



MARINA COAST WATER DISTRICT

11 RESERVATION ROAD, MARINA, CA 93933-2099

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DIRECTORS

HOWARD GUSTAFSON
President

THOMAS P. MOORE
Vice President

WILLIAM Y. LEE
JAN SHRINER

Agenda

Regular Meeting

Water Conservation Commission

Thursday, July 7, 2016, 5:30 PM

MCWD Board Room, 11 Reservation Road, Marina, CA

Water Conservation Commission Mission Statement

To provide input to the Board of Directors on matters pertaining to the preservation of the District's water resource through conservation, technological improvements and policy.

Commission Members

Chair - Grace Silva-Santella

Vice Chair - Audie Robinson

Jan Shriner (MCWD Board Representative)

Dave Brown (Marina City Council)

JoAnn Cannon (Public Member)

Jim Felton (Public Member)

Bethany Taylor (Public Member)

Charlie Eskridge (Public Member)

This meeting has been noticed according to the Brown Act rules. The Commission will receive information on, discuss, and may consider taking action or directing staff to return to the Board for action on items contained in this agenda. Some items are informational and are provided as a written report or verbal update and may not require Commission action.

1. Call to Order/Introduction
2. Public Comments on any item not on the Agenda. *Any person wishing to address the Commission on matters not appearing on the Agenda may do so at this time. Please limit your comment to three minutes. The public may comment on any other item(s) listed on the Agenda at the time the item(s) is considered by the Commission.*
3. Action to Approve the June 2, 2016 Meeting Minutes
4. Receive Updated GPCD, Water Production, and Water Consumption Data
5. Discussion and Possible Action to Consider Recommending Adoption of a Resolution to Declare Water Conservation Stage 2 as Allowed by the State Water Resource Control Board's Emergency Mandatory Water Conservation Regulations
6. Commission Discussion and Planning for the City of Marina Labor Day Parade and Festival 2016

7. Review Runyon Saltzman Einhorn, Inc. Recommendations for Changes and Impacts to the Public Information/Conservation Program Materials
8. Receive an Update on the Status of Available Seats on the Water Conservation Commission
9. Review and Propose Agenda Items for the August 4, 2016 WCC Meeting and Future Meetings
10. Receive Update on Board/District Activities
11. Receive Comments from Commission Members
12. Adjournment

Marina Coast Water District
Water Conservation Commission
Agenda Transmittal

Agenda Item: 3

Meeting Date: July 7, 2016

Prepared By: Paula Riso

Presented By: Paula Riso

Agenda Title: Action to Approve the June 2, 2016 Meeting Minutes

Background: *2014 Strategic Plan, Mission Statement - We Provide high quality water, wastewater collection and conservation services at a reasonable cost, through planning, management and the development of water resources in an environmentally sensitive manner.*

Discussion/Analysis: The draft minutes of June 2, 2016 are provided for the Commission to consider approval.

Environmental Review Compliance: None required.

Financial Impact: Yes No Funding Source/Recap: None

Other Considerations: The Commission can suggest changes/corrections to the minutes.

Material Included for Information/Consideration: Draft minutes of the June 2, 2016 meeting.

Action Required: Resolution Motion Review

Board Action

Motion By _____ Seconded By _____ No Action Taken _____

Ayes _____ Abstained _____

Noes _____ Absent _____

Marina Coast Water District
Water Conservation Commission
Staff Report

Agenda Item: 4

Meeting Date: July 7, 2016

Prepared By: Paul Lord
Reviewed By: James Derbin

Presented By: Paul Lord

Subject: Receive Updated GPCD, Water Production, and Water Consumption Data

Summary: In response to the ongoing drought, the State Water Resources Control Board (SWRCB) approved an emergency regulation that directs water purveyors to electronically report monthly water production and consumption figures. Also to be reported to the SWRCB is an estimate of the amount of water used each day by residential customers. This estimate, called “residential gallons per capita per day”, or R-GPCD, more accurately portrays water use by individuals and allows communities to compare their efforts accurately with others around the state.

In support of the SWRCB actions, Marina Coast Water District staff has increased their efforts to compile and submit the required production, R-GPDC data, and other required monitoring reports each month. Staff will provide current tables and charts that show the most recent water production figures. Staff will also include tables and charts showing the gallons-per-capita-day (GPCD) and R-GPCD data that has been most currently compiled. The documents are entitled:

- 2010 - 2016 Total Production by Month
- Monthly Production Savings and Cumulative Savings, June 2015 – Current Month
- Monthly Production Reduction Performance
- 2013 - 2016 Monthly GPCD (Gross Production)
- 2013 – 2016 Residential Gallons-Per-Capita-Day
- 2008 – 2016 Annual Total Consumption By Month
- 2013 – 2016 Total Consumption
- 2016 Metered Consumption and Number of Meters
- 2016 Temporary Hydrant Meter Water Use: Percentage of Total Production
- 2013-2016 Single-Family Consumption By Month (Acre-Feet)
- 2013-2016 Multi-Family Total Consumption By Month (Acre-Feet)
- 2013-2016 Residential Total Consumption By Month (Acre-Feet)
- 2013-2016 Commercial/Institutional Consumption By Month (Acre-Feet)
- 2013-2016 Landscape Consumption By Month (Acre-Feet)

Marina Coast Water District
Water Conservation Commission
Agenda Transmittal

Agenda Item: 5

Meeting Date: July 7, 2016

Prepared By: Paul Lord
Reviewed By: James Derbin

Presented By: Paul Lord

Agenda Title: Discussion and Possible Action to Consider Recommending Adoption of a Resolution to Declare Water Conservation Stage 2 as Allowed by the State Water Resource Control Board's Emergency Mandatory Water Conservation Regulations

Staff Recommendation: The Water Conservation Commission recommend that the Board of Directors consider approval of a Resolution to Declare Water Conservation Stage 2 as allowed by the State Water Resource Control Board's Emergency Mandatory Water Conservation Regulations.

Background: *2016 Strategic Plan, Goal 1.7 - Review and update our water conservation program - We recognize that drinking water is one of the most precious resources on earth. We will assign this to the Water Conservation committee to review and update our water conservation program to ensure we are appropriately managing our water sources.*

On November 3, 2014, in response to the State Water Resources Control Board's (SWRCB) Emergency Mandatory Water Conservation Regulations, that went into effect on July 29, 2014, the District declared that some Stage 3 mandatory water use restrictions would go into effect.

At that time, the District jumped from Stage 1 to Stage 3 water use restrictions solely because the SWRCB's regulations mandated that local water districts declare a stage of its water shortage contingency plan that imposes mandatory restrictions on outdoor irrigation of ornamental landscapes or turf with potable water. The Stage 3 restrictions declared by the District primarily addressed outdoor irrigation by restricting the permitted watering days to only Wednesdays and Saturdays.

On May 18, 2016, in recognition of differing water supply conditions across the state, the State Water Resources Control Board adopted a new statewide water conservation approach that replaces the prior percentage reduction-based water conservation standard with an optional, localized "stress test" approach (an analysis of their water supply/demand balance). The new, modified emergency water conservation regulations are in force through the end of January 2017. For water purveyors that choose to forego the "stress test" and do not declare an estimate of water supply deficit, the existing conservation standard applies.

In response to the statewide drought, and since Governor Brown's April 1, 2015 Executive Order mandating a 25 percent water use reduction by users, the District's customers have achieved unprecedented water conservation. District water production has been reduced 32% cumulatively since June of 2015 compared to usage during the same months in 2013. As of the end of May, the

District has exceeded the state mandated conservation standard of 12% in each of the first twelve months of mandated reductions, and has easily exceeded the new, adjusted standard of 11% in May. In addition, the District has exceeded its own Stage 3 reduction goal of 30% in nine of the past twelve months. Looking forward, from June 2016 through January of 2017, cumulative water use would have to drop to less than an 11% reduction from 2013 figures to not meet the state mandated District conservation standard.

One primary negative result of the water use restrictions and the conservation efforts of citizens, is that landscape conditions have declined throughout the community. The once healthy appearance of city properties and many neighborhoods has changed, with lawns left to go brown and many landscape trees and shrubs having visible signs of stress and pest damage.

Another unfortunate result of water use restrictions and the reduction in water usage may be a need to increase water rates in the future due to the loss of revenue. Because the District's revenues are generated through fixed, base charges and water consumption charges, as water use is decreased, the revenue required per unit of water used must increase.

The District is currently offsetting the loss in revenue through deferring costs and using reserves. This cannot be sustained for long as the District needs to have a certain level of reserves while ensuring that the system is adequately maintained in order to provide safe and reliable water service.

The restricted watering days has frustrated some Landscape Water Managers, who have expressed a desire for more flexibility regarding permitted watering days. Some have expressed their conviction that water use reductions could still be achieved without restricted watering days, which leads to undesirable stress in their landscape plantings.

Although there has been significant growth of the community over the past few years, water production, water consumption, and GPCD usage are all illustrated by downward trend lines. 2015 water production was down 22.5% compared to 2008. GPCD has been dropping, and the 2015 GPCD figure of 89 surpasses the State mandated 2020 target of 117 GPCD by 23.9%.

The District's current water supply is produced through groundwater pumping from the large Salinas Valley Groundwater Basin and supply availability from this basin has not historically varied due to short term hydrologic conditions. Throughout this drought, the District's water production has remained steady, and reliable. The District's water supply is not experiencing a severe or moderate water shortage requiring demand reductions of 20% to 30%.

As a result of four years of heightened water conservation education and targeted conservation programs, the State Water Board estimates that suppliers and their customers will continue to save water in response to the extended regulation from June 2016 through January 2017. It is believed that customers have learned to become more efficient water users, and that water use levels should continue to be lower than in past years. A declaration of Stage 2 water use restrictions, with a Demand Reduction Goal of 20%, would continue to support aggressive conservation and water use efficiency while allowing more elasticity in water use practices in-line with the community's reliable water production capacity.

The new Emergency Regulations no longer specifically requires each urban water supplier to implement a stage of its water shortage contingency plan that imposes mandatory restrictions on outdoor irrigation of ornamental landscapes or turf with potable water. Therefore, after taking into consideration all the factors stated above, staff believes the Commission should consider recommending that the Board of Directors consider approval of a Resolution declaring Water Conservation Stage 2, as allowed by the State Water Resource Control Board's Emergency Mandatory Water Conservation Regulations.

Environmental Review Compliance: None required.

Financial Impact: _____Yes X No Funding Source/Recap: None

Other Considerations: None.

Material Included for Information/Consideration: a draft Resolution; and, the current District Water Shortage Contingency Plan, adopted July 6, 2015.

Action Required: _____Resolution X Motion _____Review

Commission Action

Motion By _____ Seconded By _____ No Action Taken _____

Ayes _____ Abstained _____

Noes _____ Absent _____

DRAFT

~~August 15~~July 5, 2016

Resolution No. 2016-XX
Resolution of the Board of Directors
Marina Coast Water District
Declaring Water Conservation Stage 2 as Allowed by the State Water Resource Control Board's
Emergency Mandatory Water Conservation Regulations

RESOLVED by the Board of Directors ("Directors") of the Marina Coast Water District ("MCWD"), at a regular meeting duly called and held on ~~August 15~~July 5, 2016, at 211 Hillcrest Avenue, Marina, California as follows:

WHEREAS, on May 9, 2016, Governor Brown issued Executive Order B-37-16 calling on the Water Board to adjust emergency water conservation regulations through the end January 2017 in recognition of differing water supply conditions across the state; and,

WHEREAS, under the May 5, 2015 emergency regulation, as revised February 2, 2016, the Marina Coast Water District has reduced potable water production thirty-~~two~~one percent cumulatively since June of 2015 compared to usage during the same months in 2013; and,

WHEREAS, the District water production savings have far exceeded the mandated eleven percent conservation standard assigned to the District under the emergency regulations; and,

WHEREAS, The District is currently offsetting the loss in revenue by deferring costs and using reserves: and,

WHEREAS, ~~t~~The State Water Board estimates that suppliers and their customers will continue to save water in response to the extended regulation from June 2016 through January 2017; and,

WHEREAS, the District's current water supply is produced through groundwater pumping from the large Salinas Valley Groundwater Basin and supply availability from this basin has not historically varied due to short term hydrologic conditions; and,

WHEREAS, the District' water supply is not actually experiencing a severe water shortage; and,

WHEREAS, the Emergency Regulations no longer specifically requires each urban water supplier to implement a stage of its water shortage contingency plan that imposes mandatory restrictions on outdoor irrigation of ornamental landscapes or turf with potable water; and,

NOW, THEREFORE, BE IT RESOLVED, that the Board of Directors of the Marina Coast Water District does hereby do the following:

1. Declare a Water Conservation Stage 2 under the District's Water Shortage Contingency Plan as allowed by the current State emergency water conservation regulations.

DRAFT

~~2. Direct staff to notify all customers in writing of this decision within 10 days of the date of adoption.~~

PASSED AND ADOPTED on ~~August 15~~July 5, 2016 by the Board of Directors of the Marina Coast Water District by the following roll call vote:

Ayes: Directors _____

Noes: Directors _____

Absent: Directors _____

Abstained: Directors _____

Howard Gustafson, President

ATTEST:

Keith Van Der Maaten, Deputy Secretary

CERTIFICATE OF SECRETARY

The undersigned Secretary of the Board of the Marina Coast Water District hereby certifies that the foregoing is a full, true and correct copy of Resolution No. 2016-XX adopted ~~August 15~~July 5, 2016.

Keith Van Der Maaten, Secretary

Marina Coast Water District
Water Conservation Commission
Staff Report

Agenda Item: 6

Meeting Date: July 7, 2016

Prepared By: Paul Lord
Reviewed By: James Derbin

Presented By: Paul Lord

Subject: Commission Discussion and Planning for the City of Marina Labor Day Parade and Festival 2016

Summary: The Commission is to consider participation in the City of Marina's Labor Day Parade and Festival, Saturday, September 3rd, 2016.

The parade will start promptly at 11:00 am with check-in and line-up beginning at 8:45 am on Crescent & Talmon Avenues in Marina. The Commissioners are encouraged to participate. Applications for parade attendance are due by August 17th.

District staff has reserved a vendor space for the Labor Day festival. The festival will be held at Vince DiMaggio Park after the parade. The festival starts at 12:00 noon and ends at 3:00 pm. Staff will set up the District's water conservation booth, greet festival guests, and provide them with information about District programs and ways to reduce water use. Staff encourages the Commissioners to volunteer their time to help set-up and greet guests at the water conservation booth.

More information about the City of Marina's Labor Day Parade and Festival can be found at the website entitled MarinaCelebrates.org.

Marina Coast Water District
Water Conservation Commission
Staff Report

Agenda Item: 7

Meeting Date: July 7, 2016

Prepared By: Danielle Walker

Presented By: Paul Lord

Reviewed By: Jean Premutati

Subject: Review Runyon Saltzman Einhorn, Inc. Recommendations for Changes and Impacts to the Public Information/Conservation Program Materials

Summary: The 2015 strategic plan goal 1.7 is to review and update our water conservation program to ensure we are appropriately managing our resources and 4.2 is to adopt a plan for technology in public affairs to ensure that our message is clearly and quickly communicated so that we can establish and maintain a positive reputation and maximize communication through our website, televised meetings and electronic communications.

Runyon Saltzman Einhorn, Inc. (RSE) has over 55 years of experience in developing marketing practices that serves the people of California through its work with several state agencies, regional and local governments, and private institutions. RSE proposed a four phase plan to MCWD. Phase 1: kick off meetings, conduct digital and material audits, interview management, then complete an online survey of stakeholders and ratepayers, Phase 2: develop a technology plan, Phase 3: help clearly identify issues and confusion among ratepayers and stakeholders related to diversifying water supply on the Peninsula, and Phase 4: implementation of a news bureau to proactively distribute positive stories about MCWD.

As outlined here, and shown in the slides presented to the Commission, RSE, in conjunction with District staff, have developed helpful recommendations for changes to the Public Information/Conservation Program Materials. These recommendations will be used as guidelines in future outreach materials.

It's important for MCWD to create our messages with a friendly conversational tone when writing to our ratepayers, and with a professional tone when writing to our stakeholders and employees. Conveying one key message per piece with no more than three supporting points will help achieve effective communication. RSE recommends creating tables that have alternating shades of color to better follow the rows, not overlaying text over imagery, and having no more than three types of ornamental design elements (i.e. bullets, borders, text boxes, etc.) in a single message.

When conducting the digital audit, RSE found that the MCWD website was mostly used to access the payment portal and that the interactions go no more than two interactions deep. They determined that the District's website is not widely used as a resource center for existing customers. The e-flyers, sent out by the Water Conservation staff, were found to be much more effective when they have a more detailed subject line and when sent on Thursday afternoons. The majority of website traffic is from a desktop computer, not a mobile device. As MCWD engages Facebook, and Instagram users, RSE recommends incorporating relevant, helpful, image heavy content in posts. In addition, the consultants found that engaging with influencers on Twitter, where a conversation is already occurring, and utilizing hashtags to extend the reach of a message, will help improve MCWD's presence on social media.

Marina Coast Water District
Water Conservation Commission
Staff Report

Agenda Item: 8

Meeting Date: July 7, 2016

Prepared By: Paul Lord
Reviewed By: James Derbin

Presented By: Paul Lord

Subject: Receive an Update on the Status of Available Seats on the Water Conservation Commission

Summary: After the appointment of four Commissioners in October of 2015, and the early departure of one public Commissioner in April of this year, staff has updated the Water Conservation Commission Appointment Table. The latest version of the table (attached) highlights the one seat that is currently vacant and the three seats that will become available in August of 2016.

The Commission is currently accepting and considering applications to fill the four available seats on the commission. One seat is for 12-months in length, and three seats are for 24-months in length. The Commissioner positions will start in September of 2016 and serve through August 2017, and August 2018. Completed applications must be submitted by 5:00 PM on July 21st, 2016. Applications will be reviewed at the August 4th Water Conservation Commission meeting; and later considered at the August 15th Board of Directors meeting. All applicants are encouraged to attend.

Community members interested in applying for a Commission seat may stop by the District offices, call the District staff at 384-6131, or visit the District website to obtain and complete an Application for Public Service.

Marina Coast Water District
Water Conservation Commission
Staff Report

Agenda Item: 8

Meeting Date: July7, 2016

Prepared By: Paul Lord
Reviewed By: James Derbin

Presented By: Paul Lord

Subject: Review and Propose Agenda Items for the August 4, 2016 WCC Meeting and Future Meetings

Summary: The Commission is to review proposed agenda items for the August 4, 2016 meeting and may suggest new agenda items for future Water Conservation Commission meetings.

Suggested agenda items for the August 2016 Water Conservation Commission meeting include the following:

- Review WCC applications and consider recommending the appointment of public members to the Water Conservation Commission
- Review Board consideration of changes to Stage 3 watering restrictions.
- Commission discussion and planning for the City of Marina Labor Day Parade and Festival 2016
- Review August/September 2016 public information and outreach activities
- Review draft changes to the water conservation ordinance re: the requirement to retrofit to HE toilets upon resale of property
- Continued updates on GPCD, water production, and water consumption data
- Review, evaluate, and propose improvements to the High-Efficiency Toilet and Clothes Washer Rebate Programs
- Review, develop a proposal for a Laundry-to-Landscape Irrigation systems incentive
- Guest presentation
 - a. Urban Water Management Plan
- Field trip to site of interest