



# MARINA COAST WATER DISTRICT

11 RESERVATION ROAD, MARINA, CA 93933-2099

Home Page: [www.mcwd.org](http://www.mcwd.org)

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## DIRECTORS

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**Water Conservation Commission**  
Marina Coast Water District  
11 Reservation Road, Marina, California

Date: May 3, 2012  
Time: 5:30 PM  
Location: 11 Reservation Road, Marina

### Commission Members

Jim Ford (Marina City Council) – Chair	Dan Amadeo (Public Member) – Vice Chair
Jan Shriner (MCWD Board Representative)	Ruth Krotzer (Public Member)
Vacant (US Army)	Harold Krotzer (Public Member)
Vacant (CSUMB)	Carroll Meuse (Public Member)
	Tom Jennings (Public Member)

### **Agenda**

This meeting has been noticed according to the Brown Act rules. The Committee will receive information on, discuss and consider making recommendations to the MCWD Board on the items contained in this agenda.

1. Call to Order/Introduction
2. Public Comments on any item Not on the Agenda *Anyone wishing to address the Committee 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 Committee.*
3. Approve the Draft April 5, 2012 Minutes
4. Consider the Design and Text for a Water Conservation Placard for Posting in Public and Private Facilities
5. Review the Draft FY 2012-13 Conservation Budget
6. Consider the Water Conservation Commission Scope of Duties and Responsibilities
7. Review Proposed and Suggested Agenda Items for June 7, 2012 and Future Dates
8. Receive Update on Board/District Activities
9. Receive Comments from Commission Members
10. Adjournment - *Set or Announce Next Meeting(s), date(s), time(s), and location(s):*

*Next Meeting: Thursday, June 7, 2012, 5:30 p.m., 11 Reservation Road, Marina*

Marina Coast Water District  
Water Conservation Commission  
Agenda Transmittal

Agenda Item: 4

Meeting Date: May 3, 2012

Submitted By: Paul Lord

Presented By: Paul Lord

Reviewed By: James Derbin

Agenda Title: Consider the Design and Text for a Water Conservation Placard for Posting in Public and Private Facilities

Detailed Description: Section 3.36.030 J of the District Code states: “All public and quasi-public entities shall display, in visible locations in all restrooms, kitchens, and dining areas, placards or decals approved by the District, promoting public awareness of the need for water conservation and/or advising the public that waste of water is prohibited.”

The WCC is requested to review staffs proposed objectives, design ideas and text used to create a water conservation sticker and/or placard for customer use and posting in public and private restroom facilities.

For consideration, staff has listed below some goals, design objectives, and historical examples of text that could be used to create such a sticker or placard. In addition, staff will present during this WCC meeting examples of stickers and placards previously developed and distributed by water agencies, including the attached example (Exhibit 1) from MCWD.

Goal:

- Acquire customer acceptance of the policy
- Foster cooperation and involvement in the promotion of water conservation

Design objectives to consider:

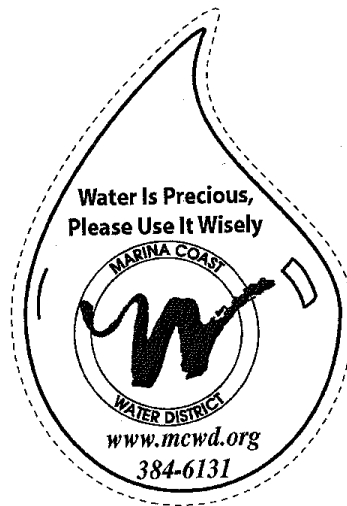
- Make known the benefits and importance of water conservation
- Notify that the waste of water is prohibited
- Foster cooperation and participation in actions that can be implemented
- Use short, catchy phrases as the text
- Create an attractive, water related design

Text and phrases to consider:

- Water Is Precious
- Please use water wisely
- Please don't waste it
- Save our water
- Please help us conserve
- Water waste is prohibited
- Water is a scarce and vital resource
- Get water wise
- Please conserve our precious resource
- Do your part to conserve

- Please limit your use and stop water waste
- Conservation and waste prevention is important
- Please practice smart water use. Every drop counts.
- Our drinking water is a limited resource that cannot be easily replaced.
- Stopping water waste and practicing conservation reduces water demand and helps protect our wells (our water supply) from saltwater intrusion.
- Your conservation efforts are greatly appreciated.
- Please practice water conservation, reduce (stop) water waste, and help save our water resources for future generations.

Exhibit 1: Sample – Water Conservation Magnet



Marina Coast Water District  
Staff Report

Agenda Item: 5

Meeting Date: May 3, 2012

Submitted By: Paul Lord

Presented By: Paul Lord

Reviewed By: James Derbin

Agenda Title: Review the Draft FY 2012-2013 Conservation Budget

Detailed Description: The WCC is requested to review the proposed draft FY 2012-13 conservation budget (attached).

Additional reviews of this proposed budget are on-going over the next month as part of the District's overall budget review process. Adjustments to the draft budget may be made as suggested or as the need for modification is determined.

The MCWD Board of Directors held a budget workshop to review the draft budget, and the FORA Water/Wastewater Oversight Committee reviewed the budget as well. The draft budget will be presented again to both the FORA Water/Wastewater Oversight Committee and to the MCWD District Board for review in May. Final approval of the budget will be considered at the subsequent FORA and MCWD Board meetings in June 2012.

Draft Conservation Budget, FY 2012-13

**DRAFT**

MARINA COAST WATER DISTRICT  
CON BUDGET FOR FY 2012-2013

ACCOUNT NAME	TOTAL						
	2009-2010 ACTUAL	2010-2011 ACTUAL	2011-2012 ADOPTED	2011-2012 ESTIMATED	2012-2013 PROPOSED	BUD vs BUD % CHANGE	BUD vs EST % CHANGE
WAGES - CON	145,930	154,651	162,480	122,214	102,239	-37.1%	-16.3%
OVERTIME	2,729	3,364	4,010	2,946	3,895	-2.9%	32.2%
FICA - SS EXPENSE	9,007	9,524	10,320	6,306	6,581	-36.2%	4.4%
FICA - MEDI EXPENSE	2,106	2,227	2,420	1,973	1,539	-36.4%	-22.0%
MEDICAL INSURANCE	21,220	22,949	26,050	17,034	12,005	-53.9%	-29.5%
DENTAL INS. EXPENSE	1,115	1,175	1,200	881	707	-41.1%	-19.8%
VISION INS. EXPENSE	381	384	380	274	216	-43.2%	-21.2%
WORKERS COMP. EXPENSE	1,246	1,512	1,580	1,146	1,065	-32.6%	-7.1%
LIFE INSURANCE EXPENSE	906	904	1,090	779	622	-42.9%	-20.1%
SUI EXPENSE	406	701	700	315	693	-1.0%	120.0%
ETT EXPENSE	14	18	20	7	16	-20.0%	128.9%
DISABILITY PLAN	452	370	550	408	314	-42.9%	-23.0%
CALPERS RETIREMENT	10,493	10,302	12,620	7,186	7,564	-40.1%	5.3%
CALPERS RETIREMENT (EE)	10,223	10,777	11,500	6,632	6,723	-41.5%	1.4%
OPEB EXPENSE	5,650	6,103	6,000	3,000	3,000	-50.0%	0.0%
<b>TOTAL SALARY &amp; BENEFIT</b>	<b>211,878</b>	<b>224,960</b>	<b>240,920</b>	<b>171,102</b>	<b>147,179</b>	<b>-38.9%</b>	<b>-14.0%</b>
BOOKS & REF. MATERIAL	1,080	174	800	-	200	-75.0%	-
PRINTING	6,226	8,385	11,000	10,445	10,000	-9.1%	-4.3%
OFFICE SUPPLY	31	135	275	280	200	-27.3%	-28.6%
GENERAL SUPPLY	875	213	800	200	200	-75.0%	0.0%
COMPUTERS/DATA PROCESSING	711	705	1,000	330	-	-	-
ADVERTISEMENT	2,800	5,546	7,000	6,075	6,500	-7.1%	7.0%
CONSULTING SERVICES	11,005	2,181	13,000	12,825	5,000	-61.5%	-61.0%
MEMBERSHIPS & DUES	5,305	5,272	5,500	5,030	5,200	-5.5%	3.4%
FLEET MAINTENANCE (FUEL)	507	500	550	321	-	-	-
TOILET & SHOWER HEAD	10,070	21,423	18,500	18,568	18,500	0.0%	-0.4%
WASHING MACHINE REBATE	19,472	20,200	19,380	16,450	19,350	-0.2%	17.6%
CONSERVATION EDUCATION	11,778	24,957	28,000	27,594	29,000	3.6%	5.1%
LANDSCAPE REBATE	10,405	2,547	12,380	13,277	14,500	17.1%	9.2%
HOT WATER RECIR REBATE	-	203	10,000	983	2,000	-80.0%	103.5%
LANDSCAPE DEMONSTRATION	5,141	1,187	20,000	19,739	20,000	0.0%	1.3%
<b>TOTAL DEPARTMENT EXPENSE</b>	<b>85,406</b>	<b>93,629</b>	<b>148,185</b>	<b>132,118</b>	<b>130,650</b>	<b>-11.8%</b>	<b>-1.1%</b>
<b>TOTAL EXPENSE</b>	<b>297,284</b>	<b>318,588</b>	<b>389,105</b>	<b>303,219</b>	<b>277,829</b>	<b>-28.6%</b>	<b>-8.4%</b>

Marina Coast Water District  
Water Conservation Commission  
Agenda Transmittal

Agenda Item: 6

Meeting Date: May 3, 2012

Submitted By: Brian True

Presented By: Brian True

Reviewed By: James Derbin

Agenda Title: Consider the Water Conservation Commission Scope of Duties and Responsibilities

Detailed Description: During the Fall of 2011, the MCWD Board of Directors requested that the Water Conservation Commission (WCC) consider the Commissions' scope of duties and responsibilities. A specific question associated with the request was whether the WCC scope should increase, remain the same, or decrease.

The April WCC meeting re-focused the Commission on providing a coherent set of recommendations to the MCWD Board that addresses their request. The method of expressing the recommendations will be to provide suggested modifications to the WCC Procedures document and to the section of the Board Procedures Manual concerning the WCC (both attached). After the Commission reaches consensus on the recommended modifications, the two documents will be advanced to the MCWD Board for their acceptance.

Modifications to the Procedures previously were considered by the Commission on February 2 and March 1, 2012 and the current status shown in the attached WCC Procedures document was accepted by the Commission at the April 5 meeting. The modifications agreed to at this May meeting will be added to the version included in this package.

There are three topics that have been discussed and that might yield additional Procedures modifications. The three topics are: CSUMB and Army representation; interview process for Commissioner vacancies; and maintaining the monthly meeting schedule. Regarding the CSUMB and US Army representation on the WCC, the MCWD Board directed staff at the March 13, 2012 Board Meeting to generate an item for Board action eliminating the Army and CSUMB positions on the Commission. Staff recommends that the WCC provide a recommendation to the Board specific to this topic.

Prior Committee or Board Action: On November 3, 2005, the Water Conservation Commission approved the Procedures for the Water Conservation Commission that were accepted by the Board on January 28, 2006. The Water Conservation Commission has been discussing modifications at the last several meetings.

Financial Impact:     \_\_\_ Yes     \_\_\_ X No

Funding Source/Recap: None

Material Included for Information/Consideration: Excerpt from the MCWD Board Procedures Manual and the Water Conservation Commission Procedures with modifications.

**Staff Recommendation:** The Water Conservation Commission recommend to the Board of Directors the approval of the Commission's proposed modification to their Procedures and the Board Procedures Manual.

# Extract from the current Marina Coast Water District Board Procedures Manual

(Adopted September 13, 2011)

(1). Water Conservation Commission: The Board will select a Director and an alternate Director to serve on the Water Conservation Commission. There shall be one (1) voting position on the Commission for a member of the City Council of the City of Marina, one (1) representative from the US Army, and one (1) member from CSUMB. The Board will appoint five (5) members of the public from within the area served by the District, for terms of two years. The members of the Water Conservation Commission shall have the duties and responsibilities to:

(a) review ordinances and policies and recommend changes to the Board in matters of water usage by the customers of the District;

(b) review and make recommendations to the Board concerning refinements/adjustments to the water conservation program, including community education;

(c) review and make recommendations to the Board on customer appeals to the District's Water Shortage Contingency Plan, Conservation Ordinance, and conservation provisions of the District Code;

(d) review and make recommendations to the Board on equipment and technologies that promote water conservation;

(e) make recommendations to the Board for actions to inform the public about the District's actions and activities; and,

(f) work with the District staff to produce and distribute a periodic newsletter to the public served by the District.



Procedures for Marina Coast Water District's  
Water Conservation Commission

Adopted By the Commission October 2005  
Reviewed by the Board of Directors January 2006

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.

**PURPOSE:** The purpose of this document is to specify the procedures for the selection to, operation of and removal from the Water Conservation Commission within the guidance provided by the Marina Coast Water District Board of Directors Procedures Manual.

1. SELECTION TO THE COMMISSION:

A. When a vacancy exists for the Water Conservation Commission, the vacancy will be advertised to the public through various means approved by staff by a posting at the same locations the District posts notices and MCWD Board of Directors Meeting Agendas and by providing a Public Service Announcement to the Marina Gazette, the Monterey Herald, and the Monterey County Weekly for potential publication at no-cost.

B. Any person residing within the District's service area (either annexed or served by contract) is eligible to volunteer for service on the Water Conservation Commission.

~~B~~C. Any person who desires to apply will acquire and complete an application form. Staff will verify that the applicant is eligible for the vacancy to be filled.

~~C~~D. An appointment application is received and verified by staff and placed on the Water Conservation Commission agenda. Applicants are informed as to when their application will be considered and that they have the opportunity to address the Commission at that time. The application is then presented to the Board with the recommendation of the Commission. Applicants are informed as to when their application will be considered and that they have the opportunity to address the Board at that time.

~~D~~E. If appointed the applicant will be informed by staff of their appointment and the date and time of the next scheduled meeting. If not appointed the applicant will be thanked by staff for their interest in writing.

2. OPERATION OF THE WATER CONSERVATION COMMISSION:

A. Meeting Dates and Times: The Water Conservation Commission meets the 1<sup>st</sup> Thursday of each month at 5:30 PM in the Marina Coast Water District Board Room unless otherwise specified.

B. Water Conservation Commission Composition: The Board will select a Director and an alternate Director to serve on the Water Conservation Commission. There shall be

a voting position on the Commission for a member of the City Council of the City of Marina. The Board will appoint 5 public members for terms of two years.

C. Brown Act: Meetings of the Water Conservation Commission are covered by and will be conducted in compliance with the Brown Act.

D. Conduct of Meetings:

1. Agendas: Staff will produce an agenda for each meeting and distribute the agenda to each member of the Commission either by mail, hand delivery or e-mail sufficiently early to ensure that members have appropriate time to review and prepare comments on said agenda.

2. Commission Leadership: The Commission will select a Chairperson and Vice Chairperson from among themselves. These offices will conduct the meetings to ensure orderly completion of the agenda.

3. Commissioner Meeting Responsibilities:

a. Attendance: Any person serving on the Water Conservation Commission must be prepared for and attend all committee meetings, unless excused for good reason. A good reason for failing to attend a Commission meeting is a personal illness, a family illness or emergency, or being absent from the State with the permission required by law (in accordance with Government Code Section 1770).

b. If a commissioner cannot attend any meeting he or she should give staff as much prior notification as possible to facilitate ensuring that a quorum is available.

### 3. COMMISSION RESPONSIBILITIES:

The members of the Water Conservation Commission shall have the duties and responsibilities to:

A. Review ordinances and policies and recommend changes to the Board in matters of water usage by the customers of the District;

B. Review and make recommendations to the Board concerning refinements/adjustments to the water conservation program, including community education;

C. Review and make recommendations to the Board on customer appeals to the District's Water Shortage Contingency Plan, Conservation Ordinance, and conservation provisions of the District Code;

D. Review and make recommendations to the Board on equipment and technologies that promote water conservation;

E. Make recommendations to the Board for actions to inform the public about the District's actions and activities; and,

F. Work with the District staff to produce and distribute a periodic newsletter to the public served by the District.

4. REMOVAL FROM THE COMMISSION:

A. If a commissioner fails to attend meetings of the Commission for three consecutive months his or her position as a commissioner member shall be deemed vacant, unless excused for good reason. A good reason for failing to attend a Commission meeting is a personal illness, a family illness or emergency, or being absent from the State with the permission required by law (in accordance with Government Code Section 1770). Such vacancy shall be reported to the Board and then advertised.

B. Commission vacancies shall be filled for the unexpired portion of the term in the same manner as provided in the case of original appointment.

Marina Coast Water District  
Water Conservation Commission  
Agenda Transmittal

Agenda Item: 7

Meeting Date: May 3, 2012

Submitted By: Brian True

Presented By: Brian True

Reviewed By: James Derbin

Agenda Title: Review Proposed and Suggested Agenda Items for June 7, 2012 and Future Dates

Detailed Description: The Commission is to review proposed agenda items for the June 7, 2012 meeting and may suggest new agenda items for future Water Conservation Commission meetings.

Staff-planned agenda items for the June 7, 2012 Water Conservation Commission Meeting include the following:

- Consider the Water Conservation Commission scope of duties and responsibilities and consider the recommending to the MCWD Board the resulting modifications to the WCC Procedures and Board Procedures Manual
- Consider recommending to the MCWD Board they approve the renewal of the contract with Mr. Ron Allen for Water Conservation Education Coordination services

Potential agenda items for the June 7, 2012, Commission meeting or future meetings include the following:

- Water Supply Augmentation Projects – MCWD desal plant tour; Sand City desal plant tour; recycled water use, grey water use
- New Water Saving Devices and Technologies – Consider rebates for rainwater catchment and use
- Developing Improved Commodity Rates for Water Connections
- Developing Water-budgets for Large Landscapes
- Address Temporary Landscapes and their source of water (hydrant metering, temp connections)
- Improve/expand the Landscape Incentive Program
- Compliance Inspections of New Developments
- Review State programs/mandates with which MCWD maintains compliance
- Review State mandated science curriculum for elementary school levels K – 3rd grade
- Review Commission member proposal to change the contracting procedures followed to initiate an annual MOU with the Monterey Peninsula Unified School District for Water Science Instruction
- Update Landscape Standards and Forms
- Our Water – Sources; Conveyance and distribution; Storage
- Consider WCC involvement in the United Nations World Water Day