

How CVWD is working to achieve 36% conservation mandate

John Powell, Jr.
Board President, CVWD

RWQCB Drought Workshop
June 26, 2015

Coachella Valley Water District

- * 1,000 square miles primarily in eastern Riverside County
- * \$330 million Budget
- * Several fields of service
 - * Domestic water service (108,000 accounts)
 - * Sanitation collection & wastewater recycling
 - * Agricultural irrigation & drainage
 - * Groundwater replenishment
 - * Stormwater protection

New restrictions unique to CVWD

- * Increased budget for overseeding is eliminated
- * Leaks shall be repaired as soon as practicable
- * Run-off and hard surface restrictions extended to all water types

Encourage:

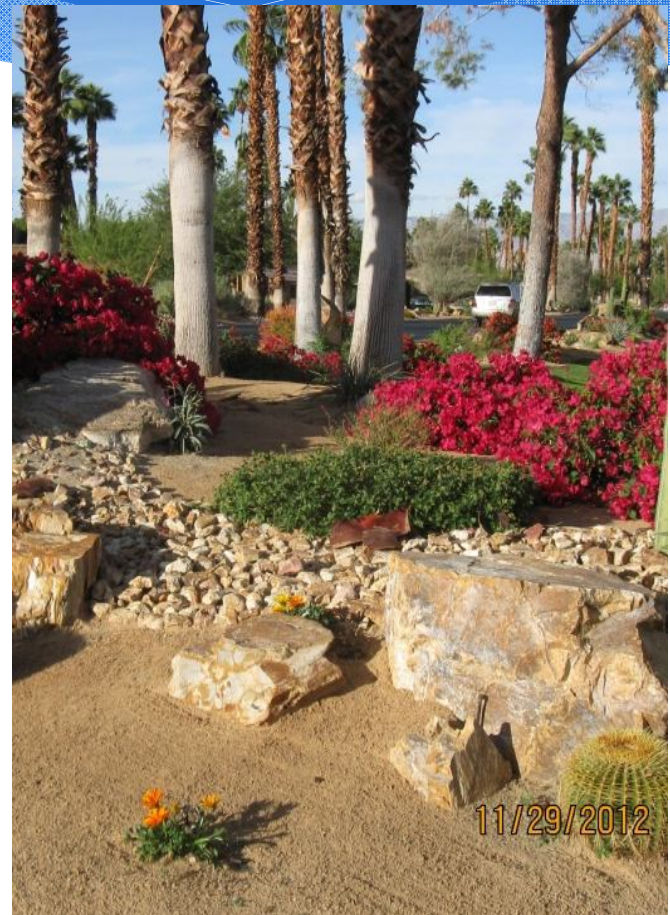
- * HOAs and cities to suspend fines for brown grass
- * HOAs to adopt and enforce restrictions
- * Use of pool covers and smart controllers

Discourage:

- * Refilling pools; planting spray-irrigated flower beds
- * Use of decorative fountains and water features

Drought Penalties

- * Not subject to Prop 218, not based on cost of service
- * Utilizes penalty to encourage reduced water use 36% below regular monthly water budget
- * Rewards those who have taken steps to conserve in the past
- * Approx. 45% of customers will be affected

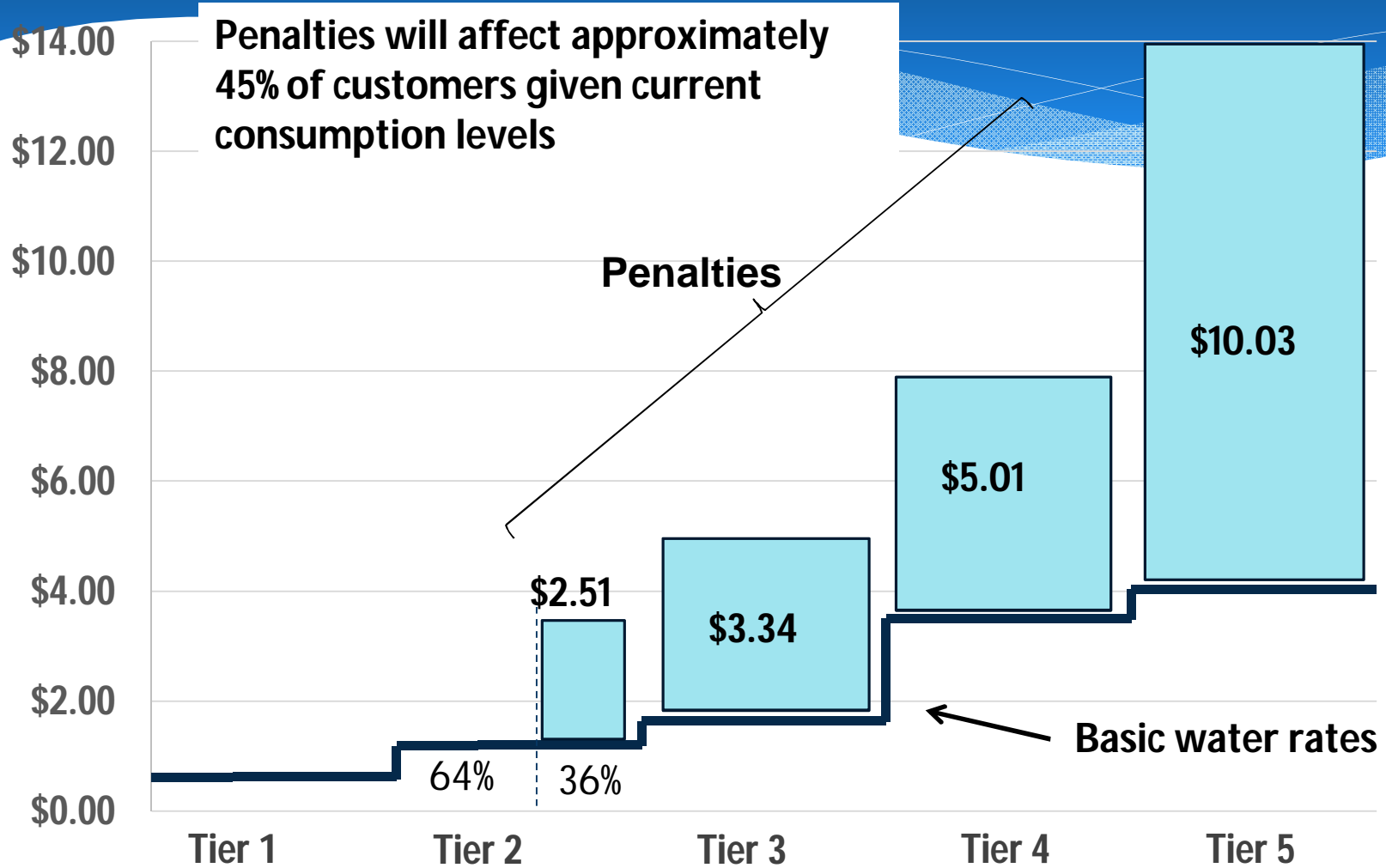


Current Budget Based Tiered Rates per Ccf Residential Customers

Tier 1: Excellent	10 Ccf	90% of Base Rate	\$1.01
Tier 2: Efficient	105% of budget	Base Rate	\$1.12
Tier 3: Inefficient	105 – 150% of budget	1.5 x Base Rate	\$1.68
Tier 4: Excessive	150 – 250% of budget	2 x Base Rate	\$2.24
Tier 5: Wasteful	Over 250% of budget	4 x Base Rate	\$4.48

- * Encourages efficient water use
- * Budgets are customer specific
- * Takes into account changes in weather
- * An efficient customer with 43 Ccf budget pays:
 - **10Ccf x \$1.01 + 33Ccf x \$1.12 = \$47.06**

Stage 3 Penalty Schedule (\$/ccf)



Budget Based Tiered Rates with a Drought Penalty for not reducing water use 36%				Drought Penalty Per Ccf
Tier 1: Excellent	10 Ccf	\$1.01		\$0
Tier 2: → Penalty	With 36% less water use	\$1.12		\$0
	Without 36% less water use	\$1.12	+	\$2.51
Tier 3: Inefficient	105 – 150% of budget	\$1.68	+	\$3.34
Tier 4: Excessive	150 – 250% of budget	\$2.24	+	\$5.01
Tier 5: Wasteful	Over 250% of budget	\$4.48	+	\$10.03

- * Does not change Budgets and Rates within Tiers
- * Encourages reducing outdoor water use by 36%
- * In effect a month after adoption
- * A customer who uses 43Ccf would pay:
 - **Penalty = (0.36 x 33Ccf x \$2.51) = \$29.82**
 - **Total Bill = \$47.06 + \$29.82 = \$76.88**

Rebate/incentive programs

Turf removal

- * Nearly 6 million sq. ft. removed since 2009
- * 2.3 million sq. ft this fiscal year

Smart controllers

- * 2,800 since 2006
- * 758 residential this fiscal year
- * 278 large landscape

Nozzle replacement

- * 13,587 replaced this fiscal year



Rebate/incentive programs



Toilet rebate

- * 311 replaced this fiscal year

Indoor conservation kit

- * 406 distributed

Water brooms & pre-rinse nozzles (newest program)

- * 20 distributed

Outreach & Education

- * Water Waste investigations
- * Direct mailers
- * Fact Sheets
- * Flags and door hangers
- * Yard signs
- * Restaurant table tents
- * Radio, TV and print ads
- * Billboards
- * Community presentations
- * HOA, chamber newsletters, etc.



CV SAVING 36%

WE'RE SERIOUS ABOUT SAVING 36%

CALIFORNIA IS FACING THE WORST DROUGHT IN ITS HISTORY
For nearly four years, the state has seen not only dry seasons, but also higher temperatures. Governor Jerry Brown has required all water agencies to meet mandatory conservation targets in order to protect California's water supply.

CVWD must work with the families and businesses it serves to save 36%
Agencies that don't meet their target will face steep fines. The state is working directly with local golf courses and private pumpers to ensure they reduce water use. CVWD will support this effort.

MANDATORY RESTRICTIONS (exceptions for health, safety and sanitary needs)

- Do not irrigate outdoors within 48 hours of measurable rainfall
- All landscaping in front of newly constructed buildings must use only drip irrigation or micro-spray
- Increased water budget for over-seeding is eliminated
- Water features and fountains that do not recirculate water are prohibited
- Repair broken sprinklers within 24 hours, fix leaks as soon as possible
- Do not cause runoff by overwatering
- Hose must be equipped with a shutoff nozzle to wash vehicles and windows
- Do not wash down driveways, patios or sidewalks

CVWD will continue to prioritize working with customers to quickly resolve violations. After a written warning, customers will be liable for fines on their bill starting at \$50. For a complete list of restrictions and recommendations, visit www.cwwd.org/CVsaving36.

WATERING DAYS & TIMES
While many agencies across the state are prohibiting watering on certain days and at certain times during the day, CVWD is not using this approach. We believe that our customers can better maintain their landscapes, while meeting the 36% reduction, with decreased daily watering. We trust our customers to choose how to limit their own water use. Our drought watering guide is available online.

HERE ARE SOME CHANGES THAT CVWD RECOMMENDS TO HELP YOU SAVE:

- Set your irrigation controller to use 36% less water on grass
- Invest in a pool cover to reduce evaporation, especially during summer. Don't drain or refill your pool.
- Water early in the morning or after the sun has gone down
- Install a weather-based smart controller
- Avoid planting spraying/irrigated annual flower beds

WE WANT TO GIVE OUR CUSTOMERS THE TOOLS THEY NEED TO MEET THIS TARGET.

Rebates and incentives

- Turf removal rebates for residents, businesses and golf courses
- Free residential smart controller
- Efficient sprinkler nozzles
- Free water conservation kits for your home
- High-efficiency toilet rebates for residents and businesses
- Free pre-irrigation nozzles and water blooms for businesses

WATER WASTE INVESTIGATIONS
Get the latest information on conservation rebates, programs and incentives by visiting www.cwwd.org/CVsaving36. Report Water Waste! Call us at 888.398.5008. Thank you for helping us make progress towards saving 36%.

Thank you

John Powell, Jr.
Board President
Coachella Valley Water District

