



MARINA COAST WATER DISTRICT

11 RESERVATION ROAD, MARINA, CA 93933-2099

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Water Conservation Commission

Marina Coast Water District

11 Reservation Road, Marina, California

Date: June 5, 2014
Time: 5:30 PM
Location: 11 Reservation Road, Marina

Commission Members

Dan Amadeo (Public Member) - Chair
Jim Felton (Public Member) – Vice Chair
Jan Shriner (MCWD Board Representative)
Dave Brown (Marina City Council)

JoAnn Cannon (Public Member)
Grace Silva-Santella (Public Member)
Carroll Meuse (Public Member)

Agenda

This meeting has been noticed according to the Brown Act rules. The Commission 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 *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. Approve the May 1, 2014 Meeting Minutes
4. Receive an Update on the Status of MCWD's Budget Process (verbal report)
5. Consider Recommending to the Board of Directors Their Approval of a Memorandum of Understanding between Marina Coast Water District and the Monterey Peninsula Unified School District Regarding the In-School Water Conservation Education Program
6. Consider Actions for Implementing Stage 1 of the Water Shortage Contingency Plan and Review a Draft "Editorial" Prepared by Commissioner Cannon and Chair Amadeo
7. Consider Developing Outreach Opportunities Using Water Conservation – Developing an Activity/"Fun" Map of MCWD's Service Area
8. Consider Having Commissioner Silva-Santella Coordinate a Field Tour of a Gray Water System for the July, 2014 WCC Meeting

9. Selection of an Alternate Date for the July, 2014 WCC Meeting
10. Review Proposed and Suggested Agenda Items for the July 2014 WCC Meeting
11. Receive Update on Board/District Activities
12. Receive Comments from Commission Members
13. Adjournment - *Set or Announce Next Meeting(s), date(s), time(s), and location(s):*
Next Meeting: Thursday, July 10, 2014 @ 5:30 p.m., 11 Reservation Road, Marina
(subject to change)

Marina Coast Water District
Water Conservation Commission
Agenda Transmittal

Agenda Item: 3

Meeting Date: June 5, 2014

Submitted By: Brian True

Presented By: Brian True

Agenda Title: Approve the Draft Minutes for May 1, 2014

Detailed Description: The Commission is requested to consider approval of the attached draft minutes for May 1, 2014.

Attachment: Draft May 1, 2014 minutes

Draft Minutes
Water Conservation Commission
May 1, 2014

1. Call to Order:

The meeting was called to order at 5:31 p.m. Commission members Dan Amadeo, Jan Shriner, JoAnn Cannon, Carroll Meuse, and Grace Silva-Santella were present. David Brown and Jim Felton were absent. Brian True, Paul Lord, and Paula Riso were present from staff.

2. Public Comments on Any Item Not on the Agenda:

No comments were made.

3. Approve the March 6, 2014 Meeting Minutes:

Commissioner Cannon made a motion to approve the March 6, 2014 minutes. Commissioner Silva-Santella seconded the motion. With a vote of 4-Ayes, 0-Noes, 1-Abstained (Meuse), 2-Absent (Brown, Felton) the motion was passed.

4. Review the Draft 2013 Consumer Confidence Report for the Marina Coast Water District Water System, Central Marina and Ord Community:

Mr. True noted that the Consumer Confidence Report had been approved by the Board on April 21, 2014, and that it was brought to the Water Conservation Commission for review and any comments Commissioners might want to implement for next year's report. Commission members commented that the report looked good and had no recommended changes.

5. Consider Actions for Implementing Stage 1 of the Water Shortage Contingency Plan and Receive a Report on Actions-to-Date:

Mr. True gave a brief update and noted that Mr. Lord had already started the Stop Leaks concept with mailings and notices. He added that the General Manager was working on stock presentations and a draft may be available for discussion at the June meeting.

Chair Amadeo and Commissioner Cannon stated that they would draft a conservation editorial and bring it back in June for the entire Commission to review.

Mr. Lord gave an update that the news releases, editorials and email messages being distributed have doubled in the last couple of months.

6. Consider Developing Outreach Opportunities Using Water Conservation – Developing an Activity/"Fun" Map of MCWD's Service Area:

Director Shriner explained her idea on the option of an activity/fun map for the District's service area. Discussion followed and it was decided to continue to bring this concept back next month for the Commission to decide whether to include conservation information on the map idea or turn it into more of an outreach idea.

7. Review Proposed and Suggested Agenda Items for the June 5, 2014 WCC Meeting:

Following discussion, the Commission agreed to continue the Stage 1 of the Water Shortage Contingency Plan; receive a verbal report regarding the budget process; review of the education program contract; and review of the draft conservation editorial at the June 5th meeting. It was also agreed that a review of the District website and plant tours be added to the future agenda items.

8. Receive Update on Board/District Activities:

Director Shriner provided a brief update on recent MCWD activities and the 15 year anniversary of the Laboratory Supervisor.

9. Receive Comments from Commission Members:

Commissioner Cannon requested that the Board of Directors move the CSUMB Service Learning Program item up on the May 5th agenda so public members can attend and comment without having to wait hours for the item to be discussed.

10. Adjournment:

The meeting was adjourned at 6:40 p.m.

Marina Coast Water District
Water Conservation Commission
Agenda Transmittal

Agenda Item: 5

Meeting Date: June 5, 2014

Submitted By: Paul Lord

Presented By: Brian True

Agenda Title: Consider Recommending to the Board of Directors Their Approval of a Memorandum of Understanding between Marina Coast Water District and the Monterey Peninsula Unified School District Regarding the In-School Water Conservation Education Program

Detailed Description: The Commission will consider recommending to the Marina Coast Water District (MCSWD, District) Board of Directors the approval of a Memorandum of Understanding (MOU) between MCWD and Monterey Peninsula Unified School District (MPUSD) regarding the In-School Water Conservation Education Program.

The District and MPUSD have worked together for more than twelve years to bring water conservation education to students in the district's service area. This MOU continues this long-standing relationship between the two partners and provides the means to integrate water conservation instruction into the curriculum at five elementary schools for the 2014-2015 school year.

The District will reimburse MPUSD for classroom instruction at a rate of \$30.08 per hour plus statutory benefits. The MOU has a not to exceed value of \$25,800. The instructor will develop and schedule instruction for over 65-classes that will reach more than 1,500 students, teachers and staff. The water conservation instruction the program provides is designed to meet the state academic curriculum standards and it is age appropriate for children in grades kindergarten-through-third-grade.

Environmental Review Compliance: None required.

Prior Committee or Board Action: The WCC has recommended approval of this MOU on an annual basis for approximately seven years.

Financial Impact: Yes No

Funding Source/Recap: Fiscal Year 2014/2015 Conservation Department budget resources

Material Included for Information/Consideration: Draft Memorandum of Understanding

Staff Recommendation: The Water Conservation Commission recommend to the MCWD Board of Directors their approval of a Memorandum of Understanding between MCWD and MPUSD regarding the In-School Water Conservation Education Program for the 2014-15 school year.

Action Requested: Resolution Motion Review

Commission Action

Resolution No. _____ Motion By _____ Seconded By _____

Ayes: _____ Abstained: _____

Noes: _____ Absent: _____

Reagendized: _____ Date: _____ No Action Taken: _____

Marina Coast Water District
Water Conservation Commission
Agenda Transmittal

Agenda Item: 6

Meeting Date: June 5, 2014

Submitted By: Brian True

Presented By: Brian True

Agenda Title: Consider Actions for Implementing Stage 1 of the Water Shortage Contingency Plan and Review a Draft “Editorial” Prepared by Commissioner Cannon and Chair Amadeo

Detailed Description: The Commission will continue to review the Water Shortage Contingency Plan (handouts will be provided if the Commissioners or public do not have past-provided copies in-hand), develop new implementation ideas, and refine the current list of implementation ideas (see below). To date, WCC consensus has been achieved regarding the top three implementation ideas; those top three ideas are specified below and are followed by the remainder of the brain-stormed implementation idea list (in no particular order).

TOP THREE IMPLEMENTATION IDEAS

- 1) Stop leaks! Specifically, A) request resources from the Board to provide increased leak-detection services and follow-ups, and B) develop and disseminate a flyer specific to the “find and fix leaks!” topic.
- 2) Increase news releases, editorials, take out advertisements in newspapers, get radio spots – anything to provide the community info about what people can physically do to save water and to let them know about the conservation rebate programs. The Commission stresses that a multi-lingual effort should be made when these activities are undertaken.
- 3) Create stock presentations that target large water users. Content to include: water usage info, rebate programs, what you can do within your own organization to conserve water.

OTHER IMPLEMENTATION IDEAS

1. Announce MCWD is in Stage 1 of the Water Shortage Contingency Plan
2. “Walk-around” enforcement of the provisions of the Water Conservation Ordinance (i.e. sections of the MCWD Water Code)
3. Conduct multi-lingual outreach
4. Prepare a WCC-signed informational editorial or news release
5. Target trade groups (e.g. plumbers, realtors) for outreach
6. Provide technical information through a separate link on the MCWD web-site for conservation activities
7. Prepare flyers with specific messages (e.g. what water wastes costs you; landscape efficiency)

In an effort to assist the implementation of Top Idea 2) above (and item 4 from the Other Implementation Ideas list), Commissioner Cannon and Chair Amadeo prepared a draft “editorial” piece that could be distributed to a variety of media outlets/methods. The WCC is requested to review that draft article (which will be provided at the meeting) and provide input and guidance such that the editorial can be completed. If consensus is achieved regarding the content, the editorial might then be recommended to the MCWD Board of Directors for approval and distribution.

Marina Coast Water District
Water Conservation Commission
Agenda Transmittal

Agenda Item: 7

Meeting Date: June 5, 2014

Submitted By: Brian True

Presented By: Brian True

Agenda Title: Consider Developing Outreach Opportunities Using Water Conservation –
Developing an “Activity/Fun Map” for MCWD’s Service Area

Detailed Description: The Commission will consider opportunities for public outreach using Water-Conservation-themed vehicles across any potential media-method or activity. This topic is a carry-over item since October 2013. This item for this month’s WCC meeting will focus on the idea of developing an Activity/”Fun Map” for MCWD’s service area. Specifically, the WCC will try to reach consensus on engaging with the topic because enough water-conservation-related messages and features can be included within the map and the resources/effort should be expended this way – or not. If the consensus is to engage, then a recommendation to do so would need to be made to the MCWD Board of Directors.

Other topics eligible for discussion within this item would be further detailing of Stage 1 Water Shortage Contingency Plan implementation ideas that are specifically outreach related.

Marina Coast Water District
Water Conservation Commission
Agenda Transmittal

Agenda Item: 10

Meeting Date: June 5, 2014

Submitted By: Brian True

Presented By: Brian True

Agenda Title: Review Proposed and Suggested Agenda Items for the July 2014 Meeting and Future Dates

Detailed Description: The Commission is to review proposed agenda items for the July 10, 2014 meeting and may suggest new agenda items for future Water Conservation Commission meetings. The July 10, 2014 date is prospective and may be updated during the course of the June 5, 2014 meeting.

Staff-suggested agenda items for the July 10, 2014 Water Conservation Commission Meeting include the following:

- Ongoing consideration of implementing Stage 1 of the Water Shortage Contingency Plan
- Tour of a Gray Water system coordinated by Commissioner Silva-Santella

Potential agenda items for the July 10, 2014 Commission meeting or future meetings include the following:

- Engage with local Land-Use Jurisdictions regarding gray water system permitting and requirements
- Engage with CSUMB regarding service learning/capstone programs in order to enhance water conservation outreach efforts
- Obtaining Board approval to commence WCC efforts to recommend changes to the Water Shortage Contingency Plan in order to dovetail recommendations with the 2015 Urban Water
- Review BMPs; current water savings for achieving year-2020 per capita consumption goal
- Developing Improved Commodity Rates for Water Connections
- New Water Saving Devices and Technologies – Consider rebates for rainwater catchment and use for single lot/parcel projects
- Develop a Conservation program for new developments that desire to employ rainwater catchment features
- Water Supply Augmentation Projects – MCWD desal plant tour; recycled water use; gray water use
- 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
- Update Landscape Standards and Forms
- Training Opportunities in conservation-related topics
- Our Water – Sources; Conveyance and distribution; Storage