

This presentation premiered at WaterSmart Innovations

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San Bernardino Valley Municipal Water District

“Playing the Field - Next-Generation Data and Planning to Boost Conservation Program Success”

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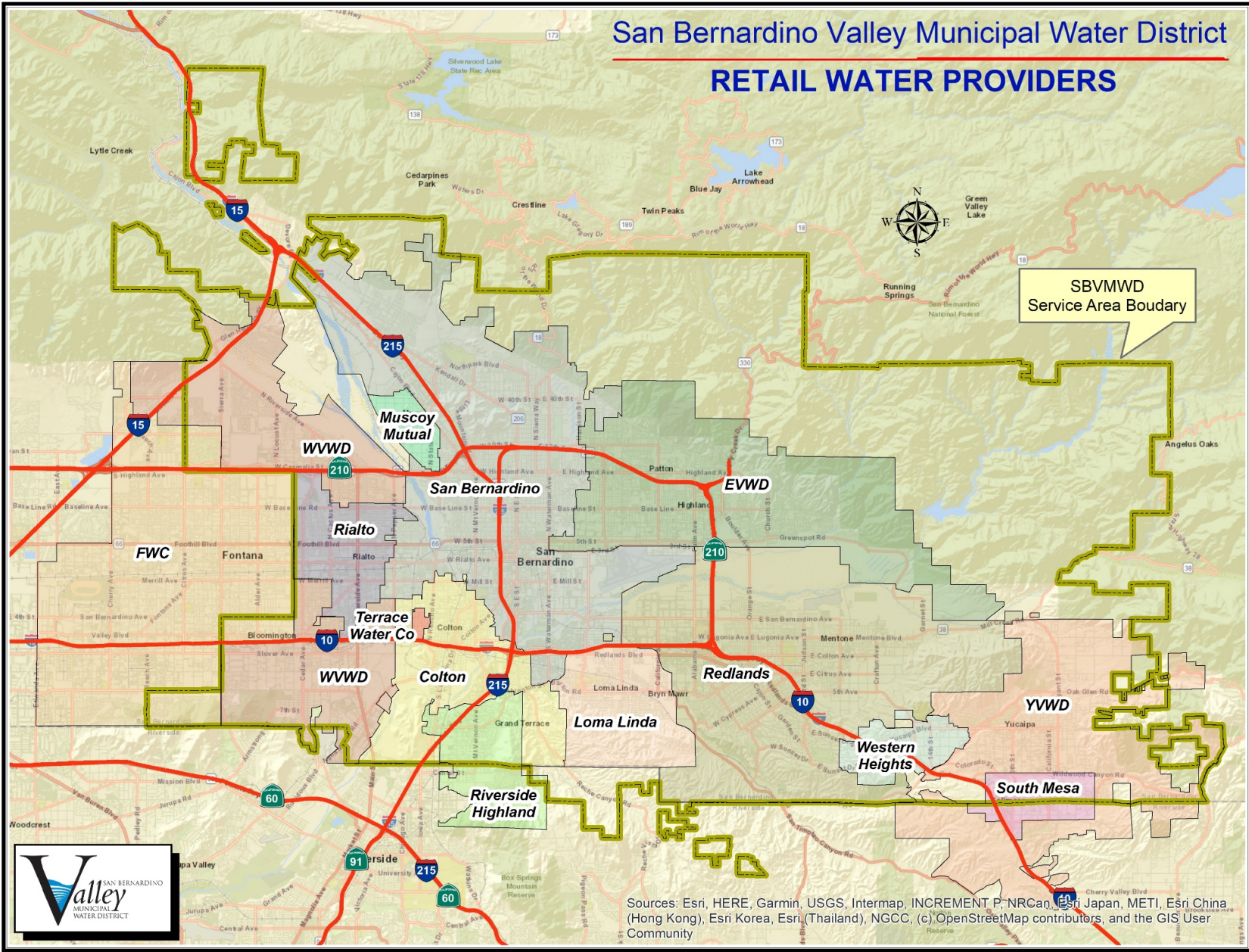


Who is Valley District?

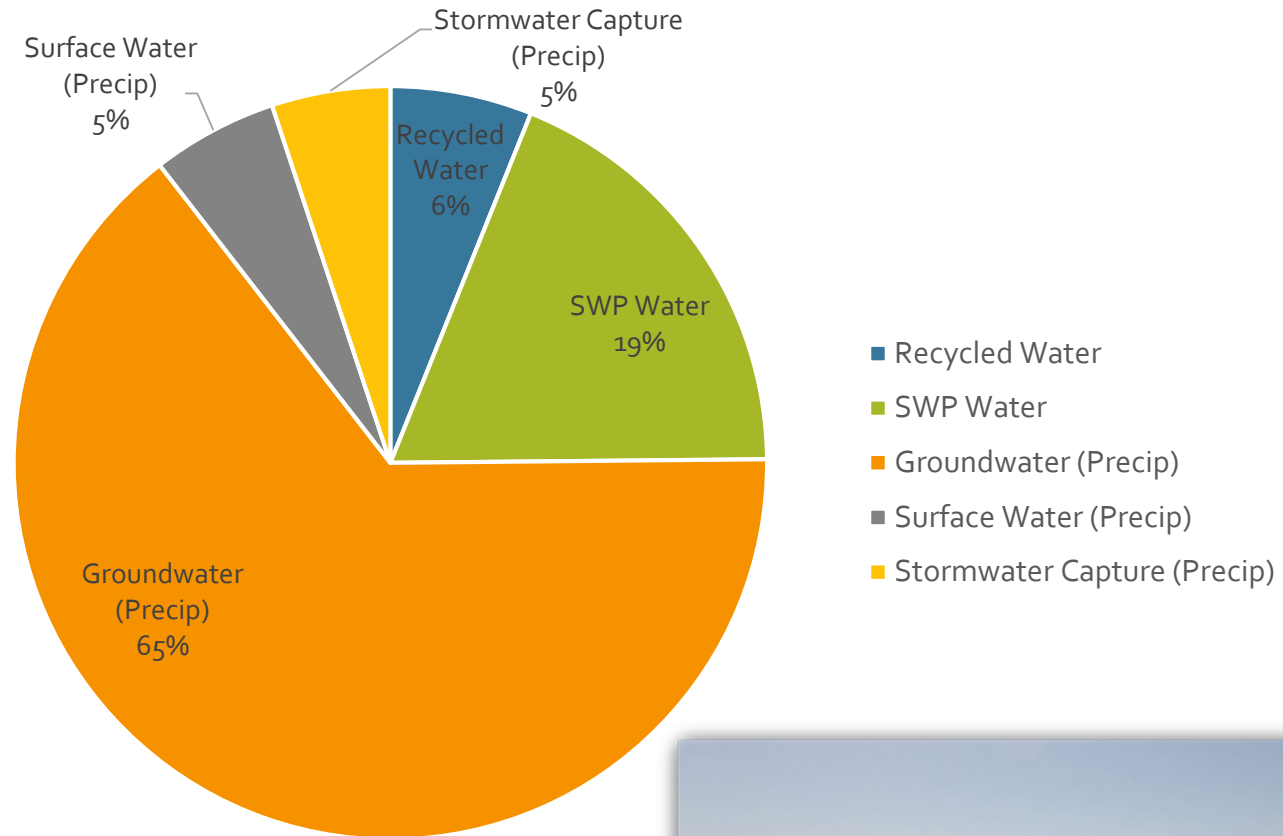
- Water wholesaler and groundwater basin manager for four (4) groundwater basins
- Tasked with meeting the supplemental water needs within our service area; State Water Project Contractor
- 325 square mile service area / 700,000 people
- Governed by a five-member Board of Directors



Valley District Service Area



Water Supply Portfolio





Plan for Success (if you don't plan, you plan to fail), and



Measure and Improve (if you can't measure it, you can't improve it).



Improve Water Supply Reliability by Utilizing Water Conservation as a Supply Resource, and



Support Retailers to Ensure *Water Efficiency Becomes a Way of Life* for Region.

Valley District's Goals

Drivers of Change

1) Groundwater Basin Management Ever More Challenging

- Water conservation is the key to increasing supply and managing climate variability.

2) Looming State Conservation Mandates Require Aggressive Action.

- Plan must target inefficient use and incentivize efficient use.

3) Local Conservation Programs & Resources are Not Robust Enough to Meet Water Efficiency Objectives/Water Budgets.

- Programs must:

Target inefficient and high water use

Be Innovative

Provide customer choices

Valuable and convenient for customers

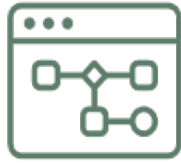
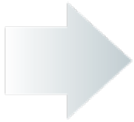
4) Revenue Penalty for Achieving Water Efficiency Results.

- Region has not embraced budget-based rates.



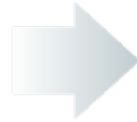
**ASSESSED
CURRENT WATER
USE EFFICIENCY
PROGRAM
PERFORMANCE**

*for Valley District
and retail agencies*

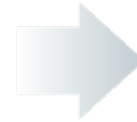


**ASSESSED STAFFING
RESOURCES &
CAPABILITIES TO
EXPAND PROGRAM
PARTICIPATION**

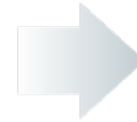
*for Valley District
and retail agencies*



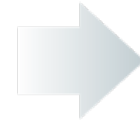
**ASCERTAINED
CURRENT
PROGRAM
CUSTOMER
GROUPS**



**IDENTIFIED
MARKET &
MEASURE
OPPORTUNITIES**



**DESIGNED
PROGRAMS
TO BRIDGE
THE GAP**



**DEVELOPED
THE PLAN
TO MEET
CHALLENGES
AHEAD**

Assessment Process

Assessment Findings Summary

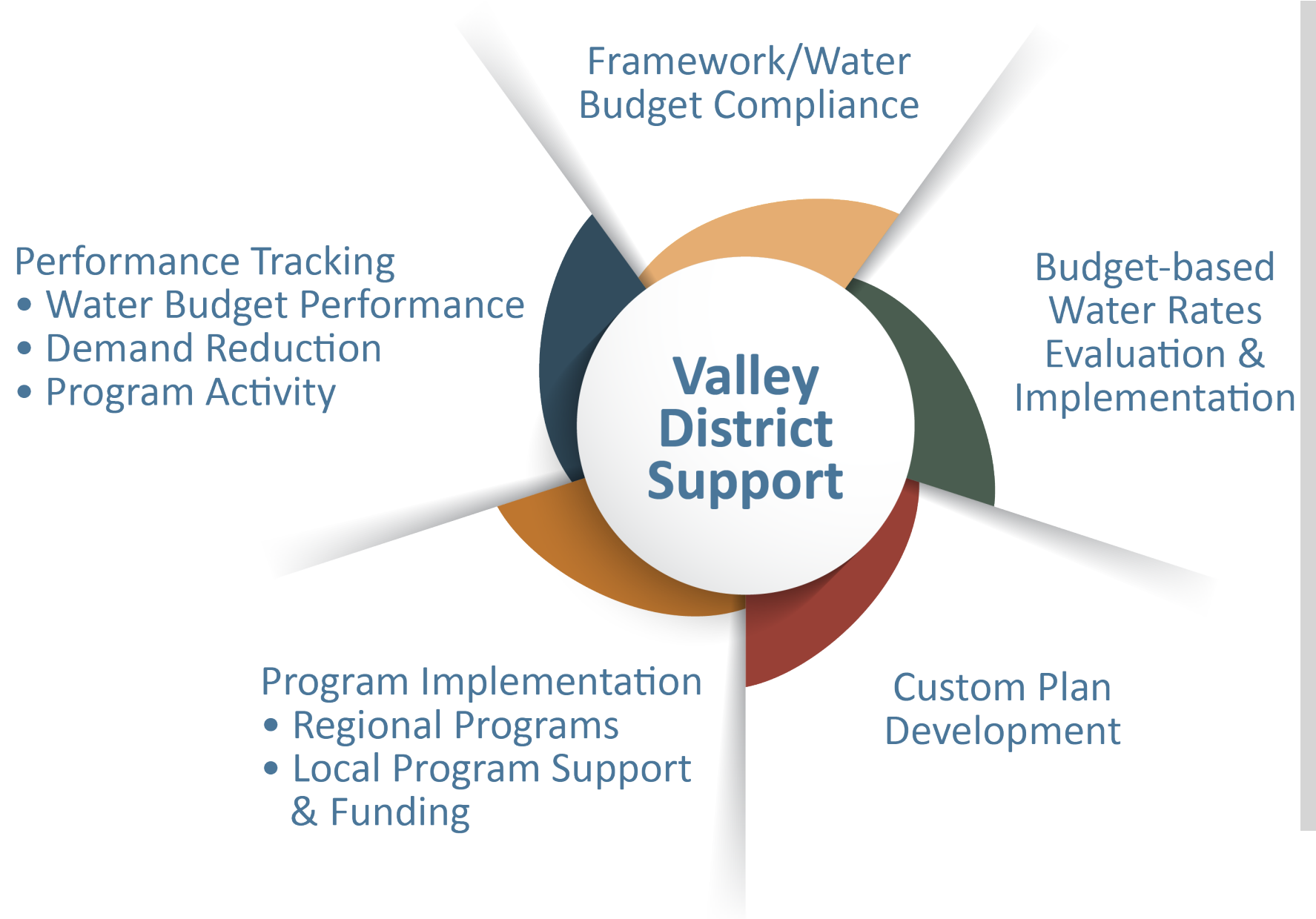
- Great Diversity Across Retailer Service Areas
 - Socio-Economic & Housing Characteristics
- Clear Differences in Conservation Resources
 - Staffing, Skills, Budgets, & Internal Support for Conservation
- Current Programs are Traditional & Limited
 - Majority Offer Standard Rebate Programs
 - Modest Program Participation
 - Turf Replacement Activity due to Drought
- Retailers Facing Revenue Shortfalls
 - COVID-19 Pandemic
 - Staying Within their Annual Water Budget

How to Measure Water Conservation Success

- Annual Water Use
- Objective Performance
- Demand Reduction
- Program Participation



360° Retailer Support



Educate Retailers on the
Value of BBWRs



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graph TD; A[Educate Retailers on the Value of BBWRs] --> B[Support through Rate Studies & Design]; B --> C[Assist with Staff Training, Public Outreach and Prop 218]; C --> D[Potentially Provide Financial Support];
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Support through Rate
Studies & Design

Assist with Staff Training,
Public Outreach and Prop 218

Potentially Provide Financial
Support

Budget-Based
Rates Support

Custom Plan Development

- Budget-based Rates – if feasible
- Billing & Metering Improvement
- Selected Regional Programs
- Selected Local Programs
- Measures and Projected Activity Levels
- Outreach & Education Initiatives
- Roles and Responsibilities of Each Agency
- Performance Milestones



Demand Management Approach

&

RAAMP Ramping Things Up



Demand
Management

Efficient
Water Use

Inefficient
Water Use

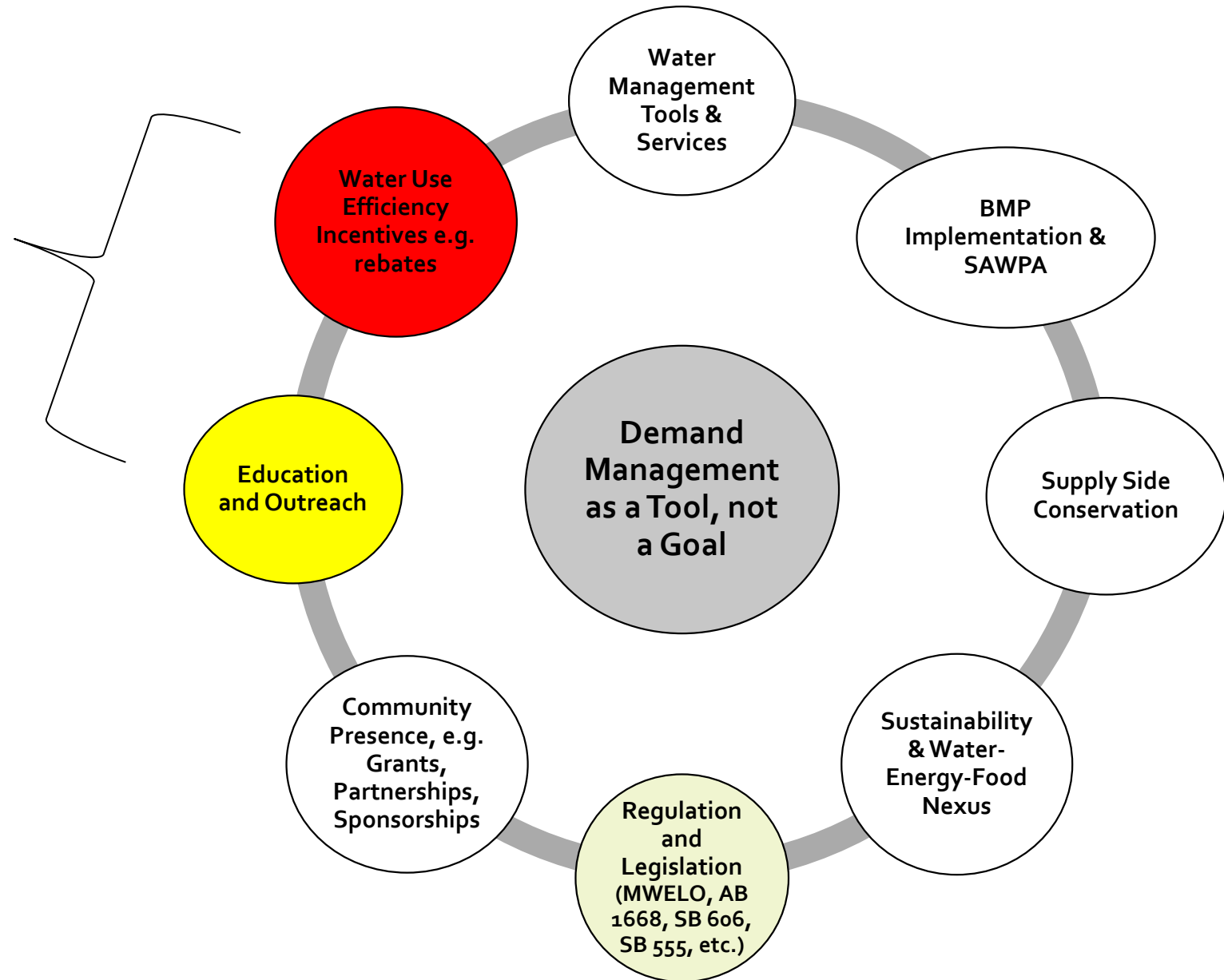
Water Loss

Promote and Target

- **Promote** efficient water use with positive reinforcement
- **Target** inefficient use and water loss with outreach and education

RAAMP

Ramping Things Up



Retail Agency Program Activity and Demand Reduction Tracking

- RAAMP Activity
- Data Collaborative
- Retail Agency Demand and GPCD Annual Analysis
- WUO Objective Performance – Starting in 2024



Questions



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