

**SAN GORGONIO PASS WATER AGENCY**  
**1210 Beaumont Avenue, Beaumont, CA**  
**Board of Directors Meeting**  
**Agenda**  
**April 20, 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 Capacity Fee Workshop, March 30, 2015\*(Page 2)
- B. Approval of the Minutes of the Regular Board Meeting, April 6, 2015\*(Page 6)
- C. Approval of the Minutes of the Engineering Workshop, April 13, 2015\*(Page 10)

**5. Reports (Discussion and Possible Action)**

- A. General Manager's Report
  - 1. Operations Report
  - 2. General Agency Updates
- B. General Counsel Report
- C. Directors' Reports

**6. New Business (Discussion and Possible Action)**

- A. Consideration of Participation in iEfficient Water Conservation and Education Program\* (Page 12)
- B. Appointment of Ad Hoc Committee on Development of a Board Handbook
- C. Consideration of Alternate Representative to San Gorgonio Pass Regional Water Alliance
- D. Flume Update

**7. Topics for Future Agendas**

**8. Announcements**

- A. San Gorgonio Pass Regional Water Alliance – Technical Committee Meeting April 22, 2015 at 4:30 p.m. – Banning City Hall Conference Room
- B. San Gorgonio Pass Regional Water Alliance Meeting March 25, 2015 at 6:00 p.m. – Banning City Council Chambers
- C. Finance and Budget Workshop, April 27, 2015 at 1:30 p.m.
- D. Regular Board Meeting, May 4, 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.sgpwa.com](http://www.sgpwa.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, CA 92223**  
**Minutes of the**  
**Capacity Fee Workshop**  
**March 30, 2015**

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

**Director Absent:** Ray Morris, Director

**Staff and Consultants Present:**  
Jeff Davis, General Manager  
Russ Behrens, General Counsel  
Ken Falls, Operations and Maintenance Manager  
Cheryle Rasmussen, Executive Assistant  
Andrea Roess, Taussig & Associates

**1. Call to Order, Flag Salute and Roll Call.** The Capacity Fee 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 30, 2015 in the Agency Board room at 1210 Beaumont Avenue, Beaumont, California. Director Dickson led the Pledge of Allegiance to the flag. A quorum was present.

**2. Adoption and Adjustment of Agenda.** President Jeter asked if there were any adjustments to the agenda. There being none the agenda was adopted as presented.

**3. Public Comment.** No members of the public wished to address the Board at this time. Present Jeter called upon the General Manager Davis to introduce the agenda item.

**4. Presentation of Draft Capacity Fee Study for Potential Facility Capacity Fee.** A copy of the Draft Capacity Fee Study for SGPWA Report, dated 03/20/2015, authored by David Taussig & Associates, Inc., was included in the agenda packet. A copy of DTA's PowerPoint presentation was provided to the board members and to the public. General Manager Davis stated that the purpose of today's workshop is to hear a presentation on the draft nexus study that could potentially lead to a facility capacity fee being adopted by the Board, as well as receive input from the public, which will be considered in the final nexus study. On February 18, 2014, the Board set a policy (Resolution No. 2014-02) to meet future water demands in the Agency's service area. Without an

adoption of a capacity fee it would be difficult to fulfill said policy. Many public agencies in California have a capacity fee; it is the preferred financing method for construction of new infrastructure in California. The viewpoint is that growth should pay its fair share of resources of what growth will require, including new infrastructure and new water. The Agency will begin preparing its 2015 Urban Water Management Plan. The Agency would like to include in its UWMP plans for funding additional water supplies in the future. With the adoption of the fee the Agency will be able to develop a specific financial plan for purchasing additional water supplies to meet the continuing expanding water needs of the service area. The legislature had foreseen the Agency need for this financing mechanism, as the Act explicitly gives the Agency the authority to adopt a capacity fee. General Manager Davis stated that a capacity fee works, at the wholesale water level; he provided an example of another water wholesaler who has implemented a capacity fee and how well it has been received.

General Manager Davis introduced Andrea Roess, Vice-President for David Taussig and Associates, Inc. Ms. Roess thanked the Board for the opportunity to present a PowerPoint illustrating the elements of the updated study. In 2011, a nexus study was prepared that proposed the implementation of a facility capacity fee to be imposed on new development. The SGPWA Board approved the nexus study; however the fee was not adopted at that time. This current nexus study serves as an update to the 2011 study, reflecting updated demographics, updated facility lists and updated facility costs. The proposed capacity fee has two components: the Facility component, and the Water component. The Facility component will fund new infrastructure and the Water component will fund the purchase of new long term water rights. Ms. Roess topics included: legal authorization, fee structure, the steps to calculate facility capacity fee, demographics (existing and 2035), facilities costs allocation methodology and fee calculations – facility component, fee calculations – new water component and hypothetical capacity fee for a typical single family unit. At the conclusion of Ms. Roess' presentation, President Jeter requested comments from the public, stating that any questions will not be answered until after all public comments have been received. Questions/Comments were as follows:

- Lonnie Granlund (YVWD Board Member) – Question on cost of water rights
- Bill Blankenship (BIA) – Needs more time to review the study. Commented on the future unit development. He had questions relating to the recent legislation for water relief, demographic questions, growth projections, and questions related to Ad Valorem rate. He also had concerns relating to overlapping charges.
- Bruce Granlund (YVWD Board Member) – Question regarding facilities cost allocation of 32.46% for Cabazon-related infrastructure.
- Nathan Miller (BIA) – Commented on the housing industry not recovering. Requested more information on the support for the capacity fee at Castaic. Commented on how many times a new home owner will

be charged a fee for water. Commented on how the capacity fee will affect the economy.

- Joe Zoba (YVWD – General Manager) – Commented on implementation strategy, financing charges, water availability, timing on implementation, allocation for Calimesa, infrastructure for Cabazon, additional costs to YVWD due to location if its plant, and truth checking. He suggested using the term infrastructure instead of facility.

General Manager Davis requested President Jeter for a brief recess to compile and review the questions and comments.

***President Jeter adjourned the meeting for a brief recess at 2:10 p.m.***

***President Jeter reconvened the meeting to open session at 2:20 p.m.***

President Jeter requested comments from General Manager Davis. General Manager Davis thanked the members of the public for their input. He stated that not every single comment will be addressed at today's meeting, however each comment will be considered in the final report. General Manager Davis commented on a number of questions/comments. He provided an explanation on the cost allocation that Mr. Granlund questioned. General Manager Davis invited Joe Zoba and Bill Blankenship to meet with him to review how the numbers were achieved and by what method. He also opened the same invitation to anyone that would like to meet with him. He stated that the Board is anxious to consider other funding sources, including bond funds. He agreed that no one should pay twice for the same thing. President Jeter requested comments/questions from the Board.

- Director Dickson – Stated that the Board has been discussing this option for a number of years and that a decision will not be made in haste.
- Director Ball – Had a question on a commercial unit fire flow needs and who would receive the fees on behalf of the Agency.
- Director Melleby – Commented on water bonds and matching funds. She has concerns regarding the implementation procedures.
- Director Ball – Asked a question of the BIA regarding double charging. Bill Blankenship clarified the statement that was made by Nathan Miller pertaining to double charging.

**5. Announcements:**

- A. Regular Board Meeting, April 6, 2015 at 1:30 p.m.
- B. Engineering Workshop, April 13, 2015 at 1:30 p.m.
- C. Regular Board Meeting, April 20, 2015 at 1:30 p.m.

**6. Adjournment: *President Jeter adjourned the meeting at 2:30 p.m.***

DRAFT – SUBJECT TO BOARD APPROVAL

Jeffrey W. Davis, Secretary to the Board

cmr

**SAN GORGONIO PASS WATER AGENCY**  
**1210 Beaumont Avenue, Beaumont, California 92223**  
**Minutes of the**  
**Board of Directors Meeting**  
**April 6, 2015**

**Directors Present:** John Jeter, President  
Mary Ann Melleby, Treasurer  
Ron Duncan, Director  
Leonard Stephenson, Director

**Directors Absent:** Bill Dickson, Vice President  
Blair Ball, Director  
Ray Morris, Director

**Staff Present:** Jeff Davis, General Manager  
Jeff Ferré, General Counsel  
Tom Todd, Finance Manager  
Ken Falls, Operations and Maintenance Manager  
Cheryle Rasmussen, Executive Assistant

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., April 6, 2015 in the Agency Boardroom at 1210 Beaumont Avenue, Beaumont, California. Director Melleby led the Pledge of Allegiance to the flag. A quorum was present.
2. **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.
3. **Public Comment:** President Jeter asked the members of the public for comments. No members of the public requested to speak at this time.
4. **Consent Calendar:**
  - A. Approval of the Minutes of the Regular Board Meeting, March 16, 2015
  - B. Approval of the Minutes of the Finance and Budget Workshop, March 23, 2015
  - C. Approval of the Finance and Budget Workshop Report, March 23, 2015

Director Ball moved, seconded by Director Melleby, to approve the consent calendar as presented. Motion carried 4-0.

**5. Reports:**

**A. General Manager's Report:**

**(1) Operations Report:** General Manager Davis reported on the following: **(a) SWP Water Deliveries:** Pumping will commence next Monday. The Agency will deliver water to BCVWD ponds in time for the Beaumont Cherry Valley Parks and Recreation Annual Fishing Derby that will take place on April 25 – 26.

**(2) General Agency Updates: (a) Drought Emergency Declaration:** General Manager Davis and General Counsel Jeff Ferré provided a summary of Governor Jerry Brown's drought emergency declaration that was announced on April 1, 2015, which mandates a 25% water reduction (baseline year 2013) on urban use. The State Water Resources Control Board (SWRCB) will be charged with implementing the regulations. The proposed schedule below is for the development of emergency regulations and implementation:

- April 1, 2015 - Governor issues Drought Executive Order
- April 7, 2015 - Notice announcing release of draft regulatory framework and request for public comment
- April 17, 2015 - Notice announcing release of draft regulations for informal public comment
- April 28, 2015 - Emergency rulemaking formal notice
- May 5 or 6, 2015 - Board hearing and adoption

**(b) BDCP:** General Manager Davis informed the Board that the L.A. Times newspaper issued a news article on April 4, 2015 with the heading "\$25-billion Sacramento-San Joaquin delta tunnel project reexamined". This article is in wake of doubts about whether water exporters can meet stringent federal conditions for operating the system over a 50-year period. SWC and DWR have been in discussions on this topic for some time. The fisheries agencies have made it clear that the SWC requested assurances will not be given. General Manager Davis provided explanation on the different types of permits that the SWC have been contemplating. More information on this topic will be provided at future board meetings.

**B. Directors Reports: (1) Director Stephenson** gave a report on the ACWA Executive Briefing that he attended on March 25, 2015, in Sacramento. **(2) Director Melleby** gave a report on the Beaumont Basin Watermaster meeting that was held on April 1, 2015, stating that the Watermaster adopted the safe yield for the Beaumont Basin at 6700 acre-feet. She announced that ACWA is having a webinar that will take place on Thursday, April 9, 2015 from 8:30 AM – 12:30 PM. The subject of the webinar is *Four Years and Counting: Impacts and Actions*.

## **6. New Business: (Discussion and Possible Action)**

**A. Consideration of Participating in iEfficient Water Conservation and Education Program:** A staff report and materials from SBVMWD relating to the iEfficient Public Outreach Campaign were included in the agenda packet. General Manager Davis reminded the Board that a year ago SBVMWD and other water districts initiated this campaign, focusing on most of the Inland Empire community, to develop awareness and a common message. At that time the Agency was invited to be a part of the consortium, however the Board did not have enough information to warrant contributing to the campaign. General Manager Davis reviewed the campaign's success. The consortium, led by Valley District, wishes to continue the program. He informed the board that SBVMWD contacted him to let him know that there are enough

funds through June; this information was given after the meeting agenda had been posted. For planning purposes it would be helpful to the other water agencies (a total of fifteen) if they knew in advance who will be a FY 2015-2016 participant and for what amount, so that they can plan their budgets accordingly. After discussion, it was requested that staff check into the availability of funding for water conservation measures from SAWPA, specifically turf replacement monies. President Jeter requested that this item be calendared to the April 20<sup>th</sup> Board meeting, thereby allowing absent board members to weigh in on the decision.

**B. Appointment of Ad Hoc Committee on Development of a Board Handbook:** General Manager Davis described what might be included in a board handbook such as core values, code of ethics, conduct, etc. Director Stephenson nominated Director's Dickson and Duncan. President Jeter stated that this item is specifically to discuss if there will be a committee. He requested that this item be calendared to the April 20<sup>th</sup> Board meeting, thereby allowing absent board members to weigh in on the decision.

**C. Update on Whitewater Flume:** General Manager Davis stated that the participating entities had a meeting on March 17<sup>th</sup>. The City of Banning has decided that the best way for them to proceed is to apply for a Special Use Permit from the U.S. Forest Service. The reasoning behind this decision is that they were told by FERC that the cost of a FERC license would far exceed a USFS Special Use Permit. However, the Forest Service is on record as having said that it will not issue a Special Use Permit for a water only facility. The City is currently talking to a consultant who is knowledgeable about the special use permit process. A FERC meeting will take place on April 17<sup>th</sup>, at which time additional information and data will be provided to the Forest Service and to FERC. It is hoped that this information will convince them that not all studies that the Forest Service has requested, pertaining to upstream and downstream diversions, are warranted. Also in discussion is should it be decided to pursue the Special Use Permit what entity, possibly a Joint Powers Authority, would apply. General Manager Davis will report back at the April 20<sup>th</sup> Board Meeting on the April 17<sup>th</sup> FERC meeting. General Counsel Ferré reported on his inquiry to Banning's City Attorney, Wes Miliband regarding the reasoning for not wanting to participate in the cost sharing for an Environmental Impact Report. Mr. Miliband stated that the City does not want to cost share as they do not believe that it is the correct timing for an EIR. However, at the point where a project comes into focus where a land use agency or state agency is doing a project and a CEQA is required, then the City at that time would be willing to step in to be the lead agency and will cost share on that EIR. The City has agreed to cost share on the tunneling study, but is unwilling to cost share on the alternative water supply study and the environmental justice study. At this point, there are no other agreements and the City is only focusing on the dispute resolution process. Mr. Miliband stated that he and the City greatly appreciate the Agency's involvement and invited board members (less than a quorum) to help the process along.

- 7. Topics for Future Agendas:** Director Ball requested an update on dialog with retail agencies on the state of the regional water supply. There were no topics for future agendas given at this time.



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

- A. Engineering Workshop, April 13, 2015 at 1:30 p.m.
- B. Board of Directors Meeting, April 20, 2015 at 1:30 p.m.
- C. Finance and Budget Workshop, April 27, 2015 at 1:30 p.m.

**9. Adjournment:** *President Jeter adjourned the meeting at 2:45 p.m.*

DRAFT – SUBJECT TO BOARD APPROVAL

Jeffrey W. Davis, Secretary of the Board

cmr

**SAN GORGONIO PASS WATER AGENCY**  
**1210 Beaumont Avenue, Beaumont, CA 92223**  
**Minutes of the**  
**Board of Directors Engineering Workshop**  
**April 13, 2015**

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

**Director Absent:** Ray Morris, Director

**Staff Present:** Jeff Davis, General Manager  
Jeff Ferre, General Counsel

**1. Call to Order, Flag Salute and Roll Call.** The Engineering workshop of the San Gorgonio Pass Water Agency Board of Directors was called to order by President John Jeter at 1:30 p.m., April 13, 2015 in the Agency Board room at 1210 Beaumont Avenue, Beaumont, California. Director Dickson led the Pledge of Allegiance to the flag. A quorum was present. President Jeter turned the meeting over to Vice President Dickson, Chair of the Engineering Committee.

**2. Public Comment.** Eric Fraser, General Manager of Beaumont Cherry Valley Water District, expressed concern that the Agency is budgeting funds for water infrastructure when there is no water. He expressed his opinion that the Agency should be spending money on purchasing additional water supplies. Director Duncan inquired as to the health of Director Morris. Director Dickson indicated that Director Morris is doing better and hoping to attend board meetings in person in the near future. No other members of the public had any comments at this time.

**3. Discussion of Proposed 2015/2016 Engineering Budget.** A copy of the proposed engineering and consulting budget was included in the agenda package. General Manager Davis summarized the Agency's budget process for the Board, noting that the purpose of this workshop is to discuss the engineering items in more technical detail. He then reviewed the proposed budget with the Board. He answered a number of questions and there was discussion on some proposed items. The Board gave no indication that any item in the proposed budget would not be approved by the Board.

**4. Update on Whitewater Flume.** A copy of a letter from the US Forest Service to General Manager Davis was included in the agenda package. General Manager Davis noted that the letter is a potential game-changer for the flume, as it states that the USFS will work with the Agency and other participating entities to meet the water needs of the community as well as the needs of the forest. This is a change in direction for the USFS. General Manager Davis noted that this is due to the courage of the Board in proceeding with the public comment phase of an EIR when there was not a lot of support for such action from other participating entities. He noted that the worst case scenario now for the flume does not likely include the alternative of removing the facilities. He indicated that he will continue to keep the Board apprised of events as they occur.

**5. Demonstration of Online DWR Water Management Tool.** General Manager Davis demonstrated a new tool developed by DWR that can overlay water district boundaries, watershed boundaries, groundwater basin boundaries, and other geographic data. He pointed out that this could be used in developing a Groundwater Sustainability Plan for a basin, or for grant applications. He noted that the tool is up and running on DWR's web site. It is still in the Beta stage and some of the data is not correct. However, it should still be a useful tool.

**6. Announcements:**

- A. Regular Board Meeting, April 20, 2015 at 1:30 p.m.
- B. San Gorgonio Pass Regional Water Alliance – Technical Committee Meeting April 22, 2015 at 4:30 p.m. – Banning City Hall Conference Room
- C. San Gorgonio Pass Regional Water Alliance Meeting April 22, 2015 at 6:00 p.m. – Banning City Council Chambers
- D. Finance and Budget Workshop, April 27, 2015 at 1:30 pm.

**7. Adjournment:** Chairman Dickson adjourned the meeting at 2:44 p.m.

DRAFT – SUBJECT TO BOARD APPROVAL

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Jeffrey W. Davis, Secretary to the Board

## **MEMORANDUM**

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**TO:** Board of Directors

**FROM:** General Manager

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

**DATE:** April 20, 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 for another year starting in July. The purpose of this proposed Board action is to determine if the Board wishes to join this campaign 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:**

The purpose of this proposed action is to determine if the Board wishes 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. Since staff has not yet presented a draft budget for FY 2015-2016, the Board could easily decide to spend some of its water conservation and education funds on this program and either continue the other conservation programs or cut back on them slightly.

**Fiscal Impact:**

Any participation in this program next year would 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 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





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 (BDCP) 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](http://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.