



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

DIRECTORS

DAN BURNS
President

HOWARD GUSTAFSON
Vice President

KENNETH K. NISHI
JAN SHRINER
WILLIAM Y. LEE

Date: June 7, 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 May 3, 2012 Minutes
4. Consider the Water Conservation Commission Scope of Duties and Responsibilities and Recommending to the MCWD Board the Resulting Modifications to the WCC Procedures and Board Procedures Manual
5. Consider Recommending Board Approval for a Professional Services Agreement with Mr. Ron Allen to Provide Consultant Services for the Water Conservation Education Program
6. Review Proposed and Suggested Agenda Items for July 5, 2012 and Future Dates
7. Receive Update on Board/District Activities
8. Receive Comments from Commission Members
9. Adjournment - *Set or Announce Next Meeting(s), date(s), time(s), and location(s):*

Next Meeting: Thursday, July 5, 2012, 5:30 p.m., 11 Reservation Road, Marina

Draft Minutes
Water Conservation Commission
May 3, 2012

1. Call to Order:

The meeting was called to order at 5:30 p.m. Commission members Jim Ford, Dan Amadeo, Jan Shriner, and Tom Jennings were present. James Derbin, Brian True and Paul Lord were present from staff. Commission members Harold Krotzer and Ruth Krotzer did not attend with an excused absence. Commission member Carroll Meuse was absent. CSUMB and the US Army did not send a representative to attend this meeting.

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

Commissioner Dan Amadeo inquired whether there was a response to the question raised by Director Jan Shriner during last month's meeting regarding the Brown Act. Mr. True responded that there was a response and that he proposed to provide the answers during Agenda item 8 or 9.

3. Approve the Draft April 5, 2012 Minutes:

Commissioner Amadeo made a motion to approve the draft April 5, 2012 minutes as written. Director Shriner seconded the motion. The draft April 5, 2012 minutes were approved with Commissioner Jim Ford abstaining.

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

Mr. Lord introduced this item. The objective of the item was to receive input from the Commission regarding placards and stickers for posting public places. Mr. Lord read the operative section of the MCWD Water Code. Mr. Lord provided past examples of stickers and placards that MCWD has produced and then shared examples of some new ideas and formats obtained from a web-site that could be used to generate the design and produce the items. Discussion followed. There was consensus that the "world in a drop of water" image was powerful and should be used as a basis for designing the new product. Another suggestion was to include the MCWD web-site address somewhere on the item. Mr. Lord agreed to contact Commissioner Ford regarding the potential use of both "prohibition" and "take action" language on the same piece of information.

5. Review the Draft FY 2012-2013 Conservation Budget:

Mr. Lord introduced this item. The Commission members asked some clarifying questions about the data being reviewed. Mr. Lord provided a description of each line item and an update of proposed budget amounts within the Fiscal Year 2012-2013 Conservation budget.

6. Consider the Water Conservation Commission Scope of Duties and Responsibilities:

Mr. True introduced this item. Immediate consensus was that the discussions regarding this item would be continued next meeting because of the absence of three Commissioners from the current meeting. There was also consensus that the form of the Commission's answer to the Roles and Responsibilities question would be recommendations to the District Board proposing revisions to the Board Procedures Manual (the section concerning the WCC) and the WCC Procedures document. Mr. True agreed to draft current changes into the documents to help focus the future discussions.

Mr. True shared with the Commission ideas from Commissioner Amadeo about specific responsibilities and tasks that the Commission could undertake. Commissioner Amadeo clarified that the ideas were actually a listing of things that the WCC has done over the last couple of years based on his review of past meetings and agendas. Other ideas discussed during the meeting were having Commissioners be "ambassadors" to the community regarding conservation and public information, having Commissioners provide quotations/messages for inclusion in MCWD newsletters, the incorporation of "social media" in the WCC roles and responsibilities, and include the specific task of having the WCC review and propose changes to their roles and responsibilities on an annual basis.

One of the concepts previously discussed was the seats on the Commission held by the US Army and CSUMB. Mr. True reiterated to the Commission that the direction to staff from the MCWD Board of Directors was to bring an item to the Board that eliminates the Commission positions for CSUMB and the Army. Staff was soliciting input from the WCC itself because there was some question regarding what to do with the seats besides simply eliminating CSUMB and the Army from them. After discussion, the consensus was that, rather than eliminating the seats entirely, the seats should remain on the Commission position roster (but not filled by representatives from the Army or CSUMB), have the roster spots be re-termed as Public Member positions, and that the two positions should be filled with a focus on obtaining students from within the service area willing to serve as Commissioners.

7. Review Proposed and Suggested Agenda Items for May 7, 2012 and Future Dates:

Mr. True introduced this item. The two items proposed by staff for inclusion on the June 7 WCC agenda were acceptable to the Commissioners.

There was a suggestion to add a subject termed "review BMPs" to the "future items" list; staff agreed to add the topic to the list.

There was a brief discussion regarding whether or not to hold the proposed meeting on July 5, 2012 in light of the Holiday schedule. Tentative consensus was to continue to plan to hold the meeting.

Commissioner Ford asked if it was possible to obtain an update on the MCWD augmentation projects at next month's meeting; staff agreed to add the topic to the "future items" list and to ask the District General Manager or Deputy General Manager to provide such an update since the staff normally present at the WCC meeting is not authorized to provide public information on the topic.

Director Shriner requested that a subject be added to the "future item" list regarding training for the Brown Act and for work-place violence. Director Shriner related to the WCC recent events during which she felt threatened and that the language used was both indicative and a warning sign of pending violence. Director Shriner read to the WCC a definition of work-place violence and some examples of warning signals. Director Shriner then reiterated her question from the previous WCC meeting regarding the Brown Act and whether training on that topic should be added to the "future item" list too. Mr. True responded to that question at this moment in the meeting, acknowledging the fact that the response was to serve as the response to Commissioner Amadeo's question raised during the Public Comment period. The response was that Brown Act training was only informally conducted in the past but that training regarding the Brown Act was not a legal requirement. Mr. True observed that the District Board was not required to have formal Brown Act training either; however, the Ethics Training conducted by the District on-line included information regarding the Brown Act. Mr. True then provided the WCC with a memo providing information regarding on-line training and other resources that the Commissioners could access as their interest dictates. With that response, the Commissioners' consensus was that a "future item" regarding Brown Act training was not needed but that training in work-place violence should be added to the "future items" list.

8. Receive Update on Board/District Activities:

Director Shriner commented that the Board is working on the FY 2012/2013 Draft Budget and reiterated her concerns about work-place violence.

9. Receive Comments from Commission Members:

Director Shriner provided a recent article from the Monterey Herald regarding growing lettuce using hydroponics and commented that the Salinas Valley is a huge agricultural center and agricultural water use affects everyone in the region.

10. Adjournment:

The meeting was adjourned at 7:06 p.m.

Marina Coast Water District
Water Conservation Commission
Agenda Transmittal

Agenda Item: 4

Meeting Date: June 7, 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 and Recommending to the MCWD Board the Resulting Modifications to the WCC Procedures and Board Procedures Manual

Detailed Description: During the Fall of 2011, the MCWD Board of Directors requested that the 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 modifications were accepted by the Commission at the April 5 meeting – those accepted changes are highlighted in turquoise blue in the attachment. Staff has proposed more modifications based on past discussions on the topic – those proposed changes are highlighted in yellow in the attachment. The modifications agreed to at this June WCC meeting will be included on the version within this package and then advanced to the Board for their acceptance.

Please note the proposed modifications within the Board Procedures Manual to the CSUMB and Army positions on the WCC. The MCWD Board will be providing direction to staff regarding the disposition of those two positions at their June 12 meeting. What is shown here is just one of several different results that could be directed by the Board.

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 WCC Procedures and the Board Procedures Manual.

Marina Coast Water District
Water Conservation Commission
Agenda Transmittal

Agenda Item: 5

Meeting Date: June 7, 2012

Prepared By: James Derbin
Reviewed By: Carl Niizawa

Agenda Title: Consider Recommending Board Approval for a Professional Services Agreement with Mr. Ron Allen to Provide Consultant Services for the Water Conservation Education Program

Detailed Description: The Water Conservation Commission is requested to recommend for approval by the MCWD Board of Directors a Professional Services Agreement with Mr. Ron Allen for services in support of the Water Conservation Education Program (Program) for an amount not-to-exceed \$12,000.

The Water Conservation Education Program provides water use efficiency education to all the kindergarten through third grade students in the District's service area. The Program uses a variety of strategies to introduce and improve the water use efficiency practices of students, teachers, and indirectly, their family members and acquaintances. The Program includes classroom instruction, school assemblies, in-service training, and the distribution of classroom instruction materials to teachers.

The Program is in its eleventh year and has proven to be a great success. Students, teachers, principals and administrators comment that the classes and presentations provided are very helpful towards providing the students with an understanding of environmental science and water use efficiency.

Maintaining our strong relationship with the Monterey Peninsula Unified School District (MPUSD) is essential to the continued success of the Program. Having thirty years of service as an educator in the MPUSD, including two tours as the principal of Olson Elementary School in Marina, Mr. Allen uses his strong knowledge of the school district policies and procedures to smoothly coordinate the integration of the Water Science Teacher's class instruction into the ongoing activities of the MPUSD.

The contracted services are performed by the consultant, as needed, throughout the year. Planning for each school year starts in July of the previous school year. The services provided include introducing the Program to the school administrators and principles, drafting and presenting the memorandum of understanding to the school district, producing and adjusting timelines for instruction, soliciting feedback about the class instruction, coordinating and tracking payroll for the Water Science Teacher, and maintaining support for the Program.

The most important element of the Program is the classroom instruction. Over 1,300 students attend 65 classroom lessons each year. A Program schedule is developed for each of the 5 elementary schools locations where instruction is provided. Teacher guides and supplemental water education materials are provided to each teacher to assist them in continuing the water conservation education, as desired, after the initial classroom instruction.

A second important element of the Program; coordinated by the consultant, are the school assemblies. At each school, the musical group Zun-Zun performs a forty minute musical skit promoting water conservation practices. The assemblies are very popular with the principals, teachers, and students. The assemblies have been so well received that staff is supporting the Water Awareness Committee of Monterey County, Inc. in expanding the groups performances to schools through-out Monterey County.

Compensation for the requested services outlined in the attached Scope of Services (Appendix A) shall be paid at an hourly rate of \$60.00 per hour, not to exceed \$12,000. The completion date of the proposed Professional Services Agreement will be July 31, 2013. The District's Draft 2012-2013 budget includes \$12,000 to support this expenditure.

Prior Committee or Board Action: The Board and Water Conservation Committee have approved/recommended similar contracts with Mr. Ron Allen over the past 11 years.

Board Goals/Objectives: Strategic Plan, Goal No. 1 - *To manage and sustain the District's groundwater and desalinated water, recycled water and wastewater services, conservation activities, infrastructure and human resources at or above industry standards.*

Appendix A

SCOPE OF SERVICES

Water Conservation Education Program

The consultant will conduct these tasks associated with the Water Conservation Education Program (Program) of the Marina Coast Water District. These tasks are designed to further the District's efforts to execute Best Management Practices Number 2.1 (Public Outreach) and Number 2.2 (School Education). This work shall include the following tasks:

Task A: Establishing Project Management Method

The project management, coordination, and communication procedures will consist of regular team meetings and telephone conferences. Activity reports will be produced. The key contact for the MCWD will be Paul Lord.

Task B: Conduct promotional activities with administrators and teachers through meetings, material distribution and outreach.

Subtasks:

1. Work with Monterey Peninsula Unified School District (MPUSD) Administration to incorporate Marina Coast Water District water education programs into the schools within the District's area of service.
2. Coordinate the Program with Monterey Peninsula Unified School District Administrators and be responsible to inform the District Superintendent and Administrators concerning the Program and provide coordination as necessary.

Task C: Assist the District's Water Conservation Education Program.

Subtasks:

1. Coordinate the activities of the Water Science Teacher.
2. Identify media sources and develop information to be provided to advertise the District's Water Conservation Education Program.
3. Provide information to groups that can assist with the Water Conservation Education Program.

Task D: Develop the Water Conservation Education Program for schools within the District's area of service.

Subtasks:

1. Be a resource for teachers; locate and provide educational information on water use efficiency.
2. Locate classroom materials on water conservation education as product displays and as a resource for teachers.
3. Arrange for water awareness assemblies for the elementary schools to promote water awareness and conservation.

Task E: Program Evaluation

Subtasks:

1. Provide a program progress report to the Water Conservation Specialist.
2. Provide information to the Water Conservation Specialist for reports.
3. Provide information for periodic program progress reports.
4. Work with the administrators and teachers to evaluate the program's effectiveness and determine any suggested recommendations for improvements for the following year.

Marina Coast Water District
Water Conservation Commission
Agenda Transmittal

Agenda Item: 6

Meeting Date: June 7, 2012

Submitted By: Brian True

Presented By: Brian True

Reviewed By: James Derbin

Agenda Title: Review Proposed and Suggested Agenda Items for July 5, 2012 and Future Dates

Detailed Description: The Commission is to review proposed agenda items for the July 5, 2012 meeting and may suggest new agenda items for future Water Conservation Commission meetings.

Please be prepared to discuss Commissioner preferences regarding whether or not to hold a WCC meeting on July 5, 2012; staff and Commissioner attendance at a meeting on that particular day may be difficult to forecast in light of the national holiday schedule.

Staff-planned agenda items for the July 5, 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

Potential agenda items for the July 5, 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
- Review BMPs
- 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
- Work-place Violence training