

WATER CONSERVATION ACTION COMMITTEE

MEETING MINUTES

Date: May 10, 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
Contact: Kelly Mooney, 858.522.6766, KMooney@sdca.org

ANNOUNCEMENTS AND ACTIONS

1. Call to Order
 - Luis Generoso welcomed everyone to the meeting.
2. Welcome and Introductions
 - All attendees introduced themselves.
3. Review March 8, 2010 Meeting Notes and Update on Action Items
 - Members approved meeting notes as written. Luis announced that no e-mails were received about the purpose statement or new subcommittees. He explained that there will now be six subcommittees under the Conservation Action Committee:
 - Landscape Industry (co-chairs: Kurt Carlson, Brian Maynard and Rob McGann)
 - Regulation (co-chairs: Lawrence O’Leary and Joseph Randall)
 - Outreach (co-chairs: Kate Breece and Marty Eberhardt)
 - Residential (co-chairs: Pat Richter and Nan Sterman)
 - Ag/Nursery (chair: John Rader)
 - Commercial, Industry and Institutional (co-chairs: TBD)

Luis explained that a sign-in sheet is available for CAC members to sign up for the new subcommittees. He emphasized the importance of collaboration between the different groups, and explained that the subcommittees will be handling the leg work of the CAC.

4. Water Supply Update
 - Jason Foster, from the San Diego County Water Authority, gave the water supply update. He explained that there will likely be additional water shortages in the coming year. Metropolitan Water District decided in April to allocate supplies to the Water Authority in fiscal year 2011; the Water Authority will determine final fiscal year 2011 allocations for its member agencies in May. Fortunately, it does not look like shortages will worsen this year. However, it is still making up for the last three very dry years. Currently, the allocation from State Water Project is at 40 percent, but this could increase. Lake Shasta has extremely high water levels right now; well above average. It was noted that snowpack could actually contain less water content than in past years. Lake Oroville has 70 percent of the average precipitation, the Colorado River has 84 percent of the average precipitation and San Diego is about average. Local reservoirs have about 36,400 additional acre feet of storage now. Regional water use in 2010 is down 21 percent, showing conservation efforts are far above the goals for the current fiscal year. The 2011 water rates are heading higher because of purchases and investments in reliability. The Water Authority opposed the MWD increases.

5. WaterSmart Sponsorships and Partners

- Carlos Michelon, from the San Diego County Water Authority, discussed upcoming opportunities for WaterSmart sponsorships. He explained that a website will be available this summer that will highlight 20 to 30 sites. These sites will be selected as examples of both the technical requirements of the model landscape ordinance and the aesthetics of the WaterSmart brand. In order to be included on this website, the homeowner must agree to release photos and their address to be posted online. Carlos also announced the demonstration site project. It will include site makeovers of residential front yards throughout the county because these can be viewed from the sidewalk. It's anticipated that requests for proposals will be released mid-summer by the Water Authority. Applicants must register online with the Water Authority in order to find out about new RFPs (see www.sdcwa.org). Companies and individuals may form teams to respond to the RFPs and multiple teams will be chosen. Rob McGann asked how the programs will be advertised. Carlos explained that the RFPs will only be applicable to the San Diego region and encouraged industry professionals to spread the word. Nan Sterman asked what kinds of sites will be chosen for the project. Carlos explained that the sites will all be residential. The point of the demonstration sites is to show homeowners how and where to find water-efficient landscape products and services. The recruitment of the sites will be through the member agencies. Nan Sterman asked how the project will be funded. Carlos explained that the Water Authority will pay for it and sponsors will get promotional consideration. Linda Flournoy mentioned that she is concerned that consumers could be biased based on the companies chosen for the demonstration sites. Carlos explained that multiple sponsors would be selected in an effort to achieve diversity and provide many companies with visibility. Carlos encouraged all CAC members to network and respond to the RFP. Contact Carlos at cmichelon@sdcwa.org with any questions.

6. A Different Approach to Water Conservation: Water Use Feedback

- Joseph Randall, from Olivenhain Water District, explained the Water Use Feedback study completed with the California State University San Marcos and Aquacue. The study was conducted in August 2009 by Dr. Wesley Schultz, Professor of Psychology at CSUSM. It included a control group of 125 users and a treatment group of 25 users. The study tested the use of positive vs. negative feedback (smiley faces) included on the web-based user interface that compared the treatment group's level of conservation to that of their peers. Olivenhain partnered with CSUSM because they are highly regarded for research studies and often garner high response rates. More people indicated that they were 'highly motivated' to conserve water at the end of the study. Bill Rose mentioned that he would like to find out how many people were 'highly motivated' before the study. Linda Flournoy mentioned that it is possible that the 'moderately motivated' individuals are already conserving more. Joseph explained that in the future, studies could focus on using different size lots and a larger sample size over a multi-year period of time. He also explained that Olivenhain may look at ways to integrate the approach into their messages, billing and outreach. Danielle Dorsey asked about the kinds of questions included in the survey, and Joseph explained that the questions were all behavioral. Nan Sterman asked if they gave the participants a conservation target and Joseph explained that they did not. Frank Hilliker asked what other agencies need to do to get similar technology. Joseph explained that both Aquacue and CSUSM are interested in participating in future partnerships and studies and that agencies should contact them for other possibilities.

7. Work Group Reports

- **Model Ordinance** – Glen Schmidt, from ASLA, said the group was contacted by the state to host a seminar about the model regional landscape ordinance. The seminar is scheduled for June 14 at 1 p.m. at the Balboa Park Club. There will be a panel discussion and a presentation from the Department of Water Resources.
- **Industry** – Rob McGann, from CLCA, explained that the Industry Group will now be known as the Landscape Industry Subcommittee. Kurt Carlson will be the new co-chair and the subcommittee now has a new mission statement. CLCA is hosting a workshop on AB1881 at Hunter Industries in San Marcos on May 13 from 3 to 5 p.m. Directions will be posted online.

8. Legislative Update

- Alexi Schnell, from the San Diego County Water Authority, provided a legislative update on the Water Authority's two sponsored bills and recent positions taken by the board on conservation related legislation.
- At the April 22 Water Authority Board meeting, the Board adopted positions of Support on three bills related to the Bay-Delta bill package passed in the legislature in 2009.

AB 1677 (Caballero) Public Resources (Support)

- This is one of three bills that make identical technical corrections to SBX7-7 (Steinberg), the water conservation portion of the Bay-Delta bill package.
- The amendments extend for six months the deadline for wholesale water agencies to file their 2010 urban water management plans.
- SBX7-7 extended the deadline for retail water agencies but wholesale water agencies were inadvertently left out of the final bill.
- It also corrects a reference to an outdated Presidential Executive Order regarding water conservation on military installations.

SB 1478 (Natural Resources & Water Conservation Committee) Water Conservation: urban water management (Support)

- SB 1478 is also a technical cleanup bill for SBX7-7.
- This is the Senate bill, identical to AB 1677.

AB 2277 (Fletcher) Water Conservation (Support)

- This is the third of the three bills that amend SBX7-7.
- The bill includes a corrected Executive Order regarding water conservation on military installations.

- The Board took an Oppose position on:

AB 2422 (T. Berryhill) Urban Water Demand Management: model water efficient landscape ordinance

- In 2006, the Water Authority sponsored AB 1881 (Laird), a bill that required the state to adopt a model water efficient landscape ordinance.
- Local water agencies were required to adopt the state's model landscape ordinance or its equivalent by January 1, 2010.
- AB 2422 would require the Department of Water Resources to convene a fine-member panel of scientists by July 1, 2011 to review the requirements of the model landscape ordinance.
- The sponsors of this legislation argue that the formula for the "maximum applied water allowance" on a parcel included in the Model Water Efficient Landscape Ordinance (MWELo) is not based on proper science.
- Opponents argue that DWR carried out an extensive fact-finding and public comment process in developing the MWELo.
- Nan Sterman commented that not all CAC members would oppose this legislation and offered to discuss the bill and concerns with staff.
- Note: The bill failed passage in the Assembly Committee on Water, Parks and Wildlife and is a dead bill for the current legislative session.

- Water Authority sponsored legislation:

AB 1774 (Saldana) Recycled Water: state agency landscape irrigation

- This bill would authorize local public agencies to require that state agencies within their service areas use recycled water for landscape irrigation, if the local public agency makes it available.
- The bill has been referred to the Assembly Appropriations Committee; May 28 is the deadline for this fiscal committee to move the bill along.
- Sandra Grow asked if an amendment to the bill had been made regarding salinity rates; the request for this specific amendment is being researched by staff.
- Note: The bill, as originally written, states as a condition for the required use of recycled water, that it must be available, and of adequate quality for the proposed use.

- Current law already requires state agencies to use recycled water for landscape irrigation, but makes it subject to a certification by the State Water Resources Control Board. Clearing the hurdles and the administrative process of the Water Board has presented a significant obstacle.
- It is the intention of this bill to simplify the process in dealing with administrative procedures and not to change standards.
- Under the proposed legislation, the participation of the Water board would no longer be required, although the conditions in the existing law would still have to be met (adequate quality of water; reasonable cost; and that it would not interfere with others' use).

AB 1793 (Saldana) Common Interest Developments: artificial turf

- AB 1793 would prohibit homeowners associations from barring the use of artificial turf by homeowners, and is intended to allow homeowners to have another tool for reducing water use.
- However, this legislation would allow HOA's to set and enforce design standards for the use of artificial turf.
- The bill has moved from the Assembly to the Senate and is in the Senate Committee on Transportation and Housing.

— Other:

Update on AB 1594 (Huber) Peripheral Canal

- The Water Authority board adopted an Oppose position on AB 1594 in February 2010.
- This bill recently died in committee.
- AB 1594 would have altered the Bay-Delta bill package to prohibit the construction of a "peripheral canal" (alternative conveyance) without express legislative approval.
- The bill contradicted the actions taken by the Legislature when the Bay-Delta bill package was adopted, and would have allowed opponents to an alternative conveyance system another chance to obstruct it.

9. Member Announcements/Other Business

- Carlos Michelon, from the San Diego County Water Authority, announced that the Water Authority has awarded three contracts to firms for evaluation of the water conservation program.
- Megan Ely, from Rain Bird, announced the launch of two new products. For more information, please contact her at mely@rainbird.com.
- Kate Breece, from Helix Water District, announced the California-Friendly Landscape Contest. The winners were announced at a luncheon last week.
- Marty Eberhardt, from the Water Conservation Garden, shared that four of the five winners of the landscape contest mentioned the Water Conservation Garden. She said this shows that the ball is rolling and more people are aware of the importance of conservation.
- Chris Roesink, from Hunter Industries, announced the release of a new entry-level residential controller that costs under \$250.
- Linda Flournoy announced that the Ocean Family Gardens Collaborative is starting a demonstration garden project. The Ocean Family Gardens Collaborative has several presenters who are available to make soil presentations. They are hosting the Garden Assistance Program training to homeowners on June 6, from 10 a.m. to 4 p.m. and the trainers training from August 16 to August 19.
- Julian Duval, from the San Diego Botanic Garden, announced multiple classes taking place at the Garden: No-till gardening on June 2, Food and Wine Pairing on June 5 and New Plants for Southern California on June 12.
- Nan Sterman announced multiple classes, including one about edible plants on July 3 and one on soils on Sept. 23. Contact her for additional information.
- Lawrence O'Leary, from Toro, announced a discussion with the San Diego Natural Resources and Culture committee on Wednesday at 2 p.m. at the city administration building located at 202 C St. They will discuss making drought level two permanent. Linda Flournoy asked if deep, less frequent watering has been considered. Luis Generoso explained that the City Council has looked into it but would appreciate hearing it from community members. He also explained that the appeal process will be the same.

- Glen Schmidt, from the Schmidt Design Group, announced that on May 1, the CLCA held its Landscape in Transition Garden Tour.
- Jason Foster, from the San Diego County Water Authority, announced the state-sponsored Save on Water Day on June 19. For discounts on San Diego County Fair tickets, complete the survey on www.saveonh2o.org.
- Gabriel Erbe, from Pure Power Pools, announced that his company filters pool water instead of draining it. This method helps save 90 percent of a pool's water.

NEXT MEETING DATE

July 12, 2010, 10 a.m. – noon; San Diego County Water Authority
4677 Overland Ave., San Diego, CA 92123

ATTENDEES

1. Luis Generoso (Co-Chair), City of San Diego
2. Glen Schmidt (Co-Chair), Schmidt Design Group
3. Chuck Bragdon, Water Saver Solutions
4. Katharine Auld Breece, Helix Water District
5. Larry Breitfelder, Otay Water District
6. Henry Castillo, Caltrans
7. Kathy Coogan, California Landscape Technology
8. Danielle Dorsey, WSA Marketing
9. Julian Duval, San Diego Botanic Garden
10. Marty Eberhardt, Water Conservation Garden
11. Megan Ely, Rain Bird
12. Gabriel Erbe, Pure Power Pools
13. Linda Flournoy, Planning & Engineering for Sustainability
14. Jason Foster, San Diego County Water Authority
15. Danielle Gano, Elle Communications
16. Gary Gelinas, Water2Save, Inc.
17. William Granger, Otay Water District
18. Sandra Grow, Mark Schroeder & Co., Inc.
19. Cliff Hanna, Amylin Pharmaceuticals, Inc.
20. Frank Hilliker, San Diego County Water Authority
21. Catherine Hollinger, WaterSmart Consulting
22. John Holt, Recon Native Plants, Inc.
23. Ryan Hoover, Heritage Landscape Services
24. Steve Hubert, San Diego County Water Authority
25. Brian Maynard, BRICKMAN; California Landscape Contractors Association
26. Hank McCarrick, SECOSYS
27. Rob McGann, California Landscape Contractors Association
28. Carlos Michelin, San Diego County Water Authority
29. Kelly Mooney, San Diego County Water Authority
30. Sue Mosburg, Sweetwater Authority
31. Carl Nettleton, Nettleton Strategies
32. Lawrence O'Leary, OGC Resources
33. Doug Park, Water Saver Solutions
34. John Rader, EuroAmerican Propagators
35. Joseph Randall, Olivenhain Municipal Water District
36. Richard Restuccia, Valley Crest Landscape Maintenance
37. Brent Reyes, Vista Irrigation District
38. Jared Rice, TruGreen Landcare
39. Pat Richter, Tierrasanta HOA Landscape Coalition
40. Philip Robisch, Hunter Industries

41. Chris Roesink, Hunter Industries
42. Sarah Rossetto, Katz & Associates
43. Alexi Schnell, San Diego County Water Authority
44. Rose Smutko, Tierrasanta HOA Landscape Coalition
45. Nan Sterman, Plant Soup, Inc.
46. Cecilia Tipton, County of San Diego Watershed Protection
47. Carey Worthy, Labahn's Landscaping