

**SAN GORGONIO PASS WATER AGENCY**  
**1210 Beaumont Avenue, Beaumont, CA**  
**Board of Directors Meeting**  
**Agenda**  
**April 6, 2015 at 1:30 p.m.**

- 1. Call to Order, Flag Salute and Roll Call**
- 2. Adoption and Adjustment of Agenda**
- 3. Public Comment**

Members of the public may address the Board at this time concerning items relating to any matter within the Agency's jurisdiction. To comment on specific agenda items, please complete a speaker's request form and hand it to the board secretary.
- 4. Consent Calendar:**

If any board member requests that an item be removed from the Consent Calendar, it will be removed so that it may be acted upon separately.

  - A. Approval of the Minutes of the Regular Board Meeting, March 16, 2015\* (Page 2)
  - B. Approval of the Minutes of the Finance and Budget Workshop, March 23, 2015\* (Page 7)
  - C. Approval of the Finance and Budget Workshop Report, March 23, 2015\* (Page 9)
- 5. Reports (Discussion and Possible Action)**
  - A. General Manager's Report
    1. Operations Report
    2. General Agency Updates
  - B. Directors' Reports
- 6. New Business (Discussion and Possible Action)**
  - A. Consideration of Participation in iEfficient Water Conservation and Education Program\* (Page 10)
  - B. Appointment of Ad Hoc Committee on Development of a Board Handbook
  - C. Update on Whitewater Flume
- 7. Topics for Future Agendas**
- 8. Announcements**
  - A. Engineering Workshop, April 13, 2015 at 1:30 p.m.
  - B. Regular Board Meeting, April 20, 2015 at 1:30 p.m.
  - C. Finance and Budget Workshop, April 27, 2015 at 1:30 p.m.
- 9. Adjournment**

**Information included in Agenda Packet**

(1) Materials related to an item on this Agenda submitted to the Board of Directors after distribution of the agenda packet are available for public inspection in the Agency's office at 1210 Beaumont Avenue, Beaumont during normal business hours. (2) Pursuant to Government Code section 54957.5, non-exempt public records that relate to open session agenda items and are distributed to a majority of the Board less than seventy-two (72) hours prior to the meeting will be available for public inspection at the Agency's office, located at 1210 Beaumont Avenue, Beaumont, California 92223, during regular business hours. When practical, these public records will also be made available on the Agency's Internet Web site, accessible at: [www.sgowa.com](http://www.sgowa.com) (3) Any person with a disability who requires accommodation in order to participate in this meeting should telephone the Agency (951 845-2577) at least 48 hours prior to the meeting in order to make a request for a disability-related modification or accommodation.

**SAN GORGONIO PASS WATER AGENCY**  
**1210 Beaumont Avenue, Beaumont, California 92223**  
**Minutes of the**  
**Board of Directors Meeting**  
**March 16, 2015**

**Teleconference Location: 10213 Overland Trail**  
**Cherry Valley, CA 92223**

**Directors Present:** John Jeter, President  
 Bill Dickson, Vice President  
 Mary Ann Melleby, Treasurer  
 Blair Ball, Director  
 Ron Duncan, Director  
 Ray Morris, Director (via teleconference)  
 Leonard Stephenson, Director

**Staff Present:** Jeff Davis, General Manager  
 Jeff Ferré, General Counsel  
 Tom Todd, Jr., Finance Manager  
 Ken Falls, Operations and Maintenance Manager

1. **Call to Order, Flag Salute and Roll Call:** The meeting of the San Gorgonio Pass Water Agency Board of Directors was called to order by Board President John Jeter at 1:30 p.m., March 16, 2015 in the Agency Boardroom at 1210 Beaumont Avenue, Beaumont, California. Director Dickson led the Pledge of Allegiance to the flag. A quorum was present.
2. **Statement Regarding Teleconferencing:** General Counsel Jeff Ferré made the following statement: "This Board meeting is conducted pursuant to California Government Code Section 54953, in that one member of the Board will be participating in this Board meeting by speaker phone. In accordance with the Brown Act, the teleconference location has been identified in the notice and agenda for this meeting. I will now ask the Board Secretary to conduct roll call, after which I will confirm certain matters for the record".

3. **Roll Call:**

<u><b>Roll Call:</b></u>	<b>Present</b>	<b>Absent</b>
Director Stephenson	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Director Ball (arrived at 1:39 p.m.)	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Director Morris	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Director Melleby	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Director Duncan	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Director Dickson	<input checked="" type="checkbox"/>	<input type="checkbox"/>
President Jeter	<input checked="" type="checkbox"/>	<input type="checkbox"/>

4. **Procedures for holding Meeting at the Teleconference Location:** General Counsel Ferré confirmed with Director Morris that he in fact was able to hear the proceedings; that he had a copy of the March 16, 2015 Board Meeting Agenda; that the agenda was posted at his location, and that the location was accessible to the public. Director Morris responded in the affirmative to all such questions. General Counsel Ferré asked the attending board members if they were able to hear Director Morris. The board members responded that they could indeed hear him. General Counsel Ferré turned the meeting over to President Jeter.
5. **Adoption and Adjustment of the Agenda:** President Jeter asked if there were any adjustments to the agenda. There being none the agenda was adopted as presented.
6. **Public Comment:** President Jeter asked the members of the public for comments. No members of the public requested to speak at this time.
7. **Consent Calendar:**
  - A. Approval of the Minutes of the Regular Board Meeting, March 2, 2015
  - B. Approval of the Minutes of the Engineering Workshop, March 9, 2015

Director Dickson moved, seconded by Director Duncan, to approve the consent calendar as presented.

*President Jeter requested a roll call.*

<b><u>Roll Call:</u></b>	<b>Aye</b>	<b>Noes</b>	<b>Absent</b>	<b>Abstain</b>
Director Stephenson	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Director Ball	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Director Morris	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Director Melleby	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Director Duncan	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Director Dickson	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
President Jeter	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Motion carried 6-0.

8. **Reports:**
  - A. **General Manager's Report:**
    - (1) **Operations Report:** General Manager Davis reported on the following: **SWP Water Deliveries:** There were no deliveries due to shut down.
    - (2) **General Agency Updates: Draft Nexus Study for Capacity Fee:** General Manager Davis asked the Board when it would prefer to have a workshop to discuss the Draft Nexus Study. President Jeter approved Monday, March 30, 2015 at 1:30 p.m. at the Agency.

**B. General Counsel Report:** General Counsel Ferré reported to the Board on the following topics: **(1) Conservation Rules:** The March hearing of the SWRCB on Conservation Rules extended the rules to January of 2016 and added additional ones. **(2) CEQA Compliance Exceptions:** There are recent court decisions that affect CEQA. CEQA law is constantly changing.

**C. Directors Reports: (1) Director Melleby** gave a report on the following board meetings attended: a) SBVMWD b) BCVWD. She also reported the PPIC released a report with dry year management suggestions.

**9. New Business: (Discussion and Possible Action)**

**A. Consideration of Contracting with Kennedy Jenks Consultants to Produce 2015 Urban Water Management Plan:** General Manager Davis reviewed the staff report. After discussion, Director Dickson moved, seconded by Director Melleby, that the contract with Kennedy Jenks be approved.

*President Jeter requested a roll call vote.*

<u>Roll Call:</u>	<b>Aye</b>	<b>Noes</b>	<b>Absent</b>	<b>Abstain</b>
Director Stephenson	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Director Ball	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Director Morris	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Director Melleby	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Director Duncan	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Director Dickson	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
President Jeter	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Motion carried 6-1.

**B. Consideration of Amending Contract with Roy McDonald to Complete EIR for Whitewater Flume Removal:** General Manager Davis reviewed recent actions that have taken place, and the events that have happened as a result of these actions. He reviewed the approximate additional cost, about \$30,000. After discussion, Director Dickson moved, seconded by Director Duncan, that the motion be tabled until such time as Legal Counsel can contact City of Banning legal counsel for clarification of some issues.

*President Jeter requested a roll call vote.*

<u>Roll Call:</u>	<b>Aye</b>	<b>Noes</b>	<b>Absent</b>	<b>Abstain</b>
Director Stephenson	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Director Ball	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Director Morris	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Director Melleby	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Director Duncan	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Director Dickson	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
President Jeter	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Motion carried 7-0.

**C. Consideration of Gathering Data for Petitioning Department of Water Resources to Amend Boundaries of San Gorgonio Groundwater Basin:** General Manager Davis stated that DWR has not established the necessary guidelines for changing groundwater basins, but he recommends that the Agency be prepared to request changes to the currently established boundaries of the San Gorgonio Groundwater Basin when they become available. After discussion, Director Dickson moved, seconded by Director Ball, to authorize the General Manager to gather information about what would need to be done in order to change the boundaries of the San Gorgonio Groundwater Basin.

*President Jeter requested a roll call:*

<b><u>Roll Call:</u></b>	<b><i>Aye</i></b>	<b><i>Noes</i></b>	<b><i>Absent</i></b>	<b><i>Abstain</i></b>
Director Stephenson	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Director Ball	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Director Morris	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Director Melleby	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Director Duncan	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Director Dickson	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
President Jeter	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Motion carried 7-0.

**D. Consideration of Authorizing General Manager to begin Discussions with San Bernardino Valley MWD and Eastern MWD regarding Groundwater Sustainability Agency for San Timoteo Groundwater Basin:** General Manager Davis reviewed information that was contained in the staff report and emphasized the new Sustainable Groundwater Management Act has an aggressive timetable for implementation. In light of this, Staff is recommending beginning discussions with these two agencies initially soon, and other parties if they are interested as discussions progress. After discussion, a motion was made by Director Melleby, seconded by Director Dickson, to authorize Staff to start talks with other agencies.

*President Jeter requested a roll call:*

<b><u>Roll Call:</u></b>	<b><i>Aye</i></b>	<b><i>Noes</i></b>	<b><i>Absent</i></b>	<b><i>Abstain</i></b>
Director Stephenson	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Director Ball	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Director Morris	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Director Melleby	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Director Duncan	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Director Dickson	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
President Jeter	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Motion carried 7-0.

**E. Discussion Regarding Development of Board Handbook:** General Manager Davis reviewed information that was contained in the staff report and asked the Board for their input. Director Dickson suggested the Board needs to discuss the issue. Director Melleby suggested that this might be suitable for an ad hoc committee. After further discussion, President Jeter asked that the matter be put on the agenda for the next meeting so that he can appoint such an ad hoc committee.

**F. Consideration of Joining the Basin Monitoring Program Task Force:** General Manager Davis briefly reviewed Agency actions to date, and asked the Board for authorization to write a letter to the Santa Ana Regional Water Quality Control Board so the Agency could be included in the Basin Monitoring Program Task Force. After further discussion, Director Duncan moved, seconded by Director Dickson, to direct the General Manager to write a letter to the Santa Ana Regional Water Quality Control Board for inclusion in the Basin Monitoring Program Task Force.

*President Jeter requested a roll call:*

<b><i>Roll Call:</i></b>	<b><i>Aye</i></b>	<b><i>Noes</i></b>	<b><i>Absent</i></b>	<b><i>Abstain</i></b>
Director Stephenson	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Director Ball	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Director Morris	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Director Melleby	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Director Duncan	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Director Dickson	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
President Jeter	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Motion carried 7-0.

**10. Topics for Future Agendas:** There were no topics for future agendas given at this time.

**11. Announcements:** *President Jeter reviewed the following announcements:*

- A. Finance and Budget Workshop, March 23, 2015 at 1:30 p.m.
- B. San Gorgonio Pass Regional Water Alliance – Technical Committee Meeting  
March 25, 2015 at 4:30 p.m. – Banning City Hall Conference Room
- C. San Gorgonio Pass Regional Water Alliance Meeting March 25, 2015 at  
6:00 p.m. – Banning City Hall Conference Room
- D. Regular Board Meeting, April 6, 2015 at 1:30 p.m.
- E. Capacity Fee Nexus Workshop, March 30, 2015 at 1:30 p.m.

**12. Adjournment:** *President Jeter adjourned the meeting at 3:11 p.m.*

*DRAFT - SUBJECT TO BOARD APPROVAL*

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Jeffrey W. Davis, Secretary to the Board

**SAN GORGONIO PASS WATER AGENCY**  
**1210 Beaumont Avenue**  
**Beaumont, California 92223**  
**Minutes of the**  
**Board Finance and Budget Workshop**  
**March 23, 2015**

**Directors Present:** John Jeter, President  
Bill Dickson, Vice President  
Blair Ball, Director  
Ron Duncan, Director  
Mary Ann Melleby, Treasurer  
Leonard Stephenson, Director

**Directors Absent:** Ray Morris, Director

**Staff and Consultants Present:**

Jeff Davis, General Manager  
Tom Todd, Jr, Finance Manager

1. **Call to Order, Flag Salute and Roll Call:** The Finance and Budget workshop of the San Gorgonio Pass Water Agency Board of Directors was called to order by President John Jeter at 1:30 p.m., March 23, 2015, in the Agency Conference Room at 1210 Beaumont Avenue, Beaumont, California. President Jeter led the Pledge of Allegiance to the flag. A quorum was present.
2. **Adoption and Adjustment of Agenda:** The agenda was adopted as published.
3. **Public Comment:** No members of the public wished to make any comment at this time.
4. **New Business:**  
*President Jeter turned the meeting over to the Chair of the Finance & Budget Committee, Director Mary Ann Melleby.*
  - A. Ratification of Paid Invoices and Monthly Payroll for the Month of February, 2015 by Reviewing Check History Reports in Detail: After review and discussion, a motion was made by Director Dickson, seconded by Director Duncan, to recommend that the Board ratify paid monthly invoices of \$665,678.49 and payroll of \$29,785.61 for the month of February, 2015, for a combined total of \$695,464.10. The motion passed 6 in favor, no opposed, with Director Morris absent.
  - B. Review and Consideration of Pending Legal Invoices for February, 2015: After review and discussion, a motion was made by Director Duncan, seconded by Director Dickson, to recommend that the Board approve payment of the pending

legal invoices for February, 2015. The motion passed 6 in favor, no opposed, with Director Morris absent.

C. Review of February, 2015 Bank Reconciliation: After review and discussion, a motion was made by Director Duncan, seconded by Director Dickson, to acknowledge receipt of the Wells Fargo bank reconciliation for February, 2015 as presented. The motion passed 6 in favor, no opposed, with Director Morris absent.

D. Review of Budget Report for February, 2015: After review and discussion, a motion was made by Director Duncan, seconded by Director Ball, to acknowledge receipt of the Budget Report for February, 2015 as presented. The motion passed 6 in favor, no opposed, with Director Morris absent.

5. **Announcements:** Director Melleby reviewed the following announcements:
- A. San Gorgonio Pass Regional Water Alliance, Technical Committee Meeting, March 25, 2015 at 4:30 p.m. at Banning City Hall Conference Room
  - B. San Gorgonio Pass Regional Water Alliance Meeting, March 25, 2015 at 6:00 p.m. at Banning City Hall Council Chambers
  - C. Capacity Fee Workshop, March 30, 2015 at 1:30 p.m.
  - D. Regular Board Meeting, April 6, 2015 at 1:30 p.m.
  - E. Engineering Workshop, April 13, 2015 at 1:30 p.m.
6. **Adjournment:** The Finance and Budget workshop of the San Gorgonio Pass Water Agency Board of Directors was adjourned at 1:48 p.m.

**Draft - Not Approved**

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Jeffrey W. Davis, Secretary of the Board



## Finance and Budget Workshop Report

From Treasurer Mary Ann Melleby, Chair of the Finance and Budget Committee

The Finance and Budget Workshop was held on March 23, 2015. The following recommendations were made:

1. The Board ratify payment of Invoices of \$665,678.49 and Payroll of \$29,785.61 as detailed in the Check History Report for Accounts Payable and the Check History Report for Payroll for February, 2015 for a combined total of \$695,464.10.
2. The Board authorize payment of the following vendor's amounts:

Best, Best & Krieger LLP	\$11,049.69
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3. The Board acknowledge receipt of the following:
  - A. Wells Fargo bank reconciliation for February, 2015
  - B. Budget Report for February, 2015

## MEMORANDUM

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**TO:** Board of Directors

**FROM:** General Manager

**RE:** Possible Participation in iEfficient Public Outreach Campaign

**DATE:** April 6, 2015

### **Summary:**

Fifteen water agencies in the Inland Empire, including San Bernardino Valley Municipal Water District, Western Municipal Water District of Riverside County, and Yucaipa Valley Water District, have banded together to form iEfficient, a water conservation outreach campaign specifically for the San Bernardino and Riverside areas. The campaign ended in December, but in light of the current drought, the group is considering extending the program in two ways—first, through June of this year, and second, for another year starting in July. The purpose of this proposed Board action is to determine if the Board wishes to join this campaign either for the next six months or for the 2015-2016 fiscal year.

### **Background:**

When the program first began a year ago, it did not have the name iEfficient (the first two letters “iE” stand for “Inland Empire”). The Board considered participation in the program, which was new and had very little direction, and decided not to participate because very little information about the program was available and the Board was concerned about spending advertising money outside the Agency’s service area.

As the attached documents (SBVMWD staff report dated February 4, 2015 and summary of iEfficient program to date) indicate, the program has met with some success, and the consortium, led by Valley District, wishes to continue the program. In light of the Governor’s recent Executive Order, and the fact that 2015 urban water management plans are currently being prepared, a number of local water agencies believe it is good business to continue the

program. Urban water management plans require water agencies to develop and participate in demand management measures (DMM's), essentially water conservation programs. Participation in the iEfficient program would certainly qualify as a demand management program. The Agency is currently involved in other water conservation programs, including public education programs for adults through Drought Solutions and school education programs through the Inland Empire Resource Conservation District.

**Detailed Report:**

For this fiscal year, the Agency has budgeted \$14,000 for school education programs and \$5000 for adult education programs, as well as \$22,000 for developing and publicizing a consistent message. These funds are basically committed for other programs and thus the Agency would have to do a budget revision in order to commit any additional funds this fiscal year. However the Board could decide to participate in the program next fiscal year, which would not impact this year's budget. Should the Board wish to participate next year, it would be helpful if the other water agencies knew this in advance, so that plans could be made and budgets drawn up for the 2015-2016 fiscal year.

Considering the state of the current drought, every water purveyor in the State of California should be considering participation in some type of public outreach program to educate its customers on the importance of water conservation. While the Agency is currently involved in such programs (see above), a small contribution towards a larger regional effort would not materially impact the Agency's financial position and would show a dedication to public outreach on conservation issues.

**Fiscal Impact:**

As noted above, any contribution to the iEfficient program this fiscal year would involve a budget revision. Any participation next year could be included in the budget and thus would not have a material impact on the Agency.

**Relationship to Strategic Plan:**

The strategic plan calls for a communication plan. While the Agency's messaging effort is a major part of this plan, participation in

a program such as iEfficient could also be part of a larger communication plan, and thus would be consistent with the strategic plan.

**Recommendation:**

Staff recommends that the Board consider a small (\$5,000-\$10,000) contribution to the six month iEfficient effort between now and June 30, and also consider a larger contribution (perhaps \$20,000) for next fiscal year.



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**DATE:** February 4, 2015  
**TO:** Engineering Committee Workshop  
**FROM:** Bob Tincher, Manager of Water Resources  
**SUBJECT:** Consider Possible Support for Regional Six Month iEfficient Public Outreach Campaign

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In May of 2014, the Valley District Board took the lead in launching the regional iEfficient public outreach campaign by funding 50% of the cost and administering the \$324,500 project. Fourteen (14) other agencies within the Valley District and Western Municipal Water District service areas shared the remaining 50% of the cost. The water conservation education through this program helps the retail water agencies show progress toward complying with the water use reduction targets of the Water Conservation Act of 2009 – SBX7-7 (20% by 2020). As a wholesaler, Valley District is not required to meet the water reduction targets but is required to help the retail agencies achieve their water use reductions (Water Code §10608.36). Valley District's continued funding of this public outreach campaign is one of the ways that Valley District can help the retail agencies achieve compliance with SBX7-7.

The 2014 iEfficient public outreach campaign concluded at the end of December 2014 (some agencies funded advertising in January) and a follow-up cellphone survey was conducted to determine the effectiveness of the campaign and to help identify advertising goals for any future campaign. The survey results will be presented at the workshop and indicate that iEfficient is recognized by consumers and that the messaging is making a difference. Recognizing that changing consumer behavior takes time, the agencies that participated in the development of this campaign would like to extend it for 6 more months, to reach the end of this fiscal year, and then would like to plan and budget for a 12-month campaign for FY 15-16. The details of the initial 6-month campaign are still being finalized but will be available at the workshop. It is believed that the initial 6-month campaign will generally have the following elements:

1. Focused advertising

- a. Continuation of ads developed during the 2014 campaign
  - b. Commercial turf replacement grants available from 2014 Proposition 84 grant being administered by SAWPA (maximize participation in the Inland Empire)
  - c. New water rate structures (implementation grants available through 2014 Proposition 84 grant being administered by SAWPA)
  - d. Importance of the Bay Delta Conservation Plan
  - e. Conserving water outdoors
2. Advertising investment proportional to service area investment

Valley District helped launch the iEfficient campaign by providing 50% of the initial funding. To encourage greater participation among more agencies within the Inland Empire, staff will be asking the Board to consider reducing its participation level for any future campaign to 25% of the overall cost, the same level of funding the Board offers the retail agencies toward their water conservation rebate programs. A budgetary figure for the initial 6-month program will be provided at the workshop.

### **Background**

California is currently experiencing some of the driest conditions ever recorded. These extremely dry conditions; combined with the dry conditions of the past few years and the flow restrictions in the Delta make this drought one of the worst, if not the worst, on record. The water community responded immediately by providing press releases to inform the public about our pro-active water storage programs while encouraging water use efficiency. Valley District also re-convened the *Water Supply Contingency Workgroup* (WSCW) that was originally formed to deal with the water supply restrictions of the 2008 drought. The WSCW generally consists of the General Managers from the retail water agencies within the Valley District service area that receive direct deliveries from the State Water Project. Together, those agencies continue to work together to “share in the shortage” of imported water this year. In addition, the WSCW began discussing the possibility of the drought continuing to 2015, or beyond. One action the WSCW recommended immediately was a public outreach program that would focus on water conservation to essentially “stretch” the limited available supplies. The WSCW asked the BTAC Water Conservation Subcommittee to take the lead on developing a coordinated public outreach plan to begin as quickly as possible that would inform the public about the importance of water conservation, provide practical information on how to conserve water while also educating the public on the importance of imported water and the Bay Delta Conservation Plan (BDCP) and

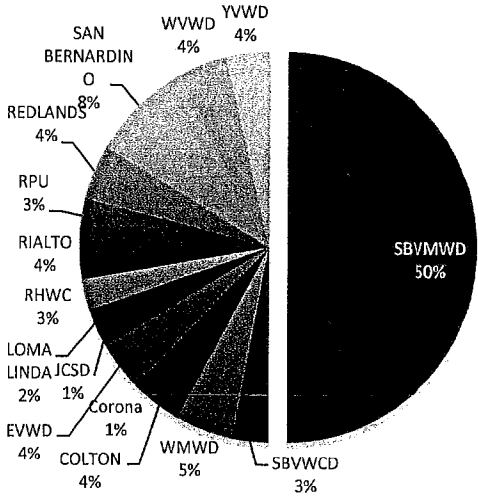
providing other targeted messaging. The objective was to leverage the increased public interest created by the drought, and use this opportunity collaboratively and effectively to maximize the reach and impact of education and outreach efforts.

Given the tight deadline, the BTAC Water Conservation Subcommittee asked CV Strategies, a strategic communications firm that has been utilized by many agencies in the Inland Empire, to provide a budget to prepare a comprehensive plan that would achieve the following results:

1. Establish the group of water agencies as the trusted authority on water issues
2. Increase knowledge about how water agencies plan and prepare for drought
3. Reduce demand through increased water conservation
4. Build support for the Bay Delta Conservation Plan
5. Increase awareness and support for the use of recycled water
6. Heighten community engagement in water issues
7. Develop public water ethic of efficiency
8. Enhance regional knowledge about water source, supply, complexity of service
9. Highlight agency collaboration as a positive message
10. "Move the needle" (Increase public awareness of water supply reliability)

At its February 18, 2014 meeting, the Board authorized taking the lead and paying 50% of the cost to develop the public outreach plan. The remaining 50% of the cost was distributed amongst fourteen (14) other agencies.

1. City of Colton
2. Corona Department of Water and Power
3. East Valley Water District
4. Jurupa Community Services District
5. City of Loma Linda
6. Riverside Highland Water Company
7. City of Rialto
8. City of Redlands
9. Riverside Public Utilities
10. San Bernardino Water Department
11. San Bernardino Valley WCD
12. Western Municipal Water District
13. West Valley Water District
14. Yucaipa Valley Water District



Part of the plan development included a survey of 400 individuals within the Valley District and Western Municipal Water District service areas. The survey results provide a “baseline” to measure the effectiveness of the public outreach program and revealed the following:

1. Water is not at the top of our Customers minds but they understand its importance
2. Most of our customers falsely think that most of their water is used inside their home.
3. More advertising is needed for the Inland Empire Garden Friendly program
4. The majority of our Customers do not know what the Bay-Delta Conservation Plan (BDGP) is but they support it if given a simple explanation
5. Our Customers want more information from water agencies
6. Our Customers get their news online as well as print and TV

The results of the survey were used to strategically focus the advertising content for the public outreach program. Advertising included:

- 1. Campaign Kick-off Event at San Bernardino 66ers game July 22, 2014 at 7:05PM.**
- 2. Advertising**
  - a. The Voice
  - b. Highland Community News
  - c. San Bernardino Sun, Redlands Daily Facts, Inland Valley Daily Bulletin and Press Enterprise
  - d. Inland Empire Magazine
  - e. Rialto Record and Colton Courier
  - f. Inland Empire Community Newspapers: Inland Empire Weekly, Colton Courier, Rialto Record, El Chicano
  - g. Loma Linda Community News
- 3. Social media**
  - a. Facebook page has been created - <https://www.facebook.com/endwaterwaste>
  - b. Twitter page has been created - <https://www.twitter.com/endwaterwaste>
  - c. 1 month worth of posts are approved and we will start posting on July 7th
- 4. Digital marketing**
  - a. Web banner ads are in approvals stage and will be submitted to run starting on July 8th
  - b. Web ads will display outdoor conservation messaging
  - c. Negotiations of additional digital marketing in progress
- 5. Other Advertising**
  - a. Theater commercial



- b. Bus ads
  - c. Billboard #1: I-10 and Cedar Ave.
  - d. Radio spot
  - e. Lawn signs (in process)
- 6. Website**
- a. [iEfficient.com](#) web address links to [www.you-save-water.com](http://www.you-save-water.com)
  - b. New iEfficient.com page now live
  - c. Official website launch: July 22nd - Kick-off event
- 7. Spanish outreach**
- a. iEfficient.com available in Spanish
  - b. Bill stuffer provided in Spanish
  - c. Los Unidos (Spanish publication in Riverside and San Bernardino)
  - d. Spanish radio commercial on KKDD
  - e. Spanish events
  - f. Spanish press releases
- 8. Mobile App**
- a. Water Waste Reporting in each agency's jurisdiction
  - b. Tips and conservation messaging
  - c. Notifications and alerts
  - d. Image gallery
  - e. Events calendar
  - f. Drought news feed
  - g. Links to agency rebate page and more...
- 9. Presence at various events**

The 2014 campaign completed at the end of December and a follow-up cellphone survey was conducted to determine the effectiveness of the campaign and establish goals for any future campaign. The agencies that supported this program would like to see it continue and asked CV Strategies to provide both a 6-month and 12-month proposal. The general consensus among the agencies is that some level of advertising will be required on a consistent basis in order to see a change in consumer behavior that produces a noticeable savings of water. Given that we are currently in the middle of the fiscal year, the agencies preferred to look at a 6-month program to get through the current fiscal year and would then like to include a 12-month program in their budgets for next fiscal year. Details for a 2015 campaign are currently being finalized but will be available at the workshop.

**Staff Recommendation**

Forward a recommendation of support to the Board for a 6-month iEfficient advertising campaign. Scope and budget to be determined at the workshop.

# BTAC: DRAFT TACTICAL PLAN DROUGHT/CONSERVATION OUTREACH

March 2015

19/40

