

# WATER CONSERVATION ACTION COMMITTEE

## MEETING MINUTES

Date: Jan. 11, 2010  
Time: 10 a.m. – noon  
Location: San Diego County Water Authority  
Board Room  
4677 Overland Avenue  
San Diego, CA 92123  
Directions: [http://www.sdcwa.org/contact/km\\_directions.phtml](http://www.sdcwa.org/contact/km_directions.phtml)  
Contact: Kelly Mooney, 858.522.6766, [KMooney@sdwca.org](mailto:KMooney@sdwca.org)

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### ANNOUNCEMENTS AND ACTIONS

1. Call to Order
  - Luis Generoso welcomed everyone to the meeting. He thanked the EuroAmerican Propagators team for hosting the November meeting at their facility.
2. Welcome and Introductions
  - All attendees introduced themselves.
3. Review Nov. 9, 2009 Meeting Notes and Update on Action Items
  - Members approved meeting notes as written.
  - Interest continues on setting up an ad hoc committee to discuss the water bond and related legislation. The ad hoc committee would provide an informational forum to get the industry standpoint on the issues as well as start a dialogue among professionals. Luis mentioned that the CAC was formed to provide input on industry-wide initiatives. Interested members should contact Luis, Kelly Mooney or Joey Randall. Kelly can be reached at (858) 522-6766.
  - Luis announced that Glen Schmidt will serve as the co-chair for the CAC. Glen was unable to attend the meeting because he was being interviewed on PBS about the Regional Landscape Ordinance.
4. Soil Presentation
  - Linda Flournoy gave a presentation on the role of soils in climate change and water conservation. A copy of the presentation can be found on the CAC web page: <http://www.waterconservationsummit.com/CAC.html> During Q&A, Toby Roy asked if people can get credit at the state level. She said an incentive at the state level would increase interest. Linda mentioned that there may be an opportunity to get involved with the Air Resources Board. Rachele Melious asked where the soil research is being done. Linda said the majority of the research is being done by the Rodale Institute across different climates. Shaunemarie Daly asked where compost would be kept. Linda said it would be the least costly if it was kept on site near where it would be used. She said it would be best to start in urban areas. Chris Roesink asked if there are any guides to get a program like this started. Linda said it has already been started in other areas. Right now she is looking for resources and support. She said she can bring information in the future about where it stands now.
5. Work Group Reports
  - **Model Ordinance** – Toby Roy, from the San Diego County Water Authority, said that many reporters have called asking about the status of the ordinance. The state completed its draft about eight months late and the regional draft ordinance was completed at the end of November. Cities are currently moving forward adopting their own models. The city of San Diego draft is complete. Currently, the first reading of the county ordinance is underway. Many cities are participating in the workgroup and

working to move the ordinances forward, however, additional members are welcome. Smaller cities are likely to adopt the model ordinance developed by CAC's Model Ordinance Work Group, based on the County's ordinance. The main difference in the city of San Diego model is that the square footage requirements are lower.

- **Industry Group** – Brian Maynard, from BRICKMAN, reminded the membership that the group is not just for landscape irrigation professionals. He encouraged anyone to attend the meetings.

#### 6. Water Conservation Program Discussion

- Bill Rose, from the San Diego County Water Authority, led a discussion about water conservation programs. He said that in the past, the programs were driven by device-based incentive programs and rebates. However, the growing sentiment among wholesale agencies is that those may not be the most effective. The goal of reducing water use by 20 percent by 2020 is forcing the Water Authority to move toward more educational programs. Metropolitan Water District of Southern California is trying to make drastic changes in its budget. Last year, they spent \$54 million despite a \$20 million budget. They currently have the Save a Buck program (paid out of MWD's Environmental Stewardship Fund), but have terminated the performance-based program because they did not have the funds to pay for consultants to conduct the pre- and post-inspections. The device-based incentives were popular as a public relations tool. There is a significant gap between the conservation levels achieved through these programs and the newly legislated 2020 goal. People want to save water but do not necessarily know how. A demonstration site program could be an effective way to reach the residential market. Another idea is to build a centralized information source (e.g., website) to list all available resources. Users would be able to search by location and resource. Linda Flournoy reminded the membership that soil can be a cost-effective water conservation tool. Helen McBrady, from S.M.A.R.T. Building Products, asked if the program changes are based on federal information. Bill explained that many organizations are behind the momentum to move toward more education.

#### 7. Qualcomm's Efforts

- Gail Welch, from Qualcomm, explained Qualcomm's environmental efforts. She said they have conserved 131 million gallons of water per year. They are trying to use reclaimed water and are working to convert the main tower to reclaimed water. A copy of the presentation outlining Qualcomm's wide-range of sustainable efforts can be found at <http://www.waterconservationsummit.com/CAC.html>. During Q&A, Bill Rose inquired about the cost considerations or business case involved in supporting Qualcomm's sustainability investments. Gail said the senior management has been very supportive and they see that the cost/benefit ratio is good. As rates increase, the payback is shorter. Bill asked what challenges they have run into regarding water conservation. Gail said that they are eagerly awaiting the City's help in connecting their facilities to receive recycled water service. Toby asked for more information about converting the main tower to reclaimed water. Gail said they are working with the city of San Diego on the project and it could benefit seven buildings upon completion. Linda Flournoy asked if Qualcomm has considered capturing their water for reuse. Gail said it has not been done yet but it is a possibility for the future.

#### 8. Legislative Update

- Alexi Schnell, from the San Diego County Water Authority, provided an overview of the Bay-Delta bill package. Attendees received a written update with greater detail on this landmark legislation. The document can be found at: <http://www.waterconservationsummit.com/CAC.html>. In the beginning of November 2009, the Governor signed five bills included in the Bay-Delta bill package aimed at providing a 'comprehensive solution' to the current water crisis in California. The legislation included four policy bills and one bond bill. The following bills were included in the Bay-Delta bill package:

##### i. **SBX7-1 (Simitian) Delta Governance**

This bill establishes water supply reliability and environmental restoration of the Delta as 'coequal goals.' The legislation provides the structure and process to implement the Bay-Delta Conservation Plan.

ii. **SBX7-2 (Cogdill) Water Bond**

This bill is the “Safe, Clean, and Reliable Drinking Water Supply Act of 2010” and includes about \$11.4 billion in general obligation bonds. The measure will be on the Nov. 2, 2010 general election ballot.

iii. **SBX7-6 (Steinberg) Groundwater Monitoring**

This bill provides statewide groundwater monitoring, requiring groundwater basins to report groundwater levels. California did not previously have any requirement of monitoring groundwater levels, even though it was a common practice in Southern California. It will lead to better water supplies management.

iv. **SBX7-7 (Steinberg) Water Conservation**

This bill requires the state to achieve a 20 percent reduction in urban per capita water use by 2020.

v. **SBX7-8 (Steinberg) Water Diversion Reporting**

This bill requires in-Delta users to report their water diversions and stiffens penalties for illegal diversions.

The new CAC ad hoc committee will review and discuss these bills in more detail, with emphasis on the water bond and conservation bill.

At the December board meeting, The Water Authority board approved two concepts for sponsored legislation for 2010.

**Sponsored Legislation Concept 1 (Artificial Turf):**

This legislation would require homeowners associations to permit the use of artificial turf if it meets certain design standards. It would allow homeowners associations to set the design standards and maintenance requirements for its use.

**Sponsored Legislation Concept 2 (Recycled Water for Landscaping)**

There is no specific requirement in the Water Code that State agencies such as the California Department of Transportation must use recycled water for landscape irrigation if a local agency makes recycled water available. This legislation would insure that state agencies use recycled water for landscaping purposes, if it is made available to them. This requirement could lead to substantial savings of potable water, as well as provide an incentive for local agencies to develop recycled water facilities and pipelines by providing a market for recycled water.

9. Member Announcements/Other Business

- Luis Generoso announced that the passing of the state landscape ordinance is a big step. He thanked the San Diego County Water Authority and San Diego County for their assistance.
- Joseph Randall thanked John Rader for hosting the November CAC meeting. He invited the committee to join Rainbird and the Olivenhain Municipal Water District for a workshop at the Water Conservation Garden. It is scheduled for Jan. 19 from 9 a.m. to noon. Contact Megan Ely with Rainbird for more information. He also announced that Olivenhain has a new brochure and Web site.
- Rob McGann said CLCA will be meeting with the state about creating a state-wide version of ‘Our Water, Our Future.’ They are also interested in including information about the ordinances.
- Carl Nettleton said he is interested in forming water conservation alliances for the San Diego Regional Sustainability Partnership.
- Sue Mosberg explained that the challenge is moving from the short term to long term conservation. Without the incentive programs, people need to go from an immediate payback to a longer term investment. She said that based on Metropolitan’s increases, smaller agencies will not be able to continue absorbing the cost. Water bill savings are the new incentive.
- Pat Richter thanked BRICKMAN for hosting a landscape lecture.

- Toby Roy suggested that it may be a good idea to partner with the Conservation Council to look at the statewide ordinance. She also mentioned that she is organizing a panel to discuss the ordinances throughout the state.
- William Granger announced that Otay Water District passed a landscape ordinance similar to the San Diego County ordinance.
- Lawrence O’Leary announced that Toro is launching a new moisture sensor. He also announced that CLCA is holding the annual show on Feb. 3 and 4 at the Staples Center in Los Angeles.
- Carlos Michelin recognized Michelle Shumate, project manager for the Water Authority’s pilot landscape makeover program. The first makeover project was successfully completed last December in Lakeside.
- Nan Sturman announced that she has a new book coming out about southwest gardens. She also reminded the committee about the water conservation hotline and email address, [pipeline@thegarden.org](mailto:pipeline@thegarden.org). Contact Nan if you are interested in a sponsorship opportunity for the television show, A Growing Passion.
- Kelly Mooney announced that a membership survey will be sent to committee members. Copies of the Water Authority’s school-related materials were available for pick up.
- Megan Ely reminded the committee to talk to her if they would like to attend the Jan. 19 event. She announced that Rainbird is launching new products at the CLCA show in February.
- John Rader announced that he is meeting with professors from the University of California, Davis to discuss a list of plants called the Arboretum All-Stars. They are also trying to come up with protocol to test plants to determine if they are low water-use. The professors may be interested in presenting the information to the CAC.
- Doug White announced that the Center for Sustainable Energy is providing a grant to Cuyamaca College. He also announced the San Diego Excellence in Energy awards on March 25.
- Gail Welch said she is looking for case studies of water conservation success stories. E-mail her at [gwelch@qualcomm.com](mailto:gwelch@qualcomm.com) if you have one you would like to share.
- Linda Flournoy said she can provide consulting for a low cost and would be willing to start pro bono.

#### **MEETING HANDOUTS**

- The Role of Soils in Climate Change, by Linda Flournoy
- Summary of Bay-Delta Policy Legislation & Bond Measure
- The Intelligent Use of Water, A Free Landscape Seminar presented by Rainbird
- School-related conservation materials provided by the Water Authority

#### **NEXT MEETING DATE**

March 8, 2010, 10 a.m. – noon; San Diego County Water Authority  
4677 Overland Ave., San Diego, CA 92123

#### **ATTENDEES**

1. Luis Generoso (Chair), City of San Diego
2. Peter J. Abernathy, E N V I R O N S
3. Rachel Borgatti, County of San Diego Watershed Protection
4. Kate Breece, Helix Water District
5. Larry Breitfelder, Otay Water District
6. Robert Brown, Robert Brown Landscape Irrigation, Inc.
7. Patrick Crais, Blue Watchdog Systems
8. Kristen Crane, City of Poway
9. Shaunmarie Daly, KR Landscape Maintenance, Inc.
10. Danielle Dorsey, WSA Marketing
11. Vickie Driver, Friends of the Water Conservation Garden
12. Julian Duval, San Diego Botanic Garden
13. Marty Eberhardt, Water Conservation Garden

14. Megan Ely, Rain Bird
15. Damian Esparza, Watersmart Conservation
16. William Franklin, U.S. Navy
17. Gary Gelinas, Water2Save
18. Wayne Graf, Tetra Tech
19. William Granger, Otay Water District
20. Shawna Harrison, Rainbird
21. Frank Hilliker, San Diego County Water Authority
22. Steve Hubert, San Diego County Water Authority
23. David Kahler, County of San Diego, Department of Planning & Land Use
24. Elisa Marrone, City of Escondido
25. Marian Marum, Marum Partnership Landscape Architecture
26. Brian Maynard, BRICKMAN; California Landscape Contractors Association
27. Helen McBrady, S.M.A.R.T. Building Products
28. Hank McCarrick, SECOSYS
29. Rob McGann, California Landscape Contractors Association
30. Rachele Melious, Mr. G Trees
31. Carlos Michelon, San Diego County Water Authority
32. Kelly Mooney, San Diego County Water Authority
33. Sue Mosberg, Sweetwater Authority
34. Carl Nettleton, Nettleton Strategies
35. Darla O'Leary, Driwater, Inc.
36. Lawrence O'Leary, OGC Resources
37. Bev Oster, Oster and Associates
38. Teresa Penunuri, San Diego County Water Authority
39. Bill Perry, architect
40. Mayda Portillo, San Diego County Water Authority
41. John Rader, EuroAmerican Propagators
42. Joseph Randall, Olivenhain Municipal Water District
43. Brent Reyes, Vista Irrigation District
44. Jared Rice, TruGreen Landcare
45. Pat Richter, Tierrasanta HOA Landscape Coalition
46. Doug Roberts, Sweetwater Authority
47. Philip Robisch, Hunter Industries
48. Chris Roesink, Hunter Industries
49. Bill Rose, San Diego County Water Authority
50. Sarah Rossetto, Katz & Associates
51. Toby Roy, San Diego County Water Authority
52. Martin Schmidt, E N V I R O N S
53. Alexi Schnell, San Diego County Water Authority
54. Michele Shumate, San Diego County Water Authority
55. Nan Sturman, Plant Soup, Inc.
56. Lori Swanson, San Diego County Water Authority
57. Dixie Switzer, County of San Diego
58. Cecilia Tipton, County of San Diego Watershed Protection
59. Jan Tubiolo, Friends of the Water Conservation Garden
60. Denise Vedder, San Diego County Water Authority
61. Gail Welch, Qualcomm
62. Doug White, Center for Sustainable Energy
63. Carey Worthy, Labahn's Landscaping