



MARINA COAST WATER DISTRICT

11 RESERVATION ROAD, MARINA, CA 93933-2099

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Joint Meeting
Water Conservation Commission
Community Outreach Committee
Marina Coast Water District
11 Reservation Road, Marina, California

Date: November 7, 2013
Time: 5:30 PM
Location: 11 Reservation Road, Marina

Commission Members

Dan Amadeo (Public Member) - Chair	JoAnn Cannon (Public Member)
Jim Felton (Public Member) – Vice Chair	Grace Silva-Santella (Public Member)
Jan Shriner (MCWD Board Representative)	Carroll Meuse (Public Member)
Dave Brown (Marina City Council)	

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 *Anyone 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 October 3, 2013 Meeting Minutes
4. Review Data for Gallons-per-Capita-Day (GPCD) Water Use Within the Ord Community and Central Marina Service Areas
5. Conduct a Joint Session With MCWD's Public Outreach Committee to Consider Developing Outreach Opportunities Using Water Conservation
6. Review Proposed and Suggested Agenda Items for the December 5, 2013 WCC Meeting
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, December 5, 2013 @ 5:30 p.m., 11 Reservation Road, Marina

Marina Coast Water District
Water Conservation Commission
Agenda Transmittal

Agenda Item: 3

Meeting Date: November 7, 2013

Submitted By: Brian True

Presented By: Brian True

Agenda Title: Approve the Draft Minutes for October 3, 2013

Detailed Description: The Commission is requested to consider approval of the attached draft minutes for October 3, 2013.

Attachment: Draft October 3, 2013 minutes

Draft Minutes
Joint Meeting
Water Conservation Commission/Community Outreach Committee
October 3, 2013

1. Call to Order:

The meeting was called to order at 5:30 p.m. Commission members Dan Amadeo, Carroll Meuse, Jim Felton, Grace Silva-Santella, and Jan Shriner were present. Peter Le and Jan Shriner were present from the Community Outreach Committee. Brian True, Jean Premutati and Paul Lord were present from staff.

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

No comments were made. Mr. True commented that although Commissioner Cannon was unable to attend the meeting, she did provide him with her comments on the packet and he would share them when the time is appropriate.

3. Approve the Draft Minutes of September 5, 2013:

Commissioner Silva-Santella made a motion to approve the minutes of September 5, 2013. Vice Chair Felton seconded the motion. The motion was passed with 5-Ayes, 0-Noes, 1-Abstention (Le), and 2-Absent (Brown, Cannon).

4. Receive Additional Information Regarding Training Opportunities (verbal report):

Ms. Premutati presented some materials regarding training opportunities for any interested Commission members. She stated that anyone interested in taking any training should contact her and she would provide directions for obtaining the training.

5. Receive an Update on the Status of MCWD's Budget Process (verbal report):

Mr. True gave a brief update on the budget process and explained that the District was in the middle of a Prop 218 rate increase process that may increase rates effective January 1, 2014. Discussion followed with information being given that the Prop 218 rate protests must be received by October 21st for the Ord Community when the public hearing is scheduled. The Central Marina protests must be received by November 18th when their public hearing is scheduled.

6. Conduct a Joint Session with MCWD's Public Outreach Committee to Consider Developing Outreach Opportunities Using Water Conservation:

Director Shriner shared some ideas that the California Special Districts Association has been promoting in their monthly flyer regarding water conservation. Discussion centered on brainstorming ideas for encouraging the community to consider water topics with a focus on the water conservation.

Agenda Item 6 (continued):

There was consensus to follow up with the Public Outreach Committee continuing to liaison with community groups (e.g. Kiwanis, Rotary Club, Chamber of Commerce, etc.). There was also consensus to recruit Commissioner Cannon to reach out to CSUMB for ideas to engage willing students to conduct a Water Conservation themed Cap-Stone Project, use Water Conservation as a Service Learning opportunity, generate a newsletter, or create a Water Conservation web-site.

The Commission also discussed a Conservation Contest, Community Water Conservation Workshops, developing a Water Conservation electronic application for today's communication technology, including a greater number and more specific Water Conservation messages on all MCWD bills and mailings, developing a comprehensive e-mail list that will allow for Water Conservation related "E-blasts" and/or "E-flyers; and, continue working to identify and target specific water-related groups and provide them with incentives to conserve water and/or participate in MCWD's Water Conservation programs.

Chair Amadeo made a motion to bring back these topics for further discussion and consider assigning approximate funds to complete the tasks. Commissioner Silva-Santella seconded the motion. With a vote of 6 Ayes, 0-Noes, 0-Abstained, and 2-Absent (Brown, Cannon), the motion was passed.

7. Receive an Overview of the Water Conservation Best Management Practices (BMP's):

Mr. True gave a brief update of the State of California's BMP's that the District currently practices.

8. Review the Status of MCWD's Progress Towards Meeting the State's 20%-By-2020 Objective:

Mr. True explained that the District is in good standing towards meeting the State's goal of 20% by 2020 and has been at or below the regional target rate of 123-gallons per capita per day (gcpd), since 2009. He also explained how metering the accounts that previously didn't have meters have helped meet this goal. Mr. True said that the only accounts that are unmetered are Army accounts and they are getting metered as the areas are renovated. Discussion followed. The Commission requested staff to provide at the next meeting, gcpd water use numbers for Marina back to 2000.

9. Review Proposed and Suggested Agenda Items for the November 7, 2013 WCC Meeting:

Mr. True asked if Community Outreach Committee wanted to schedule another joint meeting for November. Director Le said that he would like to schedule another joint meeting and would notify the Board at their next Board meeting. The Commission also asked for more information on the gcpd for Central Marina as far back as 2000.

Agenda Item 9 (continued):

The Commission asked for information on the top water users. Mr. True stated that he would look into the request to see if the information was available to the public.

10. Receive Update on Board/District Activities:

Director Shriner gave a brief update on the District's activities and noted that the Board has directed a letter be sent to the Monterey County Water Resources Agency to request Salinas River surface water to augment the District's groundwater. Director Le gave an update on the lawsuits the District is involved in and how the District is holding discussions with other agencies regarding combining resources, desal water, recycled water, and surface water.

11. Receive Comments from Commission Members:

Vice Chair commented that he would not be present at the November meeting.

12. Adjournment:

The meeting was adjourned at 7:12 p.m.

Marina Coast Water District
Water Conservation Commission
Staff Report

Agenda Item: 4

Meeting Date: November 7, 2013

Prepared By: Paul Lord / Brian True

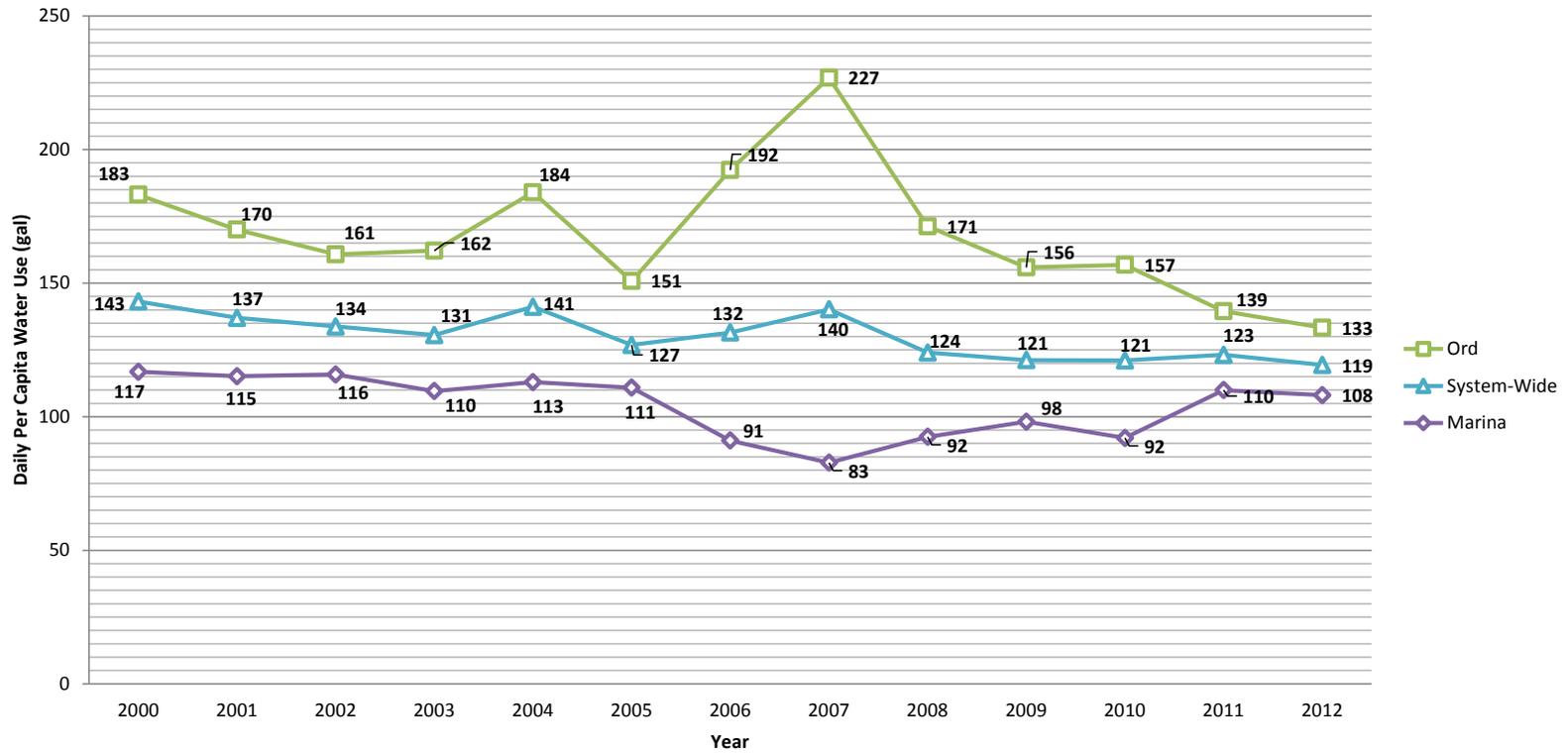
Presented By: Brian True

Subject: Review Data for Gallons-per-Capita-Day (GPCD) Water Use Within the Ord Community and Central Marina Service Areas

Summary: During the October 3, 2013 Water Conservation Commission meeting, the Commissioners requested staff to provide an increased historical sense to the gallons-per-capita-day (gpcd) water demand and water conservation targets required by the Water Conservation Act of 2009 (SBx7-7) that entails each retail urban water supplier to establish baseline daily per capita water demand and water conservation targets.

A table and a graph are attached that provide the historical gpcd data for the Central Marina and Ord Community service areas. The information includes data dating back to 2000 and extending to 2012.

Daily Per Capita Water Use 2000-2012



MCWD Daily Per Capita Water Use 2000-2012

Year	Marina				Ord Community				System-Wide			
	Annual			Daily	Annual			Daily	Annual			Daily
	Marina	Water Production		Per Capita	Ord	Water Production		Per Capita	Total	Water Production		Per Capita
	Population	MG	AF	Gallons	Population	MG	AF	Gallons	Population	MG	AF	Gallons
2000	17,574	749.4	2,299.8	117	11,563	772.7	2,371.3	183	29,137	1,522.1	4,671.2	143
2001	17,715	744.6	2,285.1	115	11,701	726.0	2,228.0	170	29,416	1,470.6	4,513.1	137
2002	17,781	751.5	2,306.3	116	11,867	696.2	2,136.6	161	29,648	1,447.7	4,442.8	134
2003	17,805	712.1	2,185.4	110	11,808	698.7	2,144.2	162	29,613	1,410.8	4,329.6	131
2004	17,876	737.0	2,261.8	113	11,757	789.5	2,422.9	184	29,633	1,526.5	4,684.7	141
2005	17,672	715.1	2,194.6	111	11,805	649.6	1,993.5	151	29,477	1,364.7	4,188.1	127
2006	17,509	582.1	1,786.4	91	11,645	817.5	2,508.8	192	29,154	1,399.6	4,295.2	132
2007	17,493	528.6	1,622.2	83	11,572	958.3	2,940.9	227	29,065	1,486.9	4,563.1	140
2008	17,706	597.4	1,833.4	92	11,827	739.3	2,268.8	171	29,533	1,336.7	4,102.2	124
2009	17,852	639.2	1,961.6	98	11,891	676.5	2,076.1	156	29,743	1,315.7	4,037.7	121
2010	16,834	565.6	1,735.8	92	13,646	781.1	2,397.1	157	30,480	1,346.7	4,132.9	121
2011	16,935	679.7	2,085.9	110	13,728	698.9	2,144.8	139	30,663	1,378.6	4,230.8	123
2012	17,037	672.0	2,062.3	108	13,810	672.0	2,062.3	133	30,847	1,344.0	4,124.6	119

Notes:

- Lighter colored cells in table contain information from 2010 MCWD Urban Water Management Plan (Table 6)
- 2000-2009 population figures are estimates based on CA Department of Finance estimates multiplied by annual growth projections (2010 Urban Water Management Plan)
- 2010 population figures are from the 2010 U.S. Census for tracts and block groups determined to be applicable to the service area
- 2011 - 2012 population figures are estimates based on 2010 U.S. Census figures multiplied by 0.6% Dept. of Finance annual growth projections
- Annual water production for each service area is an estimate based on that communities share of total consumption. Estimates of water loss and are not included.
- Annual water production in the Ord Community includes an estimate of unmetered consumption.
- Gallons Per Capita Day (GPCD) = Water production/population/365

District Baseline and Conservation Targets

Description	Year	Amount
Baseline GPCD	2008	133 gpcd
Maximum Allowable Target	2020	126 gpcd
Interim GPCD Target	2015	125 gpcd
2020 GPCD Target	2020	117 gpcd

Notes:

- The Baseline GPCD is the average GPCD for the chosen 10-year period ending December 31, 2008
- The Maximum Allowable Target equals 95% of a chosen 5-year Baseline GPCD figure ending December 31, 2008
- The District's 2020 GPCD Target must be the lower of two figures, the Maximum Allowable Target or a figure derived from one of four methods used to calculate a 2020 target
- The 2020 GPCD Target is 95% of the Regional Hydrologic Target (Method 3)
- The Interim Target is the average of the 10-year baseline GPCD figure and the 2020 GPC Target

Marina Coast Water District
Water Conservation Commission
Agenda Transmittal

Agenda Item: 5

Meeting Date: November 7, 2013

Submitted By: Brian True

Presented By: Brian True

Agenda Title: Conduct a Joint Session with MCWD's Public Outreach Committee to Consider Developing Outreach Opportunities Using Water Conservation

Detailed Description: The Commission will conduct a joint session with MCWD's Public Outreach Committee. The session intends to explore opportunities for public outreach using Water-Conservation-themed vehicles across any potential media-method or activity. This topic is carried-over from the October 3, 2013 meeting. At that meeting the discussion centered on brain-storming ideas for encouraging the community to consider water topics generally but with a focus on the Water-Conservation-theme.

There was a general consensus that two ideas should be advanced immediately – these ideas were:

- 1) Have the Public Outreach Committee continue to liaison with community groups (e.g. Kiwanis, Rotary Club, Chamber of Commerce, etc.); and,
- 2) Recruit Commissioner Cannon to reach-out to CSUMB for ideas to engage willing students to conduct a Water Conservation themed Cap-Stone Project, or use Water Conservation as a Service Learning opportunity, or generate a newsletter, or create a Water Conservation web-site, or any number of other ideas. Key objectives in undertaking this task would be to learn how the various programs work within CSUMB and how the Water Conservation Commission can move towards implementing the selected idea(s) within that framework.

Other ideas that were requested to be listed include (in no particular order):

- 3) Conservation Contest – some type of message or topic related to Water Conservation, winner to be rewarded by placing winning entry on MCWD web-site and perhaps within mailings - perhaps figure out how to engage participants through the current education program within the schools; and,
- 4) Community Water conservation Workshops – conceptually, set-up booths covering different Water Conservation and MCWD-centric topics at an MCWD event and invite the public; and,
- 5) Develop a Water Conservation electronic application (or “app”) for today’s communication technology; and,
- 6) Include a greater number and more specific Water Conservation messages on all MCWD bills and mailings; and,
- 7) Develop a comprehensive e-mail list that will allow for Water Conservation related “E-blasts” and/or “E-flyers; and,
- 8) Continue working to identify and target specific water-related groups and provide them with incentives to conserve water and/or participate in MCWD’s Water Conservation programs.

The objective of this November 7, 2013 meeting, as specified by the Commission during the October 3 meeting, is to prioritize the list of prospects and commence to estimate the resources needed to implement the idea with a further overall objective of advancing an idea to the MCWD Board with reasonable supporting information and a plan for moving the idea forward.

Marina Coast Water District
Water Conservation Commission
Agenda Transmittal

Agenda Item: 6

Meeting Date: November 7, 2013

Submitted By: Brian True

Presented By: Brian True

Agenda Title: Review Proposed and Suggested Agenda Items for December 5, 2013 and Future Dates

Detailed Description: The Commission is to review proposed agenda items for the November 7, 2013 meeting and may suggest new agenda items for future Water Conservation Commission meetings.

Staff-suggested agenda items for the December 5, 2013 Water Conservation Commission Meeting include the following:

- Joint meeting with MCWD Public Outreach Committee to consider developing outreach opportunities using Water Conservation
- Receive a verbal report regarding the status of the MCWD budget process

Potential agenda items for the December 5, 2013 Commission meeting or future meetings include the following:

- Water Supply Augmentation Projects – MCWD desal plant tour; recycled water use; grey water use
- Review BMPs; current water savings for achieving year-2020 per capita consumption goal
- 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
- Update Landscape Standards and Forms
- Training Opportunities in conservation-related topics
- Our Water – Sources; Conveyance and distribution; Storage