

San Diego County
Water Authority

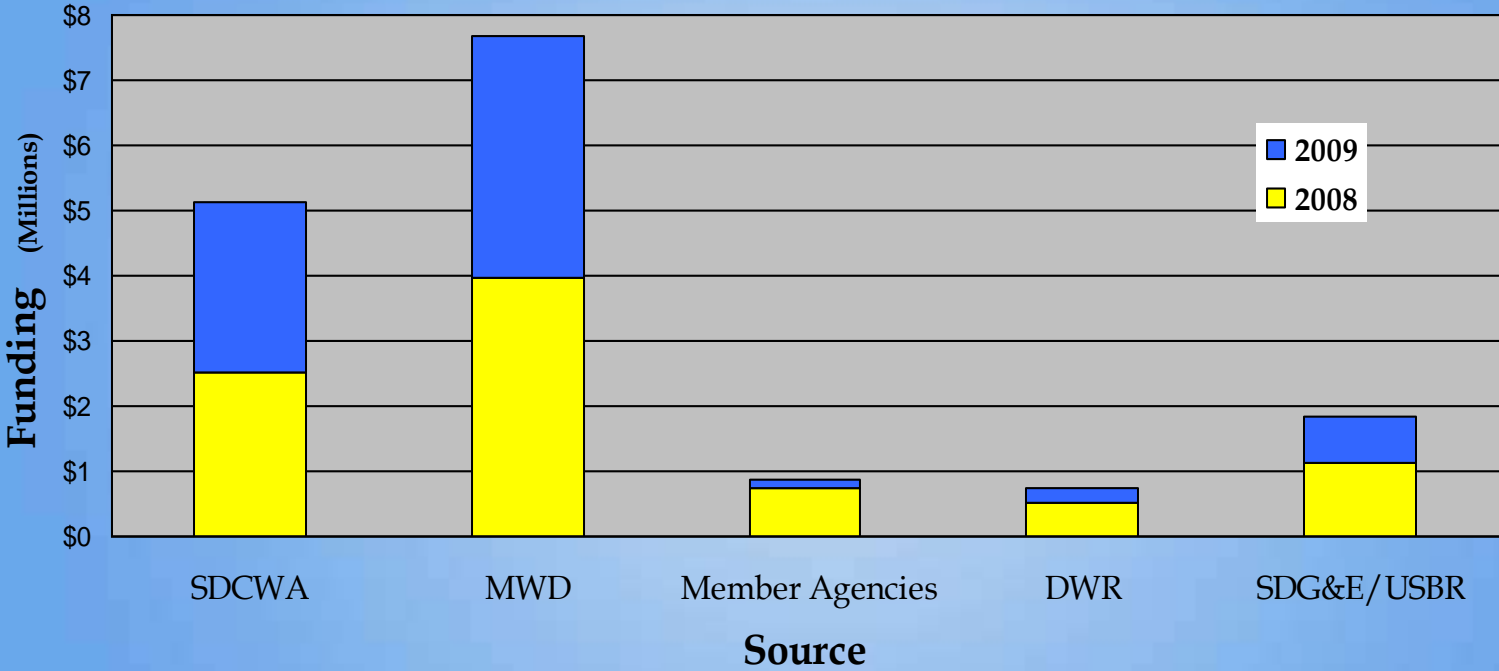
Strategic Plan

Key Results Area

- Objectives
 - By Jan. 1, 2010, water agencies within Water Authority service area will approve, implement, and enforce substantially uniform outdoor water conservation standards within their statutory authority.
 - By Jan. 1, 2015, regional residential per capita water consumption will be reduced by 10% from current 10-year regional average.
 - By Jan. 1, 2015, seventy-five percent of the region's residents can identify water conservation as one of the most important civic obligations.



\$16.2 Million Conservation Budget (FY 08 & FY 09)

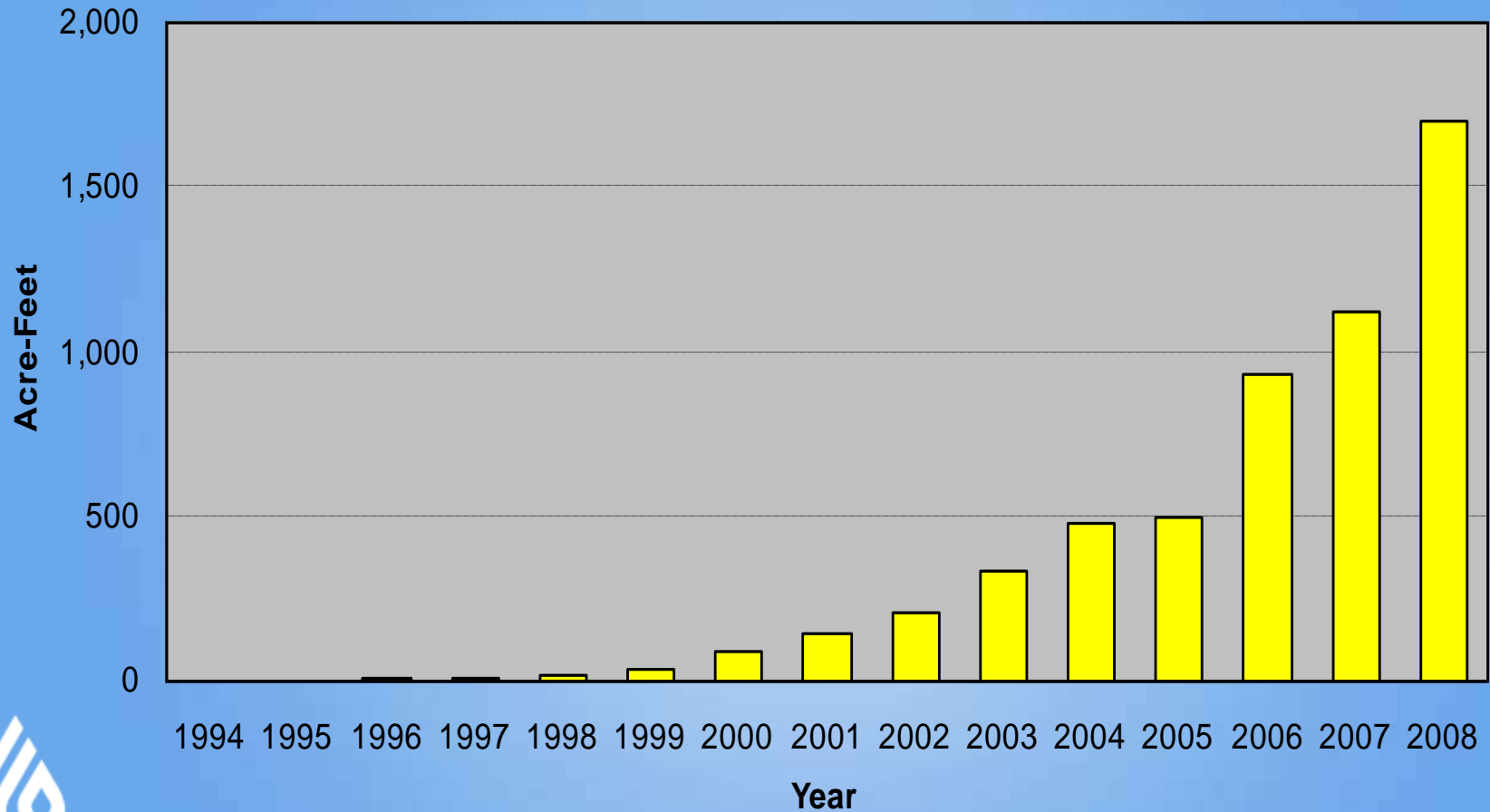


Water Authority Conservation Programs FY 08 & FY 09

- Smart Landscape Grants
- WaterSmart Landscape
- Water Budgets
- SoCal Water\$mart
- High-Efficiency Clothes Washer
- High-Efficiency Toilet
- Conservation Garden
- Branding and Marketing
- Commercial / Industrial / Institutional (Save A Buck)
- Agricultural Audits
- Water Conservation Summit
- Artificial Turf

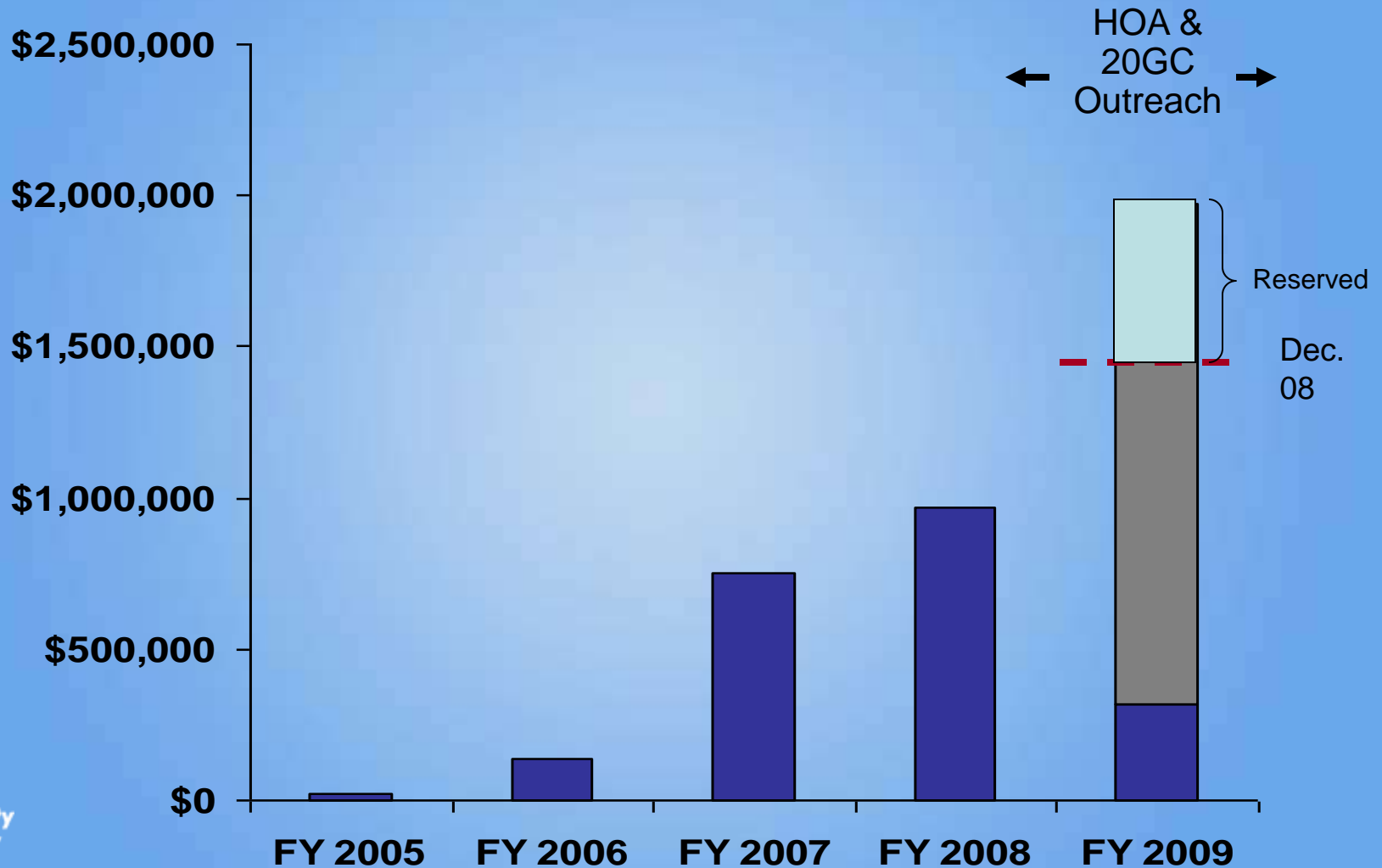


Residential High-Efficiency Clothes Washer Savings



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Smart Landscape Program Expenditures



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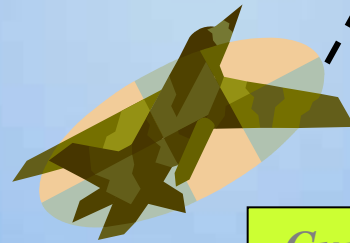
“The Wall”

*Emergency
Shortage
Condition*



1991

54,000 AF



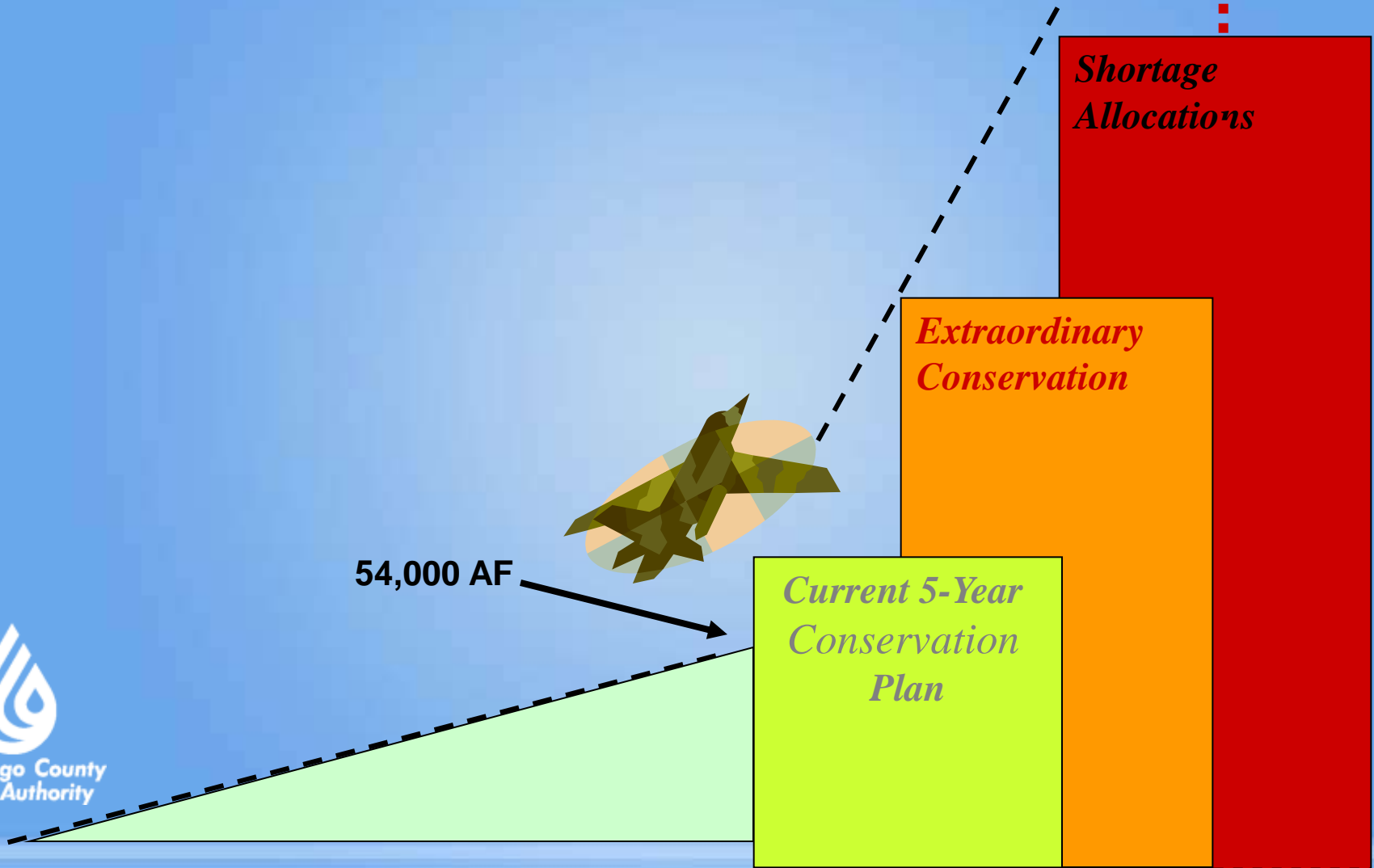
2008

*Current 5-Year
Conservation
Plan*

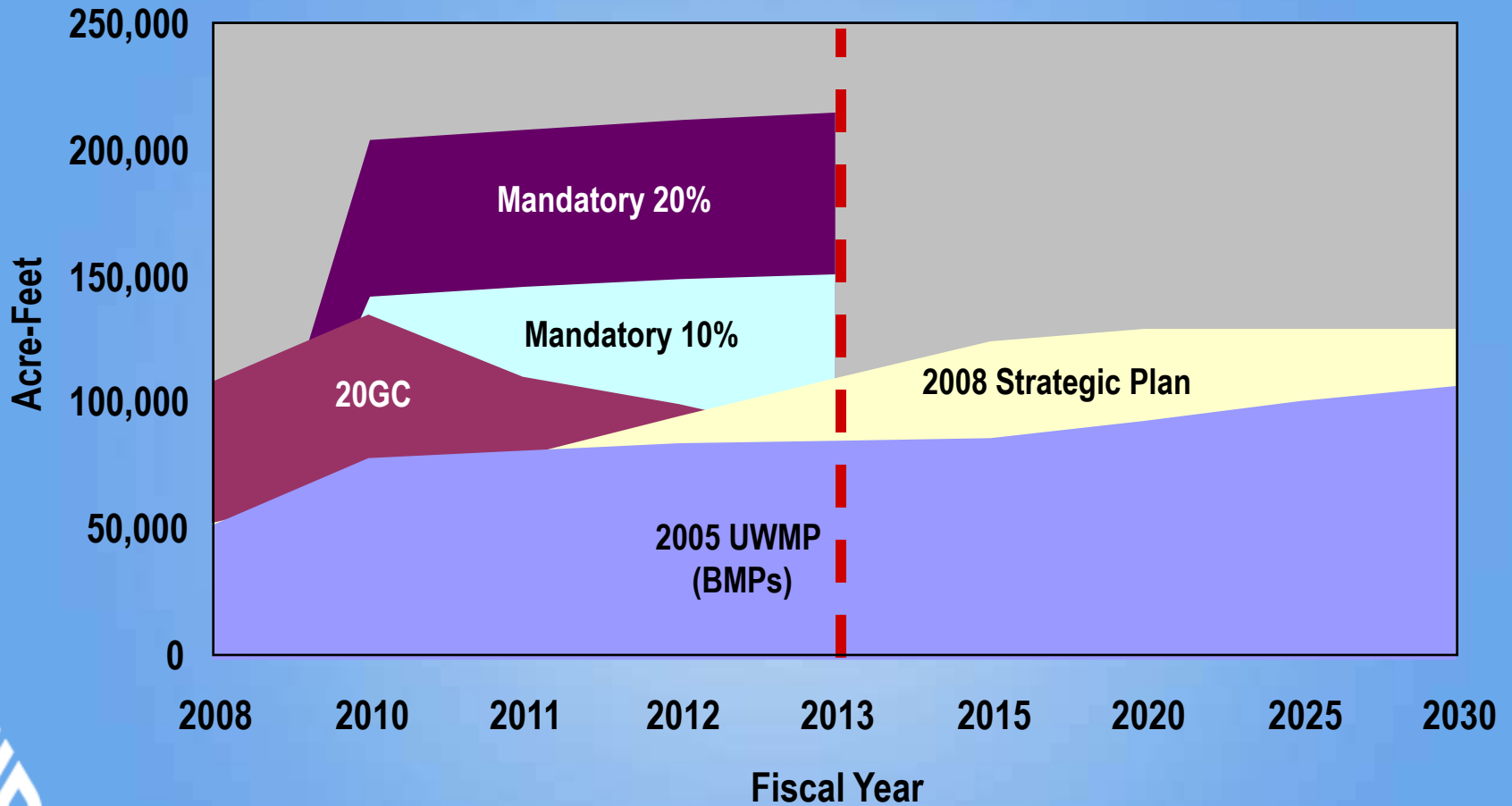
*Extraordinary
Conservation*

*Shortage
Allocations*

7



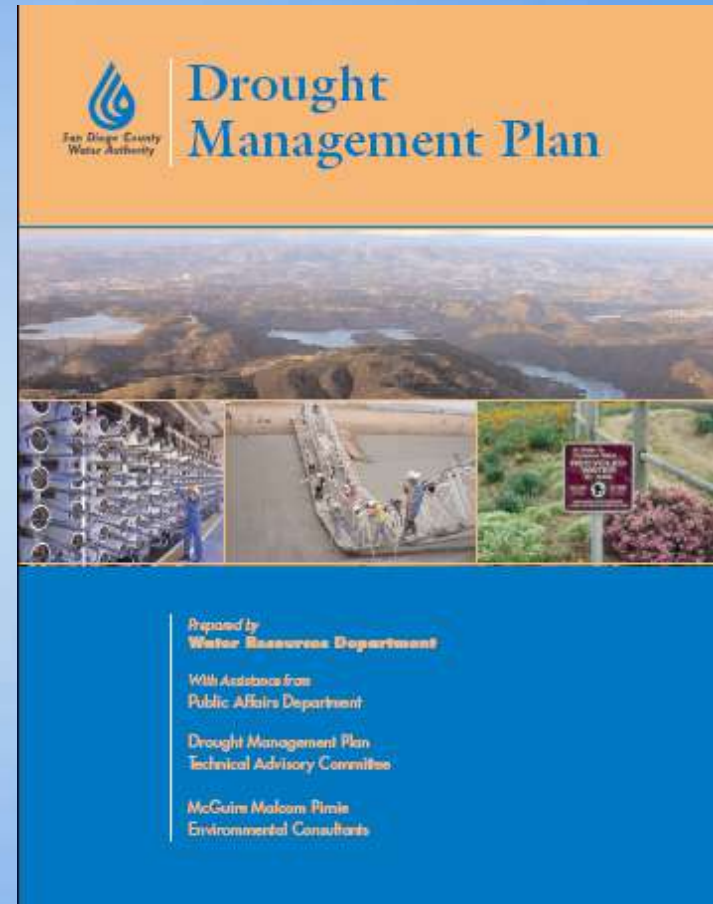
Conservation Targets



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Advance preparation in San Diego County

- Drought Management Plan adopted 2005
 - Plan for response to increasingly severe drought conditions
 - Actions to be taken depending on level of shortage
 - Supply allocation to Water Authority member agencies
 - Communication and coordination strategy

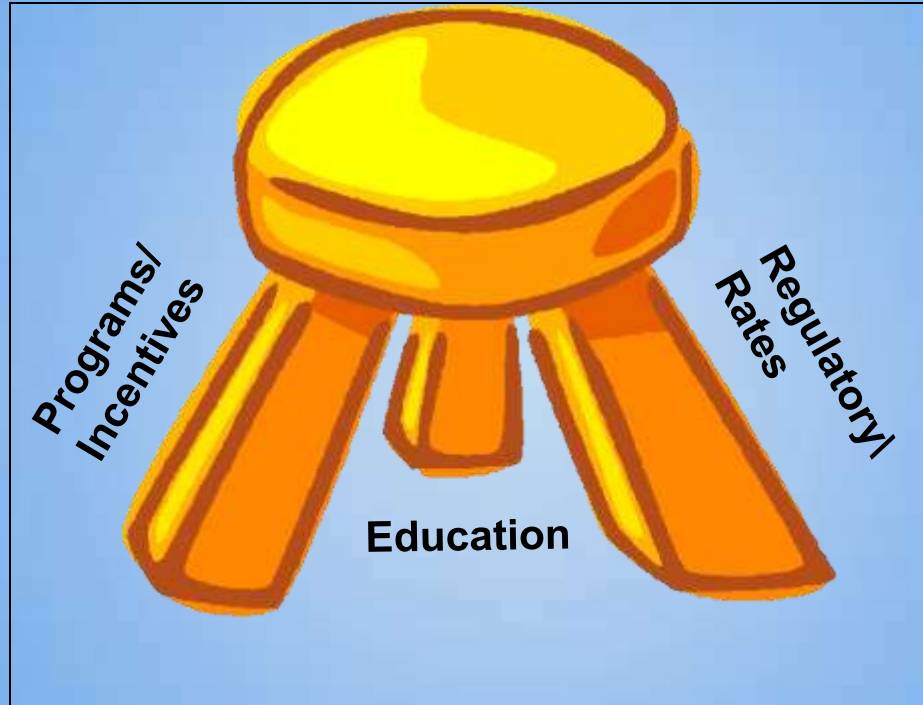


Different responses at retail level to immediate shortages

- Getting to target
 - Water-use restrictions
 - Pricing
 - Household allocations, based on:
 - Not “how,” but “how much”
 - Basis for allocation:
 - Across the board reduction (compared to baseline)
 - Billing class
 - Meter size
 - Lot size
 - Household water budgets based on individual conditions



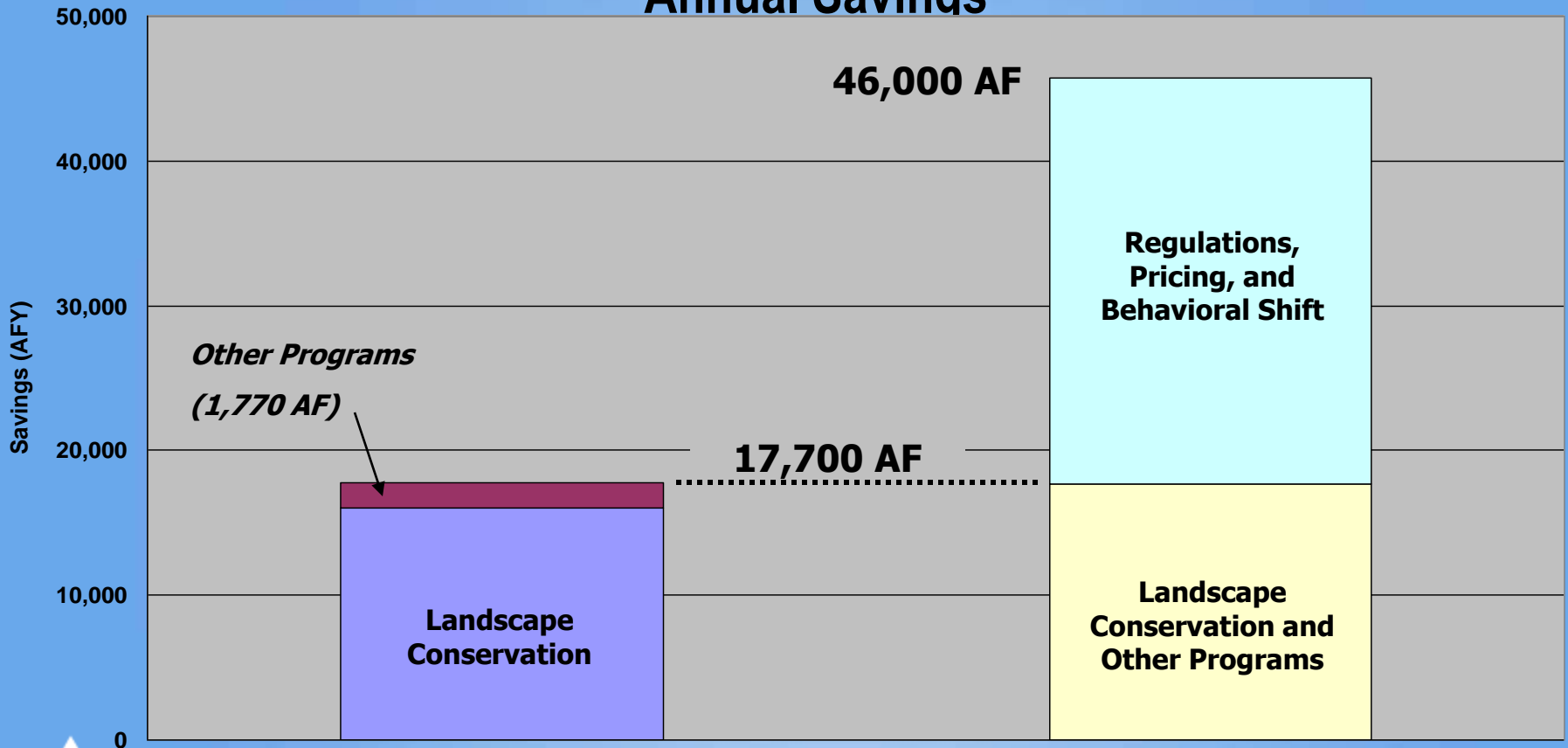
Water Authority – Blueprint for Conservation Three-Legged Stool



Observations from SNWA Reports

2007 vs 2002

Annual Savings



Roles and Responsibilities

	Regulatory / Rates	Outreach / Education	Programs / Incentives
Water Authority	Regional Consistency Tools & Training Legislation	Regional consistency Advertising Media Policy Makers School Programs	Regional Management Marketing Tools & Training
Member Agencies	Adoption & Enforcement Legislation	Customers Media Policy Makers School Programs	Customers Marketing
Garden	None	Programs, Training & Events Media	Marketing



Smart Landscape Programs

Identify

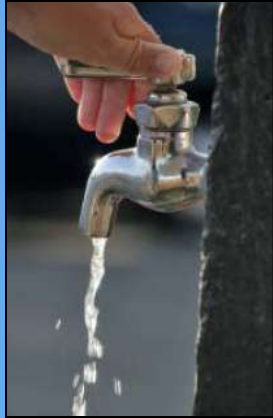
Incentivize & Motivate

Save Water



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Public Sector Program



- Enhanced Incentives

- Water Audit



- Recycled Water Hook-Up

- Pay-for-Performance



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Member Agency Marketing & Outreach



**NO
Payments
Until June '09!**

"I play on FieldTurf at work..."



AND I play on FieldTurf at home!"

Is your water bill too high?
Are you giving your landscape
too much of a good thing?

Upgrade to a "smart" sprinkler controller today!

Program open to single-family homeowners of the following water agencies: City of San Diego, Hella Water District, Olivenhain Municipal Water District, Otay Water District, Rincon del Diablo Municipal Water District, Santa Fe Irrigation District, Sweetwater Authority, Valley Center Municipal Water District and Vista Irrigation District.

Get up to a
**\$350 rebate on
any qualifying
"smart"
controller.**



Smart Controller Rebates
are now available for
single-family homeowners.

Pick up your
rebate form today!

New Artificial Turf Rebates

Single-family homeowners and commercial customers with established, currently irrigated natural grass are eligible to apply for a \$1.00 per square foot rebate for the purchase and installation of artificial turf (up to 1,000 square feet). Sites must be pre-qualified before participating. The artificial turf grass may be self-installed or installed by a licensed contractor.

For more information or to be pre-qualified, please call (619) 670-2291. Also visit our website at www.otaywater.gov to download the rebate application.



San Diego County
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How-To Workshops


A Water Conservation Garden Workshop.
New locations and times!

Free of Charge!

Saving Water and Money for Your HOA

Homeowner associations and landscapers can be powerful allies in conserving water in the landscape. HOA property managers, board members, and landscape technicians are invited to attend together to learn how to lower the water use at their sites. The workshop will include real-world testimonials from industry leaders who have successfully improved their properties—and reduced the water costs through cooperation and innovation. The latest information about valuable water-agency financial incentive programs will also be included.

- Hear success stories.
- See how you can save water - and improve your property at the same time.
- Learn about programs that help you get it done.



Make your Reservations Now! info@thegarden.org
Or By phone 619-660-0614 x10

<p>October 17 - Friday 9 am - 11 am</p> <p>City of Oceanside Civic Center Library Community Rm. 330 N. Coast Hwy Oceanside CA 92054</p>	<p>October 17- Friday 1pm - 3pm</p> <p>City of Poway Poway City Council Chambers 13325 Civic Center Dr. Poway CA 92064</p>
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Water Conservation Garden at Cuyamaca College — www.thegarden.org



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How-To Prototype



20-Gallon Challenge



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A BETTER WAY TO BEAUTIFUL



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Conservation Accomplishments & Targets

- 2008 Strategic Plan
 - 2013 – 100,000 AF
 - 2030 – 173,000 AF
- 20-Gallon Challenge
 - 2008 – 28,000 AF/5 % (urban)
 - Goal – 56,000 AF
- Long-term programs
 - 2008 – 55,000 AF/10% (urban)
 - 10-year average – 52,000 AF



Conclusions

- Near-term regulatory actions a must
 - Member agencies have lead regulatory role
 - Implementation, enforcement and pricing measures need to be expedited in anticipation of shortage allocations
 - Pricing signals and regulations necessary to also achieve long term goals

- Incentives and Education must complement regulation
 - Provides How To and soft landing for public
 - Achieves permanent savings to meet UWMP/Strategic Plan goals

- Overall strategy and toolbox positions us to accomplish both near-term shortage allocation goals and long term savings
 - Near term reduction targets take precedence in a drought
 - Refocus emphasis on tools used to achieve immediate savings
 - Long-term programs remain in place

