



**SPECIAL NOTICE REGARDING
CORONAVIRUS DISEASE 2019 (COVID-19)
AND PARTICIPATION IN PUBLIC MEETINGS**

On March 4, 2020, Governor Newsom declared a State of Emergency resulting from the threat of COVID-19. Governor Newsom issued Executive Order N-25-20 (3-12-20) and Executive Order N-29-20 (3-17-20) which temporarily suspend portions of the Brown Act relative to conducting public meetings. Subsequent thereto, Governor Newsom issued Executive Order N-33-20 (3-19-20) ordering all individuals to stay at home or at their place of residence. Accordingly, it has been determined that all Board and Workshop meetings of the San Bernardino Valley Municipal Water District will be held pursuant to the Brown Act and will be conducted via teleconference. There will be no public access to the meeting venue.

**SPECIAL MEETING OF THE BOARD OF DIRECTORS
THURSDAY, APRIL 15, 2021 – 2:00 P.M.**

PUBLIC PARTICIPATION

Public participation is welcome and encouraged. You may participate in the April 15, 2021, meeting of the San Bernardino Valley Municipal Water District online and by telephone as follows:

Dial-in Info: (877) 853 5247 US Toll-free

Meeting ID: 684 456 030

PASSCODE: 3802020

<https://sbvmwd.zoom.us/j/684456030>

If you are unable to participate online or by telephone, you may also submit your comments and questions in writing for the District's consideration by sending them to comments@sbvmwd.com with the subject line "Public Comment Item #" (insert the agenda item number relevant to your comment) or "Public Comment Non-Agenda Item". Submit your written comments by 6:00 p.m. on Wednesday, April 14, 2021. All public comments will be provided to the President and may be read into the record or compiled as part of the record.

IMPORTANT PRIVACY NOTE: Participation in the meeting via the Zoom app is strongly encouraged. Online participants MUST log in with a Zoom account. The Zoom app is a free download. Please keep in mind: (1) This is a public meeting; as such, the virtual meeting information is published on the World Wide Web and available to everyone. (2) Should you participate remotely via telephone, your telephone number will be your "identifier" during the meeting and available to all meeting participants; there is no way to protect your privacy if you elect to call in to the meeting.



SAN BERNARDINO VALLEY MUNICIPAL WATER DISTRICT
380 E. Vanderbilt Way, San Bernardino, CA 92408

SPECIAL MEETING OF THE BOARD OF DIRECTORS

AGENDA

2:00 PM Thursday, April 15, 2021

CALL TO ORDER

1) PUBLIC COMMENT

Any person may address the Board on matters within its jurisdiction.

2) DISCUSSION AND POSSIBLE ACTION ITEMS

2.1 Proposed Demand Management Program (Page 2)

[Staff Memo - Proposed Demand Management Program](#)
[Proposed Demand Management Program](#)

3) ADJOURNMENT

PLEASE NOTE:

Materials related to an item on this Agenda submitted to the Board after distribution of the agenda packet are available for public inspection in the District's office located at 380 E. Vanderbilt Way, San Bernardino, during normal business hours. Also, such documents are available on the District's website at www.sbvmd.com subject to staff's ability to post the documents before the meeting. The District recognizes its obligation to provide equal access to those individuals with disabilities. Please contact Melissa Zoba at (909) 387-9228 two working days prior to the meeting with any special requests for reasonable accommodation.



DATE: April 15, 2021

TO: Board of Directors Special Workshop – Demand Management Program

FROM: Adekunle Ojo, Manager of Water Resources
Shavonne Turner, Water Conservation Program Manager

SUBJECT: Proposed Demand Management Program

Summary

At the April 15, 2021 Special Board Workshop, staff will provide a summary of the recently completed Water Use Efficiency Assessment and Plan, and propose a Demand Management Program that will provide an overarching framework for demand-side programming by Valley District. The proposed program will guide water use efficiency efforts for the next five (5) years and be reviewed annually as part of the annual budget process. The Demand Management Program is the foundation for water use efficiency data collection and reporting, demand assessment, longer-term implementation plan and budget, and water shortage contingency planning.

Discussion

Valley District has consistently invested in water conservation efforts since its Water Conservation Master Plan (Master Plan) was first adopted in 2007. The demand reduction measures in the Master Plan were incorporated into the 2010 San Bernardino Valley Regional Urban Water Management Plan (RUWMP) and the 2015 RUWMP Update. As presented to the Board at the January 14, 2021 Policy Workshop, the demand management measures are making a measurable impact on demand reduction. For the nine (9) participating agencies in the 2015 RUWMP, total potable water use increased by 9% between 2015 and 2020 while population increased by 7%. However, total potable water use in 2020 was 15% lower than 2009.

In recent years, the performance of conservation programs in the region have been measured largely by rebate activity and spending instead of demand reduction. The California Water Code provides several options for retail suppliers and wholesale suppliers to comply with the demand management requirements, including local measures, regional measures, and best management practices (BMPs) implementation.

The proposed Demand Management Program shifts back toward using demand management measures (DMMs) as the basis for funding and assessing the performance of water conservation measures, programs, and incentives. This data-oriented and performance-based approach will allow Valley District to fund a wide range of water conservation measures, programs and incentives proposed by the retail suppliers that, we believe, will have a greater impact on reducing the total amount of water use. It will also fund complementary efforts by cities, utilities, resource management entities, and community organizations.

The overarching goal is consistent demand management into the future. The proposed program will include both demand-side and supply-side conservation and will be cost effective through economies of scale and leveraging grant funding for the service area. The program will focus on enhancing the technical, managerial and financial capacity of retail agencies to deliver on urban water conservation and utilize broad-based partnerships and public engagement to help the retail agencies meet their upcoming water use objectives under Making Conservation a Way of Life. While each agency's conservation objectives will not be developed until 2023, the retail water agency's first reports will require the specific DMMs they will implement to meet their objectives. As such, the Valley District Demand Management Program should support the retail agencies and help them achieve their goals.

Fiscal Impact:

Staff plans to reallocate current funding levels so there will be no additional fiscal impact.

Staff Recommendation:

Discuss and provide feedback

Attachment:

Proposed Demand Management Program

Discussion Item

Adekunle Ojo – Manager of Water Resources

Shavonne Turner – Water Conservation Program Manager

Proposed Demand Management Program

Staff Recommendation

Provide feedback and direct staff to place this item on a future regular Board agenda

Current State

Water Conservation

Font Size: [+](#) [-](#) [+](#) Share & Bookmark [Feedback](#) [Print](#)

Valley District supports a wide range of water conservation measures and programs that educate homeowners, business owners, students, and community members on a variety of ways to save water. From rebates to landscape contests to school programs, Valley District is committed to providing the tools and information that will change the way we think about and use water.

SoCal Yard Transformation - A Step-by-Step Guide to Get the Yard You Want

Most people would like to have an attractive yard, and even better, one that does not use a lot of water. Creating and maintaining this type of yard can be challenging. The SoCal Yard Transformation book can answer your landscape questions. It provides a foundation of landscape basics as well as creative design ideas. This book can be found online here in [English](#) and [En Espanol](#).

Water Saving Garden Friendly Website

Explore beautiful sustainable, climate-appropriate, and drought tolerant plants, trees and grass that thrive in the Inland Empire. With a click of a button, add your favorite plants to your private list that you can print and bring to your favorite nursery. This user-friendly [website](#) also includes example landscapes and design ideas.

Weather Based Irrigation Controller Program

Valley District offers large water users (1,500 ccf per year, or higher) a financial incentive to invest in weather stations and weather based irrigation controllers (WBIC). WBICs offer large water users the ability to customize their irrigation use based on changing weather conditions. WBICs reduce unnecessary watering and allow you to adapt your irrigation for your landscapes' specific plant and climate needs. [Learn more](#) about the program and how your business can participate.

Rebates

Valley District pays 25% of the rebates, such as high efficiency toilets and turf removal, paid by retail water agencies within its service area. Valley District rebates are provided to our water retailers and cities. We do not provide rebates directly to residents.

Water Conservation Education and Workshops

Valley District has partnered with the Inland Empire Resource Conservation District to develop water conservation education programming for both students and community groups. Presentations focus on a wide range of water saving practices. If your school or service club is interested in a presentation, please contact [Kristeen Farlow](#).

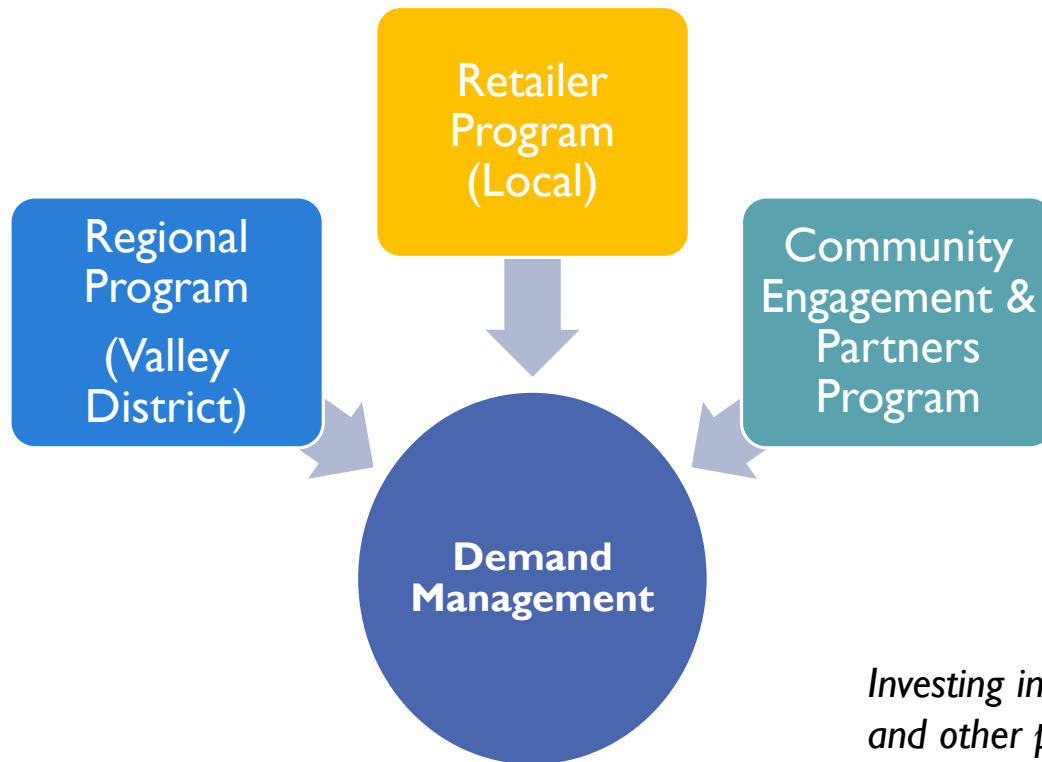
Valley District also offers Landscape Workshops to residents throughout our service area to demonstrate a variety of water efficient landscape practices. Classes include an overview of planning your water-efficient yard, efficient watering methods, plant selection, and more. Visit our Calendar to see the dates for our upcoming landscape workshops.

Inland Solar Challenge

The Inland Solar Challenge uses an educational and competitive platform to convey the water conservation message. This annual event challenges local high school teams to each build a sixteen-foot boat equipped with solar technology, and race against each other on the water. In addition to the solar boat races, teams are required to prepare a water conservation report and create a public service announcement. Valley District has been a sponsor of this event since 2008. For more information about this year's competition, visit [InlandSolarChallenge](#).

Current focus is on Delivery, not Enabling Environment, Institutional Set-up, Right Measures, and Results

Recommendations for Consideration



- I. **Regional Conservation Program** (administered by Valley District)
- II. **Retail Agency Administered Program** (local programs administered by water retailers)
- III. **Regional Community Engagement Program** (conservation-related efforts provided by non-retail agency partners)

Investing in our retail partners, end-users/taxpayers, and other partners to increase the efficiency of water consumption and ensure regional water reliability

Medium to Long-Term Process

PLANNING PHASE

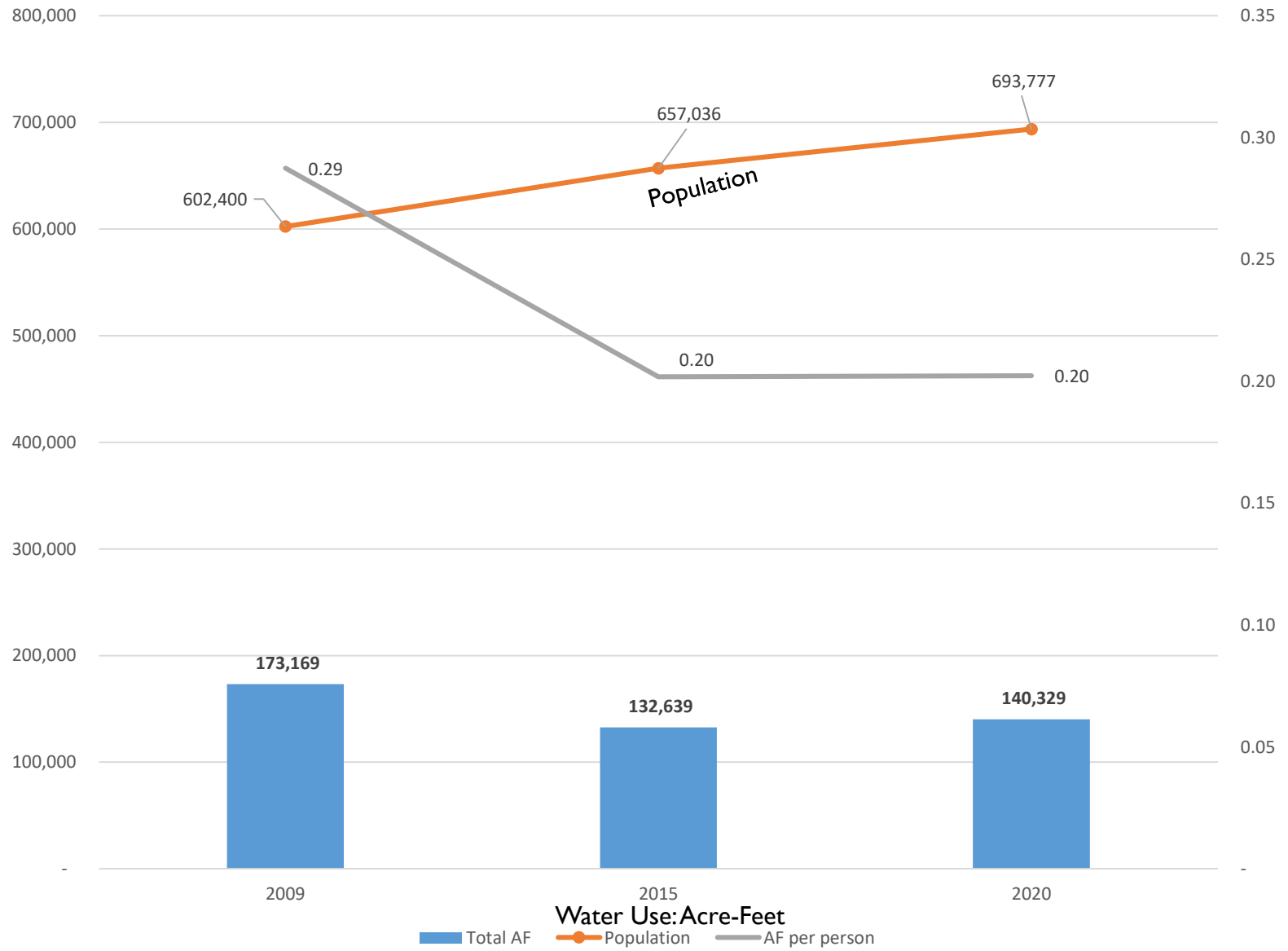
Fiscal Year 2020-2021

- Hire Water Resource Manager and Water Conservation Program Manager
- Water Use Efficiency Assessment and Plan

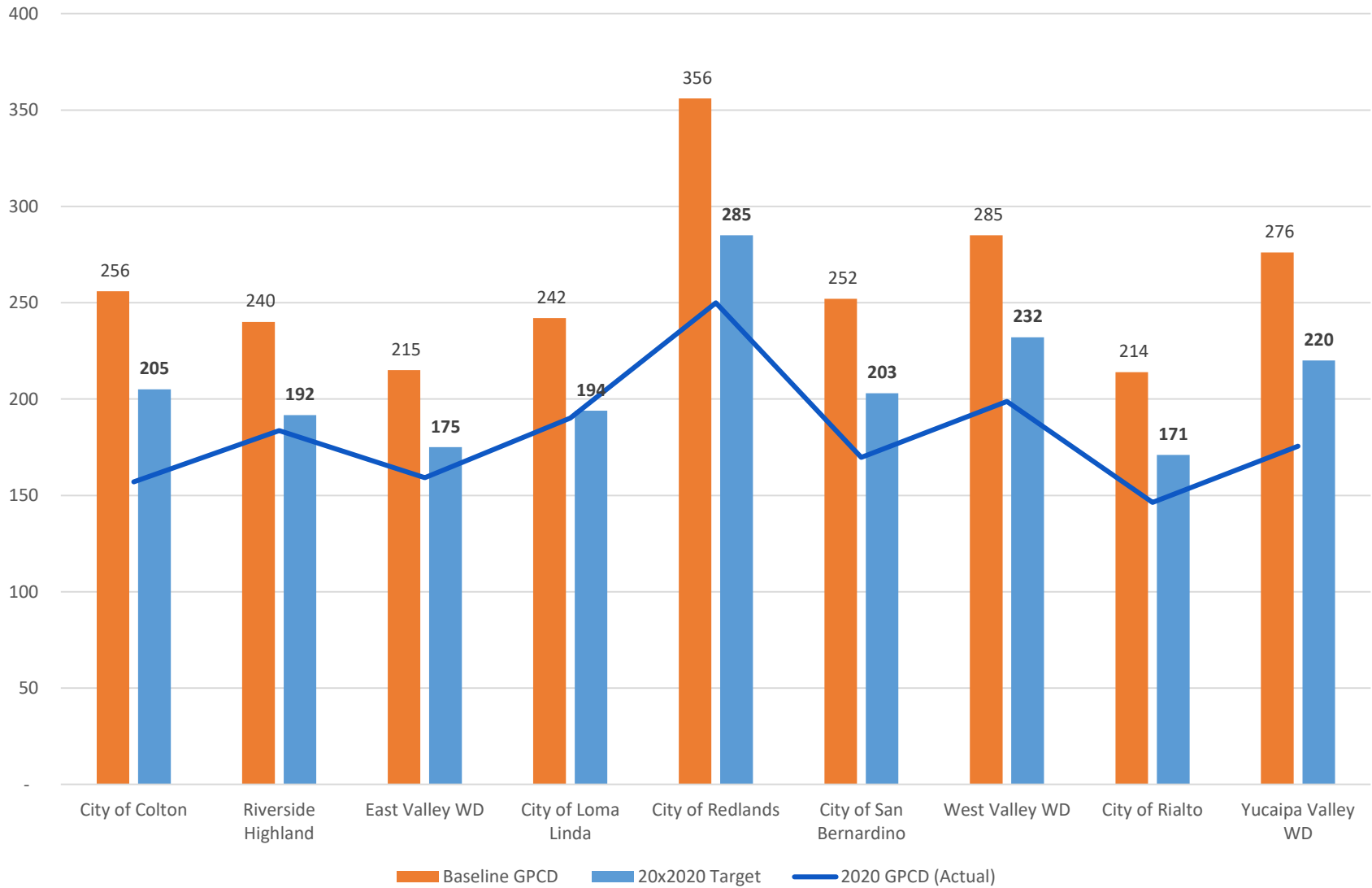
IMPLEMENTATION PHASE



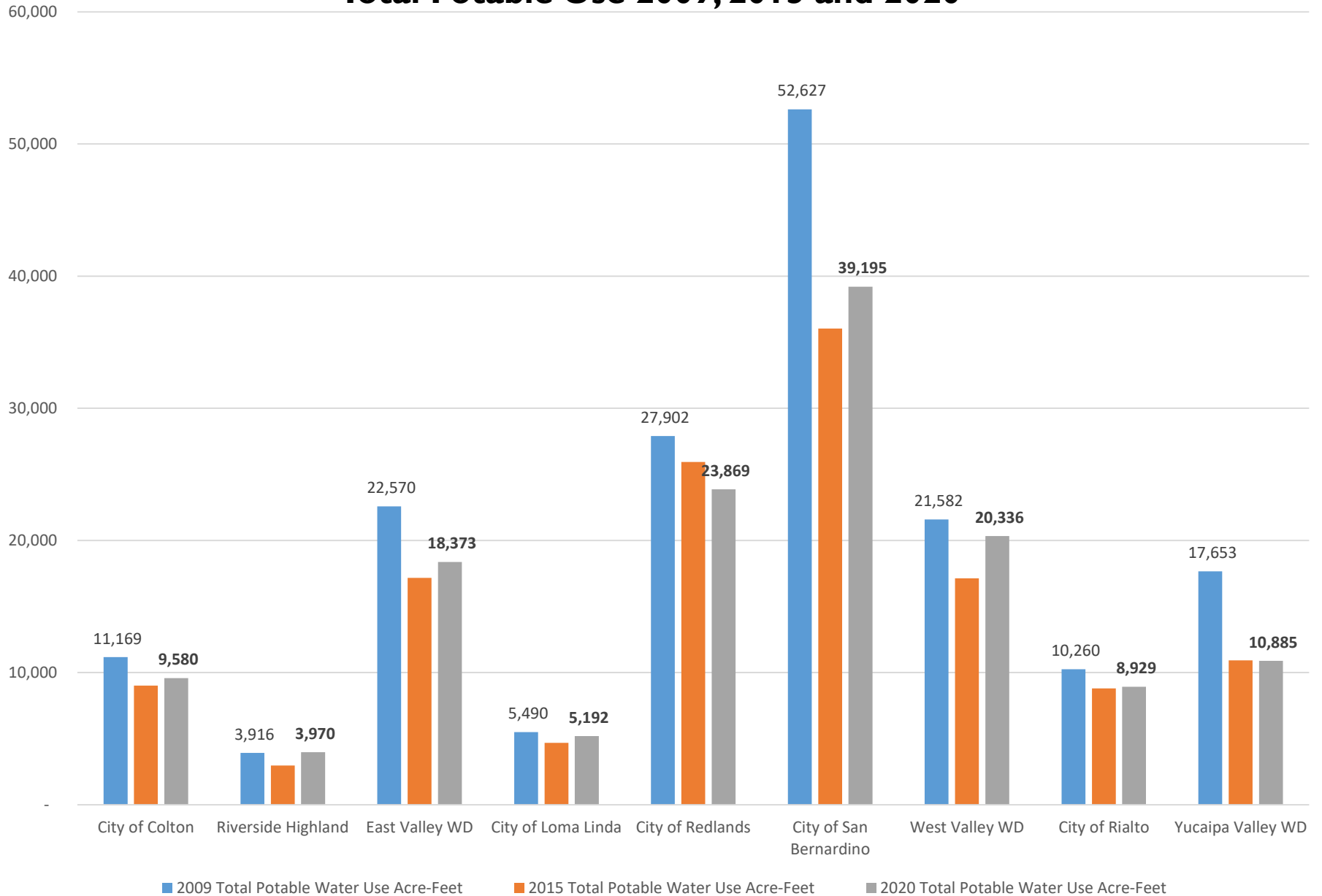
Regional Population and Water Use



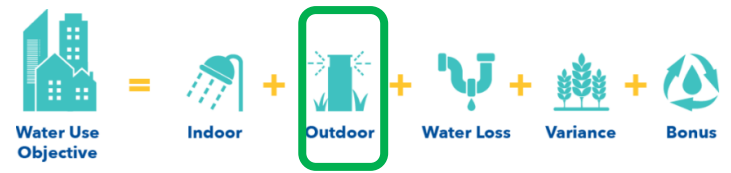
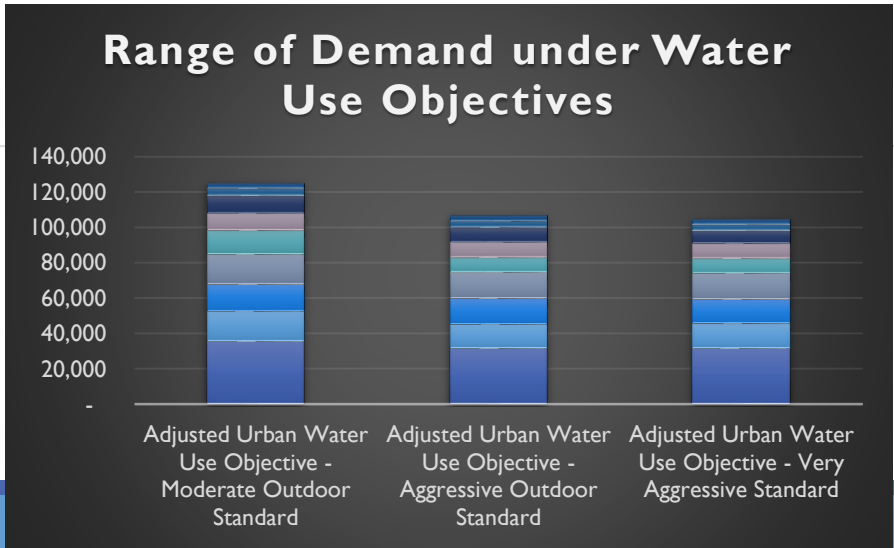
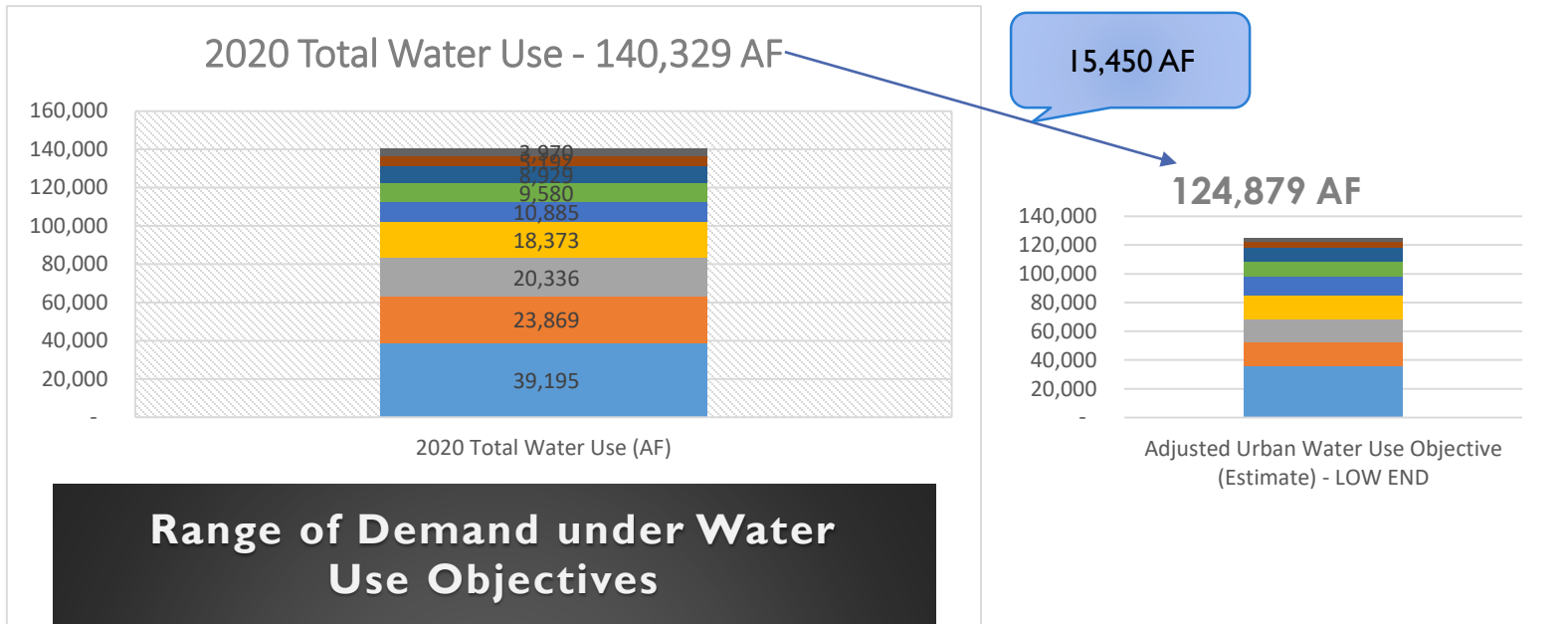
20x2020 Compliance



Total Potable Use 2009, 2015 and 2020



Demand Estimates Under Making Conservation a California Way of Life



Moderate Outdoor Standard – 550 avg. gallons/day
 Aggressive Outdoor Use – 200 avg. gallons/day
 Very Aggressive Outdoor Use – 120 avg. gallons/day

Effective Rates and Water Budget

Current (Regular Tiers):

Household Characteristic:

- ✓ Household Size: 6
- ✓ Lot Size: 0.25 Acres (10,890 square feet)

Indoor Use: Not differentiated

Outdoor Use: Not differentiated

Total Monthly Use: 32 Units (23,936 gallons)

TOTAL BILL: \$112.79

Future (Water Budgets):

Household Characteristic:

- ✓ Household Size: 6
- ✓ Lot Size: 0.25 Acres (10,890 square feet)

Indoor Budget (Tier 1): 14 Units (10,472 gallons) – 55 gallons x 6 people x 30 days

Outdoor Budget (Tier 2): 22 Units (16,456 gallons)*

Total Water Budget: 36 Units (26,928 gallons)

TOTAL BILL (Under Budget – 30 Units): \$96.65

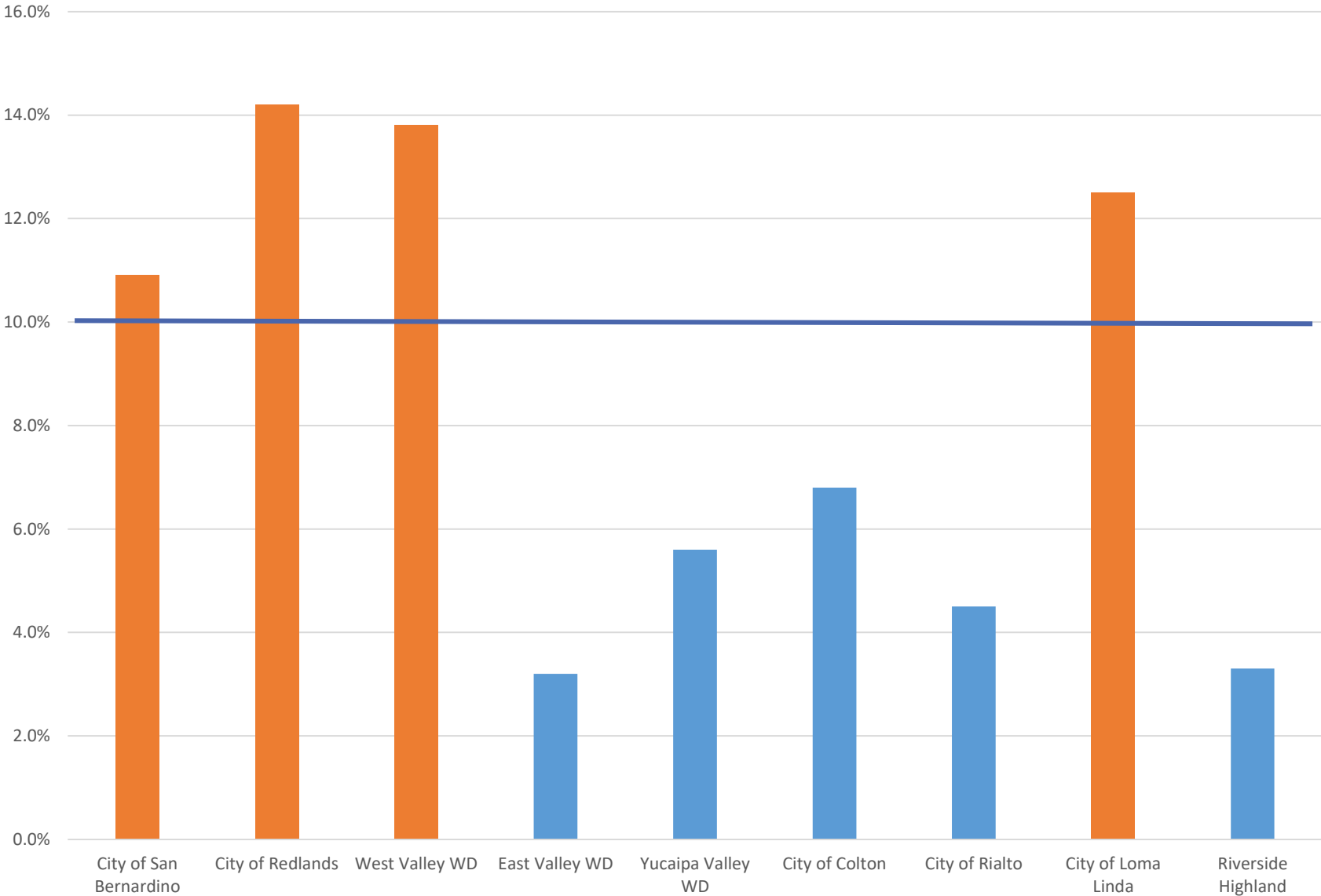
TOTAL BILL (Budget - 36 Units): \$112.31

TOTAL BILL (Over Budget - 50 Units): \$163.27

The difference from the current is that indoor use is priced lower than outdoor use

*Irrigable Area (5,000 sq. ft.) x Monthly Evapotranspiration (7.6) x Plant Factor (0.7) x Conversion Factor/748

Agency Technical Option: Non-Revenue Water (2019) - as % of water supplied



Principles and Objectives

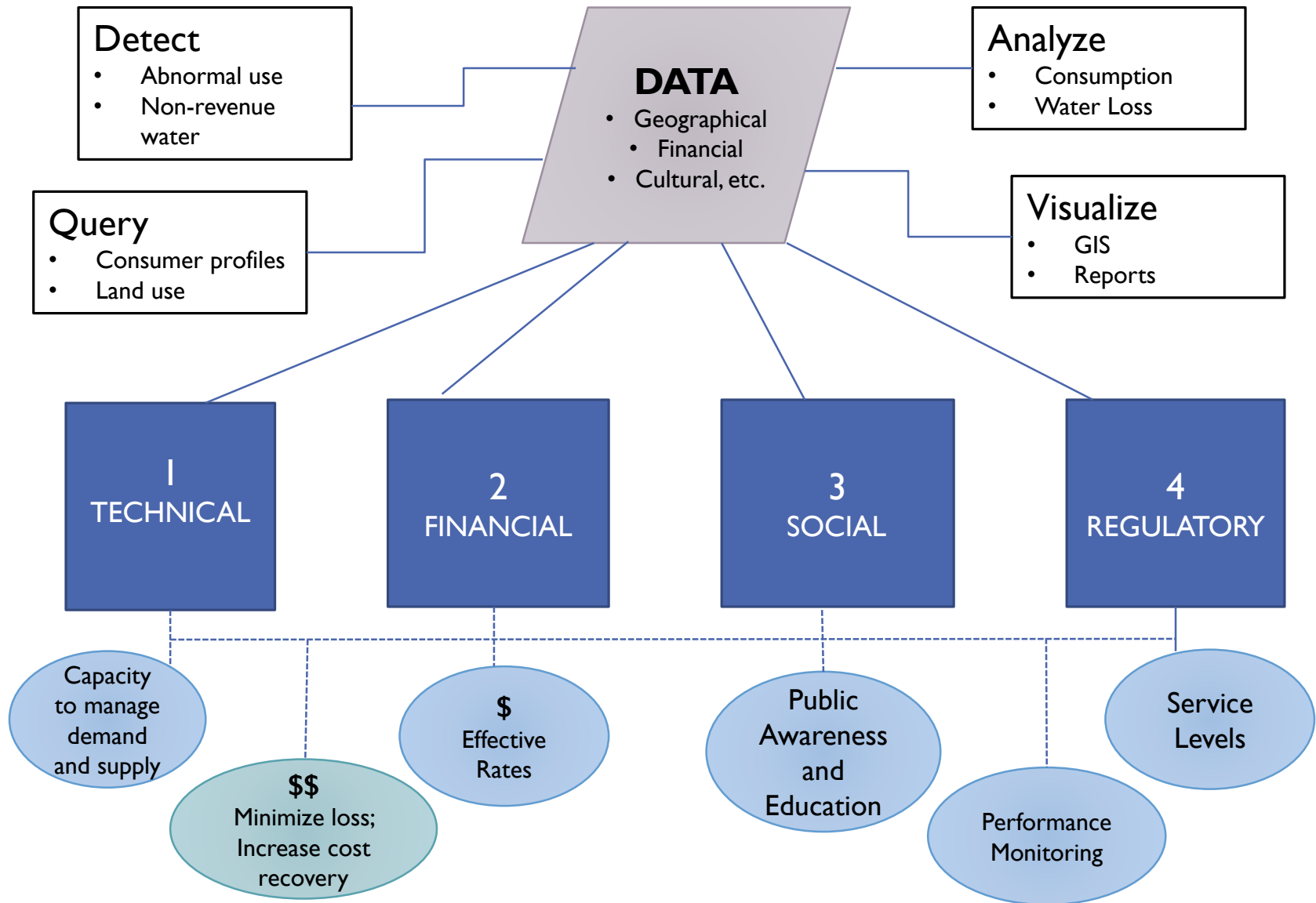
Water Demand Management Principles

- Water suppliers should supply water efficiently and effectively, minimizing water losses and promoting water use efficiency among end-users
- End-users should use water efficiently and not waste water
- Water demand management should be an integral part of water resources and water resources planning process

Objectives

- Water resource management
- Water distribution management
- End-user efficiency and customer demand management

4 Pillars of Demand Management



Components of Demand Management

Policy

- Enabling Policy Environment

Capacity

- Right institutional set-up

Delivery

- Right measures and implementation

Motivating Factors

Environment

- Climate and Drought Resilience
- Water Supply Reliability

Economic

- Lower costs, incl. O & M costs
- Water savings

Equity

- Provide water to more people
- Better affordability

Demand Management –



What is it and why NOW?

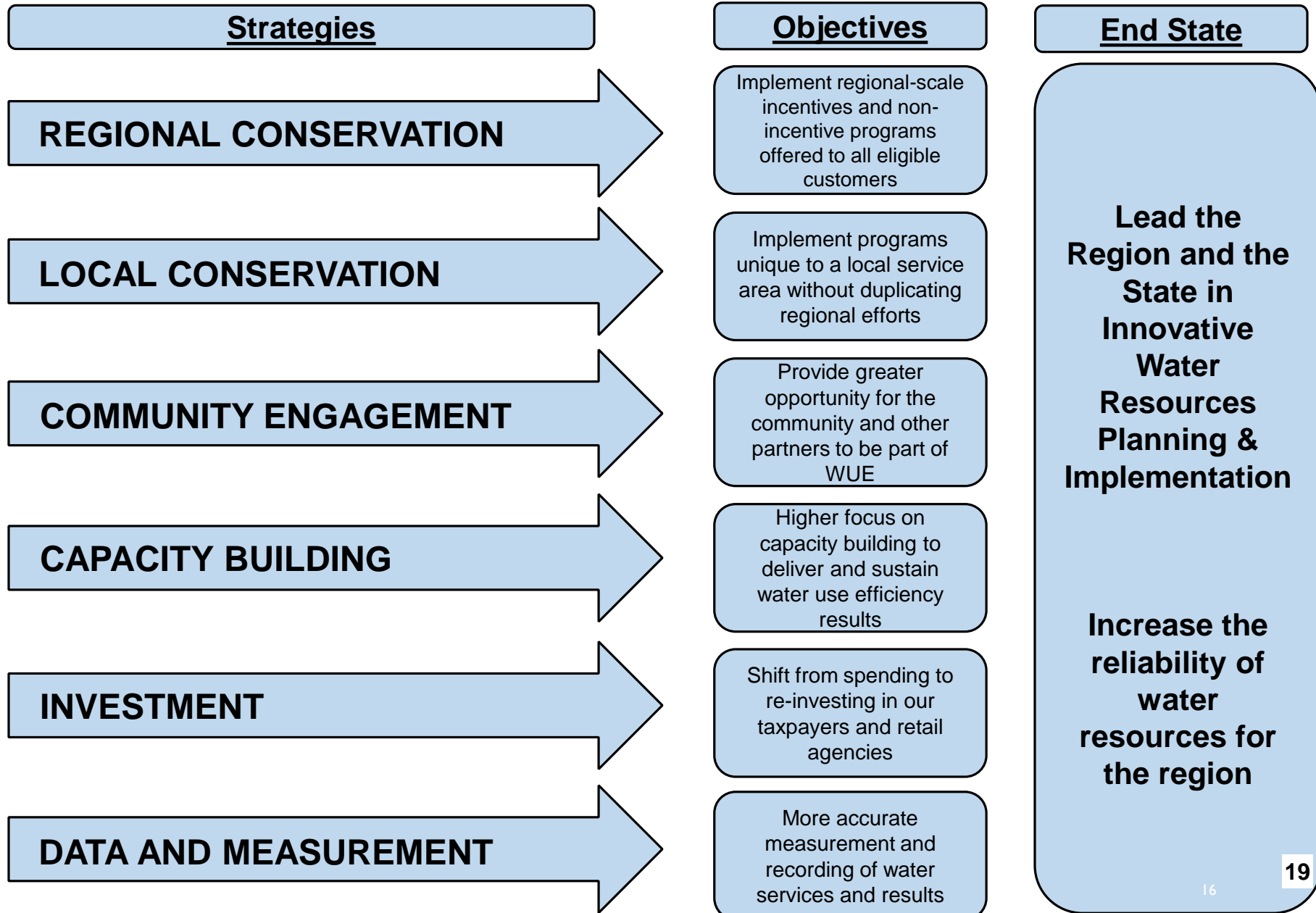
What is demand management?

- A management approach that aims to conserve water by controlling demand
- Seeks to influence water demand in order to achieve consumption levels that are equitable, efficient, and sustainable
- Increasing water use efficiency, equity, and sustainability by reducing or postponing the need for water supply projects
- Seeks to maximize the use of water by curbing inefficient or non-essential use through price and non-price measures
- It targets at least three groups: water resource planners/managers, water systems operators, and end users

What does it entail?

- Programs implemented at the retail consumer level and within utility operations to reduce inefficient water use, keep more water in local groundwater basins for future use, and increase regional water supply reliability
- Voluntary and compensated reduction in water supply in an effort to conserve water that would otherwise be consumed, or consumptively used
- Being proactive to address water from both the supply and demand sides; controlling our destiny instead of waiting for a crisis.

Demand Management Framework



New programs, new projects, innovative change, flexibility for more Shared funds

- New application process
- Fair scoring, no longer one size fits all
 - Customized projects for maximum benefits
- Minimum and maximums set
- Investment for results



THE FUTURE IS HERE

AREAS OF IMPROVEMENT:

I. Data

- Annual quantification of water and energy savings for the region and water supply reliability benefits
- Greater visibility and control for Valley District and retail agencies

II. Visibility

- Regional portal or website such as [WaterSmart San Diego County](#) or [SoCal WaterSmart](#)
- Greater community presence and marketing

III. Broader benefits beyond water use reduction

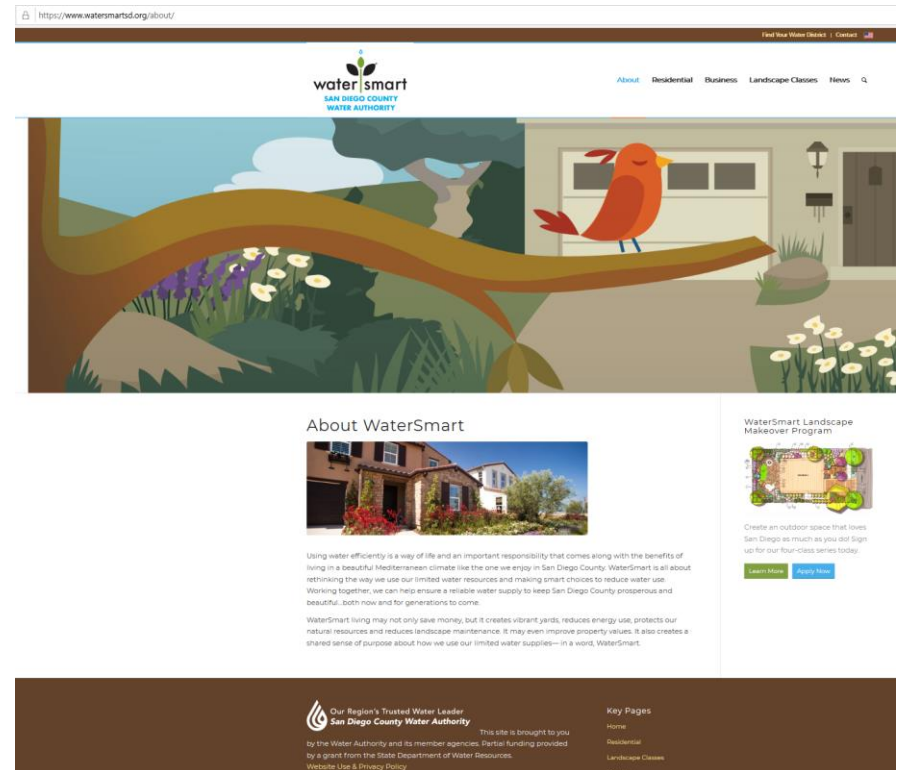
- Greater tie-in to energy savings (SCE and Gas Company), resource stewardship, aesthetic quality, community reinvestment, etc.

IV. Capability

- Invest or support the development of technical, managerial and financial capacity to perform water use characterization or deliver local WUE programming

V. Innovation

- Incentivize research, experiment and innovate



1. Regional Conservation Program

- **Community Outreach Program** – affordable way to maintain community presence
 - Speaker’s Bureau and Presentations
 - Ambassadors/Champions/Influencers-based WUE Outreach Campaign (Traditional and Social Media)
 - Customer Engagement
 - Conservation-Oriented Special Events
 - Youth and Citizen’s Engagement. E.g. Valley District Academy
- **Regional Education**
 - K-12 Teacher Grant, College Annual Water Scholar, and Water Wizards (High School)
 - Qualified Water Efficient Landscaper (QWEL) Program/Landscape Industry Training & Outreach
 - WaterSense
- **Wholesale Assistance Program** – support services for retail agencies
 - Centralized Program Marketing and Regional Portal – SoCal WaterSmart
 - Shared Services and Data Analytics
- **Direct Incentives/Installation Program** – focus on accessibility, convenience, equity, and market transformation
 - Disadvantaged Communities Plumbing Retrofit Program
 - Direct Distribution through CalWEP for Flume and Rachio devices, and Online Store
 - Commercial and Multi-Unit Contractor Direct Rebate Program



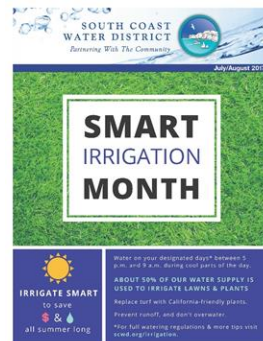
Seasonal and Limited Time Incentives – stimulate year-round engagement

Customer Engagement 24/7:

Staying connected year-around

- Who we are and our place in our customer lives
- Knowing the Customer
- Surveys and channels to get to know our customer (retailers and end-users)
- Celebrate the success of past programs, projects, and partnerships
- Market new programs to drive behavioral change

- Example (**February**) – Free landscape design assistance in for the first 100 people to sign up + \$100 voucher for California native plants
- Example (**Tax Season**) – Income qualified and you want a water-efficient landscape? Valley District will pay upfront cost up to \$X for the first 25 eligible applicants
- Example (**April**) – **Celebrate Spring and Earth Day:** Meet us at X Nursery and receive a free shade tree, high efficiency nozzles, soil moisture sensor, etc.
- Example (**May**) – **Celebrate Remodeling Month;** apply for \$150 rebate for bathroom fixtures that are attractive, functional, and efficient
- Example (**July**) – **Smart Irrigation Month;** 500 free weather-based irrigation controller for easy and efficient irrigation, apply for yours today
- Example – **Summer Discounts** (enroll and receive up to \$150 for watering less during summer)

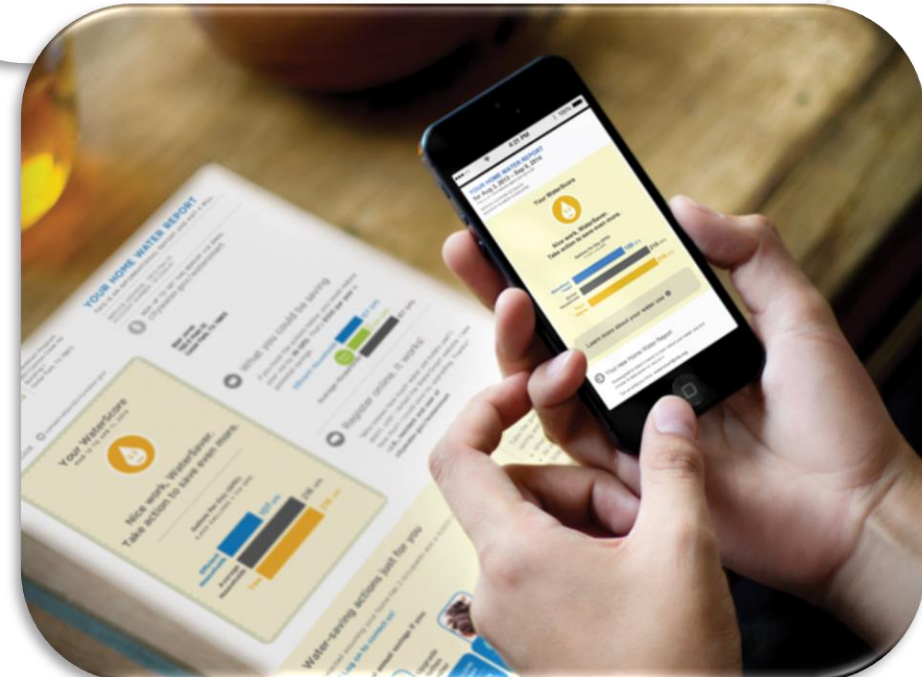
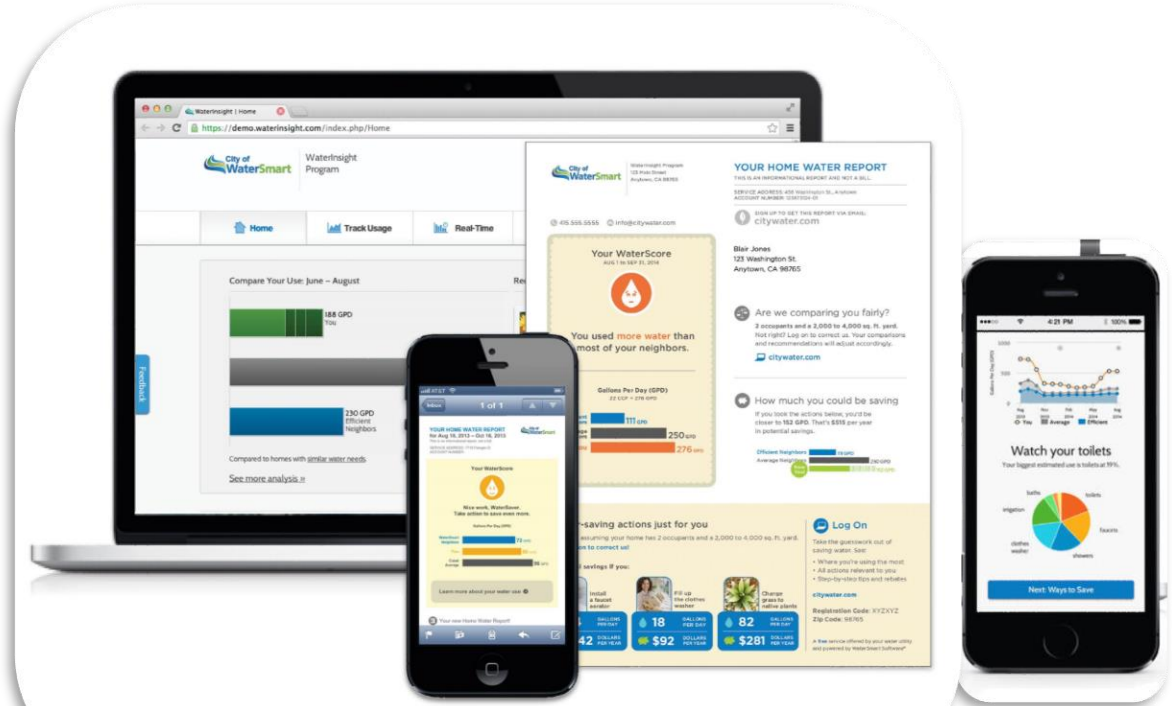




Behavioral change for long-term results and benefits:

Staying connected through customer engagement tools

- How much water are your peers using, how do you compare?
- How much water and money could you be saving?
- How much water did you use compared to the previous month or this same time last year?
- Lets take a look at some tips and additional ways to save?



2. Retail Agency Administered Program

Retailer Capability:

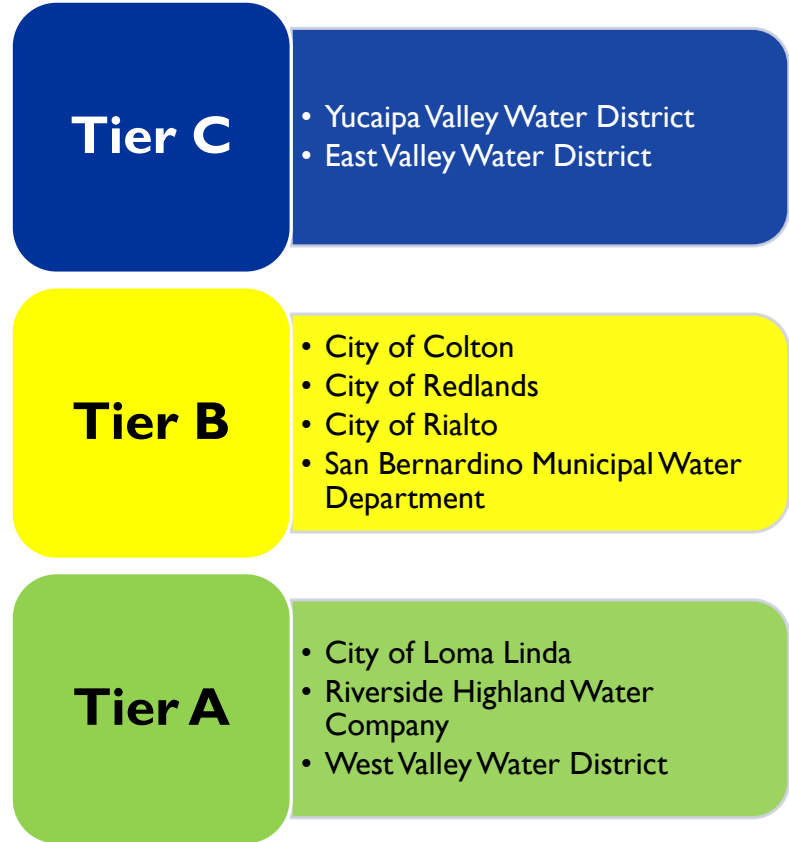
I. Provide capacity building grants between now and 2023 to:

- Tier A and B agencies to build a solid foundation for utility operations and public education or increase existing capacity
- Collaboratively develop custom plans tailored to each agency's needs

II. Provide grant funding to incentivize innovation in programming between now and 2025 to:

- Tier C agencies, and
- For the other seven (7) agencies as they demonstrate increased capacity to implement local programs

Retailer programs cannot duplicate regional program



Custom Plans

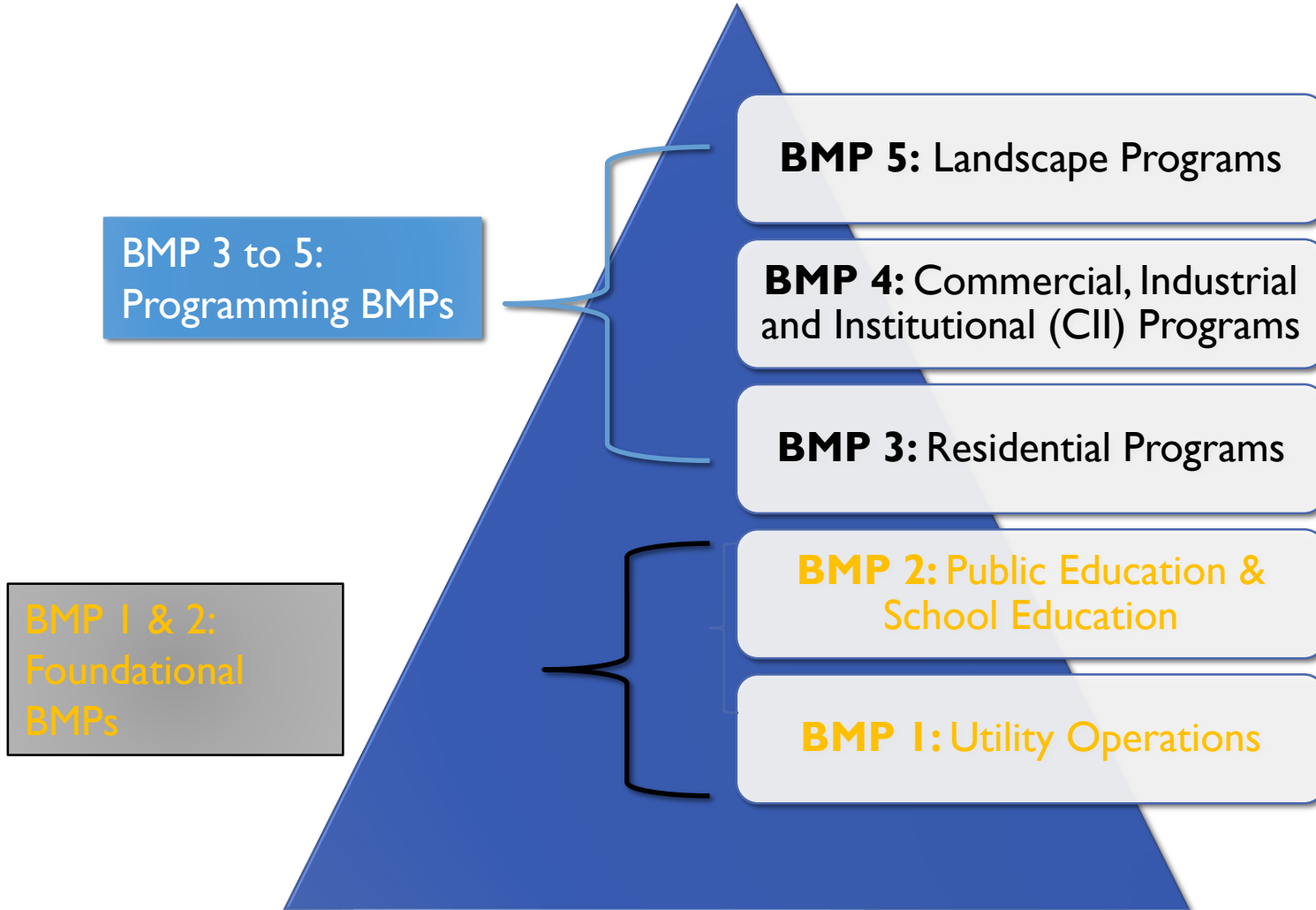
Include

- Problems to be addressed
- Objectives and targets
- Measures to be implemented
- Institutional requirements and set-up (project team)
- Financial requirements and funding
- Mechanisms for implementation, monitoring and evaluation
- Response measures if targets are not met

Funding provided can be similar to the Local Resource Investment Program (LRIP) for projects with demonstrated savings, or a match up to a particular percentage

URBAN CONSERVATION FRAMEWORK: WHAT IS CAPABILITY?

BEST MANAGEMENT PRACTICES (BMPs)



Measures to Implement

The 80:20 Rule

- Picking the low hanging fruit
- Measures that yield 80% of the desired results e.g. water savings with 20% of the investment
- Largest results with lowest effort, capability, burden
- Tangible immediate results

- Financial Options – rebates, incentives
- Policies, legislation and regulations
- Consumer service and public awareness

Technical Options

- Among the most tangible efforts to reduce inefficiencies; easily appreciated by engineers and planners and understood by customers
- Results generally measurable and quantifiable (water and money saved)
- Aim to reduce unaccounted water on non-revenue water, illegal use, wastage
- Leak detection and repair (passive and active leakage management, pressure management, metering all issues, zones and districts, measuring minimum night flows, etc.)
- Distribution system audit
- Water supply system maintenance (anticipate, predict, prevent, detect and correct failures; requires excellent record keeping, and preferably GIS and asset management system)
- Features of most AMS (water loss and meter management, customer service requests, notification of pipe leaks, work scheduling and maintenance, etc.; not all AMS contribute to demand management)

3. Regional Community Engagement Program (CEP)

Broader Benefits and Community Presence: Create a Community Engagement Program (CEP) as a way to tie into broader benefits of water-energy-food nexus, sustainability, aesthetic quality, community reinvestment, etc.

- **Partners in Conservation Grant** - \$5,000 to \$50,000 – strategic partnerships with local nonprofits, governments, companies, etc. For example, IERCD, Valley Soil, Counties and Cities on MWELo, CalWEP, SoCal Gas, Edison, etc.
- **Community Engagement Grants** – up to \$5,000 to support short-term projects and community events and efforts

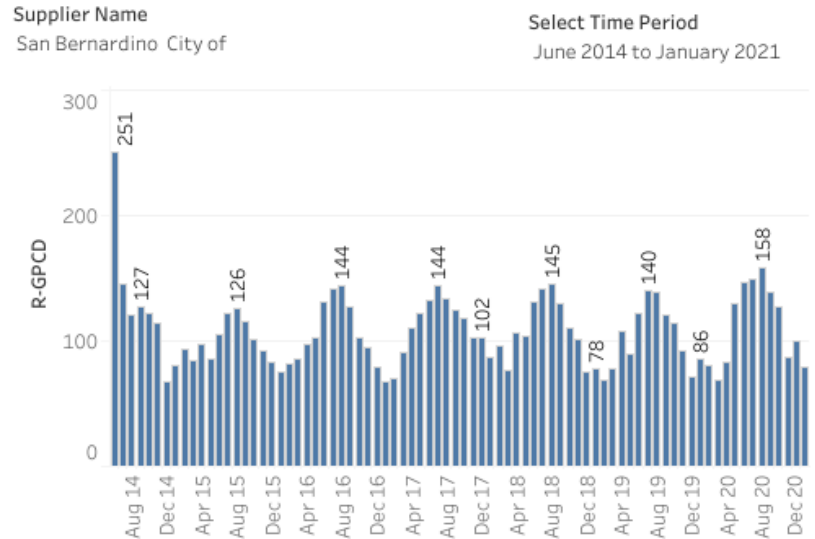


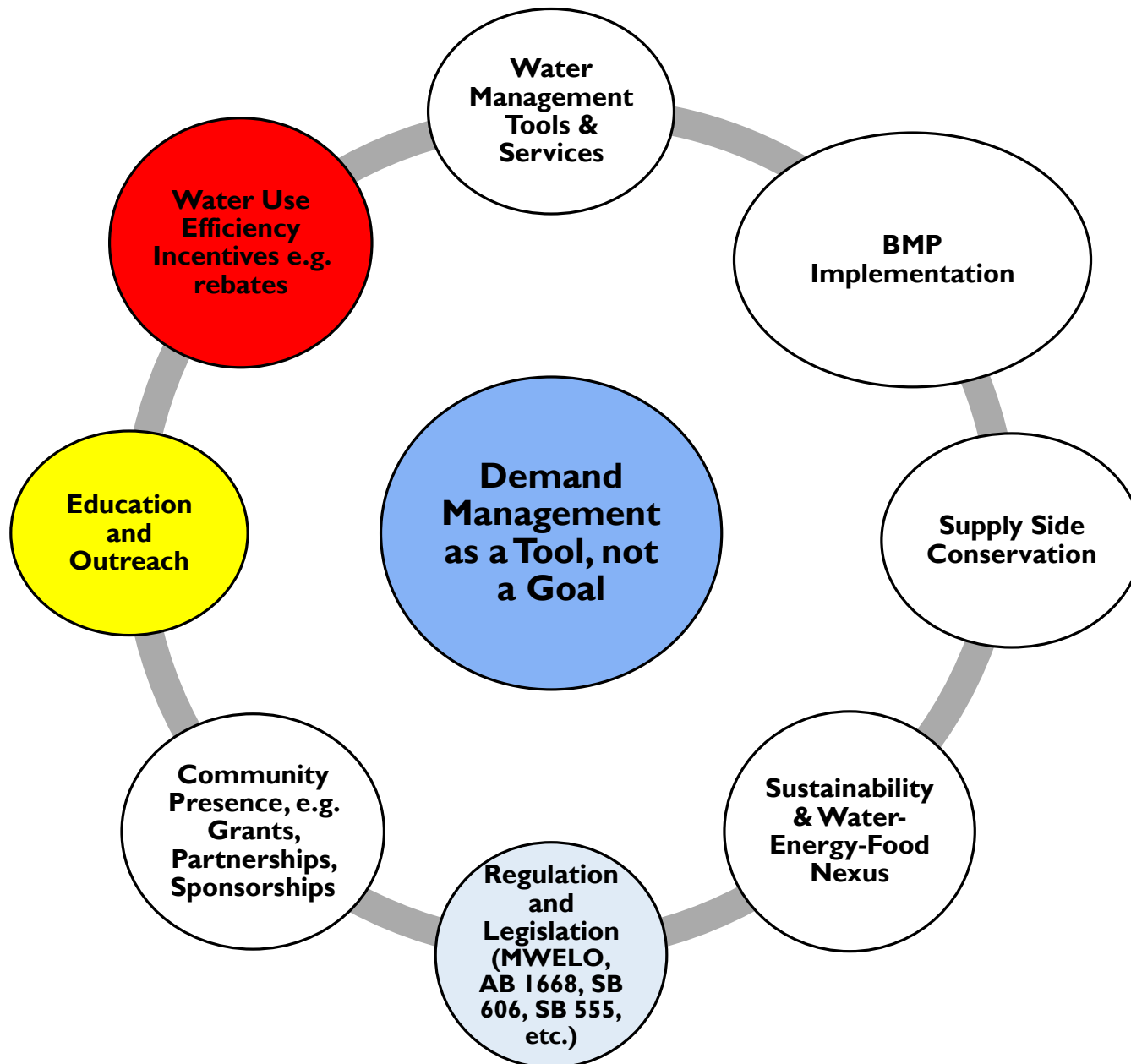
What is in it for Valley District and Stakeholders?

Conservation, Climate Resilience, and Cost Savings:

- Gain additional water supply through using water more efficiently (up to 16,000 acre-feet per year of baseline)
- Integrate into the organizational structure so that resource conservation, climate resilience and cost savings become a way of operating a world-class utility
- Saves on energy costs associated with water production for inefficient consumption and supply costs for additional water supply projects

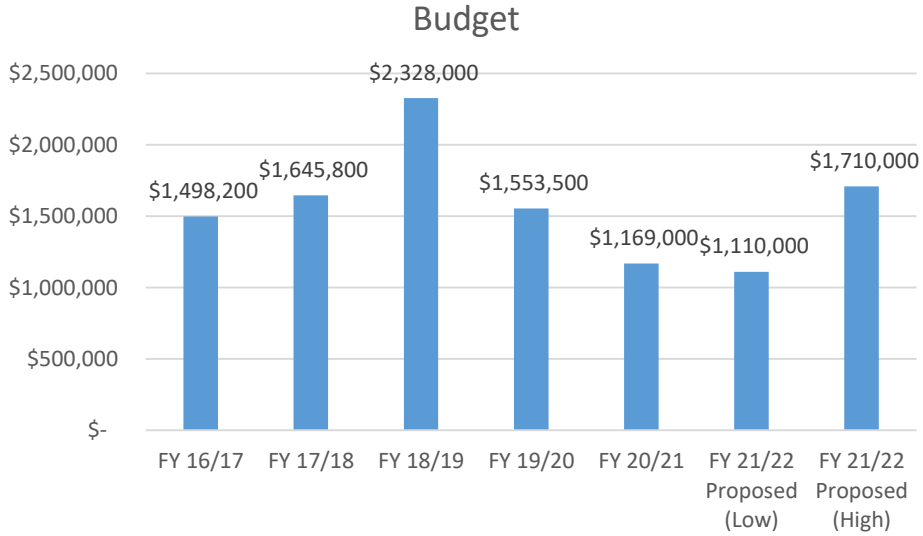
Average Residential Gallons Per Capita Daily (R-GPCD)



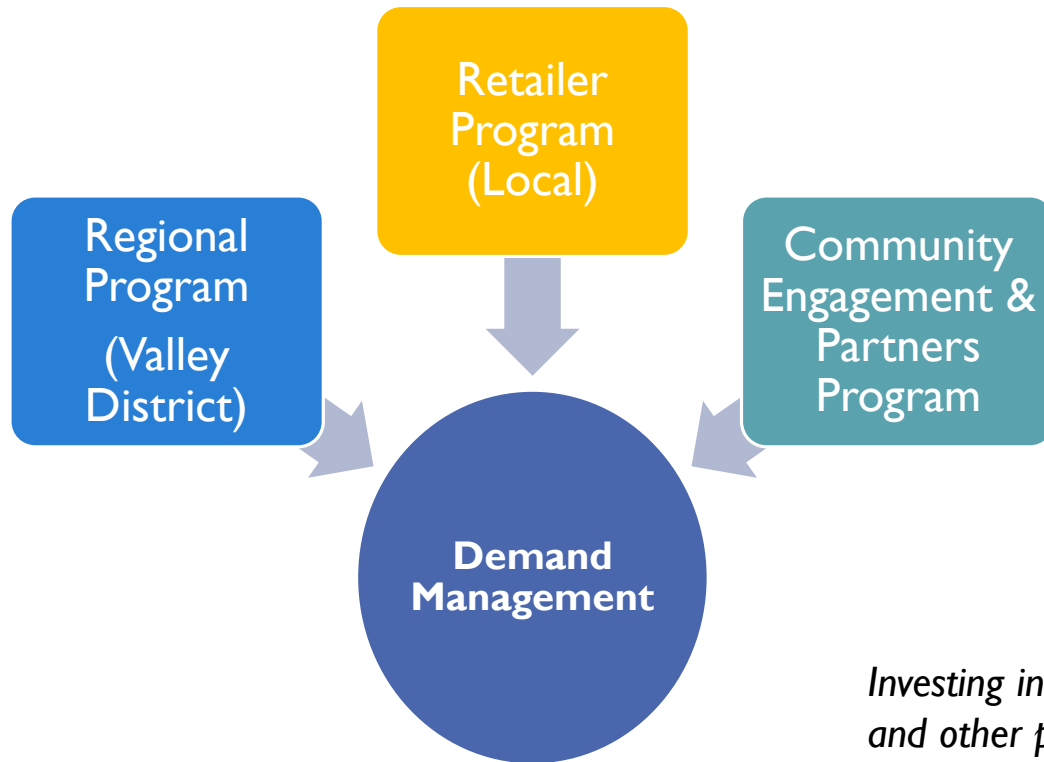


FISCAL IMPACT

Regional Conservation Program		\$ 360,000
	Community Outreach	\$ 75,000
	Regional Education	\$ 85,000
	Wholesale Assistance Program	\$ 200,000
	Direct Incentives/Installation	\$ -
Retail Agency Administered Program		\$ 600,000
	Capability Building	\$ 300,000
	Innovation	\$ 300,000
Community Engagement Program		\$ 150,000
	Partners in Conservation	\$ 100,000
	Community Engagement Grants	\$ 50,000
SUBTOTAL without Direct Incentives/Installation		\$ 1,110,000
If you Add Direct Incentives/Installation		\$ 600,000
TOTAL with Direct Incentives/Installation		\$ 1,710,000



Summary



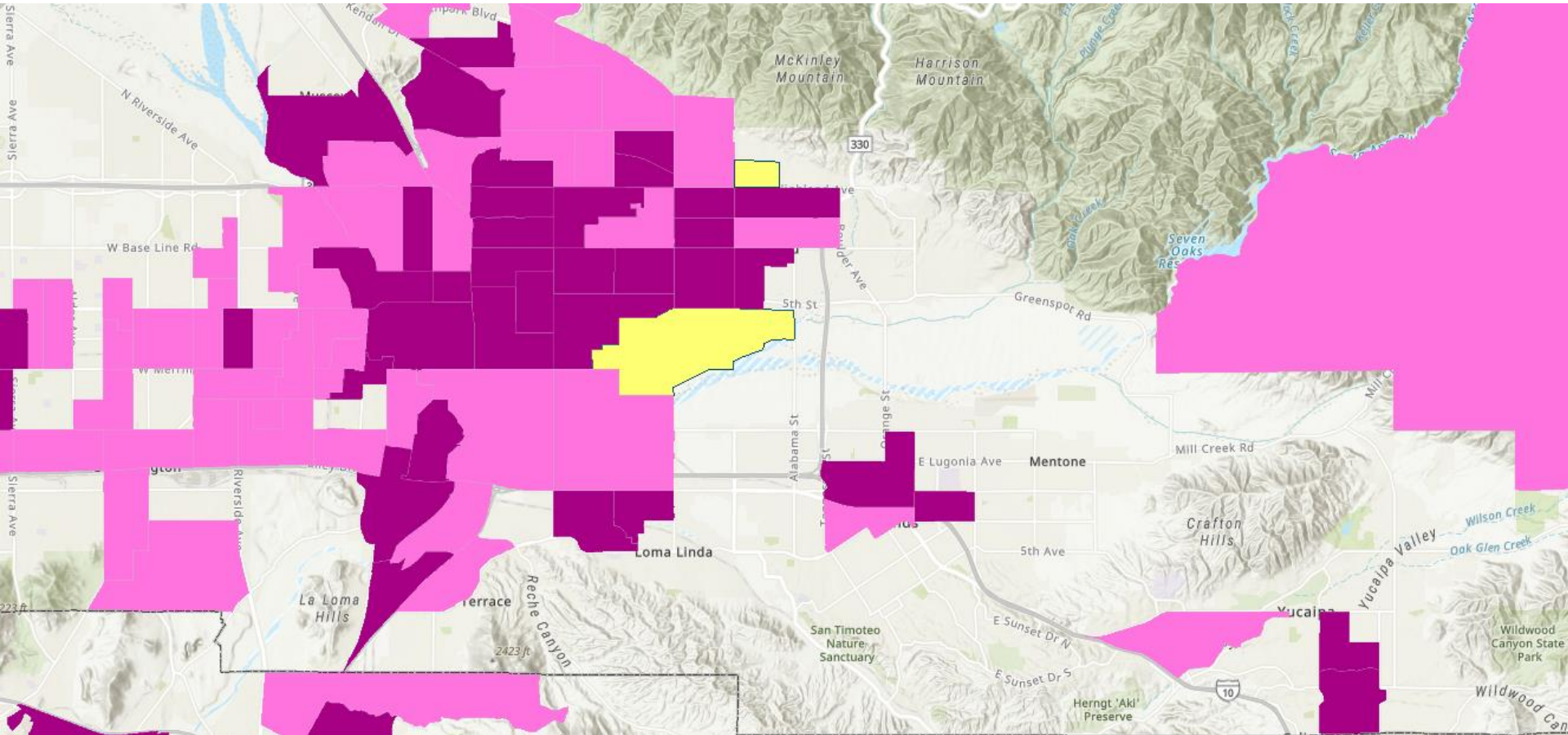
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Investing in our retail partners, end-users/taxpayers, and other partners to increase the efficiency of water consumption and ensure regional water reliability

Disadvantaged Communities



- Census Tracts (2018)



Next Steps

- Present the same concept to the Basin Technical Advisory Committee (BTAC) and incorporate their feedback into the proposed program – April/Early May
- Incorporate Board's and BTAC feedback into the Fiscal Year 2021-2022 Proposed Budget – May/June
- Board Approval – May/June: Board can approve all Program components at once with the budget process or approve each component separately after further consideration

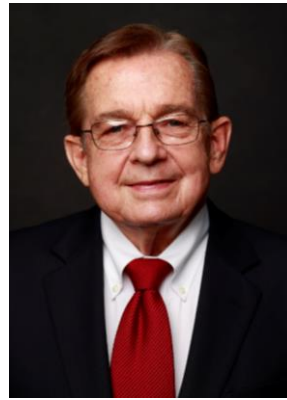
Director Comments and Discussion



**Paul
Kielhold**
President



June Hayes
Vice President



**T. Milford
Harrison**
Treasurer



**Gil J.
Botello**
Director



**Susan
Longville**
Director

Staff Recommendation

Provide feedback and direct staff to place this item on a future regular Board agenda