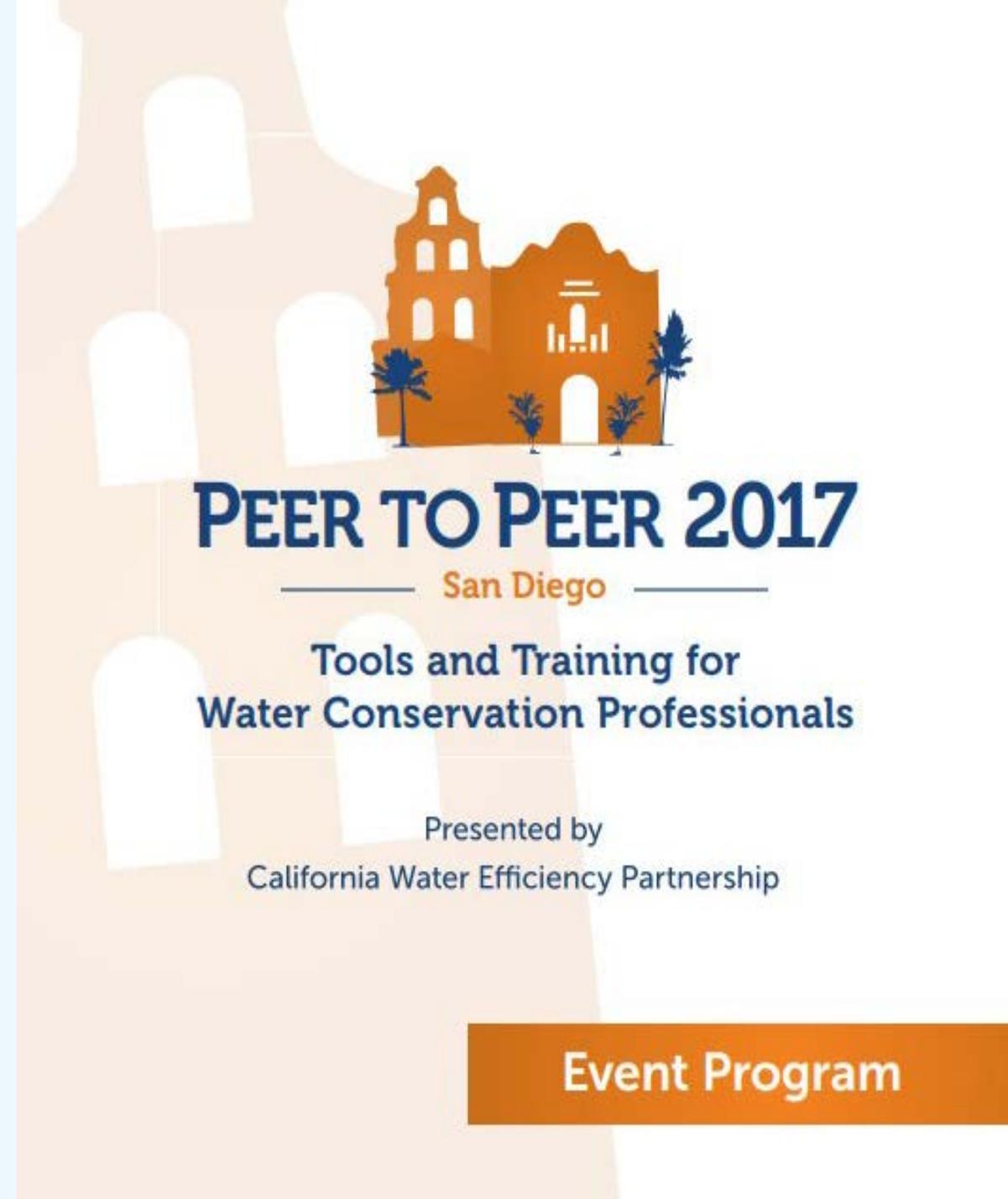


### PBMP Reports (Potential Best Management Practice Reports)

Within the Memorandum of Understanding, the Council lists certain practices, measures, equipment, and fixtures as representing the potential to become full Best Management Practices (BMPs). The Council conducts ongoing research into these "PBMPs". Table 1 below lists and links to all past PBMP reports, as well as linking to the new Toolbox living document article on the PBMP document. PBMP topics are selected and peer-reviewed by the [Council's Research and Evaluation Committee](#).

# PEER TO PEER

- Builds and feeds the California network
- Creates opportunities for dynamic, interactive information exchanges for water conservation and efficiency professionals
- Promotes the latest successful practices and programs



Event Program

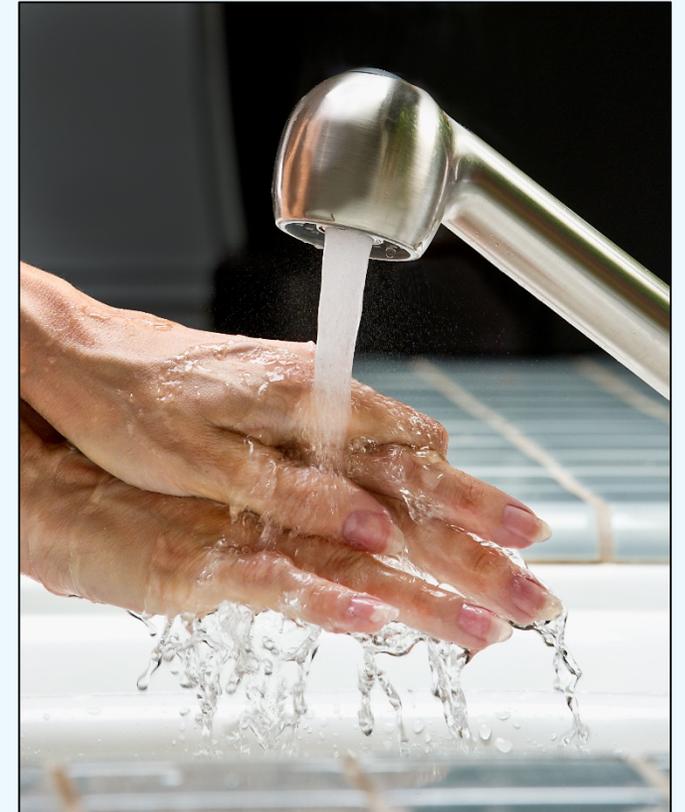
# A NEW COLLABORATION

- Bringing together two of the country's major organizations focused on water efficiency
- Partnership logo reflects on Alliance collaboration
- Allows the open sharing of combined technical resources



# SHARED AWE PROGRAMS

- Water Conservation Tracking Tool
- Financing Sustainable Water:
  - Rates Planning Assistance (Handbook and Model)
  - Consumer Messaging and Videos
  - Avoided Cost Case Studies
- Commercial Kitchens Water Efficiency Guide
- Net Blue Water-Neutral Development Ordinance
- Graywater Cost-Effectiveness Study



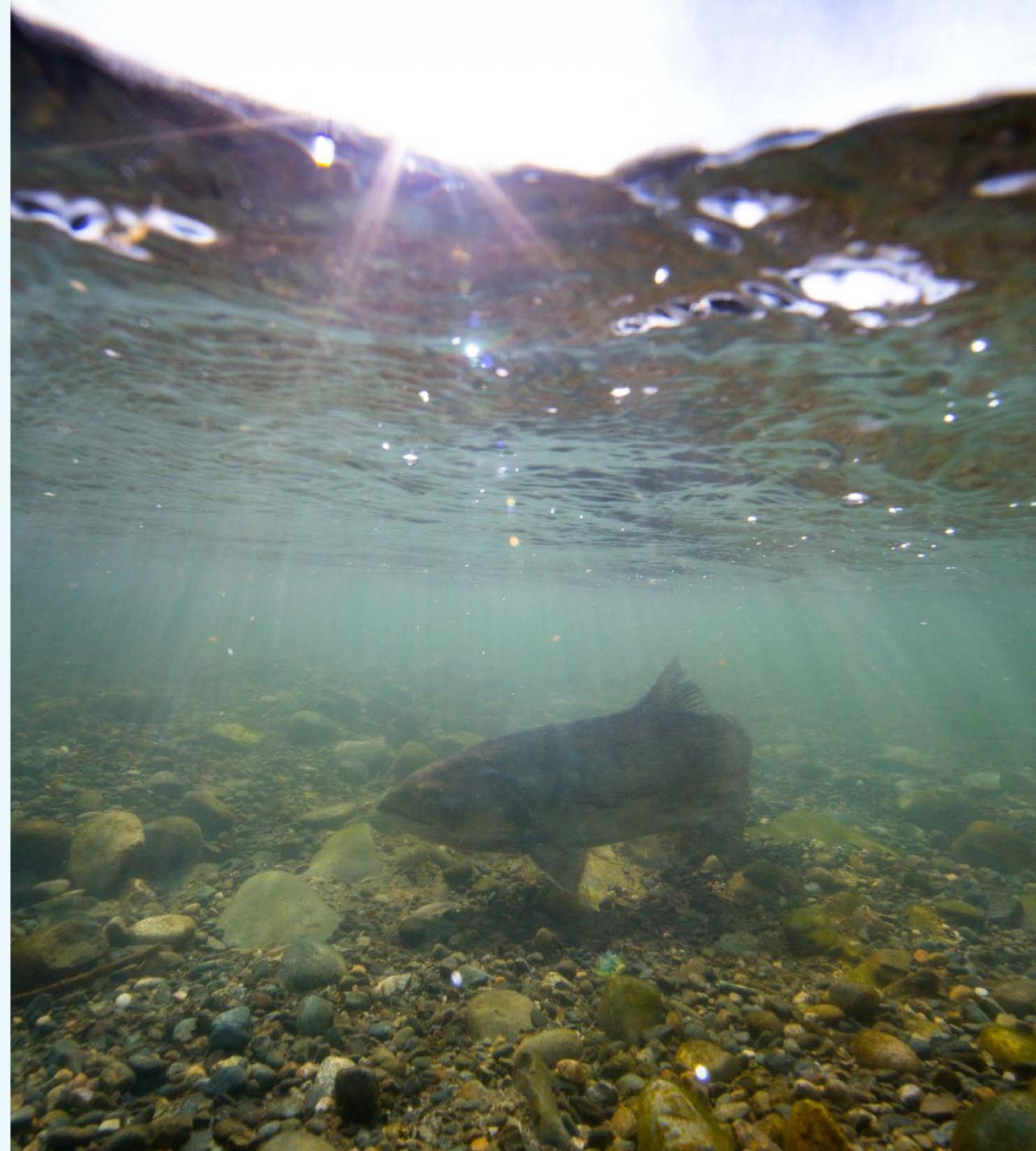
# JOINT RESEARCH

- Combined research plan with AWE
- Outdoor Water Savings Studies with major California participation
- Cooling Tower Study with major California participation
- Avoided Cost Studies of California communities showing the benefits of conservation



# OUR FOCUS

- California's unique issues, challenges and opportunities
  - Getting the best resource and tools for our California membership
  - Helping members meet new legislative/regulatory mandates (which will replace the original 20 x 2020 framework) ■
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# FINISHING TRANSITION 2017

- Finish the chapter process with AWE
- Vote new Articles of Incorporation and Revised Bylaws
- Develop new committee structure
- Create new three-year Strategic Plan
- Adopt joint membership dues structure
- Develop assistance tools for the Framework
- Seek new collaborators and partnerships





# QUESTIONS?

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# THANK YOU!

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