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A New Era: Refocusing the California Urban Water Conservation Council

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Board Chair

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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
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

<table>
<thead>
<tr>
<th>State Actions</th>
<th>Early Drought Actions</th>
<th>State-Promoted Conservation</th>
<th>State-Mandated Conservation</th>
<th>Self-Certification</th>
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</thead>
<tbody>
<tr>
<td><strong>MAY</strong></td>
<td>Governor calls for expedited short-term water transfers</td>
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<td><strong>DECEMBER</strong></td>
<td>State Interagency Drought Task Force formed</td>
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<td><strong>JANUARY</strong></td>
<td>Governor declares drought emergency and requests 20% voluntary statewide urban conservation</td>
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<td><strong>JULY</strong></td>
<td>Water Board requires urban water use reporting</td>
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<td><strong>NOVEMBER</strong></td>
<td>A $7.5 billion water bond passes (Prop. 1)</td>
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<td><strong>JUNE</strong></td>
<td>Water Board adopts mandatory conservation regulations</td>
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<td><strong>FEBRUARY</strong></td>
<td>Governor mandates 25% urban conservation</td>
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**LOCAL ACTIONS**
- Voluntary/mandatory rationing begins in some Central Coast and Sacramento Valley communities
- Widespread use of demand management measures and water shortage contingency plans (WSCP)
- Widespread implementation of drought supply strategies (e.g., sharing, storage)
- Statewide savings: 10% (regional range 6%-19%)
- Expanded use of demand management measures
- Increased use of “sticks” (enforcement, penalties, surcharges, use restrictions)
- Statewide savings: 24% (regional range 17%-31%)
- Self-certification of drought-resilient supplies widespread
- Statewide savings: 20% (regional range 17%-26%)
- CUWCC transition to the California Water Efficiency Partnership

Source: PPIC “Building Drought Resilience in California’s Cities and Suburbs” (June 2017)
BUILDING ON THE COUNCIL’S SUCCESS

Continue Core Activities

Change Governance & Role of Reporting

Evolve Into a New Organization
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
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
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:
  o Rates Planning Assistance (Handbook and Model)
  o Consumer Messaging and Videos
  o 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)
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