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.

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.

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.
Emergency Drought Grant Program

Water Rate Workshop #1: Agenda & Panel Set-up:

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


12:35 – 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

Water Rate Workshop #2: Agenda & Panel Set-up:

May 27, 11:30-2:30 (lunch served)
Western Municipal Water District Board Room

11:30: Arrive and Find Seating with Meal

11:30 – 11:35: Workshop Host Welcome – Director Tom Evans (Western Municipal Water District Board Member)

11:35 – 11:45: Welcome and Introduction – Celeste Cantú (Santa Ana Watershed Project Authority General Manager)

11:45 – 12:00: Discussion on Executive Drought Order and Legal Issues Related to Water Rates – Larry McKenney (SAWPA Executive Counsel)

12:00 – 12:25: Dr. Ken Baerenklau (UC Riverside Economics Professor): What Works in Water Conservation


12:50 – 1:05: Mark Norton (SAWPA Grant Project Manager) Grant Funding Support

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

1:05 – 1:35: Panel #1: Elected Officials
   Director Scott Colton (Moulton Niguel WD)
Director Tom Evans (Western MWD)
Director James Morales (East Valley WD)
Director Ron Sullivan (Eastern MWD)

1:35 – 1:45: Break

1:45 – 2:15: Panel #2: General Managers / Finance Managers

Paul Jones (Eastern Municipal WD GM)
Joone Lopez (Moulton Niguel WD GM)
Kevin Mascaro (Western MWD Director of Finance)
John Mura (East Valley WD GM)
John Rossi (Western MWD GM)
Brian Tompkins (East Valley WD CFO)

2:15 – 2:30: Closing Remarks: Larry McKenney and Celeste Cantú

2:30: 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
Santa Ana Watershed Project Authority (SAWPA)
Celeste Cantú serves as the General Manager for SAWPA, a regional planning and project implementation agency whose mission is to ensure a sustainable Santa Ana River Watershed that supports economic and environmental vitality and an enhanced quality of life. She has been working on the crest-to-coast, corner-to-corner Integrated Regional Watershed Management program called, One Water One Watershed (OWOW) that addresses all water-related issues, joins all entities and hundreds of stakeholders seeking to create a new vision of sustainability for the Santa Ana River Watershed.

Mrs. Cantú served as the Executive Director for the California State Water Resources Control Board, which is responsible for water rights and water quality for the State.

During the Clinton Administration, Mrs. Cantú served as the USDA Rural Development State Director for California.

Mrs. Cantú was born and raised in the Imperial Valley to a pioneer family. There she served first as Planning Director for her hometown, Calexico, and later as Executive Director for the Imperial Valley Housing Authority. Mrs. Cantú has a BA from Yale in Urban Planning and Policy and a Masters in Public Administration from Harvard’s Kennedy School of Government.

Larry McKenney
Executive Counsel

Larry McKenney currently serves as Executive Counsel for SAWPA, a regional planning and project implementation agency whose mission is to ensure a sustainable Santa Ana River Watershed that supports economic and environmental vitality and an enhanced quality of life. He has been a public agency attorney and headed a private law practice. Mr. McKenney also has led the U.S. Marine Corps Base Camp Pendleton’s Office of Water Resources and Orange County’s Watershed and Coastal Resources Division. In addition, he has worked for an engineering consulting firm.

Before his appointment to the Metropolitan Water District board in 2014, he was twice elected to the board of directors of the Moulton Niguel Water District where he served as
president and represented Moulton Niguel on the board of the San Juan Basin Authority. He also serves on the Board of Trustees of the Southern California Water Committee (SCWC) and chair’s the SCWC’s Legislative Issues Task Force.

Mr. McKenney is a graduate of the U.S. Naval Academy, and the University of Texas School of Law. He retired from the U.S. Marine Corps in 2007 after 22 years of service, including 13 years of active duty and nine years in the Reserves.

Mark Norton
Water Resources and Planning Manager

Mark Norton’s background includes over 27 years of engineering and planning experience in a broad range of water resource projects with over 16 years with SAWPA. He is the department manager of water resources and planning and the authority administrator for the Lake Elsinore and San Jacinto Watersheds Authority.

Mr. Norton currently serves as the lead task force administrator for both the Basin Monitoring Program Task Force and the Lake Elsinore/Canyon Lake TMDL Task Force, and was past administrator of the very successful Nitrogen TDS Task Force.

Mr. Norton received his B.S. from the University of Colorado and M.P.A. from Brigham Young University.

Facilitators
Thomas Ash
Senior Environmental Resources Planner
Inland Empire Utilities Agency

Thomas Ash has 28 years of experience in the fields of water use efficiency, public education and horticulture. As a water conservation specialist from the University of California, Tom was the University liaison to water agencies in southern California starting in 1987. Mr. Ash was instrumental in the design and implementation of the first water budget tiered rate structure for water agencies (Irvine Ranch Water District, 1991). That rate design has been described as “the model” for such rates in the US by the EPA (1996). The Irvine Ranch Water District rate structure resulted in a reduction of 61% in landscape water use, stabilized agency revenues and grew customer satisfaction to over 90%.

Mr. Ash has advised the American Water Works Association (AWWA), the State of Utah, water authorities in Sydney, Melbourne and Brisbane Australia on water budgets, landscape water use and water rates, was an advisor to the US Drought Policy Task Force in 2003.

Mr. Ash is currently a Senior Environmental Resources Planner at the Inland Empire Utility Agency, tasked with assisting member agencies with developing water rates that stabilize agency revenues while targeting water use efficiency at the customer level. Mr. Ash assisted Cal Trans
District 12 (Orange County) to reduce water use 40% during the current (2014) drought. He has assisted public agencies in Georgia, North Carolina, New Mexico, Utah, Nevada, California, Arizona, Texas, Oregon and Colorado.

In 2000, Mr. Ash was the recipient of the first “Excellence in Water Conservation” Award presented by the California Urban Water Conservation Council (CUWCC), and has been a horticulture advisor to Sunset Magazine. He conducted the first studies using ET/smart controller technology to reduce water demand and urban runoff starting in 1997. He is the author of Landscape Management for Water Savings, published by the U.S. Bureau of Reclamation (1997) and the book Water Preparedness Plan for the National Nursery and Landscape Association (2004).

Dr. Ken Baerenklau
Associate Professor
University of California, Riverside

Dr. Ken Baerenklau is an Associate Professor of Environmental Economics & Policy in the Department of Environmental Sciences at UC Riverside. He is also a Cooperating Faculty member in the Department of Economics and an Affiliated Faculty member in the Water Science & Policy Center, the Center for Conservation Biology, and the Center for Sustainable Suburban Development.

Dr. Baerenklau has twelve years of professional experience working on a variety of environmental policy issues including several related to water quality and water resource management. Representative projects include: designing cost-effective policies for reducing nitrate emissions from dairy farms to groundwater in California's central valley; investigating the economic causes of phosphorus laden runoff from dairy farms in Wisconsin and designing policies to reduce loadings; designing a bidding mechanism to promote decentralized urban storm water capture by private landowners; assessing the impact of water quality on beach recreation; estimating the non-market benefits of restoring the Salton Sea; and two on-going projects related to urban water pricing and conservation incentives.

Dr. Baerenklau holds Bachelors and Masters degrees in Civil and Environmental Engineering from Stanford University and a Ph.D. in Agricultural and Applied Economics from the University of Wisconsin Madison.

**Elected Officials Panel**
Scott Colton
Director
Moulton Niguel Water District

Director Scott Colton serves as a Director of Mouton Niguel Water District which provides water, recycled water and wastewater service to more than 165,000 people living in Laguna Niguel and portions of Aliso Viejo, Dana Point, Laguna Hills, and Mission Viejo. Director Colton
attended Pasadena City College, focusing on chemistry. After college, Director Colton worked as the Director of Quality Control at a Munitions Component Plant supplying Picatinny Arsenal during the Vietnam Conflict. During his employment, he gained Top Secret security clearance from Department of Defense, and later became Plant Manager at age 21.

In 1970, Director Colton started a mechanical engineering supply company. In 1980, he worked as a Zone Manager for DuBois Chemicals (division of W.R. Grace) where he received national recognition as top performer in the field. During 1985, Director Colton started a sole proprietorship involving water treatment and chemical supply to the industrial, institutional, and residential markets. Recognizing water as the universal solvent, Director Colton has stressed conservation and more efficient ways to use and return water from business applications.

During 2008, he assisted the City of Laguna Beach with the removal of fats, oil and grease (FOG) from the wastewater from food service properties (also known as the FOG program). Currently, Director Colton is involved with the C & H Cattle Company, of which he is the founding partner.

Director Colton spearheaded the development of AYSO Soccer (Division 5) in Laguna Niguel, Dana Point and Mission Viejo. He recruited, coached, trained and managed AYSO Division 5 for 10 consecutive years. He has served on the MNWD Board of Directors’ since 2010 and represents southern Mission Viejo and portions of Laguna Niguel. He currently serves as Chairman of the Community Relations Board and Citizens’ Advisory Committee. Director Colton also serves as the representative of Santiago Aqueduct Committee (SAC) and is an alternate on the San Juan Basin Authority (SJBA) and Association of California Water Agencies/Joint Powers Insurance Authority (ACWA/JPIA) Boards.

Thomas Evans  
Director  
Western Municipal Water District

Western Municipal Water District (WMWD) Director Thomas Evans represents WMWD on the SAWPA Commission and currently serves as the Chair. He joined the WMWD board in 2007 and represents Division 2 which consists of a portion of the city of Riverside located south of the 91 Freeway and all of March Air Reserve Base as well as a portion of Lake Mathews, Woodcrest, Mission Grove and Orangecrest.

He represented WMWD on the Metropolitan Water District of Southern California’s Board where he previously served as Chairman of the Engineering and Operations Committee. In 2005, Director Evans retired from the city of Riverside as interim City Manager. He also served for four years as director of Riverside Public Utilities. Most recently, he served as the Interim City Manager at Lake Elsinore in 2012.

Currently Director Evans serves on the Riverside Community College District Foundation’s Board of Directors. He has served as a director for both the Southern California Public Power Agency and the Northern California Power Agency. He has served as a board member of the Greater Riverside Chambers of Commerce and past chair of the Leadership Steering Committee as well as
Director Evans is a past board member of Smart Riverside. Director Evans is a member of the Riverside East Rotary Club, and is currently serving as a volunteer counselor for SCORE, an organization designed to provide counsel to small business owners.

Director Evans is a graduate of the University of California, Davis with a bachelor’s degree in mechanical engineering, and he holds a master’s in business and information systems management from Golden Gate University.

James Morales, Jr.
Chairman
East Valley Water District

Chairman James Morales, Jr. was elected to the East Valley Water District Governing Board in April 2008, and has served as the Board Chairman since 2013. The District provides sewer and water services to a population of approximately 65,000 in eastern San Bernardino County.

Since becoming a board member the District has implemented additional efforts to provide transparent and accountable information regarding finances and operations to the community.

Since spring 2013, Chairman Morales has been serving as a Region 9 Board Member for the Association of California Water Agencies (ACWA). ACWA brings together over 440 water agencies, which provide 90% of water deliveries in California, to work together and solve legislative and regulatory requirement issues.

Beyond his responsibilities as a Board Member, Chairman Morales has spent most of his career as a public servant in a wide range of program management and administration responsibilities including: real estate, legislative affairs, budget oversight; and special revenue funds.

Chairman Morales' educational background includes a Bachelor's and Master's Degree from California State University, San Bernardino.

Ronald Sullivan
Director
Eastern Municipal Water District

Director Ronald Sullivan is a board member of Eastern Municipal Water District, a water wholesaler and retailer in western Riverside County with more than 135,000 customers in its 542-square–mile service area. A board member since January 2003, Director Sullivan brings a wide variety of service with city and county organizations, including chair of the Riverside County Planning Commission, City of Hemet Planning Commission, and Riverside County Aviation Commission. He served as a representative to former State Senator Marian Bergeson. A licensed general contractor, he is experienced in real estate planning, design, development, and construction. He is an owner in Sullivan & Sullivan R.E. Group Inc.
Director Sullivan serves on EMWD’s Operations and Engineering Committee and Planning Committee. He is also liaison with Elsinore Valley Municipal Water District, Western Municipal Water District, and Western Riverside Water, Wastewater Financing Authority, and the Pechanga Tribal Committee as well as EMWD's commissioner of the five-member Santa Ana Watershed Project Authority.

In 2014 Director Sullivan received the American Water Resources Association Mary H. Marsh Medal “in recognition of his outstanding public service in preserving our nation’s water resources.”

**General Managers/Finance Managers Panel**

Paul Jones  
General Manager  
Eastern Municipal Water District

Paul Jones was appointed general manager of Eastern Municipal Water District in July 2011 after having served as general manager at Irvine Ranch Water District (IRWD) for more than 12 years.

Under his leadership, IRWD expanded and diversified its water supply portfolio and its wastewater and recycled water systems, and implemented complex water banking project and unique interagency water exchange program partnerships in California’s central valley.

Prior to IRWD, Mr. Jones was the general manager of Central and West Basin Municipal Water Districts in Los Angeles’ South Bay. Mr. Jones has also worked in private industry for John M. Tettemer and Associates and with The Irvine Company. Other water industry work included experience as senior engineer and assistant to the general manager at Municipal Water District of Orange County.

Mr. Jones received his B.S. degree with honors in civil engineering with an emphasis in water resources from California State Polytechnic University, Pomona in 1982. Mr. Jones is the immediate past-President of the California WateReuse Association, currently serves as California’s representative to WateReuse national Board of Directors, and was recently appointed to the Board of the WateReuse Research Foundation.

Joone Lopez  
General Manager  
Moulton Niguel Water District

Joone Lopez is the General Manager of the Moulton Niguel Water District, which provides water, wastewater and recycled water services to approximately 165,000 people within the cities of Aliso Viejo, Laguna Niguel, Laguna Hills, Mission Viejo and Dana Point in South Orange County. Before joining Moulton Niguel, she served as the General Manager of Calaveras County Water...
District located in Northern California, where she oversaw water, wastewater and hydropower operations. Ms. Lopez’s prior experience includes working for Apple Valley Ranchos Water Company, a privately owned utility in San Bernardino County, as its Assistant General Manager and serving as the Deputy General Manager of Central Basin Municipal Water District, a wholesale water agency providing imported water to about two million people in southeast Los Angeles County.

Preceding her career in the water industry, Ms. Lopez was a Police Officer for the City of Pasadena, where she received the Silver Medal of Courage for valor under fire.

Ms. Lopez is the current Vice Chair for the Association of California Water Agencies’ Membership Committee and a Board Member for the Laguna Niguel Chamber of Commerce. She holds a Master’s Degree in Public Administration from California State University of Northridge and a Bachelor’s Degree in Communications from University of California San Diego.

Kevin Mascaro
Director of Finance
Western Municipal Water District

Kevin Mascaro is the Director of Finance for Western Municipal Water District of Riverside County. Western provides water service to over 23,000 customers and wastewater service to 8,000 customers. As a member agency of the Metropolitan Water District of Southern California, Western also provides imported water to eight other cities and water agencies.

In 2010, Western’s Board implemented the provisions of AB 3030 which allows the agency to annually adjust rates to its retail water customers for five years when passing through rate increases from its water and energy providers. In 2011, Western’s Board adopted a Water Budget Rate Structure which provides a customized budget for residential and commercial customers. Each residential customer, for example, is given their own water budget for the billing period based on the number of people in the home, their irrigated area, and the daily evapotranspiration rate.

Mr. Mascaro has almost thirty years of experience in accounting and financing. Prior to joining Western eleven years ago, he worked for a management consulting firm, a not-for-profit agency, and the County of San Bernardino’s Auditor/Controller’s office. Mr. Mascaro has a Bachelor of Science in Managerial Accounting and an MBA, both degrees from California State University, San Bernardino.
John Mura
General Manager/CEO
East Valley Water District

John Mura began serving as East Valley Water District’s General Manager/CEO in January 2012. The District provides sewer and water services to a population of approximately 65,000 in eastern San Bernardino County. Since his arrival, Mr. Mura oversees the daily operations of the District based on the Board’s direction though the adopted Strategic Plan.

Prior to joining the East Valley Water District team, he served as the Public Works Director for the City of Chino Hills. Having worked at various levels of government, he brings over 15 years of government experience in utility management, the successful operation of various infrastructure projects, and the implementation of essential programs.

Mr. Mura educational background includes a Bachelor’s Degree in Management and Business from Pepperdine University and a Master’s Degree in Public Administration from California State University, Fullerton.

John Rossi
General Manager
Western Municipal Water District

As general manager of Western Municipal Water District (WMWD), John Rossi is responsible for the 527-square mile water resource agency. Mr. Rossi’s duties include planning, direction and management of the water, wastewater, nonpotable and recycled water activities and operations of the District. Mr. Rossi is a court-appointed Watermaster for the Santa Ana River Watershed and Western judgments. WMWD is a member agency of the Metropolitan Water District of Southern California, SAWPA and the Western Riverside Council of Governments.

Mr. Rossi currently serves on boards of various entities – the California Municipal Utilities Association as board vice president, the WateReuse Association, the Urban Water Institute, the University of California, Riverside Water Science & Policy Center’s Advisory Board and the California Baptist University Board of Visitors. Mr. Rossi previously served as an elected member of the Board of Directors for the Rancho California Water District in Temecula, California, the Association of California Water Agencies, and the Chino Basin Watermaster. Mr. Rossi served as a founding board member and President of the California Utility Executives Management Association.

In 2013, Mr. Rossi was recognized by ACWA with the Excellence in Water Leadership Award for his long history of leadership in the water industry, problem-solving and numerous other contributions to California water.

Prior to his employment with Western, Mr. Rossi was the Chief Executive Officer of the Chino Basin Watermaster, and General Manager of the Elsinore Valley Municipal Water District.
Brian Tompkins
Chief Financial Officer
East Valley Water District

Brian Tompkins joined East Valley Water District in January 2002 as the District’s Chief Financial Officer. The District provides sewer and water services to a population of approximately 65,000 in eastern San Bernardino County. He has responsibility for the Finance, Customer Services and IT departments.

Prior to 2002, Brian worked at RAMS CPAs in San Bernardino as a manager of audits and government services, primarily for water agencies. He earned his license to practice as a Certified Public Accountant in 1990.

Brian’s educational background includes a Bachelor of Science degree in Business Administration, with an emphasis in Accounting, from California State University, San Bernardino.