

Chapter 5.4 Water Use Efficiency

Background

The Santa Ana Watershed Project Authority recognizes the importance and need for planning for future water resource needs. Together with the other One Water One Watershed (OWOW) Pillars, the Water Use Efficiency (WUE) Pillar is an integrated component of SAWPA's portfolio of existing and planned water supply strategies to ensure a sustainable watershed for future generations.

SAWPA's 2005 Integrated Regional Water Management Plan (IRWMP) established the foundation of the continuing evolution of the water supply portfolio to move toward self-sufficiency, and away from dependence on imported water sources. In recent years, the SAR Watershed has faced threats to its water supply and quality of life because of a prolonged drought along the Colorado River, Sacramento-San Joaquin Delta vulnerability, climate change, and rapid population growth and development. SAWPA will respond to the threats posed by the following "Four Horsemen of the Apocalypse:"

- Colorado River Continuing Drought may result in reductions of imported water supply due to upper basin entitlements and continued long-term drought.
- Sacramento -San Joaquin Delta Vulnerability may result in reductions or loss of supply due to catastrophic levee failure or changing management practices of the Delta.
- Climate Change may result in reduced water supplies combined with increased needs in the region.
- Population Growth and Development may result in interruptions in hydrology and groundwater recharge while increasing water needs.

Through collaboration and development of regional partnerships, SAWPA will create a sustainable Santa Ana River Watershed. This Watershed will be drought-proofed, salt-balanced, and will support economic and environmental viability in the year 2030.

The WUE element of the IRWMP is the product of a growing regional effort to diversify our portfolio of water supplies, drought-proof the watershed, and ensure a reliable water supply into 2030. The terminology, "water use efficiency" implies and supports efficient use of all water resources at all times. To begin identifying how to support existing water conservation strategies, enhance existing programs and measures, develop new WUE efforts, and be a model for others in this arena, a comprehensive long-term WUE plan needs to be envisioned and developed.

Introduction

Assessing the current and existing WUE conditions and resources will identify opportunities for agencies in the SAR Watershed and partnering agencies outside the purview of the watershed to work together to maximize expertise, share resources, apply for various WUE program funding sources, collaborate on regional public awareness initiatives, and expand implementation of WUE programs.

The reader will notice that the term “water use efficiency” has been used in place of “water conservation” in this chapter. In the past, “water conservation” was used in many state and local water planning documents to mean the effective and appropriate use of water by consumers. However, it is the consensus of the WUE pillar that this effective and appropriate use of water is more accurately described by the term “water use efficiency.” Furthermore, the phrase “water conservation” usually is associated with water-saving programs that are implemented when water supplies are compromised due to drought or a water shortage brought on by an emergency situation thereby implying a water “diet.” By using the phrase “water use efficiency” in future program implementation activities, and in educational and outreach efforts, the WUE team intends to convey and emphasize year-round, long-term improvements in how we use water while maintaining quality of life standards.



Current Conditions

Description of Resource Management

With pressures on available local groundwater and imported water supplies in the watershed increasing due to continuing drought conditions, increasing population, climate change impacts and mandated cutbacks in imported water, collaborative and integrated water resource planning is critical for a sustainable future. A study by the Pacific Institute, “Waste Not, Want Not: The Potential for Urban Water Conservation in California,” concludes that WUE is the most cost-effective way to maximize diminishing water supplies, which makes it one of the most important components for diversifying the region’s water portfolio in the coming years.

Over the past decade, significant WUE measures have been implemented by southern California water agencies. These programs include the large-scale replacement of old inefficient water fixtures and the upgrade of building and plumbing codes in the State requiring low-flow toilets and showerheads in all new development. It is anticipated that these types of regulatory mandates will continue to be enhanced as emerging technologies become available. Through these programs, the amount of water imported into much of southern California has remained fairly constant, sufficiently meeting demands despite significant development and population increases. However, with the water supply outlook continuing to worsen, WUE will be a critical resource management strategy that this region will need to embrace.

WUE measures can be categorized as “active” programs, such as rebates, or “passive” programs, such as the incorporation of WUE into standardized plumbing codes. Currently, the majority of WUE water savings is achieved through passive measures. Active WUE measures, however, will provide for a more holistic approach to watershed planning and help usher a social transformation in water consumption attitudes and standards among the public and water industry. Through a

combination of active and passive measures, it is estimated that over 20% of forecasted water demand in the SAR Watershed can be met through the implementation of aggressive WUE programs.

This subsection describes the current urban water resources available to the SAR Watershed. It also describes resource management programs currently implemented or participated in by SAWPA member agencies, and other partners within the watershed. These programs include: the OWOW initiative, programs offered by the State of California Department of Water Resources (DWR) Office of Water Use Efficiency and Transfers, the California Urban Water Conservation Council's (CUWCC) Memorandum of Understanding Regarding Urban Water Conservation; Metropolitan Water District of Southern California (MWDSC) Conservation Measure Funding, the United States Bureau of Reclamation (USBR) programs, other current resource management programs; and trends in WUE legislation.

One Water One Watershed (OWOW)

SAWPA has established the OWOW initiative, part of which is the WUE element, to update the IRWMP for the Santa Ana Region, and to address the watershed's water resources in a holistic manner. This forward-thinking effort in integrated regional planning is an ever-expanding process of outreach and collaboration among stakeholders in the SAR Watershed. The innovative planning initiative will serve as a model for other areas in the State and the country.

Agencies, consultants, environmental groups, and regulators involved in water conservation and WUE in the watershed were contacted to form the WUE Pillar, and to select a Pillar Chair. The WUE Pillar group met regularly to discuss ideas, strategies, and priorities that would prove to be regionally significant and beneficial to developing a vision for the future. A complete list of contributors to the WUE Pillar group is provided at the end of this chapter.

To begin the OWOW initiative, two eco-charettes were held for the participants, including the influential watershed decision-makers on OWOW's Steering Committee and the IRWMP Planning Pillars Chairs. These eco-charettes created a forum to discuss ideas and priorities for the pursuit of sustainable water resources. During these interactive and meaningful discussions, nine objectives were established as guiding principles for the IRWMP including:

- Provide Reliable Water Supply
- Preserve and Enhance the Environment
- Promote Sustainable Water Solutions
- Ensure High Quality Water for All Users
- Provide Economically Effective Solutions
- Improve Regional Integration and Coordination
- Manage Rainfall as Resource
- Preserve Open Space and Recreation Opportunities
- Maintain Quality of Life

The consensus of the eco-charette participants was that the OWOW effort needed to be bold and innovative to meet the watershed's WUE vision of transforming consumer behaviors and instill a new water ethic among all public and private sectors. The WUE element of the IRWMP aims to be equally pioneering and aggressive by suggesting new ideas, programs, and partnerships to achieve our goals and objectives. The WUE Pillar coordinates closely with the Water Supply Reliability, Water and Land Use, Climate Change, Environmental Justice, and Water Quality Improvement Pillars in order to effectively address areas of common concern.

DWR Office of Water Use Efficiency and Transfers

The DWR Office of Water Use Efficiency and Transfers offers several WUE programs that are utilized by water agencies in the SAR Watershed. These programs include funding from the WUE Grant Program that was established by Propositions 50 and 84; The Water Security, Clean Drinking Water, Coastal and Beach Protection Act of 2002; providing and updating the State Model Local Water Efficient Landscape Ordinance; and consulting with the State Energy Commission to develop performance standards and labeling requirements for water-efficient landscape irrigation equipment.



The Office of Water Use Efficiency and Transfers also offers an urban planning assistance program to assist urban water suppliers meet the requirements of the Urban Water Management Planning (UWMP) Act by preparing comprehensive and useful water management plans, implementing water conservation programs, and understanding the requirements of the Act. As of late 2008, DWR will be required to evaluate all applications for WUE grant and loan financing on the applicant agency's compliance with, and implementation of, its UWMP. Additionally, the DWR also will need to establish by 2010 a "standard of excellence" in water demand management in a Memorandum of Understanding that thereafter will give funding precedence to agencies that achieve this standard.

California Urban Water Conservation Council (CUWCC)



The CUWCC is a partnership of water suppliers, environmental groups, and others interested in conserving California's greatest natural resource – WATER. The CUWCC was created in 1991 to increase efficient water use statewide through partnerships among urban water agencies, public interest organizations, and private entities. A significant number of agencies within the SAR Watershed are signatories to their "Memorandum of Understanding Regarding Urban Water Conservation in California" (MOU), which is the foundation of the CUWCC. The MOU created a negotiated framework between water agencies and environmental groups to facilitate expedited implementation of reasonable water conservation measures. The agencies that are signatories to the MOU have agreed to implement

14 comprehensive urban water conservation Best Management Practices (BMPs) intended to reduce long-term urban water demands, and to consider water conservation on an equal basis with other water resource management options.

The BMPs established in the MOU are listed in **Table 5.4-1** below. Many of these BMPs are significant to the future success of WUE programs and planning efforts in the state of California. However, with close to 400 MOU signatories, differences exist between how each agency implements and tracks the BMPs. For instance, public outreach methods and marketing strategies vary among agencies in the SAR Watershed due to differences in each agency’s size and resources.

Some of the agencies within the SAR Watershed who are signatories to the CUWCC’s MOU are pursuing regional and collaborative WUE planning efforts and funding programs, yet because these agencies are geographically located outside of MWDSC’s service territory, they are finding it difficult to implement the CUWCC’s BMP programs in the same robust fashion as their MWDSC counterparts.

Table 5.4-1 CUWCC's BMPs

BMP 1	Residential Surveys
BMP 2	Residential Retrofits
BMP 3	System Water Audits
BMP 4	Metering
BMP 5	Landscape
BMP 6	Clothes Washers
BMP 7	Public Information
BMP 8	School Education
BMP 9	Commercial, Industrial & Institutional
BMP 10	Wholesaler
BMP 11	Rates
BMP 12	Conservation Coordinator
BMP 13	Waste Prohibitions
BMP 14	ULFTs
Potential BMPs	

In addition to the BMP list, the CUWCC is developing a Flex Track Menu of options that can be implemented by participating agencies to help them meet their savings goals for a particular BMP measure. Agencies choosing this option are responsible for achieving water savings greater than or equal to that which they would have achieved using only the BMP list items. Menus currently are available for the Residential, Commercial, Industrial and Institutional (CII), and landscape BMPs. Through this type of innovative approach, smaller agencies, as well as those that are implementing extraordinary conservation measures will be able to better demonstrate their efforts to achieve water savings.

MWDSC WUE Measure Funding

Through a water conservation commitment to its member agencies, MWDSC provides incentive funding for a wide variety of WUE programs, devices, and measures throughout its service area. These programs are offered to residential, commercial and industrial, agricultural, and public sector



entities. In 2008, MWDSC issued a call for Extraordinary Conservation measures and outlined some of the tools that they would develop to help their member agencies achieve its call for increased water savings. MWDSC launched a region-wide residential rebate program to help make it simpler for the over 18 million people in their service territory to take advantage of rebates through a one-stop shop concept. The program known as SoCal Water\$mart is proving to be very effective, and has increased the convenience factor for the average southern California consumer. To help defray the criticism of those that would point the finger at public agencies as some of the largest water wasters, MWDSC created the Accelerated Public Sector Program to provide funding opportunities to public agencies to help them implement WUE programs and practices. The program has proved to be a tremendous success, especially with cities and school districts across the southland. MWDSC is developing a water waste ordinance for their member agencies and local jurisdictions to adopt. It is anticipated that it will eventually be required as a pre-requisite criteria to participate in any of MWDSC's WUE and other funding programs. MWDSC hosts a monthly WUE meeting for conservation coordinators to share information and learn about important changes in the field. Certain entities (including Pillar participants, San Bernardino Valley Municipal Water District (Valley District) and the City of Yucaipa), are within the SAR Watershed but lie outside of MWDSC's boundaries, and are therefore not eligible to participate in these programs. It is crucial that watershed planners find ways to encourage the development of similar WUE programs and funding opportunities for these communities, especially since many of these areas fall within the auspices of the Environmental Justice Pillar and are home to disadvantaged stakeholders.

Current Resource Management Programs

A variety of WUE management programs, pilot programs, and outreach efforts have been implemented by SAWPA member agencies, MWDSC, cities and counties, and other entities from within the Watershed. These programs include:

- California Friendly Homes
- Targeted Water Conservation Programs
- Water-wise Ordinances and Design Guidelines for New and Existing Developments
- Green Building and LEED Standards
- Development Mitigation Credits for New WUE Programs
- Weather-Based Irrigation Controller (WBIC) Programs
- Agricultural and High Water Use Residential and Commercial Audits and Evaluations
- Landscape Irrigation Budgets
- Rotating Sprinkler Nozzles for Sprinkler Heads Rebates
- High-Efficiency Nozzles for Large Landscape Heads
- Turf Reduction Rebate Programs (Cash for Grass)
- Synthetic Turf Rebate Programs



- Residential and Professional Landscape Classes (California Friendly)
- Landscape Audit Programs
- Regional Landscape Alliances
- Variable Flow Pumping Systems for HOAs, Municipalities, etc.
- Custom-Sized, Pressure-Specific Pump and WBIC Packages
- US EPA Water Sense Certification Programs
- Ultra-Low-Flow Toilet (ULFT) Rebates
- High-Efficiency Toilet Rebates
- Multi-Family High-Efficiency Toilet (HET) – Direct Install
- High-Efficiency Clothes Washer (HECW) Rebates and Added Incentives
- Industrial Water Use Reduction Audits and Incentive Programs
- Swimming Pool Cover and Rain Barrel Rebates
- Public Sector Incentive Programs
- CII Water Use Surveys & Rebate Program
- Hotel and Tourism Industry Programs
- HOA Outreach and Training Programs (Changes to CCRs)
- Industrial Process Performance Improvements Programs
- Allocated Budgeted (Tiered) Water Rates
- University Sponsored Water Institutes
- Fundraising Projects with Water-wise Plant Palettes
- Community Outreach Programs and Water Festivals
- Public Awareness and Communications Campaigns
- School Education Programs
- Water Conservation Demonstration Gardens
- Water-wise Landscape Contests, Gardening Guides and CDs



Various water agencies and other water related organizations in the Watershed will implement WUE programs on a regional basis deemed to have a high probability of success and are cost-effective but will not duplicate MWDC's conservation efforts. SAWPA, on behalf of the OWOW stakeholders and participants, will apply for grant funding to complement and expand on existing efforts.

Current WUE Policy and Legislation

The California Legislature has been active in creating and passing legislation regarding WUE. Recent legislation passed by the California Legislature, such as AB 566, AB 662, AB 715, AB 1420, AB 1560, AB 1881, are guiding and shaping the way for WUE. AB 566 requires, rather than permits, the model landscape ordinance (per the Water Conservation Act) to include climate information for irrigation scheduling based on



the California Irrigation Management Information System (CIMIS) system. AB 662 requires the minimum standards for operating efficiency of water-using devices/appliances be based on those efficiencies that will reduce the energy and water consumption rates, and that do not result in any added total costs over the designed life of the appliances concerned. AB 715 requires that all toilets sold or installed in California use no more than an average of 1.6 gallons per flush, and that all urinals sold or installed in California use no more than an average of one gallon per flush. It also requires that, on and after January 1, 2014, all toilets and all urinals, other than blow-out urinals, sold or installed in California are high-efficiency toilets (1.28 gallons per flush or less) and urinals. AB 1420 requires eligibility for any grant or loan to an urban water supplier awarded or administered by DWR, State Water Resources Control Board (SWRCB) or the Bay-Delta Authority to be conditioned on the implementation of the water demand management measures described in the UWMP. DWR is required to convene an independent panel to provide recommendations to the legislature relating to adoption, implementation, and reporting of demand management measures. The DWR also must identify demand management measures that achieve a standard of excellence. AB 1560 requires the Energy Commission to prescribe, by regulation, water conservation design standards for new residential and new nonresidential buildings. Additionally, the DWR prepared a Water Efficient Landscape Model Ordinance as part of the implementation of AB 1881.

On November 6, 2009, the State Legislature approved Senate Bill 7 – Statewide Water Conservation as part of the State Comprehensive Water Package. This legislation establishes one of the most progressive mandates to establish statewide water use efficiency standards in the State’s history. The bill includes the following:

SB 7 creates a framework for future planning and actions by urban and agricultural water suppliers to reduce California’s water use. For the first time in California’s history, this bill requires the development of agricultural water management plans and requires urban water agencies to reduce statewide per capita water consumption 20 percent by 2020. Specifically, this bill:

- Establishes multiple pathways for urban water suppliers to achieve the statewide goal of a 20 percent reduction in urban water use.
- Specifically, urban water suppliers may:
 - Set a conservation target of 80 percent of their baseline daily per capita water use.
 - Utilize performance standards for water uses that are specific to indoor, landscape, and commercial, industrial and institutional uses.
 - Meet the per capita water use goal for their specific hydrologic region as identified by DWR and other state agencies in the 20 percent by 2020 Water Conservation Plan.
 - Use an alternate method that is to be developed by DWR before December 31, 2010.
- Requires urban water suppliers to set an interim urban water use target and meet that target by December 31, 2015 and meet the overall target by December 31, 2020.
- Requires DWR to cooperatively work with the California Urban Water Conservation Council to establish a task force that shall identify best management practices to assist the commercial, industrial, and institutional sector in meeting the water conservation goal.

- Requires agricultural water suppliers to measure water deliveries and adopt a pricing structure for water customers based at least in part on quantity delivered, and, where technically and economically feasible, implement additional measures to improve efficiency.
- Requires agricultural water suppliers to submit Agricultural Water Management Plans beginning December 31, 2012, and include in those plans information relating to the water efficiency measures they have undertaken and are planning to undertake.
- Makes ineligible for State grant funding any urban or agricultural water supplier who is not in compliance with the requirements of this bill relating to water conservation and efficient water management.
- Requires DWR to report to the Legislature in 2013, 2016 and 2021, on agricultural efficient water management practices being undertaken and reported in agricultural water management plans.
- Requires the DWR, the State Water Resources Control Board, and other state agencies to develop a standardized water information reporting system to streamline water reporting required under the law.

Regional WUE Strengths, Weaknesses, Opportunities and Threats

As part of the process of evaluating the region's overall WUE performance and future WUE planning efforts, a Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis was conducted to determine best strategies and the most effective course of action. The identified Strengths, Weaknesses, Opportunities and Threats, which are further categorized as physical, institutional, and customer-related are summarized in the SWOT analysis described below.

Strengths

The regional WUE strengths lie primarily in the activities and experience of the regional water agencies and their sub-agencies. SAWPA consists of five major water and wastewater agencies: Valley District, Inland Empire Utilities Agency, WMWD, Eastern Municipal Water District, and Orange County Water District. Many of these agencies also serve as the primary wholesale water agency for sub-agencies within their service area.

Through SAWPA, multi-agency forums or roundtables are held among member agencies to provide interagency communication, communication with the public, and communication with regulating bodies. It is also through these forums that agencies can share their technical and practical expertise in WUE program implementation. By meeting together to discuss issues and concerns, a unified message and response is continually refined and implemented by agencies for important issues such as the water crisis and future policy initiatives. Additionally, other organizations including non-profit entities, coalitions, and environmental interest groups, as well as larger institutions such as MWDSC and USBR, have been instrumental in helping to create and maintain the region's vision for a sustainable watershed.

Weaknesses

The regional WUE weaknesses lie generally in the differences in implementation of WUE programs, available agency resources for those programs, and in customer awareness and attitudes toward WUE.

With so many water agencies participating in regional processes, there are sometimes conflicting goals or priorities that can hinder progress. There also seems to be a gap in the distribution and implementation of conservation programs in various portions of the region. One reason is the ineligibility for conservation funding of those agencies that do not fall within the MWDSC boundaries. Public outreach and marketing methods vary due to the differences in the size and resources of agencies, budgets, and number of agency staff dedicated to WUE programs. This variance translates into customers within the same region not being similarly informed, and thereby not attuned to local water usage issues and regional water conservation measures.

Additionally, the Santa Ana Region is limited in the number of landscaping professionals, contractors, and other trade staff members who are knowledgeable about WUE, water-efficient techniques, and technologies; and who can serve as resources for water customers looking to implement WUE measures. It will be important to forge partnerships with industry groups and large retailers to help bring about a transformation in the marketplace by making it easier for consumers to purchase new water efficient irrigation devices.

Opportunities

One of the key opportunities that can be implemented is the use and reiteration of the term “water use efficiency” instead of “water conservation” in any education or outreach to the stakeholders and the community. As explained previously, the word “conservation” usually conjures a negative image of a water “diet”, which is generally associated with times when water supplies are compromised due to drought. By using the phrase “water use efficiency,” agencies convey the importance of efficient use of water resources at all times and encourage water-wise behaviors as an integral part of customers’ lifestyles.

The weaknesses noted earlier also are opportunities to build new strengths. By using the OWOW WUE Pillar forum, agencies can collaborate on projects that will provide regional benefits by maximizing shared resources and developing new relationships and programs.

Other opportunities available to the regional WUE effort are mainly customer-oriented: changing expectations and behaviors; inspiring and motivating WUE; and providing information, training, and support programs regarding WUE and technologies. The opportunity for increased solution-oriented collaboration among water agencies and professionals is also a key opportunity.

There are many opportunities for WUE measures in the region. With the continuation of regional marketing measures, WUE issues can reach a broader audience throughout the region. SAWPA and local agencies will have an enhanced role to advance WUE by embracing emerging technologies, and creating grant-funded technical assistance for the region. Other WUE opportunities include new programs such as US EPA’s WaterSense, training classes for landscapers and the public, and the possibility of developing a contractor certification program. Better coordination with water agencies and cities will help promote new WUE ordinances based on AB 1881, the California Model

Local Water Efficient Landscape Ordinance, such as the Riverside County Water Efficient Landscape Requirements Ordinance, County Ordinance 859; new water-efficient development; and the use of allocated tiered water rates. There also is an opportunity for SAWPA and local agencies to partner with the area’s energy utilities on marketing and incentive programs for CII water users that target water use and water-related energy use. All of these opportunities will be designed to motivate customers to increase their WUE.

As implementation measures are enacted to comply with AB 32, California Global Water Solutions Act of 2006, to control greenhouse emissions, the advantages in reduced energy use of WUE applications become readily apparent. As indicated in **Figure 5.4-1** on the following page, WUE is ranked as the most energy efficient of water supply source per kWh/AF in southern California based on research conducted by Dr. Robert Wilkinson, Director Water Policy Program, UC Santa Barbara.

Figure 5.4-1 Energy Intensity of Selected Water Supply Sources in Southern California

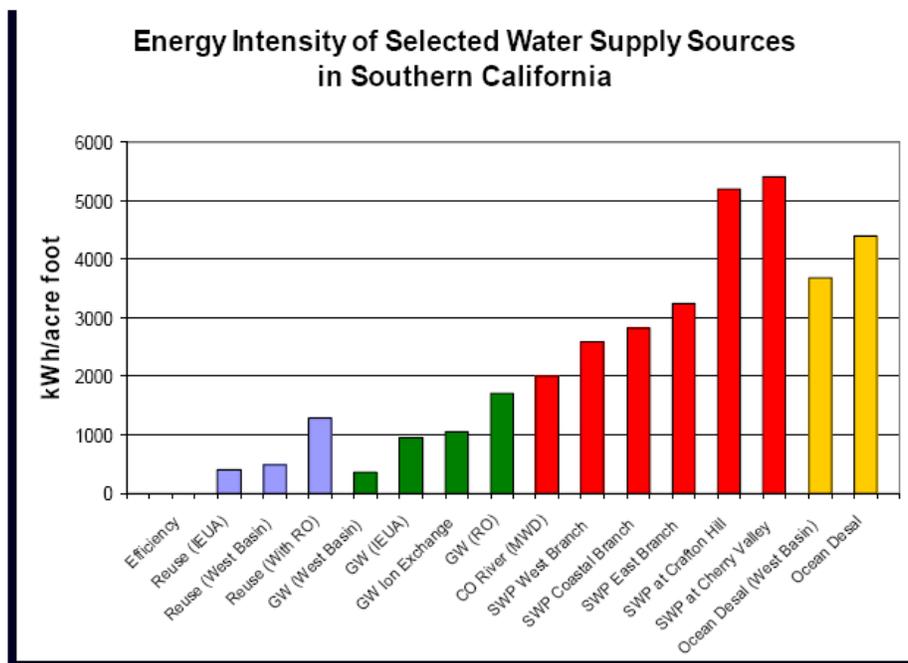
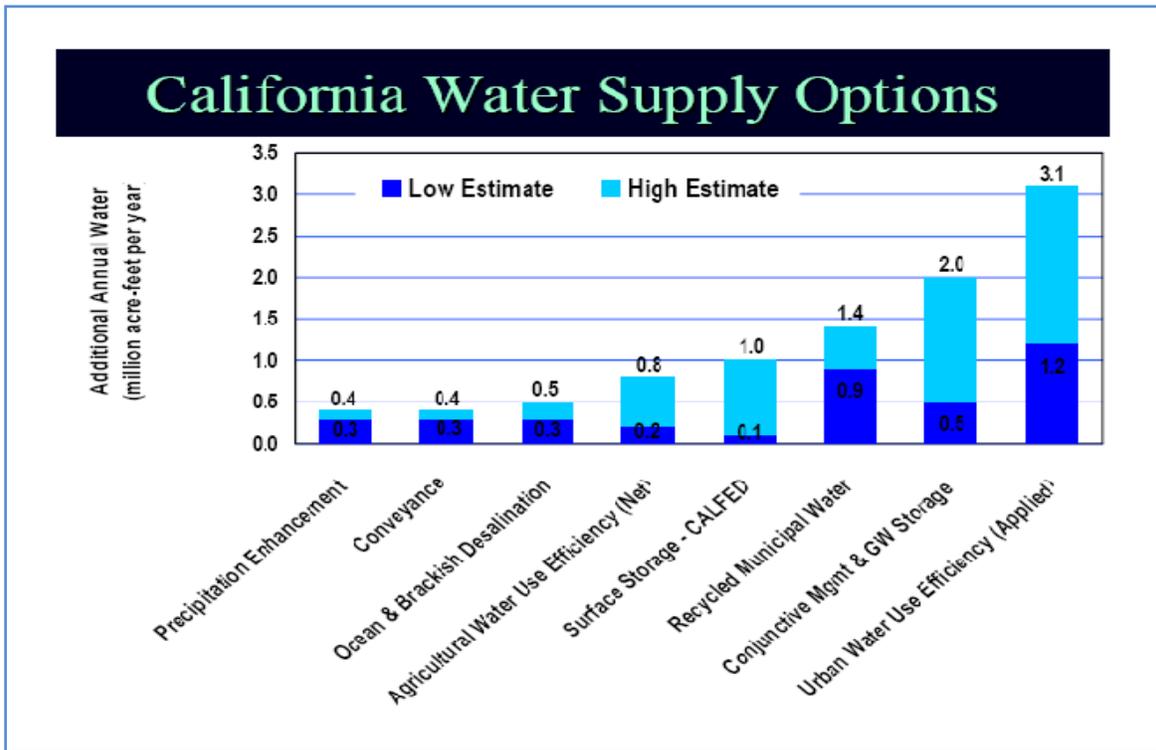


Figure 5.4-2 California Water Supply



Further, under **Figure 5.4-2**, of the many California water supply options available, urban WUE offers the largest supply available under low and high estimates statewide.

Threats

Funding, population growth, water infrastructure maintenance, and legislation are several main issues that could inhibit the regional WUE programs. The region is in need of programs to promote efficient use of its water supply while facing a possible cutback on grant funding. Other issues include political pressures, the need for agencies to remain cost-effective, and recent legislation requiring compliance with UWMPs.

Several of these threats are embodied in AB 1420, a bill signed by Governor Schwarzenegger in October 2007 regarding water demand management measures and water management grant or loan funds. This legislation states that eligibility for any grant or loan to an urban water supplier awarded or administered by DWR, the SWRCB, or the Bay-Delta Authority is to be conditioned on the implementation of the water demand management measures (DMMs) described in the supplier’s UWMP. If the supplier is not in compliance with any of the DMMs in its UWMP, it will not be eligible for state funding grants or loans.

Agencies will have to work together to examine these potential threats and create a plan for moving forward if faced with any of these challenges.

Identification & Implementation of Strategies to Improve Resources

With their key goal to reduce demand for imported supplies received from the State Water Project and Colorado River, SAWPA, its member agencies, and other retail agencies in the Watershed are developing water-efficient strategies to become more self-reliant and sustainable. To identify opportunities for using water more efficiently, existing conditions and regional resources were identified and analyzed by the Pillar committee members.

WUE Measures

The WUE Pillar Group meetings gathered information and ideas on potential new conservation opportunities, programs, and emerging technologies that could be implemented in the SAR Watershed. The WUE team developed two primary points of agreement: 1) the main focus of WUE's current and future efforts should shift from indoor residential water use to landscape and CII water use, and 2) regionally standardized WUE programs should be implemented throughout the watershed.

To develop a plan and outline strategies to accomplish these items, the WUE Pillar members held quarterly meetings to exchange information and ideas, partner and support each other's efforts, and coordinate with SAWPA staff. Through these meetings, a comprehensive list was created to summarize existing and potential new opportunities for WUE efforts. The WUE list was created by the Pillar. It lists several conservation measures by the following categories: Regional Programs and Incentives; Landscape; CII; Financial and Policy Initiatives (also refer to *Current Conditions* section), and Partnerships and Outreach. Pillar members were invited to check off the WUE measures they currently were implementing, and measures they wanted to pursue. Using this information, the Pillar was able to review everyone's efforts and validate their agreed vision to focus on landscape and CII water use, and regionally standardized WUE programs.

The following is the list of the WUE Pillar's list of programs determined to be the most effective in the categories listed above:

Regional Programs and Incentives

- ***Promulgate High Efficiency Toilets (HETs) and High Efficiency Clothes Washer (HECWs)***

Toilets and clothes washers typically account for 27% and 22%, respectively of residential indoor use, representing the most significant remaining savings potential for indoor use. (Note: Aggressive showerhead replacement programs in the early 1990's, in addition to plumbing code changes, have resulted in high saturation levels for low-flow showerheads). With replacing a toilet that uses 3.0 gallons or more per flush with one that uses 1.28 gallons per flush or less, a resident may receive \$100, depending on the toilet selected and the incentive offered by the local water provider.

Incentives also exist for residents who want to buy a new HECW that uses less water and energy than conventional washers. These incentives encourage residents to invest in and install WUE devices that will be used frequently in their households.

Building upon the success of indoor WUE programs provides the groundwork to now shift the focus to outdoor and landscape water conservation measures. Out of all of the topics in the WUE matrix, the landscape category had the most conservation measures identified by the Pillar. The Irrigation System Improvements (audits and equipment) and the CII Large-Scale and Key Account Audits and Implementation measures were the ones that were ranked the highest in the Landscape category, which reinforces the Pillar's focus on landscape and CII water use.

- ***Utilize MWD's Regional Support for WUE Rebate Incentive Programs***

MWDSC has implemented a program that allows water agencies to customize their rebates by adding additional incentives. The program also allows agencies to target markets, analyze data, and implement new approaches. MWDSC rolled out SoCal Water\$mart, a regional residential rebate program where any resident within MWDSC's general service area will be eligible to apply for rebates on water efficient purchases for the home directly from MWDSC, thereby eliminating the ineligibility of customers who live in non-participating MWDSC areas. The Landscape Water Use Efficiency Statewide Market Survey conducted by the Water Resources Institute at California State University, San Bernardino, shows that rebates would provide motivation for a significant percentage of decision-makers for residential and managed properties to invest in landscape water efficiency technologies.

Landscape

- ***Irrigation System Improvements (Audits and Equipment)***

Irrigation of residential and certain types of commercial landscapes currently is one of the largest uses of water. Landscape water use can be reduced by up to 30% by simply repairing broken or damaged irrigation components, adjusting pressure, retrofitting with more efficient components, and scheduling irrigation properly. A simple system improvement is retrofitting spray head sprinkler nozzles with rotating sprinkler nozzles. The rotating sprinkler nozzles apply water at one-third the rate of spray heads, thereby allowing the sprinklers to run for longer periods of time before runoff occurs.

A significant system improvement that can be accomplished in combination with other irrigation improvements to reduce landscape water use by 20% or more is the installation of a "smart" irrigation controller. It estimates or measures depletion of available plant and soil moisture, and replenishes water as needed while minimizing excess water use. It adjusts water application throughout the irrigation season without human intervention. There are two types of smart controllers: 1) sensor-based controllers, which use historical weather data plus temperature and precipitation monitoring, or information provided by an on-site weather station; and 2) signal-based controllers that use localized weather data provided by the CIMIS or an equivalent. The benefits of encouraging and promoting the use of smart controllers include reduction of outdoor water use, healthy and attractive landscaping, reduction of runoff and non-point source pollution, and improved water quality.

Commercial, Industrial, Institutional (CII)

- ***CII Large Scale and Key Account Audits and Implementation***

Large-scale CII customers use water in unique ways that must be examined for opportunities to save water on an industry-wide or individual basis. To assist with this, MWDC has the Water Savings Performance Program that provides audits and retrofits to large industrial water users. Financial assistance is provided for documented water savings derived from projects implemented under the program that meet the qualifying criteria.

Equipment for the proposed improvements may be purchased or leased. Typical process improvements that qualify include installation of equipment to capture, treat, and reuse water that otherwise would be discharged to the sewer, and replacement of existing equipment with more efficient process improvements resulting in reduced water demand.

Another program aimed at institutional water users is the Public Sector Program, initiated by MWDC in 2007 to provide funding to public agencies to implement WUE devices. There is dual opportunity to retrofit internal components, such as implementing high-efficiency toilets and urinals, and to retrofit external components, such as installing smart or central controllers and synthetic turf. The public sector market was targeted because the general public looks to public agencies to set a standard and because public agencies generally have the labor to install retrofits but not the funding.

On a smaller scale, many local water agencies have obtained grant funding to implement local programs to assist commercial users in retrofitting to more efficient devices.

- ***Save Water, Save A Buck Program (SAB)***

MWDC's SAB Rebate Program, in which three of the four eligible SAWPA member agencies participate, is tailored specifically for the CII sector. Rebates are available for several water-efficient technologies to help lower water and sewer bills, reduce energy costs, and address environmental impacts. The program also allows regional marketing to key strategic partners, including device vendors. The lifetime water-savings for technologies installed to date in southern California through the SAB program is anticipated to be over 20 billion gallons.

The growing population in this semi-arid region puts an ever-increasing strain on the limited water supply. The dramatic anticipated water savings resulting from the Save A Buck program show that one of the best ways to meet this demand is for MWD and its member agencies to help businesses become more aware of water-saving technologies, and to provide the necessary financial incentives to encourage their implementation.

Other Inferences from the WUE Matrix

The other categories of Financial and Policy Initiatives, and Partnerships and Outreach, are important in strategizing, designing, and implementing WUE efforts. Each is a category that directly affects and influences the direction and development of future WUE Programs.

Financial and Policy Initiatives

Water Budgets and Allocated Tiered Water Rates offers individualized allocated water budgets for each water customer. This creates a structure that encourages people to stay within their water budget, and may be used at the discretion of local retail water agencies to penalize those who are careless or excessive with their water use. The money generated from overuse penalties could be a funding source to implement new local WUE programs. If passed, AB 2882 will support this strategy by allowing wholesale and retail water suppliers to adopt allocation-based conservation water pricing.

Partnerships and Outreach

Partnering and Outreach is an integral part in building consensus, sharing resources, and unifying the message for WUE efforts. There were numerous responses from WUE Pillar members on the ideas for how to partner with Resource Conservation Districts and Pollution Prevention/Water Quality efforts.

- ***Partner with Resource Conservation Districts***

Conservation districts emerged during the 1930s as a way to prevent the soil erosion problems of the Dust Bowl from recurring. Formed as independent local liaisons between the Federal government and landowners, conservation districts have worked closely with the USDA Natural Resources Conservation Service (formerly the Soil Conservation Service).

In the state of California, conservation districts are called Resource Conservation Districts (RCD), and are independent "special districts" organized under the state Public Resources Code, Division 9. Each RCD has a volunteer Board of Directors made up of five to nine district landowners who are elected locally or appointed. Currently, 103 RCDs in California work to address a wide variety of conservation issues including forest fuel management, water and air quality, wildlife habitat restoration, soil erosion control, and conservation education.

Because RCDs are grassroots, nongovernmental organizations, they have no regulatory power and must meet their goals for the natural resources in their community through voluntary approaches, i.e., neighbors asking neighbors to cooperate. Opportunities exist for agencies in the watershed to work with local RCDs on cooperative efforts to improve the natural environment, in this case, through WUE.

- ***Partner with Pollution Prevention/Water Quality Efforts and Vector Control***

A major source of water pollution is "non-point source" pollution, or pollution that comes from an indirect source. Storm runoff and excess irrigation are primary sources of non-point source water pollution. Irrigation runoff can contain fertilizers and pesticides that can harm habitat, flora, and fauna. Contamination of streams and rivers, as well as groundwater can result from storm and irrigation runoff if they carry pollution loads that are high. Reduction of non-point source water pollution is especially critical in areas that drain directly into the watershed. Reducing the use of irrigation and scheduling irrigation correctly to avoid runoff can accomplish this. Similarly, the majority of mosquito and vector activity is in and around storm drains, so reducing runoff will help alleviate this problem and reduce the threat from West Nile Virus. There also are opportunities to share public outreach messaging among the various regulating agencies.

- ***Partnership and Collaboration***

Many agencies on their own have contributed to the current WUE programs and these efforts do not go unnoted. The existing programs are the foundation for our next steps, which include maintaining as well as expanding existing partnerships and collaborations with water wholesalers, sub-wholesalers, retailers, and municipalities.

Another potential opportunity is to create new and innovative partnerships with customers that are large water users, such as schools, parks, businesses, irrigation companies, HOAs/property managers, gardeners, landscape architects, and contractors. Some of these partnerships could correspond with other CII programs.

Collaborations with energy utilities could lead to improved outreach, cost-savings and opportunities for increased (combined) financial incentives that will further motivate participation. Energy utilities already are partnering with key water agencies, including MWDC, on the pilot water-energy programs outlined in the California Public Utilities Commission's ruling regarding water-related energy use.

Other possible partnerships and collaboration efforts include co-marketing between water agencies and product vendors. Examples include the WUE device certification with the US EPA's "WaterSense" certification and labeling program, or WUE device training sessions sponsored by water agencies and led by a representative from the device's manufacturer.

The WUE Pillar also can support partnerships and collaboration among water agencies by serving as a forum to share ideas on what works or does not work for an agency. Collaboration between SAWPA member agencies in and outside of the MWDC service area on WUE programs will allow those agencies and their customers outside of the MWDC area to participate.

- ***Public Outreach: Emphasis on Outdoor Landscaping and Irrigation Efficiency***

With up to 70% percent of household water consumption going toward outdoor use, there is a growing need to provide water efficient programs targeting outdoor landscaping. There are various ways to increase water efficiency of outdoor landscaping. The outdoor efficiency program topics identified by the WUE team include:

Marketing programs:

- Changing landscape design elements: increase pervious hard surfaces, pavers, and bioswales
- Creating sample landscape plan templates
- Using captured rainwater, recycled wastewater, graywater, or treated water for non-potable uses including irrigation
- Positioning water-efficient gardens as in style and "hip"
- Utilizing marketing suggestions from the WRI Landscape Water Use Efficiency statewide market survey: positives of water smart landscapes, the cost of doing nothing, children's involvement, and responsibility for the environment
- Targeting marketing efforts to various demographic communities

Technology/training programs:

- Advancing emerging technologies such as smart irrigation controllers and new irrigation device technology
- Creating a comprehensive package for consumers to promote use of smart irrigation controllers (e.g. rebates, stores, installers, training, and check-ups)
- Advocating use of appropriate/functional warm season turf throughout the region
- Developing a “one-stop shop” that offers accessible and comprehensive water-efficient landscape planning programs

- ***Public Outreach: Community-Based Social Marketing***

Community-based social marketing is a behavior-change tool that can supplement traditional information-intensive marketing campaigns. Previously utilized as a strategy in health care initiatives such as smoking cessation, it now is being utilized for other causes, including natural resource management, to achieve the adoption of environmentally sustainable behaviors by the members of our communities.

Community-based social marketing involves four steps: 1) identifying the barriers and benefits to a sustainable behavior through a combination of literature reviews, focus groups, and survey research; 2) developing a strategy to promote the sustainable behavior that utilizes “tools” that have been shown to be effective in removing barriers and changing behavior; 3) piloting the strategy; and 4) evaluating the strategy once it has been implemented across a community. These steps result in a community outreach campaign that will successfully foster the desired sustainable behavior, which in the WUE Pillar’s case is water-efficient behavior.

There are several typical reasons why people do not engage in a particular sustainable behavior. One reason is that people are unaware of the activity and/or its benefits. Another reason is that the activity may be perceived as having significant difficulties and barriers associated with adopting it. For example, people may believe that switching their traditional garden to a California-friendly landscape is a daunting task that requires expertise and money. A third reason why people do not engage in a sustainable activity is that they feel that there are no significant barriers that discourage their current behavior. For example, irrigation schedules are left the same throughout the entire year because it is easier to leave it alone rather than have to adjust it due to weather conditions or the time of year.

To better influence what people do, community-based social marketing helps public outreach campaigns to identify perceived barriers and benefits to an action, and promote specific changes to overcome those obstacles. People naturally tend to gravitate to actions that have the most benefit and that have the fewest barriers to overcome. Additionally, perceived barriers and benefits vary from individuals and groups. What may work for one neighborhood may not work for another, or what may work for residents may not work for businesses. Behaviors also compete with each other; as one adopts a new behavior, the previous behavior is being rejected. For example, the behavior of capturing cold water in a bucket before the shower water gets warm replaces the behavior of letting the unused water run down the drain.

Because of this diversity of motivations, the perceived barriers and benefits to the desired sustainable behavior have to be understood so that the available behavior change tools can be prioritized by the benefits they offer and barriers they remove. From this analysis, effective community-based social marketing strategies can be developed. For future community-based social marketing efforts by the WUE Pillar, the WRI Landscape Water Use Efficiency Statewide Market Survey will be a good starting point as it identifies several residential and managed properties incentives and barriers to increased landscape WUE.

Once a sustainable behavior-specific marketing strategy has been developed, the piloting and post-pilot evaluation of the behavior change strategy ensure that a project is effective at achieving the desired result before it is implemented on a large scale. By careful research and planning, pilot testing, and pilot results evaluation, community-based social marketing strategies that promote sustainable behaviors can successfully become and remain a part of people's lifestyles.

Other WUE Strategies Discussed in WUE Meetings

The following is a brief summary of additional measures prioritized by the WUE Pillar that were not included in the Table of WUE Measures, but highly discussed in WUE meetings.

- ***Urban Water Management Plan***

In the area of WUE planning, water agencies in California must perform certain minimum planning processes required by the California Water Code. The most informative of these planning tools is the UWMP. Agencies that either have more than 3,000 service connections or deliver more than 3,000 acre-feet annually must complete a UWMP at least every five years. The UWMP incorporates requirements for describing how the agency will implement WUE demand management measures, which are equivalent to the CUWCC BMPs. In the SAR Watershed, there are many overlapping water agency jurisdictions and their respective UWMPs, creating a large amount of information about WUE. BMP implementation information also is available, much of it from MWDSC.

- ***Evaporation and Transpiration Correlation***

Significant water loss can be attributed to evaporation and transpiration. Evaporation accounts for surface water that enters the air as vapor due to the heat of the sun. Transpiration accounts for the use of water by plants. By promoting native and drought tolerant plant species instead of turf grass, transpiration is reduced. By planting more trees, the amount of shade area is increased, which reduces evaporation and the heat island effect.

There will be opportunities for water agencies within a watershed to partner with other public and private entities that share the same goal of increasing the amount of drought-tolerant, native, and Mediterranean plants in the watershed. The goal of reducing evaporation and transpiration also should be incorporated into the plant palette idea, where landscape contractors can recommend a palette of plants that are water use efficient to a resident, business, or industry. Additional evaporation reductions can be accomplished by providing incentives or voucher programs for swimming pool and spa covers, and banning outdoor misting systems.

Collaboration and Integration with other OWOW Pillars

The nine other OWOW Pillars are developing programs, resources, and strategies for addressing challenges in their areas of expertise, similar to the WUE Pillar. By integrating strategies from multiple OWOW Pillars into planned water resource management programs, and by increasing program planning and implementation coordination among Pillars, efficiencies and benefits are generated that yield program results greater than those achieved through the efforts of a single agency or Pillar. Additionally, collaboration that produces consensus among the OWOW Pillars creates a stronger, more unified voice to communicate regional water management goals, strategies, and messages to stakeholders. Described below are the three reasons that collaboration and planning integration with other OWOW Pillars is crucial to the fulfillment of the WUE vision.

Leveraging Expertise

The WUE Pillar aims to maximize the benefits of the work of the other Pillars and water agencies by incorporating their expertise in future WUE programs. Among others, the Water Supply Reliability, Flood Risk Management, Climate Change, and Water and Land Use Pillars share common ground with the WUE Pillar. For example, WUE is a response to the region's dependence on imported water supplies, which is a water supply reliability and climate change concern, and WUE targets behaviors that create dry weather run-off that carries non-point source pollution. Collaboration and information sharing between these Pillars and the WUE Pillar will create consistency among programs and services, establishing a norm that is recognized within and beyond the region.

The more connections that can be made between Pillars in the design of a project, the more the project can be deemed valuable and successfully prioritized for funding and implementation due to its ability to provide multiple benefits. On another level, publicity and marketing strategies can be maximized through the dissemination and repetition of the message across different Pillars and diverse audiences.

Additionally, as WUE is a watershed-wide goal shared by many Pillar areas, the potential exists for the WUE Pillar to become a clearinghouse for WUE programs and resources, which could be made available through a Website for easy access. The WUE Pillar also could take on the role of a regional coordination planning body for WUE experts, including irrigation repair services, landscape design firms, and landscape contractors. Putting the public in touch with these experts through the clearinghouse would demonstrate a grassroots and social marketing approach to the implementation of WUE measures.

Leveraging Resources

Water resources are vital to the SAR Watershed, and resources including time and funding are vital to the successful implementation of WUE projects and programs. As the SAR Watershed's water resources cannot meet unlimited demands, and the WUE Pillar members' time and funding do not allow an unlimited number of WUE programs to be implemented, leveraging available resources to achieve the most benefit is critical.

In terms of water resources, the water agencies in the SAR Watershed currently rely on varying degrees of imported water supply to meet customer needs. Through the identification of existing local resources such as groundwater and recycled water, water agencies will be able to better

leverage water supply resources. One of those available local water supply resources is water saved through WUE measures.

Especially now, as the State Water Plan and the SB 7- Statewide Water Conservation in full swing along with current legislative initiatives of AB 1420 (access to water conservation funding), AB 1881 (water efficient landscapes and land use planning), focus on water efficiency, increased engagement by, and resources from the WUE Pillar will be necessary to meet these new requirements.

One way to leverage time and funding resources is to group together WUE projects and programs by similar geographic areas. By collaborating on work activities, timelines, and stakeholder outreach, the sponsors of these projects and programs can reduce project costs, lessen community impact by decreasing completion time for capital projects, and achieve greater success in community outreach and stakeholder behavior change for education and marketing programs.

Having multiple Pillars come together to combine various water management strategies within a single project or program is another way to leverage time and funding resources. For example, the Water Supply Reliability, Water Recycling, Flood Risk Management, Climate Change, Environmental Justice, and Water and Land Use Pillars could integrate WUE into all resource-based planning efforts (*i.e.*, treating WUE as a supply source and as a means to offset climate change impacts while mitigating land use impacts). WUE provides opportunities to increase demand for recycled water use. Landscape water conservation programs have a secondary benefit of reducing runoff and non-point source water pollution, as well as reducing the proliferation of vector-based diseases such as West Nile Virus.

As available staff and funding resources are not uniform among member agencies, leveraging resources and programs across geographical areas and Pillars also can address equity and fair distribution of resources while maximizing results. WUE programs and WUE ads can be spread across geographic areas and Pillars to leverage resources and maximize benefits. Using region-wide communications outlets obtains the greatest benefit for the funding resources available by allowing the ads' messages to reach the widest audience possible, and can result in earned media, better ad rates, and extra airtime.

Employing WUE staff expertise and funding resources on a regional basis using the IRWMP process ensures that smaller agencies and agencies outside of the MWDSC service area have access to the available resources. Pursuing regional implementation of programs will help to both leverage and balance resources, as agencies already implementing WUE will impart their expertise in the design and implementation of new regional WUE programs. These programs will then be available to the customers of smaller agencies, and regional programs will be able to employ new implementation formats and access new funding. The region's water agencies also would benefit from the more consistent message and improved reliability of regional WUE programs.

Leveraging the available resources to implement WUE programs that benefit those with sufficient means and those in need of resources is a proactive approach that will maximize the WUE benefits throughout the region. WUE also should be included in proactive emergency preparedness planning and preparation for disasters, as water saved through WUE can become the water that is available for future emergency use.

Leveraging Funds

Integration of water management strategies across geographies, within the project implementation process, and through partnerships between agencies can result in significant financial efficiencies. Collaborative projects that are widely supported can be more far-reaching and implemented more quickly, effectively, and efficiently than could be accomplished by one agency focused on a single water management strategy.

Spreading WUE funding throughout a watershed results in cost benefits through the integration of multiple strategies or messages and through regional marketing efficiencies. For example, Valley District and the Yucaipa Valley Water District (YVWD) are within the SAR Watershed, but are not MWDSC member agencies, making them ineligible for MWDSC conservation rebate funding. However, collaborative projects with regional benefits facilitated by the OWOW effort, such as a regional conservation incentive funding program that would overlap with efforts by MWDSC member agencies, SAWPA agencies, and Pillars, would be a way to enable Valley District, YVWD, and other agencies to receive funding and to maximize WUE benefits and results.

Funds also can be leveraged to achieve goals through regional partnerships and projects that use matching funds, such as MWDSC's conservation credits program. Created in 1988 and updated in 2005, this conservation credits program provides funds to MWDSC's member agencies to advance their individual demand management strategies. Additionally, Federal government funds could be used to leverage State and local funding.

Focusing in particular on the Water Supply Reliability, Climate Change, and Environmental Justice Pillars, SAR Watershed water agencies should incorporate WUE funding into their planning portfolios to ensure a constant funding stream for WUE programs and efficiency measure implementation. Agencies should institute an allocated budget-based tiered water rates structure whenever feasible to help generate the revenue streams necessary to implement successful landscape WUE programs, while at the same time pursuing MWDSC conservation incentives so that matching funds from State grants can be obtained.

Description of Data Collection and Compilation Process

Stakeholder Identification

The WUE Pillar is comprised of over 40 stakeholders from all three counties, consisting of WUE experts, consultants, business leaders, and other industry leaders. Members were solicited during several outreach events held by SAWPA in the early stages of the planning process. A fish bowl type public involvement approach (participants placed their business card in a "fish bowl" for each Pillar group of interest to them) was used to gather interest and collect contact information from potential participants. SAWPA also sent numerous email outreach blasts that invited and encouraged involvement and participation. Some members volunteered and others were assigned by their respective agencies.

Strategies Deployed to Involve and Motivate Stakeholders

Strategies used to involve and motivate the WUE members were establishing meeting dates early; creating an advisory committee within the larger pillar group; structuring meetings to constructively gather input; committing attendance for half-day brainstorming sessions; providing refreshments and lunch at workshops; making chapter drafts available electronically for review and comment, and continually reaching out to potential new participants.

Event Coordination

A chapter outline was developed by compiling input from a total of three large-scale meetings, PowerPoint presentations, and other resources, and organizing them into the categories developed by SAWPA. An interactive workshop was developed as a way to review the outline and gather more information. Participants were assigned to a group that worked on a particular section of the WUE Chapter. Within these groups, participants discussed and refined the key message of the section. Each group answered the question: “What should be the key message of this section of the WUE Chapter?” Participants were asked to develop key messages that relate to the mission statement of WUE discussed in the last meeting, and to determine if keywords, such as “future vision” and “proactive” needed to be part of the mission statement.



Another assignment for each group was to review a section of the WUE chapter. Participants read through their chapter section outline and discussed what information was missing or needed to be further developed. Each group thought about:

- What information is missing that is needed to support the section’s key message?
- Can this section be organized or structured differently?
- Are there examples that can be placed in this section?
- Is there a program or resource that needs to be described in more detail in this section?
- What resources can be researched and cited?
- What supporting graphics/photos can communicate ideas in this chapter section?
- Are there statistics that need to be included in this chapter section? If so, where can this information be extrapolated?



Each group then presented their ideas of their key message and chapter section to the rest of the team. Afterwards, each participant was able to comment and add information to other sections of the chapter.

Additionally, two matrices were provided to the stakeholders: Table of WUE Measures, and Table of BMPs). These matrices will serve as comprehensive databases to summarize efforts in the SAWPA OWOW region. Participants were asked to fill out these matrices marking the existing and future efforts of their organization in terms of WUE and the CUWCC’s 14 BMPs. With over 100 agencies listed in the matrix,

these working databases identify and track areas of overlap, areas of collaboration, areas in need of development or improvement, and levels of prioritization.

Data Collection Methodology

Some of the SAWPA member agencies serve disadvantaged communities that have not yet had the opportunity to access grant funding to implement WUE programs. Other agencies have been promoting WUE for years, or have not begun at all. Thus, within the Santa Ana Region there are varying levels of familiarity with, and implementation of, WUE programs. It is this “uneven playing field” that the WUE Pillar has attempted to address by devising mechanisms to allow the Santa Ana Region as a whole to achieve water demand reduction. Key questions regarding implementation of WUE programs in the Santa Ana Region include:

- Should an approach to WUE be broad and non-specific so that agencies within the region have local flexibility, or should there be a list of specific measures and projects that have high potential for multiple regional benefits that are to be implemented by all agencies?
- If a conservation measure or project is locally cost-effective, should it be implemented regardless of the availability of grant funding?

Because each agency has its own set of ongoing circumstances, customers, and funding, agencies have differing preferences about the answers to these questions.

As a way to envision the greater picture of how to design a plan of action, the WUE Pillar members have expressed a desire to hold quarterly meetings to exchange information and ideas, partner by supporting each other’s efforts, and coordinate with SAWPA staff. By coming together regularly, members can prioritize next steps, coordinate grant funding opportunities, and continually evaluate each WUE strategy to confirm its cost-effectiveness and benefits to the region.

To begin this collaborative effort of developing a plan, comprehensive databases were compiled to summarize two large efforts in the SAWPA OWOW region: 1) List of WUE measures: existing and potential new opportunities for WUE efforts, and 2) Table of BMPs: implementation coverage of the 14 CUWCC Best Management Practices ([Table 5.4-1](#)). With over 100 agencies listed, these working databases identify and track:

- Areas of overlap
- Areas of collaboration
- Areas in need of development or improvement
- Levels of prioritization

The WUE “opportunities” matrix identifies existing and potential new programs identified during the Pillar brainstorming effort. The programs are categorized as Regional Programs and Incentives, Landscape, CII, Financial and Policy Initiatives, and Partnerships and Outreach. Each SAWPA member agency has indicated which programs are of most interest to their service area.

The “Best Management Practices” matrix ([Table 5.4-2](#)) identifies the efforts of the SAWPA member agencies in satisfying the 14 BMPs listed in the CUWCC MOU. These data are summarized in ([Table 5.4-3](#)). Both of these Tables can be found in the Appendices.

The 2005 IRWMP demonstrates that water efficiency measures could have significant beneficial impacts on future water supplies in the region and how they are managed. As the major regional wholesalers, MWDSC and Valley District have compiled water demand and supply data. MWDSC also has provided water conservation savings data. The data is based on the 2005 UWMPs and the 2005 SAWPA IRWMP, as well as MWDSC's internal planning processes with data gathered from its member agencies. These datasets were discussed and analyzed in the WUE Pillar to determine the potential level of savings that will be targeted in the IRWMP.

One challenge is obtaining conservation savings data from those retail water suppliers within the Santa Ana Region that are not MWDSC member agencies or sub-agencies, or that have not signed the urban CUWCC MOU. Most of them likely will have supply and demand data, but they may not necessarily have conservation savings data. Agencies that have this full set of information should be contacted to make sure the data is integrated into the data set.

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List of Contributors

The Water Use Efficiency Working Committee consisted of:

Eric Anderson	Valley Soil, Inc.
Jennifer Ares	Inland Empire Resource Conservation District
Joe Berg	Municipal Water District of Orange County
Rick Bishop	Western Riverside Council of Governments
Dr. Bille Blair	Leading & Learning, Inc.
Cordell Chavez	Corona Department of Water & Power
Andy Coady	City of San Bernardino Municipal Water Dept.
Justin Scott-Coe	Monte Vista Water District
Mary Lou Cotton	Kennedy/Jenks Consultants
Ed Demesa	U.S. Army Corps of Engineers Los Angeles District
Gail Egenes	Riverside Land Conservancy
Gerry Foote	Chino Basin Water Conservation District
Rodd Greene	Yucaipa Valley Water District
Dr. Mark Grey	Building Industry Association (BIA) of Southern California
Janet Hartin	University of California Cooperative Extension
Douglas Headrick	San Bernardino Valley Municipal Water District
Mike Henry	University of California Cooperative Extension
Tony Hetherman	City of Moreno Valley
Andy Hui	Metropolitan Water District of Southern California
Zack Isnasious	Boyle Engineering Corporation
Tedi Jackson	Western Municipal Water District
Maria Elena Kennedy	Kennedy Communications
Destree Lazo Bascos	Collaborative Services
Duncan Lee	City of Huntington Beach, Public Works Dept.
Dave Lopez	Rubidoux Community Services District
Kristi Lovelady	County of Riverside Planning Department
Beth Lovsted	Eastern Municipal Water District
Mario Martinez	Fontana Water Company
Jo McAndrews	McAndrews and Boyd
Mary Ann Melleby	Monte Vista Water District
Andrea Miller	Laguna Beach CWD
Flo Mowrer	Riverside County Flood Control District
Mark Norton	Santa Ana Watershed Project Authority
Pam Pavela	Western Municipal Water District
Lisa Perales	Inland Empire Utilities Agency
Lee Reeder	Inland Empire Waterkeeper
Christopher Regan	Laguna Beach CWD
Carlos Rodriguez	Building Industry Association, (BIA) Baldy View Chapter
Paul Rugge	Western Municipal Water District
Jack Safely	Western Municipal Water District

Elizabeth Sanchez	Riverside Public Utilities
Fiona Sanchez	Irvine Ranch Water District
David Schroeder	Chino Basin Water Conservation District
Jeff Simonetti	Building Industry Association, (BIA) Baldy View Chapter
Sarina Sriboonlue	Malcolm Pirnie, Inc.
Matthew Stone	Municipal Water District of Orange County
Helen Stratton	Eastern Municipal Water District
Gordon Treweek	Chino Basin Water Master
Roger Turner	Roger Turner & Associates, Inc.
Dean Unger	Santa Ana Watershed Project Authority
Julie Vandermost	Native Grow Nursery
Eudell Vis	California State Polytechnic Univ., Pomona
Rob Whipple	Elsinore Valley Municipal Water District
Deb Whitney	United States Bureau of Reclamation
John Wiedmann	Metropolitan Water District of Southern California
Shelby Wimberly	Riverside Public Utilitie