

Proposed Conservation Working Group Recommendations as of January 29, 2013

1. Formal Level 1 Drought Alert is to become a permanent voluntary water standard.
2. To strengthen the code and to encourage more water conserving landscapes in new construction, modify the water conservation code requirement for new landscape construction as follows:
 - a. Reduce the Evapotranspiration factor from .7 to .6.
 - b. Modify the Plant Factors from “ranges” to specific numbers as follows: Very Low Water Use Plantings .1, Low Water Use Plantings .3, Moderate Water Use Plantings .5, and High Water Use Plantings .8.
3. Implement a water budget based billing program for commercial landscape meters.
4. Implement permanent and ongoing water conservation and outreach program. We recommend that City leaders, elected officials and others take on the responsibility of helping to create a city wide water conservation ethic. The City should substantially increase funding for public outreach and education on water conservation, beginning with the next municipal budget cycle, in order to promote conservation on an ongoing basis and not only during drought periods. This is a key factor in creating a citywide water conservation ethic.
 - Request that Natural Resources and Culture Committee (NRCC) receive regular updates on conservation efforts and outcomes at every meeting, much like the status reports regarding the water recycling efforts and demo project. (regular item at NRCC)
 - City to conduct a case study examining the education and outreach tactics used in Australia to achieve their massive reduction in water use.

Items previously thought to have been passed for reconsideration.

5. Instruct staff to devise a plan for reducing unmetered water loss and identify what the economic impact would be for implementation. (added underlined wording) ~~to conduct this evaluation. In addition, request the City to publicize complaints received and action taken to rectify these issues.~~ (strike-through wording deleted).
6. The Task Force is interested in including retrofit of landscaping and/or irrigation as part of point of sale improvements when there is a change in ownership. ~~Request for City staff to report to the Task Force regarding adding water conservation in landscaping as to become part of the current point of sale requirements.~~ (strike-through wording deleted).

###

Conservation Working Group Report prepared by Glen Schmidt

The Conservation Working Group met on January 15, 2013 and reviewed our previously approved recommendations dated December 18, 2012. Several of the approved recommendations were requests of staff that have been completed. The committee discussed moving those requests to a separate list within the final Task Force report and revising some of the language of our previous recommendations based on staff and committee feedback. Furthermore, there was a discussion to review previously discussed items thought to have passed (with slight modifications), and have listed additional items that will be under discussion at our next Working Group meeting. The following is a summary of the working group's discussion. For reference the recommendations from December 18, 2012 are listed first, followed by the proposed changes, and then a list of future discussion items. Please note: because of time constraints a final text was not approved by all of the committee members.

Approved Conservation Working Group Recommendations as of December 18, 2012

1. Formal Level 1 Drought Alert is to become a permanent voluntary water standard.
2. Request City staff to study and report back to the Task Force regarding modifications of the water conservation code requirement for new landscape construction, exploring adding a trigger for existing development, and the estimate of the economic impact of these changes.
3. Request that City staff study and evaluate the water budget based billing program for commercial landscape meters.
4. Implement permanent and ongoing water conservation and outreach program. We recommend that City leaders, elected officials and others take on the responsibility of helping to create a City wide water conservation ethic. In addition, request that City staff report back to the task force on the costs of previous efforts in this area and the cost of operating an ongoing public education program in support of water conservation.

Items to be discussed during the next Conservation Workgroup meeting:

- A. Consider a recommendation regarding Automated Meter Infrastructure (AMI). Currently the program is looking at implementing approximately 2,500 customers out of 12,000 representing approximately 35% of sales.
- B. Consider a recommendation regarding a Voluntary Water offsets for new development program. One of the greatest opportunities for water conservation lies in retrofitting existing irrigation systems and landscape plantings; with the understanding that this action will require costly upgrades. Several municipalities in California require mandatory water offsets for new development. These programs require new development

to off-set their anticipated water demand by implementing water conservation upgrades to existing landscapes, or pay into a fund that is used to upgrade existing landscapes. The committee will be discussing whether a voluntary offset program may be crafted by utilizing significant development incentives.

The Working Group will also be considering the integration of recommendations by the Equinox Study, such as:

- C. Ensure that future demand estimates at the local and regional level include all new green building codes that would require buildings to have more water efficient technologies installed.
- D. Consider setting more aggressive conservation targets than those laid out in SBX7-7 and reach those targets by maintaining or expanding incentives and rebate programs and creating financing programs that encourage consumers to retrofit existing homes with the most efficient technologies available.
- E. Coordinate regional water consumer education campaigns using the latest research from social psychology that shows what messaging is most effective in influencing thoughtful water use behavior. Water agencies can also work with the private sector to develop public-private partnerships that can help move the needle on consumer demand.
- F. Use and invest in billing and data collection systems that can help water managers better assist the residents that are over watering or have significant leaks.
- G. Explore the possibility of working with other water utilities throughout the state to support research on whether/how the sale of water could be decoupled from water efficiency services as is done in the electric utility industry.
- H. Conduct research better documenting the costs and benefits of conservation measures versus the costs of new infrastructure projects, and exploring the issue of who pays for such measures and how. More research is also needed to understand how demand hardening would affect water management efforts in times of drought if more aggressive long term water conservation methods were put in place.