



...A United Voice for the Santa Ana Watershed

*Steering  
Committee  
Members*

**NOTICE AND AGENDA  
REGULAR MEETING OF THE**

**OWOW STEERING COMMITTEE**

**Ron Sullivan**  
SAWPA

**Tom Evans**  
SAWPA

**Thursday, May 28, 2015 – 11:00 a.m.**  
at SAWPA, 11615 Sterling Avenue, Riverside, CA 92503

**AGENDA**

**Shawn Nelson**  
Orange County

**1. WELCOME AND INTRODUCTIONS**

Ron Sullivan

**Marion Ashley**  
Riverside County

**2. PUBLIC COMMENTS**

Ron Sullivan

**Curt Hagman**  
San Bernardino County

Members of the public may address the Committee on items within the jurisdiction of the Committee; however, no action may be taken on an item not appearing on the agenda unless the action is otherwise authorized by Government Code §54954.2(b).

**Beth Krom**  
City of Irvine

**3. CONSENT CALENDAR**

All matters listed on the Consent Calendar are considered routine and non-controversial and will be acted upon by the Committee by one motion as listed below.

**Ron Loveridge**  
City of Riverside

**A. Approval of Meeting Minutes: April 9, 2015**

**Recommendation:** Approve as posted.

**Pat Morris**  
City of San Bernardino

**4. INFORMATIONAL ITEMS**

**Recommendation:** Receive and file the following oral/written reports/updates.

**Ali Sahabi**  
Optimum Group

**A. Update on State Water Resources Control Board Adoption of Mandatory Water Conservation Regulation**

Celeste Cantú

**B. OWOW Update – PA 22 Committee (SC#2015.4)**

Larry McKenney

**Garry Brown**  
Orange County  
CoastKeeper

**C. OWOW 2015 Implementation Schedule**

Mark Norton

**D. Summary of Project Proposals Received in Response to the Call for Projects, Due May 27, 2015, and Initial Screening Process (SC#2015.5)**

Mark Norton

**Linda Ackerman**  
Regional Water  
Quality Control Board



6. **OLD BUSINESS**

None.

7. **NEW BUSINESS**

A. **Project Review Committee Formation and Process (SC#2015.6)**

Larry McKenney

**Recommendation:** Approve the formation of the Project Review Committee and process to review proposals and make a funding recommendation to the OWOW Steering Committee.

8. **ADJOURNMENT**

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the Clerk of the Board at (951) 354-4230 or [kberry@sawpa.org](mailto:kberry@sawpa.org). Notification at least 48 hours prior to the meeting will enable staff to make reasonable arrangements to ensure accessibility to this meeting.

Materials related to an item on this agenda submitted to the Committee after distribution of the agenda packet are available for public inspection during normal business hours at the SAWPA office, 11615 Sterling Avenue, Riverside, and available at [www.sawpa.org](http://www.sawpa.org), subject to staff's ability to post documents prior to the meeting.

**Declaration of Posting**

I, Kelly Berry, Clerk of the Board of the Santa Ana Watershed Project Authority declare that on Thursday, May 21, 2015, a copy of this agenda has been uploaded to the SAWPA website at [www.sawpa.org](http://www.sawpa.org) and posted in SAWPA's office at 11615 Sterling Avenue, Riverside, California.

/s/

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Kelly Berry, CMC

**2015 OWOW Steering Committee Regular Meetings**

(Note: All meetings begin at 11:00 a.m., unless otherwise noted, and are held at SAWPA.)

January 22, 2015  
March 26, 2015  
May 28, 2015  
June 18, 2015 [Special]  
July 23, 2015  
September 24, 2015  
November 19, 2015



...A United Voice for the Santa Ana Watershed

**OWOW STEERING COMMITTEE  
SPECIAL MEETING MINUTES  
APRIL 9, 2015**

<b>Committee Members</b>	
<b><u>Santa Ana Watershed Project Authority Representatives</u></b>	
Ron Sullivan, Convener, Eastern Municipal Water District	Present
Thomas P. Evans, Western Municipal Water District	Present
<b><u>County Supervisor Representatives</u></b>	
Marion Ashley, Riverside County Board of Supervisors	Absent
Shawn Nelson, Orange County Board of Supervisors	Absent
Curt Hagman, San Bernardino County Board of Supervisors	Absent
<b><u>County Mayor Representatives</u></b>	
Ron Loveridge, Mayor, City of Riverside	Present
Beth Krom, Mayor, City of Irvine	Present
Patrick Morris, Mayor, City of San Bernardino	Present
<b><u>Business Committee Representative</u></b>	
Ali Sahabi, President, Optimum Group, LLC	Present [11:36 am.]
<b><u>Environmental Committee Representative</u></b>	
Garry Brown, President, Orange County Coastkeeper	Present
<b><u>Regional Water Quality Control Board Representative</u></b>	
Linda Ackerman, Vice Chair, Santa Ana Regional Water Quality Control Board	Absent
<b><u>STAFF PRESENT</u></b>	Celeste Cantú; Rich Haller; Larry McKenney; Karen Williams; Mark Norton; Dean Unger; Ian Achimore; Kelly Berry
<b><u>OTHERS PRESENT</u></b>	None.

The OWOW Steering Committee meeting was called to order at 11:09 a.m. by Convener Ron Sullivan, at the Santa Ana Watershed Project Authority, 11615 Sterling Ave., Riverside, California.

- WELCOME AND INTRODUCTIONS**
- PUBLIC COMMENTS**

Convener Sullivan called for public comments. There were no public comments.



**3. SEATING OF NEW MEMBERS**

**A. Seating of SAWPA Commissioner Thomas Evans on the OWOW Steering Committee (SC#2015.1)**

**B. Seating of Supervisor Curt Hagman as the San Bernardino County Representative to the OWOW Steering Committee (SC#2015.2)**

Celeste Cantú introduced Thomas Evans, Board Member from Western Municipal Water District. Mr. Evans is the new SAWPA representative on the OWOW Steering Committee, replacing Don Galleano. Due to a calendar conflict, Supervisor Curt Hagman was unable to attend the meeting; he will replace Supervisor James Ramos as the San Bernardino County representative on the OWOW Steering Committee.

**4. CONSENT CALENDAR**

**A. APPROVAL OF MEETING MINUTES: NOVEMBER 20, 2014**

**MOVED**, approval of the Consent Calendar.

Result:	<b>Adopted (Unanimously; 6-0-1)</b>
Motion/Second:	Morris/Krom
Ayes:	Brown, Evans, Krom, Loveridge, Morris, Sullivan
Nays:	None
Abstentions:	None
Absent:	Sahabi

The Committee next considered Agenda Item No. 5.C.

**5. INFORMATIONAL ITEMS**

**Recommendation:** Receive and file.

**A. Update on California Water Bond Prop 1**

**B. Update on Governor Brown's Executive Order Regarding Mandatory Water Restrictions**

Celeste Cantú presented both 5.A. and 5.B. together as one item. The California Water Bond (Prop 1) has passed, and the Governor has asked that a major portion be moved into this coming fiscal year which is about a year earlier; the Legislature is expected to add to that. There will be \$68 M in the integrated pool, along with funds for water recycling, water supply improvements, etc. The Governor has tasked all departments to focus on how we are going to manage our scarce water resources during this historical drought. Based on recent snowpack measurements, the Governor issued an Executive Order with a revised water conservation mandate. He has directed the State Water Board to use average gallons per person, per day in the State of California as the metric by which everyone is graded. A tier system has been developed, with the higher tiers needing to conserve greater amounts of water – from 10% at the lowest to 35% at the highest tier. The State Water Board has stated they are open to suggestions that might make this a transformation that is long term, as opposed to only an emergency response. Integrating lot size for existing lots and higher degree days would be a consideration, with the goal of transforming how people live, not where they live. The hearing will be held May 5 or 6; implementation will be June 1. Residential landscape is a low priority use; if the only person who uses your lawn is the person who mows it, it is time to replace it.



The Committee next considered Agenda Item Nos. 5.D. and 5.E.

**C. Update on OWOW Integration and Pillar Workshops and the Department of Water Resources 2015 Solicitation Schedule**

Mark Norton reviewed page 13 (2015 OWOW Implementation Timeline) and page 14 (IRWM Grant Solicitations Schedule, March 4 2015) of the agenda packet. DWR recently released an updated schedule shortening the window within which the application is due – originally due in the Fall and now due the last week in August. Workshops focusing on the development of project selection criteria have been held involving the Pillars and watershed stakeholders, which will allow us to issue a Call for Projects. Approximately \$60M will be allocated and available for projects during this phase. DWR has provided draft guidelines and a Project Solicitation Package (PSP) which should be finalized in late May. Since we do not anticipate many changes between the draft and final guidelines, we want to move quickly toward issuing the Call for Projects to meet our goal of releasing it early next week with submittals due by May 27, 2015. The list of projects will be shared with the Committee at its May 28, 2015 regular meeting. A Project Review Committee will be set up to review the proposals, and selections will be made by the OWOW Steering Committee, then ratifications will be made by the Commission. The application will be submitted to DWR by the first week of August.

A discussion ensued regarding the impact of the Governor’s conservation mandate on the final guidelines issued by the DWR. Mark Norton believes that the points allocated currently are responsive to the Governor’s mandate regarding water supply and water demand reduction.

A special meeting will be proposed during June when the Steering Committee will decide which projects should be funded and in what amount.

The Committee next considered Agenda Item No. 7.A.

**D. OWOW Round 2 Update – City of Upland 14<sup>th</sup> Street Groundwater Recharge and Storm Water Quality Treatment Integration Facility (SC#2015.5)**

Mark Norton noted that in Round 2 the City of Upland submitted the 14<sup>th</sup> Street Groundwater Recharge and Storm Water Quality Treatment Integration Facility project and they were awarded \$500,000. They have recently provided correspondence stating they are not able to proceed; that \$500,000 will roll over into this round.

**E. OWOW Update – PA 22 Committee – Drought Response/Prop 84 (SC#2015.3)**

Larry McKenney provided an update, noting the regional program for water use efficiency is three areas being implemented watershed wide: (1) providing support and assistance to agencies to move to conservation based rates, (2) look into the use of a large regional scale of targeted messaging comparing efficiency by and among neighbors, and (3) subsidizing turf removal (working in collaboration with MWD’s program), although our program targets HOAs and commercial properties with high visibility.

The Committee next considered Agenda Item No. 8.A.



6. **OLD BUSINESS**

None.

7. **NEW BUSINESS**

A. **OWOW 2015 Implementation Eligibility and Ranking Factors, Call for Projects (SC#2015.4)**

Larry McKenney reviewed the Project Eligibility Criteria and Project Ranking, pages 22 and 23 of the agenda packet, which were compiled over the course of four meetings with Pillars and stakeholders. Their purpose is to describe what types of projects are eligible for funding, and how we are going to compare those projects to each other. We are looking for large watershed-wide, collaborative projects with multiple benefits achieved within five years. In this round of funding we are focused on implementing the Interregional Watershed Management (IRWM) Plan. There is no proposed set aside for Disadvantaged Communities (DAC) projects as we have had in the past. Gary Brown voiced concern that Non-Governmental Organization (NGO) projects might not qualify.

Ali Sahabi arrived at 11:36 a.m., during the discussion of Agenda Item No. 7.A.

An Irvine Ranch Water District representative described a local recycled water project within their boundaries involving 2,000 ac-ft he believes will provide benefits beyond their district boundaries, but the project would not qualify for funding. According to the criteria, the benefits must be quantifiable watershed wide and multiple agencies must be involved; perhaps recycling programs may be coming in future funding rounds. With this funding round we are trying to incentivize collaboration and integration; collaboration means active participation.

Project Ranking – the scoring of projects to award points within each category will be based on a comparison of all projects submitted. Categories include: Watershed Wide Benefit 20 pts; Water Supply (includes transformational landscaping that would reduce demand) 40 pts; Hydrology and Flood Control (flood risk, natural hydrologic function) 15 pts; Enhancement of Natural Environment (habitat function, invasive plant species removal, recreational or open space creation with educational features) 10 pts; Pollution Management (source pollution reduction, contaminant and salt removal, greenhouse gas reduction) 25 pts; Cost Efficiency (relative ratio of quantifiable benefits score to grant funds sought) 10 pts; DAC Benefits (project area of benefit serving DACs) 5 pts; Other Quantifiable Benefits (tie-breaker, if needed).

Committee Member Sahabi voiced his desire that DAC benefits receive a higher ranking this round; in future rounds, he would like the economic benefits to a community of a particular project to also be included in the ranking criteria.

Ron Sullivan left at 12:15 p.m., and Tom Evans served as Convener at this point.

The Project Review Committee has not yet appointed. We envision continuing to use an independent committee of people who are experts in the field but not project proponents. The Steering Committee would review their work and present to the SAWPA Commission a recommended slate of projects to be funded and how funding is to be divided among those projects. Both the Project Review Committee and the Steering Committee will have an objective look at how projects compare against each other and then a scale of the benefits that the Steering Committee decides how to best use the money.

Gary Brown voiced concern Water Supply is given 40 points and Enhancement of Natural Environment is given only 10 points. Larry McKenney replied this does not necessarily mean a project ranked high as an Enhancement of Natural Environment project would not be able to get some funding. An integrated project will be ranked higher. Patrick Morris voiced support to increase Water Supply points to 50, in line with highlighting the demand reduction message. Larry McKenney noted we want



to emphasize Water Supply and promote integrated thinking.

Mr. Tom Wagoner, General Manager at Lake Hemet MWD emphasized there are other projects that are smaller and benefit DACs but do not qualify for this round of funding. Lake Hemet MWD will be submitting an application, and they are supportive of taking a portion of this round of funding (5%-10%) and setting it aside for small projects.

A discussion ensued regarding a set aside fund, collaboration and transforming the way we think about managing water resources within the watershed in collaboration to produce system-wide integrated projects.

**MOVED**, approve the criteria for vetting projects and programs proposed under the OWOW 2015 Implementation process, forward to the SAWPA Commission for review, and call for projects.

Result:	<b>Adopted (Unanimously; 6-0-1)</b>
Motion/Second:	Loveridge/Morris
Ayes:	Brown, Evans, Krom, Loveridge, Morris, Sahabi
Nays:	None
Abstentions:	None
Absent:	Sullivan

The Committee next considered Agenda Item Nos. 5.A. and 5.B.

**8. FUTURE MEETING SCHEDULE**

**A. Schedule Special June Meeting**

Celeste Cantú suggested a special meeting on June 18, at 11:00 a.m., to which the Steering Committee agreed by consensus.

**9. ADJOURNMENT**

The meeting was adjourned at 1:04 p.m.

**APPROVED:** May 28, 2015

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Ron Sullivan, Convener

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# Media Release

## State Water Board Adopts 25 Percent Mandatory Water Conservation Regulation

For Immediate Release  
May 5, 2015

Contact: George Kostyrko  
gkostyrko@waterboards.ca.gov

**SACRAMENTO** – With emergency drought conditions persisting throughout California, the State Water Resources Control Board Tuesday adopted an [emergency regulation](#) requiring an immediate 25 percent reduction in overall potable urban water use statewide in accordance with Gov. Jerry Brown’s April 1 [Executive Order](#).

The Governor’s Executive Order required, for the first time in the state’s history, mandatory conservation for all residents and directed several state agencies, including the State Water Board, to take immediate action to safeguard the state’s remaining potable urban water supplies in preparation for a possible fifth year of drought.

A 25 percent savings in potable urban water use amounts to more than 1.2 million acre-feet of water over the next nine months, or nearly as much water as is currently in Lake Oroville.

Tuesday’s action follows the release of water production figures for the month of March which registered only a slight increase from the amount of water saved in the prior month. The amount of water conserved in March 2015, as compared to March 2013 was 3.6 percent, up less than one percent from February’s results.

Since the State Water Board adopted its initial emergency urban conservation regulation in July 2014, voluntary statewide conservation efforts have reached 9 percent overall – far short of the 20 percent Governor Brown called for in 2014. To see how various regions and communities have done conserving water, please visit this link [here](#).

“This is the drought of the century, with greater impact than anything our parents and grandparents experienced, and we have to act accordingly,” said Felicia Marcus, Chair of the State Water Resources Control Board.

“Today we set a high but achievable bar, with the goal of stretching urban California’s water supply. We have to face the reality that this drought may continue and prepare as if that’s the case. If it rains and snows next winter, we celebrate. If the drought continues, we’ll be glad we took difficult but prudent action today. It’s the responsible thing to do.”



## Conservation Standard

The emergency regulation identifies how much water communities must conserve based on their average residential water use, per person per day, last summer. Every person should be able keep indoor water use to no more than 55 gallons per day. For the most part, the amount of water that each person uses in excess of this amount is water that is applied to lawns and other ornamental landscapes.

On average, 50 percent of total residential use is outdoors, in some cases up to 80 percent. To save water now, during this drought emergency, the regulation targets these outdoor uses. Communities that are approaching, at or below the indoor target, are assigned a modest conservation standard while communities that use water well above the indoor target will be asked to do much more.

To reduce water use by 25 percent statewide, the regulation adopted by the Board this week places each urban water supplier into one of eight tiers which are assigned a conservation standard, ranging between four percent and 36 percent. Each month, the State Water Board will compare every urban water suppliers' water use with their use for the same month in 2013 to determine if they are on track for meeting their conservation standard. Local water agencies will determine the most cost effective and locally appropriate way to achieve their standard. The State Water Board will be working closely with water suppliers to implement the regulations and improve local efforts that are falling short.

"This likely will result in all communities significantly cutting back on outdoor watering, particularly ornamental landscapes surrounding homes, institutions, and businesses, resulting in many golden landscapes statewide," said Marcus. "This will be a heavy lift for some, but we believe that the regulatory strategy adopted today is doable – in fact, many communities that have focused on conserving water have already achieved significant conservation without losing their landscapes."

Residential customers of water suppliers with a conservation standard of 36 percent currently use between 216 and 614 gallons of water per person per day during the months of July, August, and September. Reducing their water use by 36 percent will still leave these residents with a minimum of 137 and up to 393 gallons of water per person per day; far more than the accepted standard of 55 gallons per person per day for indoor use. The difference between 55 gallons per person per day and 137 – 393 gallons per person per day means that these residents will still have water available for outdoor irrigation. Communities using less than 65 gallons per person per day will be required to reduce their overall water use by 8 percent.

"Over the longer term, we have many ways to extend our precious water resources, particularly in urban areas — conservation, recycling, stormwater capture, and desalination in appropriate cases have great promise. Many communities have done a lot already, or have ambitious goals that we hope to help them achieve. In the short run however, conservation is the cheapest, fastest and smartest way to become more resilient in the face of drought today and climate change in the future," said Marcus.

## Summary of New Requirements

- The conservation savings for all urban water suppliers (serving more than 3,000 connections) are allocated across nine tiers of increasing levels of residential gallons per capita per day (R-GPCD) water use to reduce water use by 25 percent statewide and will take effect June 1st. For specific information on the tiers and the suppliers in each tier, please visit [here](#).
- Smaller water suppliers (serving fewer than 3,000 connections) must either reduce water use by 25 percent, or restrict outdoor irrigation to no more than two days per week. These smaller urban suppliers, that collectively serve less than 10 percent of Californians, must submit a report on December 15, 2015 to demonstrate compliance.
- Commercial, Industrial and Institutional properties that are not served by a water supplier (or are self-supplied, such as by a groundwater well) also must either reduce water use by 25 percent or restrict outdoor irrigation to no more than two days per week. No reporting is required but these properties must maintain documentation of their water use and practices.
- The new prohibitions in the Executive Order apply to all Californians and will take effect immediately upon approval of the regulation by the Office of Administrative Law. These include:
  - Irrigation with potable water of ornamental turf on public street medians; and
  - Irrigation with potable water outside of newly constructed homes and buildings not in accordance with emergency regulations or other requirements established by the Building Standards Commission and the Department of Housing and Community Development.
- These are in addition to the existing restrictions that prohibit:
  - Using potable water to wash sidewalks and driveways;
  - Allowing runoff when irrigating with potable water;
  - Using hoses with no automatic shutoff nozzles to wash cars;
  - Using potable water in decorative water features that do not recirculate the water;
  - Irrigating outdoors during and within 48 hours following measureable rainfall; and
  - Restaurants serving water to their customers unless the customer requests it.
- Additionally, hotels and motels must offer their guests the option to not have their linens and towels laundered daily and prominently display this option in each guest room.

## **Enforcement**

In addition to other powers, local agencies can fine property owners up to \$500 a day for failure to implement the water use prohibitions and restrictions. The State Water Board can issue informational orders, conservation orders or cease and desist orders to water suppliers for failure to meet their conservation standard. Water agencies that violate cease and desist orders are subject to a civil liability of up to \$10,000 a day.

## **Next Steps**

Following Board adoption, the regulation will be submitted to the Office of Administrative Law, which has 10 days to approve or deny the regulation. If approved by the Office of Administrative Law, the regulation will take effect immediately and remain in effect for 270 days from that date.

For more information, please visit the [Emergency Water Conservation](#) website.

To learn more about the state's drought response, visit [Drought.CA.Gov](#).

Every Californian should take steps to conserve water. Find out how at [SaveOurWater.com](#).

## **OWOW STEERING COMMITTEE MEMORANDUM NO. 2015.4**

**DATE:** May 28, 2015

**TO:** OWOW Steering Committee

**SUBJECT:** OWOW Update – PA 22 Committee

**PREPARED BY:** Larry McKenney, Executive Counsel and OWOW PA 22 Convener

### **RECOMMENDATION**

Receive and file this status report on the OWOW PA 22 Committee update.

### **DISCUSSION**

The third meeting of the PA 22 Committee was held on April 23, 2015. The PA 22 Committee is composed of the five SAWPA member agencies and represented by the general managers of each of the SAWPA member agencies. PA 22 Committee meetings are held at SAWPA at 8:00 a.m., on the fourth Thursday of each month. The following items were approved by the OWOW PA 22 Committee at the April 23rd meeting:

#### **A. REVISION TO POLICY STATEMENT REGARDING TURF REMOVAL**

The PA 22 Committee reviewed and adopted revised turf removal funding policy statement in light of urgency to respond to Statewide Drought Declaration. SAWPA staff asked the PA 22 Committee if there was a preference to have the required turf removal sign that attributes funding and support to DWR, SAWPA and other agencies with a watershed-wide message with graphic or to leave it to the individual SAWPA member agency on the turf removal program signage approach. The PA 22 Committee felt it would be better to leave it to each SAWPA member agency to provide signs as long as it met the DWR and OWOW requirements as defined in their subagreements.

#### **B. MWDSC TURF REMOVAL PROGRAM ADDENDUM REQUEST LETTER**

SAWPA shared a draft letter to MWDSC from the SAWPA member agency GMs requesting addendums to MWD turf removal program funding agreements in order to reserve funding on a watershed-wide basis for the PA 22 Committee turf removal program as information. SAWPA member agency staff had indicated that they would first outreach to MWDSC staff prior to final letter execution and delivery.

#### **C. PA 22 COMMITTEE DRAFT 3-YEAR BUDGET**

The PA 22 Committee approved a three-year budget for the PA 22 Committee activities. Some questions arose about what percentage of SAWPA overhead (G&A) was being funded by the DWR grant funding. This was addressed through separate follow up emails from the SAWPA Finance Dept. to the PA 22 Committee. The SAWPA Budget reflects only a fraction of SAWPA's G&A arises from the PA22 Drought Round project, 3.83% for FYE 16 and 3.77% for FYE 17.

#### **D. APPROVE REQUEST FOR PROPOSALS FOR REGIONAL EVAPOTRANSPIRATION SUPPORT**

The PA 22 Committee reviewed and approved issuance of a request for proposals to obtain regional daily evapotranspiration monitoring and reporting to support implementation of conservation based water rates. Proposals are scheduled to be received on May 18<sup>th</sup>.

#### **E. TECHNOLOGY BASED INFORMATION SYSTEM PROJECT**

SAWPA staff provided an overview of the status of the technology based information system tools tasks, the recommendation of the Conservation Advisory Workgroup, and asked the PA 22 Committee in light of the State Mandatory Water Conservation Regulations whether efforts should start on preparing an RFP for such services. The PA 22 Committee recommended proceeding with the RFP and obtaining costs. Once costs were obtained,

decision on whether to award most or a part of the available funding for prepackaged technology based information tools in the near future.

#### F. FLIGHT SURVEY AREA FOR THE AERIAL MAPPING PROJECT

SAWPA presented a new map of the revised flight survey for the watershed aerial mapping project based on additional requests and outside funding made available.

#### G. CONSERVATION BASED RATE STRUCTURE SUPPORT VIDEOS

A scope of work to be produced by Goal Productions, video producer of the SAWPA Brine Line video, for a promotional video to support conservation based rate structures was shared. Due to the urgency of the preparatory work for the workshop and interviews, the task order was issued to produce a video based on the two upcoming May workshops to share with follow up workshops and meetings with elected officials and staff of retail water agencies. The video cost was approved at \$23,435.

#### H. CONSERVATION BASED RATE STRUCTURE MAY WORKSHOP(S)

A workshop flyer and planned workshop agenda was shared with the PA 22 Committee.

#### Attachments:

1. Revised Turf Removal Funding Policy Statement
2. Draft MWDSC letter
3. 3-Year PA 22 Committee Budget
4. RFP for Regional Evapotranspiration Monitoring and Reporting.
5. New map of flight survey area
6. Conservation based rate structure support video scope of work
7. Workshops Flyer and Workshop Agenda

**Draft Policy Statement for PA 22 No. 3:  
Institutional and HOA Turf  
Removal Project for the Santa Ana River Watershed**

The SAWPA Commission approved Project Agreement 22 (PA22) on October 7, 2014 for the purpose of transforming the choice of landscaping pallet in the Santa Ana River and Upper Santa Margarita watersheds, developing a wide range of tools to assist agencies with reducing overall demand in response to the current drought.

Project Agreement 22 created the PA22 Committee to set policies as part of the Interregional Landscape Water Demand Reduction Program (Program), which is funded through local funding match and grant funding provided by the Safe Drinking Water, Water Quality and Supply, Flood Control, River and Coastal Protection Bond Act of 2006 (Proposition 84, Chapter 2).

On February 26, 2015 the PA22 Committee adopted Policy Statement No. 1 that designated a two-phased allocation approach for the five subregions of the Santa Ana River Watershed for the Institutional and HOA Turf Removal Project (Project) component of the Program.

Based on Governor Edmund G. Brown's April 1, 2015 Executive Order which orders the State Water Resources Control Board to impose a 25% statewide reduction in potable urban water usage through February 28, 2016, the PA22 Committee desires to move forward with turf grass removal as rapidly as possible. Therefore the two-phased allocation provision from the PA22 Committee's Policy Statement No. 1 is withdrawn.

In order to provide public agencies and HOAs with assistance to meet the Governor's direction, the intent of the PA22 Committee is to direct grant funding expeditiously and efficiently through a single allocation using the same three criteria from Policy Statement No. 1.

The subregions will receive the following allocations of \$4,275,000 budgeted for the Project:

- Subregion 1: \$906,800
- Subregion 2: \$807,564
- Subregion 3: \$880,894
- Subregion 4: \$828,499
- Subregion 5: \$851,243

After a year and a half of implementation of the Program (approximately January 1, 2017) the PA22 Committee will review project commitments and consider reallocations within the Santa Ana River Watershed as appropriate.

The other provisions of Policy Statement No. 1 remain in effect.



# Santa Ana Watershed Project Authority

OVER 45 YEARS OF INNOVATION, VISION, AND WATERSHED LEADERSHIP



One Water One Watershed

AWRA INTEGRATED WATER RESOURCES MANAGEMENT AWARD

HARVARD KENNEDY SCHOOL'S TOP 25 INNOVATIONS IN AMERICAN GOVERNMENT

April xx, 2015

Donald D. Galleano  
Commission  
Chair

Mr. Jeffrey Kightlinger  
General Manger  
Metropolitan Water District of Southern California  
700 N. Alameda Street  
Los Angeles, CA 90012-2944

Celeste Cantú  
General  
Manager

RE: Addendums to Metropolitan Water District of Southern California Water Conservation Funding Agreement for Santa Ana River Watershed Emergency Drought Grant Program

Orange  
County  
Water  
District

Dear Mr. Kightlinger,

Western  
Municipal  
Water District

The service areas of the Santa Ana Watershed Project Authority (SAWPA) and its five member agencies serve the Santa Ana River Watershed, a 2,850 square mile basin that includes approximately 1,540 square miles of the Metropolitan Water District of Southern California (Metropolitan). Through the Integrated Regional Water Management Planning effort known as One Water One Watershed, the approximately \$23 million Emergency Drought Grant Program was developed by the SAWPA member agencies for implementation at the watershed-level. The Program is a comprehensive demand reduction effort that includes a turf removal project that is implemented through providing a financial incentive to transform ornamental turf grass to drought tolerant landscaping. The incentive, which will be in the form of a rebate, will be available to homeowner associations (HOAs) and public agencies across the watersheds on a first come, first serve basis in order to remove and replace approximately 4.95 million square feet of turf grass, and that are highly visible by the public. We are writing to aggregate seven commercial/industrial/institutional Water Conservation Funding Agreements addendums that are being submitted by Metropolitan member agencies in order to reserve a total of \$8,888,000 in turf removal program funding for this Program.

Eastern  
Municipal  
Water  
District

The Program provides a total of \$5,272,500 in grant funds to be matched by \$10,545,000 in local water rebates to remove and replace 5,272,500 square feet of turf grass. The Program targets funding to public agencies and HOAs in areas that are publicly visible, in order to create a market based transformation from ornamental turf grass to drought tolerant landscaping. These criteria, including the requirement to be publicly visible, were central to the SAWPA member agencies as they developed the project through a SAWPA project committee. The Program is increasingly important in light of Governor Edmund G. Brown's Executive Order released on April 1, 2015 that mandates that the Department of Water Resources lead a statewide initiative in partnership with local agencies to collectively replace 50,000,000 square feet of lawns and ornamental turf.

San  
Bernardino  
Valley  
Municipal  
Water  
District

Implementation of the Program will parallel Metropolitan's SoCal WaterSmart program's criteria in order to ensure that all turf estimates, invoices and the locations of the individual

Inland  
Empire  
Utilities  
Agency



landscape retrofit projects are accurate. Four of the regional agencies implementing the Program have extensive experience working with Metropolitan and their staff on implementing the SoCal WaterSmart program. Invoicing through the grant would be done to meet both the criteria of the Department of Water Resources, which administers the Proposition 84 grant, and Metropolitan.

We look forward to discussing these addendums to Metropolitan's current contracts in order to implement this innovative program. Please feel free to contact us to discuss this important drought response program that will make our joint service areas resilient through periods of water shortage.

Sincerely,

Celeste Cantú  
General Manager  
**Santa Ana Watershed Project Authority**

Douglas Headrick  
General Manager  
**San Bernardino Valley Municipal  
Water District**

Joseph Grindstaff  
General Manager  
**Inland Empire Utilities Agency**

John V. Rossi  
General Manager  
**Western Municipal Water District**

Michael R. Markus  
General Manager  
**Orange County Water District**

Paul D. Jones II  
General Manager  
**Eastern Municipal Water District**

Robert Hunter  
General Manager  
**Municipal Water District of Orange County**

**\*Potential other signatories: Cities of Anaheim, Fullerton and Santa Ana**

**Attachments:**

- City of Anaheim Addendum
- City of Fullerton Addendum
- City of Santa Ana Addendum
- Eastern Municipal Water District Addendum
- Inland Empire Utilities Agency Addendum
- Municipal Water District of Orange County Addendum
- Western Municipal Water District Addendum

## Proposition 84 - Drought Implementation through SAWPA

Description	Projected 6/30/2015	FYE 2016 Budget	FYE 2017 Budget	FYE 2018 Budget	Totals
<b>Revenues</b>					
State Grant Proceeds - Prop 84	\$311,811	\$2,246,335	\$2,260,005	\$2,194,459	\$7,012,610
<b>Expenses</b>					
Salaries - Regular	\$20,083	\$33,041	\$37,555	\$34,054	\$124,733
Benefits	\$9,218	\$13,830	\$16,292	\$14,773	\$54,113
G&A Costs	\$31,510	\$52,594	\$59,288	\$53,762	\$197,154
Consulting	\$250,000	\$2,145,870	\$2,145,870	\$2,090,870	\$6,632,610
Program Expenses	\$500	\$500	\$500	\$500	\$2,000
Offsite Mtgs/Travel Expense	\$500	\$500	\$500	\$500	\$2,000
<b>Total Expenditures</b>	<b>\$311,811</b>	<b>\$2,246,335</b>	<b>\$2,260,005</b>	<b>\$2,194,459</b>	<b>\$7,012,610</b>

**Proposition 84 - Drought - Pass Through to Agencies from SAWPA  
Turf Removal/Retrofit**

<b>Description</b>	<b>FYE 2016 Budget</b>	<b>FYE 2017 Budget</b>	<b>FYE 2018 Budget</b>	<b>Totals</b>
<b>Revenues</b>				
State Grant Proceeds - Prop 84	\$2,901,948	\$2,094,385	\$276,167	\$5,272,500
<b>Expenses</b>				
EMWD	\$453,400	\$453,400	\$0	\$906,800
IEUA	\$807,564	\$0	\$0	\$807,564
OCWD	\$440,447	\$440,447	\$0	\$880,894
SBVMWD	\$276,166	\$276,166	\$276,167	\$828,499
WMWD	\$425,621	\$425,622	\$0	\$851,243
EMWD - USMW	\$210,000	\$210,000	\$0	\$420,000
WMWD - USMW	\$288,750	\$288,750	\$0	\$577,500
<b>Total Expenditures</b>	<b>\$2,901,948</b>	<b>\$2,094,385</b>	<b>\$276,167</b>	<b>\$5,272,500</b>

## Proposition 84 - DWR Grant Funding

DWR Contract Description Tasks	Grant Amount
<b>(a) Project Administration - SAWPA Staff Implementation</b>	<b>\$300,000</b>
Task 1 Administration	\$250,000
Task 2 Labor Compliance	
Task 3 Reporting	\$50,000
<b>(b) Land Purchase/Easement</b>	
Task 4 Land Acquisition	
<b>(c) Planning/Design/Engineering/Environmental Documentation</b>	<b>\$50,000</b>
Task 5 Assessment and Evaluation	
Task 6 Final Design	
Task 7 Environmental Documentation	
Task 8 Permitting	
Task 9 Project Monitoring Plan	\$50,000
<b>(d) Construction/Implementation</b>	<b>\$11,935,110</b>
Task 10 Contracting	\$80,000
Task 11 Implementation	\$11,855,110
Subtask 11.1 Aerial Mapping	\$2,590,000
Subtask 11.2 Commercial, Institutional, and HOA Turf Removal	\$5,247,500
Subtask 11.3 Implementation of Conservation Based Rate Structures	\$2,322,000
Subtask 11.4 Web-Based Water Consumption Reporting and Customer Engage	\$1,695,610
<b>Totals</b>	<b>\$12,285,110</b>

# Request for Proposal

For Regional Evapotranspiration Monitoring and Reporting  
to Support Implementation of Conservation Based Water  
Rates

April 27, 2015

**Santa Ana Watershed Project Authority**

11615 Sterling Avenue

Riverside, CA 92503



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## Notice

The Santa Ana Watershed Project Authority (SAWPA) is seeking proposals for Regional Evapotranspiration (ET) Monitoring and Reporting to Support Implementation of Conservation Based Water Rates. The purpose of the Request for Proposal (RFP) is to solicit competitive proposals to identify a firm or individual that will facilitate the development of a scope of work that supports the implementation of the Emergency Drought Grant Program.

## Submission Details

### Submission Deadline

All submissions to this RFP must be submitted on paper or electronically and mailed or delivered to our office, as stated below, no later than:

**Monday, May 18, 2015  
No later than 3:00pm**

### Submission Delivery Address

The delivery address to be used for all submissions, questions, and clarifications:

**Mark Norton P.E.**  
Water Resources and Planning Manager  
Santa Ana Watershed Project Authority  
11615 Sterling Avenue  
Riverside, CA 92503  
Direct Line: 951.354.4221  
Email: [mnorton@sawpa.org](mailto:mnorton@sawpa.org)

### Electronic Submissions

Electronic submissions, in response to this RFP, will be accepted as long as they meet the following criteria:

- Sent via email to: [mnorton@sawpa.org](mailto:mnorton@sawpa.org)
- Document standards:
  - Must be in Microsoft Word format, or Adobe PDF format
  - File name must end in “.doc, .docx,” or “pdf”
- Video Links thru Vimeo or Youtube or Video Files, or:
  - DVD
  - Memory Stick with MP4 format

## Planned Schedule of Due Dates

Event	Date
RFP Release Date	April 27, 2015
Proposal Due Date	May 18, 2015
Anticipated Agreement Awarded	June 1, 2015

## Right to Change RFP and Process

SAWPA reserves the right to reject any and all proposals, in whole or in part, to advertise for new proposals, to abandon the need for services, and to cancel or amend this RFP at any time prior to the execution of the written agreement. SAWPA reserves the right to waive any formalities in the RFP process, consistent with applicable laws.

## Introduction

SAWPA is working with its member agencies and other water agencies to use grant funding provided by the Safe Drinking Water, Water Quality and Supply, Flood Control, River and Coastal Protection Bond Act of 2006 (Proposition 84, Chapter 2) to implement the Emergency Drought Grant Program. The Program includes a project component to assist retail water agencies with reducing overall water demand in response to the current drought. The Program is being implemented in the SAWPA 2,850 square mile service area, which is the Santa Ana River Watershed, which includes approximately 120 agencies associated with water.

This request for proposal is in relation to the Implementation of Conservation Based Water Rates project component. The scope of the project is to conduct outreach to retail water agencies and provide them with funding/tools in order for them to implement conservation based water rate structures (also known as “budget-based” rates) that promote water use efficiency and at the same time sustain revenue stability as efficiency increases and the drought continues. Local evapotranspiration data is needed to develop and maintain individual customer budgets for a customer’s parcel and/or meters. Customer budgets, and the water rate that the customer is subject to, depends on several factors including the local evapotranspiration rate.

The Emergency Drought Grant Program was developed through the One Water, One Watershed (OWOW) implementation process which reflects a collaborative planning process that addresses all aspects of water resources in the watershed over a long term planning horizon. All projects developed through the process must reflect the OWOW 2.0 Plan, which is the Santa Ana River Watershed’s Integrated Regional Water Management Plan. The approaches contained in the OWOW 2.0 Plan include multi-beneficial projects and programs that are linked together for improved synergy, proactive innovative, and sustainable solutions, integrated regional solutions supporting local reliability and local prioritization, watershed based project and programs that effectively leverage limited resources, promote trust and produce a greater bang for the buck, and integrates water supply, water quality,

recycled water, stormwater management, water use efficiency, land use, energy, climate change, habitat, and disadvantaged communities and tribes.

For the Implementation of Conservation Based Water Rates project, SAWPA will use the funding provided by the grant to assist retail water agencies (approximately 10-70 agencies) in implementing conservation-based rate structures within the Santa Ana River Watershed. The approach that SAWPA will use is to conduct a series of workshops beginning in May 2015 aimed at agency decision-makers on the economic and water supply benefits of conservation-based rates. Initial workshops will be supported by targeted follow-up meetings with interested agencies. These meetings are intended to educate policy makers and retail water agency staff on conservation based water rate structures and necessary billing system changes, and how grant funding provided by the Emergency Drought Grant Program can assist each agency who chooses to transition to these types of rate structures.

The budget for the conservation based water rate project will be apportioned into two separate allocations of grant funding. The first allocation is for the development of region-wide workshops and support tools administered by SAWPA, which will include a local evapotranspiration monitoring and reporting tool. The second allocation of funding is intended to support individual retail water agencies in their conservation based rate structure tool development. These region-wide support tools can also include landscape square footage and aerial imaging databases, a water efficiency calculator, a water rate modeling tool and billing system options. These tools are intended to provide benefits to retail agencies in the Santa Ana River Watershed with enough flexibility that any retail agency could quickly and effectively use them.

Interested retail water agencies, who have not adopted conservation based water rates in the Santa Ana River Watershed, may be eligible to receive grant funding under the second allocation. For the purposes of eligibility, adoption of conservation based water rates is defined as an agency transitioning from a flat or tiered rate structure to a customer-specific allocation that follows an increasing block rate structure that includes at least three blocks, with one or more blocks accounting for high or exceeding water use, based on State efficiency standards or more stringent efficiency standards. The customer class for which the rate applies shall comprise at least 50% of the agency's potable water demand.

## Resources

- SAWPA Website - [www.sawpa.org](http://www.sawpa.org)
- Emergency Drought Grant Program- <http://www.sawpa.org/owow/pa-22drought-project/>
- OWOW 2.0 Plan - <http://www.sawpa.org/owow-2-0-plan-2/>
- SAWPA Service Area Map - <http://www.sawpa.net/>
- SAWPA Member Agencies - <http://www.sawpa.org/resources/>
- ESRI Shapefile Technical Description - <https://www.esri.com/library/whitepapers/pdfs/shapefile.pdf>

## Scope of Work

The successful firm or individual will be expected to design and implement a project scope that produces:

- Item 1: At least daily American Society of Civil Engineers (ASCE) Penman-Monteith evapotranspiration (ET) data for an area in the Santa Ana River Watershed that is linked to a grid that is composed of at least half square mile cells. If the ET data is to be provided by weather stations (either existing or installed by the firm or individual), provide irregular polygon cells (i.e. microclimates) for those weather stations and link the ET data to those cells.
- Item 2: At least daily ASCE Penman-Monteith historical data for five years: 2009-2014 for the same area that is linked to a grid that is composed of at least half square mile cells. If the ET data is to be provided by weather stations (either existing or installed by the firm or individual), provide irregular polygon cells (i.e. microclimates) for those weather stations and link the ET data to those cells.

The ET data will be provided using the same reference crop as California Irrigation Management Information System (CIMIS) stations, 4.7-inch-tall-cool-season grass (tall fescue).

The ET data will be in an easily accessible format, secure FTP files, and will be delivered to retail water agencies in order for them to use the data to bill their individual customers. The firm or individual will supply an automated mechanism for the creation of the FTP files from the grid or irregular polygon shapefiles and an automated mechanism for delivering the FTP files to multiple retail water agencies and accommodate their different billing system formats. The delivery mechanism will link the spatially located grid or irregular polygon cells (which will be linked to temporally variable ET data) to spatially located individual water meters provided by the retail water agencies. The amount of retail water agencies will be approximately 10-70 agencies.

If microclimates, which don't follow a uniform grid are used as the basis of data collection and reporting, the firm or individual will provide a defensible methodology and its criteria for identifying the microclimates up front.

### Media Requirements:

- Evapotranspiration data should be accessible in a secure FTP file format and easily Excel importable format.
- The square grid cells and irregular polygon (i.e. microclimate) cells should be in a shapefile format. Shapefile format should meet ESRI's Shapefile Technical Description.

### Deliverables:

- Consultant will provide at least daily ASCE Penman-Monteith ET data linked to grid cells and/or irregular polygon cells (i.e. microclimates) in an easily accessible format such as an FTP file to 10-80 water agencies, with an individual file for each water agency. Consultant will provide at least daily data continually over a 3-10 year time frame

- Consultant will provide at least daily ASCE Penman-Monteith historical data for a five year timeline: 2009-2014 for the area that is linked to grid cells and/or irregular polygon cells (i.e. microclimates)
- Consultant will provide a defensible methodology and its criteria for identifying the microclimates up front if data gathering and reporting is not done through a uniform grid
- Shapefiles of square grid cells and/or irregular polygon (i.e. microclimate) cells
- Automated mechanism for the creation of the ET FTP files from the cell shapefiles
- Automated mechanism for delivering the FTP files to multiple retail water agencies and accommodate their different billing system formats
- A monthly quality verification report of provided ET compared to a reference source

## Project Management

SAWPA will assign a Project Manager to be the main point of contact to ensure effective communication.

## Assumptions and Constraints

The firm or individual responding to the RFP must be willing to enter into a Professional Services Agreement to perform data gathering and reporting services for a period of three to ten years. Agreement may be renewable annually based on available funding. Negotiations with the best qualified firms and/or individuals in response to the RFP will commence after final review of the proposals.

### Purpose and Audience

This ET data is primarily for reporting to retail water agencies for their development and implementation of conservation based water rates, which at the least will need the data on a daily basis. Some agencies may use the data one time per year for planning purposes and some may use the data periodically to determine which metered connections are water efficient. Other entities may benefit from having the data available. These include resource managers determining the water use by invasive plants and forest/chaparral, agricultural demands, as well as gardeners and landscapers. Another possible use includes providing the variable ET data through a GIS platform that is served on a publicly available website, in a manner that if a customer enters their address into a portal they can view corresponding ET data for their address location. The ET data will not be served to the public in any type of file format that could be used to build an ET database.

## Detailed Specifications

### Qualifications

The firm or individual responding to the RFP must provide the following:

- Extensive experience in computer generated climate models

- Qualified, experienced staff and resources to implement up to a 10 year project
- Extensive experience in measuring daily and hourly evapotranspiration rates and using multiple data sources such as spatial CIMIS, private sector weather observation networks, atmospheric readings and satellite imagery

## References

The firm or individual responding to the RFP must provide several verification reports of the firm or individual's ET data in comparison to a reference source. The differences in ET data between the two sources should be explained.

The firm or individual must also provide a contact (name, title, phone number, email) from several agencies that have contracted with the firm or individual. The references should be able to discuss your successes and strengths as a firm or individual.

## Submission Requirements

Please include the following information in your proposal.

1. In order to create a cost comparison between the variables of project area size, timeline and degree of accuracy, provide a table of the cost differentials between the following criteria listed below for each of the two items of the Scope of Work. The costs must reflect the details prescribed in the Scope of Work, such as the establishment of a mechanism for delivering data to retail water agencies and using the CIMIS-like reference crop.

Criteria:

- a. Have a project area of:
  - i. 2,500 square miles,
  - ii. 2,000 square miles,
  - iii. 1,500 square miles
  - iv. 1,000 square miles
  - v. 500 square miles
- b. Have a time period of (does not apply to Item 2):
  - i. Three years project timeline
  - ii. Five year project timeline
  - iii. Ten years project timeline
- c. Provide ASCE Penman-Montheith ET data that is collected on a:
  - i. Daily basis

- ii. Hourly basis
- d. Transfer ET data to different agencies for billing purposes (which requires linking individual water meters to spatially located cells) for
  - i. Ten retail water agencies with three varied types of billing systems between them (and 15,000 individual water meters per agency)
  - ii. 50 retail water agencies with three varied types of billing systems between them (and 15,000 individual water meters per agency)
  - iii. 70 retail water agencies with five varied types of billing systems between them (and 15,000 individual water meters per agency)

Provide price differentials in a table format with categories a, b, c and d shown in columns and rows. Item 1 and Item 2 of the scope should each have an individual table.

2. Provide a detailed description for your methodology for applying evapotranspiration data across a service area, with a variety of microclimates, by individual water meters. Include examples of the cost differentials by comparing the size of the retail water agency and the amount of meters and microclimates within the agency's service area.
3. Provide a detailed description of why your scope for measuring daily and hourly evapotranspiration rates is more accurate, cost effective and reliable across the different areas and time frames than the available alternative methods. This will provide a comparison between the installation of individual stations, use of Spatial CIMIS, private sector evapotranspiration, etc.
4. Provide a detailed description of why your scope of work is flexible for the 10-70 different water retail agencies that would receive the data and integrate it into their billing systems
5. Provide a detailed description of how the data from your scope could be served for the benefit of agencies/customers for inclusion into a data portal that uses a GIS format to display ET data through an interactive map and/or protected in an appropriate method.
6. Provide a detailed description of how the data from your scope is kept accurate, validated/vetted, and how it is currently used.
7. Provide a detailed description of how the data from your scope is guaranteed to be available each day and/or hour without interruption.
8. Provide a detailed description of the wait time between collection of ET data and transmittal for billing purposes, what the average and range of wait times have been for your firm's past projects and the reasoning. Provide a list of the steps that it takes from collecting the data to incorporating the data into a retail water agency's billing system.
9. Provide a detailed description of the sources of ET data which your firm will employ for a project in the Santa Ana River Watershed region. Explain their level of accuracy.
10. Provide in a digital map where your ET data gathering points will be located (and the data they will be gathering) in the Santa Ana River Watershed region. Include their coordinates.
11. Provide your proposed scope of work for how the multiple FTP files will be transferred to different agencies' billing systems (approximately 10-70 agencies), which requires linking individual water meters to cells. Explain any cost differentials if different agencies have different billing systems.

12. Staff Support:

- a. Please indicate how many employees you will provide to work on this campaign.
- b. Name of main point of contact.
- c. Name of person who will ensure that the Scope of Work is completed efficiently and on time.
- d. Name of any subcontractors that will be used in order to complete the Scope of Work.
  - i. Please indicate company name, type of service provided, and the point of contact.
- e. Please indicate the time frame necessary to complete the Scope of Work identified in this RFP.
  - i. Include project stages and milestones.

13. Financial Needs:

- a. Please indicate all costs associated with your service including the costs of each of the individual deliverables.
- b. Please indicate the payment schedule, including amount of payments, and when payments will be due.

14. This proposal must be signed by a duly authorized official of the proposing company.

Provide your responses individually to each question and number the responses 1 through 14.

## Terms and Conditions

The recipient of this proposal must be willing to enter into a Professional Services Agreement to perform services for a period not to exceed ten (10) years. Agreement may be renewable annually based on available funding.

Agreement terms will be negotiated and may include performance, termination and renewal terms.

The firm or individual selected for this proposal must maintain, and provide proof of, appropriate licensing and insurance for the entirety of the Agreement; failure to do so will result in immediate termination of Agreement.

## Ownership

All work produced by the consultant for this project will be on a “work for hire” basis. This means SAWPA will be the sole owner of all rights, including without limitation, the copyright, in the work which includes all raw data, reports, descriptions of criteria and methodology, etc. The consultant will also separately assign all present and future rights in the work and the associated materials of the project to SAWPA and may not reproduce or reuse the work or associated materials for any purpose whatsoever without written permission from SAWPA that cites the particular work or associated materials. Any mention of SAWPA by the consultant or any authorized subcontracted party in promotional materials of any kind, including without limitation, on websites, in press releases, etc., must be approved in writing by SAWPA. The consultant must secure SAWPA’s written permission to post, screen or reproduce video

footage or submitted videos derived from the work or the associated materials for awards and public recognition. SAWPA will not be required to acknowledge the consultant in the content produced.

## **Selection Criteria**

The proposals will be evaluated based on the following criteria:

- The completeness of the submittal.
- Understanding SAWPA's Emergency Drought Grant Program and the scope of work for this project.
- Proposed prices.
- Expected timelines for completing the project.
- Demonstrated ability to provide validated/vetted daily and hourly evapotranspiration data.
- Demonstration of sound judgment and decision making in order to meet deadlines.
- Demonstration of cost effective approaches to daily and hourly evapotranspiration monitoring and reporting.
- Demonstrated success with daily and hourly evapotranspiration monitoring and reporting by other public agencies.
- The quality of example materials.
- The quality of any presentation requested by SAWPA, if applicable.
- Overall fit with the SAWPA's economic goals and efforts.

## **Selection Process**

All statements submitted in response to this RFP will be reviewed and evaluated based on the information contained in the responses, an investigation of the respondent's past projects and performance, and other pertinent factors. SAWPA will prepare an analysis of all statements. In addition, SAWPA may form a Selection Committee and interview a limited number of finalists. SAWPA reserves the right to request additional information as deemed necessary and appropriate.

A recommendation will be made to SAWPA for the selection of the firm or individual with whom SAWPA will enter into a Professional Services Agreement.

Proof of financial soundness and summary of liability insurance coverage will be required of the successful firm or individual prior to final selection.

SAWPA intends to commence work on June 1, 2015.

# April 2015 Flight Area

- Grant Flight Area (2,376 mi<sup>2</sup>)
- RCWD Additional (87 mi<sup>2</sup>)
- RCWD Potentially Added by EMWD (6 mi<sup>2</sup>)
- RCWD AOI

TOTAL FLIGHT AREA 2,469 MI<sup>2</sup>

Santa Ana Watershed  
2,105 mi<sup>2</sup>

Santa Margarita Watershed:  
271 mi<sup>2</sup>



0 9 18 Miles



# Conservation Based Water Rates Primary Promotional Video Project

Prepared For:

Mark Norton and Tom Ash | [Santa Ana Watershed Project Authority](#)

Presented By:

**GOAL**

**digital storytellers**

1905 Victory Blvd. Suite 6

Glendale, CA 91205

Phone: 818.588.3900

Email: [rballo@goalproductions.com](mailto:rballo@goalproductions.com)

Web: [www.goalproductions.com](http://www.goalproductions.com)

Date: April 2, 2015

# Video Proposal: Conservation Based Water Rates Education

- Client:** Santa Ana Watershed Project Authority (SAWPA)
- End Users:** SAWPA and retail water agencies within the watershed. This video could also potentially be shared with retail water agencies all over the State of California.
- Video:** “Primary promotional video” to include panelist discussions from workshops, interviews with SAWPA representatives, interviews with retail water agency managers, person-on-the-street interviews, and graphics.
- Audience(s):** (1) Decision makers from retail water agencies, (2) employees at retail water agencies, (3) visitors to SAWPA website.
- Purpose(s):** (1) To educate retail water agencies about grant funding available to them; (2) to inspire decision makers to take the next step towards implementing conservation based water rates; (3) to encourage decision makers to attend themselves, or send their employees to the second workshop.
- Language:** English (Spoken and Written)
- Timeline:** “Primary promotional video” complete by 6/12/15
- Cost:** See attached budget
- Objective:** To get 10 more retail water districts within the SAWPA to sign up and implement conversation water based rate structures

## Video Overview

The information that we gathered from meeting Mark Norton and Tom Ash has been very beneficial to our understanding of the conservation based water rates program, and the need for these videos. Our target audience is “decision makers” among 70 retail water agencies in the watershed - general managers, finance managers, and elected officials. The main purpose of the “primary promotional video” is to give those who cannot attend the May workshops an opportunity to hear from peers who have implemented a conservation based water rate structure, and to take the action step of committing their own agency to the program. A few of our key message points are:

- We need to take measures to save water now. SAWPA is managing a grant that includes funding to help retail water agencies respond to the drought.
- SAWPA understands that revenue can be impacted, and are available to help agencies so that doesn't happen.
- Other agencies have successfully implemented conservation based water rates – the workshops are an opportunity to hear from peers who have been through the process.
- There is a value and benefit to the customer of implementing conservation based water rates.

Our methodology and approach to your project will be as follows:

### **Project Planning and Design:**

This is the phase we are currently in. During this phase, GOAL works with SAWPA to define all parameters of the project – including concept, number of filming days projected, days of editorial projected, locations for each day of filming, overall budget, interview participants, and needs for any additional graphics and animation. SAWPA may also provide assets to GOAL (such as maps or PowerPoint slides) to be incorporated into the presentation to more clearly depict specific topics. As of right now, this is what we are suggesting based on our meeting and subsequent conversations:

- One day of filming for each workshop (2 total) with three cameras for a “Ted Talk” look and feel.
- Five days of editorial to edit one primary promotional video (length to be determined). This video will be comprised of key points and questions from panel discussion, interviews with attendants after the discussion, “person-on-the-street” interviews, and SAWPA staff.

### **Project Execution:**

The project execution phase includes field photography and post-production. Your production will be directed and managed by a Field Producer. This person will oversee the team, provide quality assurance, direct interviewees, and communicate all progress with SAWPA. In terms of field production, a full day equals 10 hours with a half hour lunch break.

Documentary or an interview style of storytelling is where GOAL truly excels. Our team has a knack for preparing the right questions and making the interviewee comfortable in front of the camera. Our team is highly professional and respectful of your professional relationships. We are here to help in any way we can, and are even available to coordinate panelist interviews ahead of time with SAWPA's permission. It is always a good idea to prep people ahead of time.

At the two workshops held in May, GOAL will need access to the location at least three hours in advance to set up lights, audio, and camera equipment prior to guests arriving.

In addition to filming the panel discussion, we will set up a backdrop for additional interviews with our panelists. We may also want to use this opportunity to invite audience participants to share their comments and reaction to the presentation. During the panelist discussion, we will have three cameras set up. One camera will vary between close and medium shots on the panelists, a second camera will be locked in a wide shot position on the panelists, and a third camera will be used on the audience to film questions asked.

We will shoot photography from different angles and perspectives to make sure we are achieving the most aesthetically pleasing and interesting perspective. We also like to have multiple shots to work with during post-production to make the video more appealing visually. The quality of our gear and equipment far exceeds the distribution needs for this project – we start with a much higher resolution in the field so no quality is lost during post-production. Our five-person field production crew will include a Field Producer, Two Camera Operators, Sound Person, and Gaffer/Lighting Assistant.

After the second workshop has been filmed, we will begin to edit the material we've shot into the primary video story. This primary video will include panelist discussions/Q&A from the workshops, graphically designed slates that call out the “hot topics” or “questions” being discussed by our panelists, “people-on-the-street” interviews, and additional graphic elements to help tell the story, such as an animation of Tom Ash’s “beans in a jar” analogy. Once a first cut is ready to be reviewed by SAWPA, we will share it with you via a Vimeo link. We will discuss your thoughts and comments over the phone, but ask that all notes are submitted in a comprehensive and timely manner in writing. Following receipt of these notes, we will revise the video to prepare a second cut for approval. After a second cut has been approved, video will be audio sweetened and color corrected for distribution. Assignment will be delivered on 2 unprotected DVDs, a YouTube ready link for easy sharing, and via a Hightail link to download HD master files. All field photography, creative outlines, graphics, and rough cuts will be the property of SAWPA and available upon request, with all material also vaulted at GOAL for archival purposes and future edits if necessary.

## **Project Schedule**

4/2/2015: Proposal is reviewed by SAWPA  
5/14/2015: Workshop 1: Anaheim Community Center  
5/27/2015: Workshop 2: Western Municipal Water District  
6/1/2015: Post-production begins on promotional video  
6/4/2015: First cut of promotional video is submitted to SAWPA  
6/8/2015: First cut notes due. Process for second cut begins.  
6/10/2015: Second cut of promotional video is submitted to SAWPA  
6/12/2015: Completed video is submitted to SAWPA



Client: Mark Norton
Santa Ana Watershed Project Authority
11615 Sterling Avenue
Riverside, CA 92503

Location: Various
Shoot Date: April-May 2015
Edit Dates: June, 2015
Final Delivery: June, 2015
GOAL Contact: Robert Ballo

Title: Conservation Based Water Rates Video Project

Table with 8 columns: Notes, Description, Qty, Unit, Cost, Sub Total, X, Group Total. Section: PLANNING AND PRE-PRODUCTION (ENTIRE PROJECT). Rows include Project Supervision, Research, and Treatment / Script.

WORKSHOP FILMING AND PROMOTIONAL VIDEO

Table with 8 columns: Notes, Description, Qty, Unit, Cost, Sub Total, X, Group Total. Section: FILMING OF TWO WORKSHOPS (MAY 14, MAY 27). Rows include Field Producer / Director, Camera Person A/B, Sound Person, Gaffer/Lighting Assistant, HD Camera Equipment Package, Lighting Package, Sound Package, Digital Media, Production Vehicle, Fuel, and Crew Meals.

POST-PRODUCTION AND DELIVERY (PROMO VIDEO)

Table with 8 columns: Notes, Description, Qty, Unit, Cost, Sub Total, X, Group Total. Rows include HD Edit Suite with Editor, Graphics / Animation, Music Licensing, HD Edited Master, SD Downconverted Sub-Master, DVD's - Hard Copy for Client, Upload to FTP for download, and Shipping (DVD's).

SUB-TOTAL FOR ENTIRE PROJECT: \$21,902.50

Insurance (7%): \$1,533.18

PROJECT TOTAL: \$23,435.68

## Notes

- 1 Includes project management throughout entire job.
- 2 Research includes working with the SAWPA Project Manager to discover key communication objectives, as well as a thorough technical understanding of conservation based water rates.
- 3 This includes idea development and refinement, a shot list, and final schedule for the execution of
- 4 Field producer will manage all aspects of shoot, including: crew, art direction, and logistics. They will also facilitate interviews and serve as primary point-of-contact during production.
- 5 HD camera package includes HD camera, tripod, slider (portable dolly), cinematic lenses, filters, batteries and everything necessary to make it all work.
- 6 Digital Media for camera original capture, as well as a hard drive back up in the field.
- 7 HD Edit suite with editor includes: ingesting and review of all material shot; two editorial cuts with client input and review, and a third (final) cut. Color grading, finishing, mixing and output will finish the videos for final hard drive and tape masters.
- 8 Includes all of the graphics and treatments for videos.
- 9 Tape based HD edited master for archival storage.
- 10 Standard Definition (SD) down conversion for use on various distribution channels.
- 11 Changes outside of these parameters may incur added charges.

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**APPROVE BY:**

**DATE:**

**digital storytellers**

1905 Victory Blvd | Suite 6 | Glendale, CA | 91201  
o: 818.588.3900 f: 818.588.3903  
goalproductions.com



# Drought Response Grant Program Water Rate Workshop



## Providing Your Agency with Water Rate Tools and Funding Support to Respond to the Drought

Local retail water agency board members, general managers, and chief financial officers are invited to attend an important workshop (lunch included) held on Thursday, May 14, 2015 in [Fountain Valley, CA](#) and/or Wednesday, May 27, 2015 in [Riverside, CA](#) focused on water rate structure development tools that can help maintain revenue stability and sufficiency while water sales are declining. These workshops are important in light of Governor Edmund G. Brown's Executive Order released on April 1, 2015 that directs urban water suppliers to develop rate structures and other pricing mechanisms to maximize water conservation.



**Note that space is limited at the two venues and will accommodate only local retail water agency board members, general managers, and chief financial officers.**

Grant funding is available to retail water agencies and cities in the Santa Ana River Watershed through the \$22 Million Drought Response Grant Program which is being administered by Santa Ana Watershed Project Authority (SAWPA) through its One Water One Watershed program.

The drought is in its fourth year and with challenging water supply issues ahead, this special workshop will explore and explain how grant funds can be used to assist your agency with the different technical, political and financial hurdles to having more sustainable revenue streams while being required to reduce overall water demand.

### Reasons to Attend:

- Learn how your agency can tap into grant funding.
- Learn what the grant will produce: localized weather data, customer level data such as irrigated landscape areas for every residential parcel, a water efficiency calculator tool, a rate modeling tool and detailed assistance.
- Learn from other general managers, financial officers and elected officials on three separate panels.

**RSVP By May 1, 2015 to**  
[\*\*zblancas@sawpa.org\*\*](mailto:zblancas@sawpa.org)

### Choose one of two workshops:

#### *Workshop 1*

Thursday, May 14, 2015

11:30 a.m. - 3:00 p.m.

Orange County Water District

18700 Ward Street

Fountain Valley, CA 92708

#### *Workshop 2*

Wednesday, May 27, 2015

11:30 a.m. - 3:00 p.m.

Western Municipal Water District

14205 Meridian Parkway

Riverside, CA 92518

The Drought Response Grant Program is financed by the Safe Drinking Water, Water Quality and Supply, Flood Control, River and Coastal Protection Bond Act of 2006 (Proposition 84), administered by State of California, Department of Water Resources through a grant with SAWPA.





**May 14, 11:30-3:00 (lunch served)**  
**Orange County Water District Board Room**

**11:30 Arrive and Find Seating with Meal**

**11:30 – 12:05: Welcome and Introduction – Allan Bernstein** (Tustin City Council) and **Larry McKenney** (SAWPA Executive Counsel): Discussion on SWRCB Regulations and Executive Drought Order and Legal Issues Related to Rates

**Introduction of SAWPA Emergency Drought Grant Program Support to Agencies for Conservation and Revenue Stability**

**12:05- 12:20 Dr. Ken Baerenklau** (UC Riverside Economics Professor): What Works in Water Conservation

**12:20 – 12:35 Tom Ash** (IEUA Sr. Envr. Resources Planner): How Allocation-Based Rates Are Established

**12:35 – 12:45 Mark Norton** (SAWPA Grant Project Manager) Grant Funding Support

**Panel Discussions:** (Facilitators - Tom Ash & Dr. Ken Baerenklau)

**12:45 – 1:30: Panel #1: Elected Officials**

**Director Ron Sullivan** (Eastern MWD)

**Director Scott Colton** (Moulton Niguel WD)

**Director James Morales** (East Valley WD)

**1:30 – 1:40: Break**

**1:40 – 2: 55: Panel #2: General Managers / Finance Managers**

**Joone Lopez** (Moulton Niguel WD GM)

**Paul Jones** (Eastern Municipal WD GM)

**John Mura** (East Valley WD GM)

**Brian Tompkins** (East Valley WD CFO)

**Kevin Mascaro** (Western Municipal WD Director of Finance)

**2:55 – 3:00: Closing Remarks: Larry McKenney**

**3:00: Leave and SAWPA Grant Sign-up**

- Sign-up to receive an in-house agency presentation on grant tools and rates and/or add your agency to the informational queue for receiving grant funds

# Emergency Drought Grant Program

## Information for Interested Participants



Providing Your Agency with Water Rate Tools and Funding Support to Respond to the Drought

The Emergency Drought Grant Program has a specific project component to provide tools and funding to retail water agencies in the Santa Ana River Watershed to assist their implementation and adoption of conservation based rate structures. These rate structures can create incentives for water use efficiency, and can charge the lowest prices for the most essential uses, by establishing tiers that reflect the agency's true water service costs.

The Grant Program is being implemented by a Project Committee of SAWPA, the Project Agreement (PA) 22 Committee. The PA22 Committee has issued a Policy Statement that apportions this project's budget into two allocations: one for region-wide support tools and one for individual retail water agency support.

**Support Tools:** These could include landscape square footage and aerial imaging databases, a localized evapotranspiration data gathering and reporting tool, a water efficiency calculator, a water rate modeling tool and billing system options. These tools are intended to provide benefits to retail agencies in the watershed with enough flexibility that any retail agency could quickly and effectively use them.

**Agency Support:** Each retail water agency will be eligible to receive a proportion of the allocation for individual retail water agency support. Prior to adoption of conservation based water rates, the agency shall be eligible to receive 50% of their allocation, based upon approval by the PA22 Committee, for billing system needs, website upgrades, public outreach, including Proposition 218 related outreach, and other internal needs an agency may have to accomplish adopting conservation-based rates. The retail water agency allocations will be capped at a level determined prior to December 31, 2015 by the PA22 Committee in order to allow sufficient time to itemize the costs of the region-wide support tools.

See [sawpa.org/owow](http://sawpa.org/owow) for more information

Find PowerPoint from the workshops and information about the Emergency Drought Grant Program.

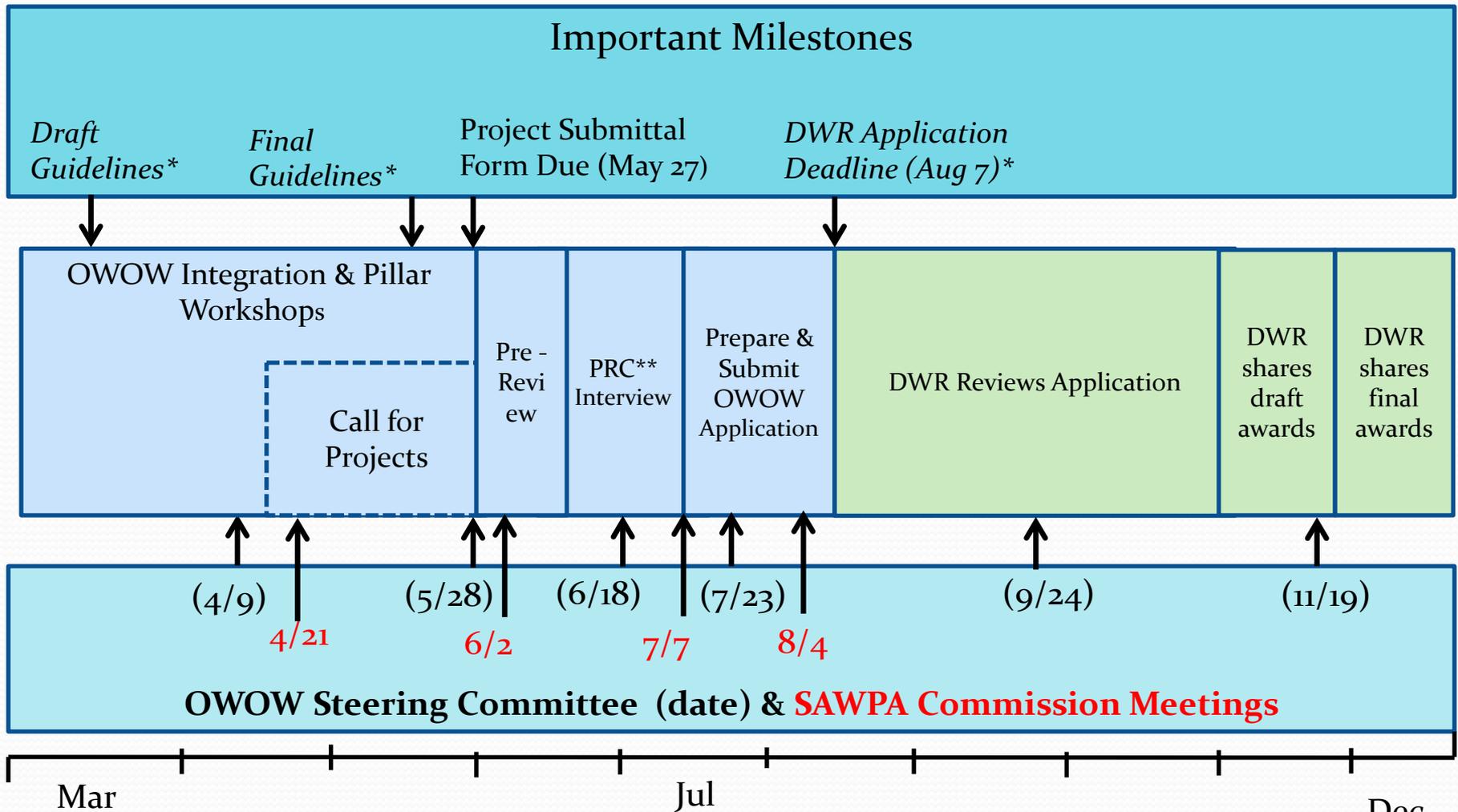
For the purposes of eligibility, adoption of conservation based water rates is defined as an agency transitioning from a flat or tiered rate structure to a customer-specific allocation that follows an increasing block rate structure that includes at least three blocks, with one or more blocks accounting for high or exceeding water use, based on State efficiency standards or more stringent efficiency standards. The customer class for which the rate applies shall comprise at least 50% of the agency's potable water demand.

For requesting a presentation to your agency, providing feedback on the tools available, and getting in the informational queue for receiving grant funds, **contact SAWPA** at [iachimore@sawpa.org](mailto:iachimore@sawpa.org).

The Emergency Drought Grant Program is financed by the Safe Drinking Water, Water Quality and Supply, Flood Control, River and Coastal Protection Bond Act of 2006 (Proposition 84), administered by State of California, Department of Water Resources through a grant with SAWPA.



# 2015 OWOW Implementation



\*\* Project Review Committee (PRC)

## IRWM GRANT SOLICITATIONS SCHEDULE

MARCH 4, 2015

<b>Activities</b>	<b>Schedule*</b>
<b>Proposition 84 Implementation – 2015 IRWM Grant Solicitation</b>	
Release Draft Program Guidelines & PSP	<i>Mid-March 2015</i>
Public Meetings	<i>Mid-April</i>
Release Final Program Guidelines & PSP	<i>Late-May 2015</i>
Applicant Workshops	<i>Early-July 2015</i>
Applications Due	<i>Early-August 2015</i>
Announce Draft Recommendations for Public Review & Comment	<i>Early-November 2015</i>
Announce Final Awards	<i>Mid-December 2015</i>

*\*Italics denote approximate dates. The schedule will be updated as exact dates are established.*

## **OWOW STEERING COMMITTEE MEMORANDUM NO. 2015.5**

**DATE:** May 28, 2015

**TO:** OWOW Steering Committee

**SUBJECT:** Summary of Project Proposals Received in Response to the Call for Projects, Due May 27, 2015, and Initial Screening Process

**PREPARED BY:** Mark Norton, Water Resources & Planning Manager

### **RECOMMENDATION**

Receive and file the Summary of Project Proposals Received in Response to the Call for Projects and initial screening process of projects seeking Prop 84 2015 IRWM grant funding prior to review by the Project Review Committee.

### **DISCUSSION**

In accordance with the OWOW 2015 Grant Solicitation Process approved by the OWOW Steering Committee on Nov. 20, 2014, SAWPA has now received the results of its 2015 Call for Projects which officially closed at 5 pm on Wednesday, May 27th. The Call for Projects was initiated on April 14, 2015, to ensure that all watershed-wide integrated projects are considered to address the goals and objectives in the OWOW 2.0 Plan. Similar to previous OWOW funding rounds, project proponents were asked to submit projects that met the previously approved project selection criteria in order to be considered for Prop 84 2015 IRWM Implementation funding. Project proponents were also encouraged to submit their projects for inclusion in the OWOW 2.0 Plan in order to be eligible for outside funding from other sources.

The projects received will be ranked by their ability to reflect the needs of the watershed versus the needs of a specific entity, and provide the most benefit across all areas of concern for the watershed as a whole. The criterion as previously approved by the OWOW Steering Committee, ratified by the SAWPA Commission and linked to the online Call for Projects submittal form.

### **Call for Projects and Online Submittal Form**

During the Call for Projects period, SAWPA staff, as in previous Call for Projects, conducted weekly workshops about the application process to assist applicants interested in obtaining feedback. The Call for Projects was announced and shared with all stakeholders in the watershed through multiple OWOW workshop and email solicitations. Candidate projects from agencies and non-profit organizations in the watershed were requested. An on-line form, similar to previous OWOW funding rounds, was developed and released officially on April 14, 2015 allowing time for project proponent teams to fill out the form for their projects. All project proponent teams who had developed projects were asked to fill out the Call for Projects form to ensure that information about the project as required under the OWOW 2.0 Plan review process is documented and considered for future rating and ranking.

Easy access to additional resources was made available on the SAWPA OWOW website. As questions arose by project proponents about the online project submittal form, a frequently asked questions (FAQ) sheet was prepared and posted. It was updated each week with any additional questions received from the weekly workshop.

A summary of Project Proposals received in response to the Call for Projects with some statistics will be prepared and shared with the OWOW Steering Committee at the May 28<sup>th</sup> meeting.

### **Preliminary Screening of Projects**

With the close of the Call for Project period, SAWPA staff will now proceed with compiling the project data and contacting project proponent teams to discuss any discrepancies, which is part of the preliminary screening process to check for outliers and data entry errors. When this process is completed, the project proponent teams will understand that their project either met the minimum criteria or did not, and whether it is moving on to the next phase of the review process. Thereafter the list of projects submitted for the 2015 OWOW funding round will be shared with stakeholders online for any review comments. Review comments by stakeholders will be shared with the Project Review Committee, OWOW Governance and Pillars.

#### Attachments:

1. OWOW 2015 Comment Form



# OWOW 2015 Implementation Project Public Comment Form



SAWPA is now taking comments on proposed OWOW 2015 Implementation Projects. All comments must be received by 5:00 p.m., Tuesday, June 9, 2015. **Complete Information is Required.**

Santa Ana Watershed Project Authority  
11615 Sterling Avenue  
Riverside, CA 92503  
951.354.4220

\*\*\*\*\*

**\*Required Question(s)**

**\* 1. Name:**

50 characters left.

**\* 2. Email:**

50 characters left.

**\* 3. Project Number:**

50 characters left.

**\* 4. Project Name:**

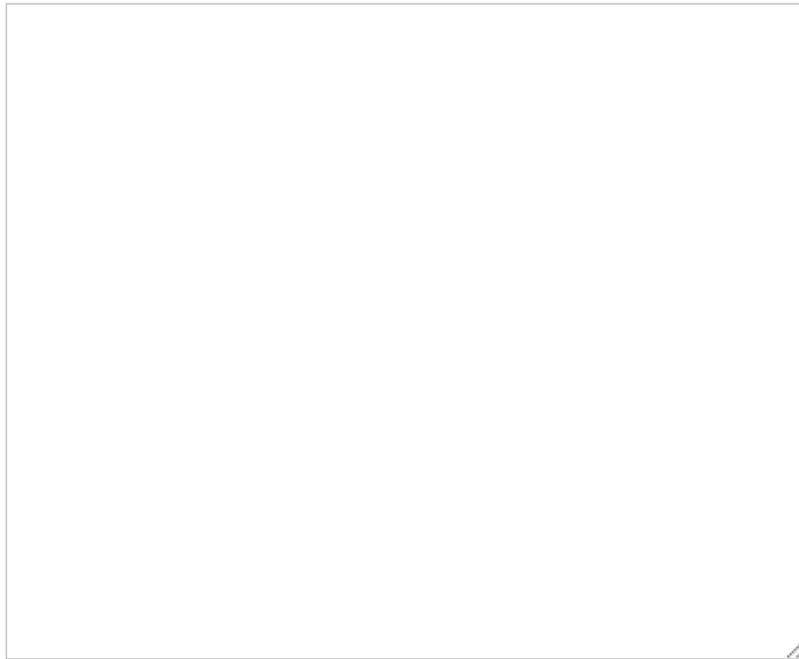
350 characters left.

**\* 5. Comments (Limit 1,000 characters):**



1000 characters left.

6. Additional Comments (limit 1,000 characters):



1000 characters left.

Finish

## **OWOW STEERING COMMITTEE MEMORANDUM NO. 2015.6**

**DATE:** May 28, 2015

**TO:** OWOW Steering Committee

**SUBJECT:** Project Review Committee Formation and Process

**PREPARED BY:** Larry McKenney, Executive Counsel

### **RECOMMENDATION**

Review and approve the formation of the Project Review Committee and process to review proposals and make a funding recommendation to the OWOW Steering Committee.

### **DISCUSSION**

#### **Project Review Committee Roster**

In accordance with the OWOW 2.0 Plan, a Project Review Committee (PRC) provides an independent and expert review of the top ranked submissions. The PRC members were selected in previous OWOW Proposition 84 rounds for their knowledge of water, both technically and at a policy level, their understanding and leadership in developing integrated approaches to problem solving and their knowledge of the Santa Ana River Watershed. The following three experts are proposed as the finalists for the PRC for the OWOW 2015 Implementation process:

- Paul R. Brown – Water Resources and Sustainability Consultant
- Dr. Kurt Schwabe – Professor of Environmental Economics and Policy, UCR
- Wyatt L. Troxel – Water Resources Consultant

Staff has worked with the OWOW Pillars to receive their suggestions for PRC members at the OWOW Workshop on April 23, 2015. In addition to the three individuals recommended, the following individuals were also discussed at the workshop.

- Kamyar Guivetchi – Department of Water Resources
- Bill Dendy – Retired SAWPA General Manager
- Steve PonTell – Former Regional Water Board member
- Carole Beswick – Former Regional Water Board member
- Kathy Kunysz - Metropolitan Water District of Southern California
- Bill Mills – Retired OCWD General Manager
- Ariel Dinar – Professor of Environmental Economics and Policy, UCR
- P. Ravishanker - Retired EMWD Deputy Manager

The OWOW Pillars and staff noted that it was important to have a PRC with current experience in local water resources issues in the Santa Ana River Watershed as the issues of sustainability and resiliency are relatively new concepts, and issues such as the current drought are unprecedented in their effect on the watershed. For this reason and the need to have a team with complementary expertise like economics, sustainability, and water resources, and the available time of the potential PRC members, the three candidates are proposed.

### **Project Review Process**

After the submittal of projects, and the initial ranking using the Project Ranking Factors that the OWOW Steering Committee recommended to the SAWPA Commission on April 9, 2015, the PRC's role is to help assure the veracity of information submitted by project proponents and make a funding recommendation to the OWOW Steering Committee. Comments by the public and OWOW stakeholders, which will be solicited prior to when the PRC meets with top ranked project proponents, will be compiled by staff and provide to the PRC.

Before the PRC meets, which will likely be the second week of June 2015, the PRC will be briefed by staff on the OWOW 2.0 Plan and its goals and objectives, the approved criteria for the OWOW 2015 Implementation process, and the PRC's role in vetting the veracity of the project proponent's submissions. The funding recommendation by the PRC will take into account these three tenants.

Sample questions will be provided to the PRC such as:

- Can the benefit claimed by the project proponent in their application be substantiated?
- From a fiscal or engineering point of view, is the project feasible?
- Does this project solve an important problem in the Watershed? Is solving that problem more important than solving other problems in the watershed?
- Is the project integrating water supply, waste water, stormwater at the least and preferably also integrating environmental concerns, recreation and the economy?

The PRC funding recommendation and project information will be submitted to the OWOW Steering Committee during their next scheduled meeting. The funding portfolio will determine the set of projects compiled in an Integrated Regional Water Management Program application that will ultimately be submitted to the Department of Water Resources on August 7, 2015.

Attachments:  
PRC Flyer

SC2015.6 PRC Formation and Interview

# Project Review Committee

*For the OWOW 2015 Implementation Process*



As described in the OWOW 2.0 Plan, a Project Review Committee (PRC) provides an independent and expert review of the top ranked submissions. Past PRC members were selected in previous OWOW Proposition 84 rounds for their knowledge of water, both technically and at a policy level, their understanding and leadership in developing integrated approaches to problem solving and their knowledge of the Santa Ana River Watershed. These PRC members provide complementary expertise on water resources, sustainability and planning, and economics and policy.



**Paul R. Brown** AICP, M.ASCE has nearly 40 years experience in strategic and facilities planning, project development, project finance, and program management for public utilities and environmental facilities. His clients include the states of California and Colorado; the Metropolitan Water District of Southern California (MWD); the Santa Clara Valley Water District; the Orange County (CA) Sanitation District; the Orange County Water District; the West Basin Municipal Water District; and the cities of Los Angeles, San Diego, San Francisco, San José, and Seattle.

Mr. Brown was a founding chair of the International Water Association (IWA) Cities of the Future program steering committee and was named an IWA Fellow. He is also a member of the International Society of Sustainability Professionals (ISSP) board of directors.

Brown is co-editor (with Vladimir Novotny) of the book *Cities of the Future: Towards Integrated Sustainable Water and Landscape Management*, of the textbook *Water Centric Sustainable Communities*, and a contributor to *Growing Greener Cities: Urban Sustainability in the Twenty-First Century*. From 2013 through 2014, Brown was a Visiting Professor and Director of Applied Research at the University of South Florida's Patel College of Global Sustainability.





**Dr. Kurt Schwabe** is an Associate Professor of Environmental Economics and Policy in the School of Public Policy at the University of California, Riverside. His research focuses on economic issues associated with water use, agricultural production, urban water conservation, ecosystem services, and environmental regulation.

Dr. Schwabe's papers have appeared in wide range of peer-reviewed publications, including the *Proceedings of the National Academy of Sciences*, *Journal of Risk and Uncertainty*, and the *American Journal of Agricultural Economics*. He has recently co-edited two books on water titled, *Drought in Arid and Semi-Arid Regions: A Multi-Disciplinary and Cross-Country Perspective*, and *The Handbook of Water Economics*.

He is on the Editorial Board for the journal, *Water Economics and Policy*, and is an Adjunct Fellow with the Public Policy Institute of California's Water Policy Center. Dr. Schwabe received a B.A. in Mathematics and Economics at Macalester College, an M.S. in Economics at Duke University, and a Ph.D. in Economics at the North Carolina State University.



**Wyatt L. Troxel** has more than 36 years of experience in municipal water and wastewater activities in both the public and private sectors. Mr. Troxel is an independent consultant in the field of wastewater treatment. He has the highest certifications in wastewater treatment plant operations in both California and Hawaii and holds a lifetime teaching credential from the California Board of Education. He also served as past Vice Chair of the Santa Ana Watershed Project Authority and President/Director of Inland Empire Utilities Agency.

Mr. Troxel began his tenure at Inland Empire Utilities Agency in 1985 when he assumed the post of Chief of Operations and later promoted to Assistant General Manager. A graduate of the UC Riverside, Mr. Troxel holds bachelor's of science degrees in biology and chemistry.

