



Date: March 10, 2009

9:30 AM – 11:30 AM

MEETING MINUTES - Regional Water Efficiency Program Advisory Committee

Location- Placer County Water Agency

Meeting called by:	Harley Lukenbill	Type of meeting:	Program Advisory Committee
---------------------------	------------------	-------------------------	----------------------------

Call to Order at: 9:35 a.m.

Introduction

Attendees

Linda Higgins, Rex Meurer, Don Smith, Julie Friedman, Belinda Arthurs, Sharon Fraser, John Turner, John Wingerter, Harley Lukenbill, Gail Tauchus, Todd Atrip (SSWD), Pauline Calvillo (USBR), Jessica Hess (City of Sacramento), Joe Scherrer (CHWD), Beth Arnoldy, Alan Driscoll (Forsgren Associates), Laura Jacobson (Forsgren Associates), Charlie Pike (Charlie Pike & Associates), Lisa Park (SCWA), Rob Swartz, Monica Garcia

4.0 Announcements	
Governors State of Emergency Declaration	If your agency changes its drought status, please send that information to Monica and to Linda. The drought status remains on the RWA website under Announcements and is titled Dry Year Conditions.
CIMIS Station Calibration	March – San Juan Water District April – Citrus Heights Water District May – Carmichael Water District Janet Carey will hold a CIMIS station Training on March 26, 2009. Please notify Linda if you would like to attend the training.
Meeting Minutes	Joe moved with a second by Belinda to approve the January 13, 2009 minutes.
Prior Meeting's Action Items	All action items complete.

5.0 Committee Reports	
Committee date and Location	Committees will be meeting on the 3 rd Thursday of every month in the small conference room at RWA. Each committee will schedule time with Linda.
Action Item	Linda will doodle everybody to schedule committee meeting schedule for that date.

School Education	<ul style="list-style-type: none"> • USBR collected data about the students who attended the center and provided that information to the water agencies for their reports. • The Sacramento Bee was asked to provide the 2008 enrollment data by school/grade. • The committee will review data collected by USBR to compile similar list from other centers. The Roseville Exploration center may be a good resource. • The template letter will be sent to the group. Next year the letter needs to be sent out at the end of the school year for next year's program. • We should inform Matt Weiser and Stewart Leventhal about the NIE program. We need to be proactive with the media and provide them with them to provide positive stories.
Landscape Project Committee	<ul style="list-style-type: none"> • Site Water Management Class had 47 attendees. It was a good mix of private and public agencies. • Ecolandscape was a success. More than 300 professionals attended. • Green Gardener Program will begin on March 31 at the Folsom Cordova Adult school. This reduced our expenses from \$10, 000 to about \$3, 000. River-Friendly Landscaping members may contribute to the program. • Unanimous vote to approve \$3,000 for instructor and class materials.
20x2020 Committee	<ul style="list-style-type: none"> • The committee developed a concise list of Sacramento Concerns with the current DWR path.
Action Item	<ul style="list-style-type: none"> • Provide Linda comments on the Green Gardener Program Flyer. • Linda will distribute the 20x2020 list of Sacramento Concerns. • Need volunteers for Public Outreach Committee.

6.0 Chair's Report	
Legislative Update	Current legislation handout provided by Lisa Amaral distributed
CUWCC BMP Update	<p>A conference call was held by Chris Brown regarding the CUWCC's GPCD approach. Take population and divide by water production. Commercial has been left out of the equation, at this time not sure about Industrial.</p> <p>Will also be taking a look at indoor use, actually separating indoor and outdoor use.</p>

7.0 Program Manager's Report	
Public/Media Outreach in February and March	<p>RWA will focus on the save water now message.</p> <p>The news release has been picked up by various papers and John and Linda will be interviewed on several radio stations to discuss the water supply situation and what residents can do to save water now.</p>

20x2020 update	<ul style="list-style-type: none"> • The current data regarding where RWA stands in meeting 20X2020 has not been compiled. • RWA is working with Brown and Caldwell to compile past Water Forum and CUWCC reports to understand the regions conservation story. The story includes the conservation history, water saved, dollars spent, and how it compares to the States declaration to determine if the region is on tract in meeting 20X2020. For example in 2001 25% of meters had been installed; by 2006 we were at 50% installed. • A plan will be developed to approach local legislators. • Additional data is still needed. Please respond to data requests.
PR Scope Updated	Scope was distributed to RWA technical advisor for comments.
Vote to approve PR scope for current to July 1, 2009	Christine Kohn with IN Communications will work with RWA to assist with current media needs and develop an outreach strategy for spring and Water Awareness Month. Unanimous vote for a not to exceed \$8,400 to work with IN Communications for the March- July 1, 2009 campaign.
ACWA and DWR	<p>Due to the Governors proclamation ACWA and DWR are working on a statewide campaign. SaveOurH2o.org.</p> <p>They conducted a study in the foothills and the Sacramento metropolitan area to see which cues people understand. People in the foothills respond to visual cues (i.e. Folsom Dam), while people in metropolitan areas respond to written/news media.</p> <p>Their next study will include Sacramento, Riverside and Fresno (these are the least studied areas in California).</p>
2009 Business Plan Workshop	<p>Linda distributed a handout of Near Term High Priorities. Training seemed to have the highest priority for everybody. Linda will need more input on training.</p> <p>Linda will develop the business plan based upon the data provided at the workshop.</p>
Drought Assistance Grant Update	DWR will try to sell Bonds for the grant. They have not elaborated on how quickly this will occur. The grant funds will still be available for two years.
SMUD clothes Washer program	SMUD is working on distributing the MOUs. If new agencies are signing up, please contact Linda.
Prop 50 toilet grant update	<p>Rob distributed a handout. We should be about ½ way through the program at this time we are at a 90 to 10 ratio of ULFT to HETs. We need to consider what will happen with the CUWCC.</p> <p>EGIA is collecting data, which will be incorporated into our At Least as Effective As option. This needs to be discussed further next month.</p> <p>City of Woodland is now participating in the toilet rebate program. Carmichael and Rancho Murrieta will begin participating as soon as the DWR funds are released.</p>
SRCSD Incentives	Budget is reduced to \$150,000, this would leave us with a limited amount of funds available. Currently we have spent \$130,000

Water Forum Update	<p>The Water Forum Conservation element will be updated to coincide with Council BMPs. The draft document was distributed to the GMs for comment and review.</p> <p>The new conservation element will change as the CUWCC MOU changes with one exception. If an agency needs to exempt out of a BMP for cost effectiveness the agency will need provide documentation and will be asked to pay for analysis of the third party review (chosen by the Water Forum). Consequences for not meeting the BMP's was not discussed.</p> <p>Three agencies have not submitted their Water Forum reports. Please contact Linda or Sarah Foley for assistance.</p> <p>FYI- the Water Forum uses connections not population to determine GPCD in their reports.</p>
Meeting Schedule	Please keep the bi-monthly conference calls on your calendar.

8.0 New Business	
Promotional Item ordering for Earth Day/Water Awareness month	Not discussed
Events Calendar	<p>GET WET will occur on May 16th.</p> <p>Notify Monica with any new events you would like to have on the RWA calendar.</p>
New WEP website and URL	<p>A website committee was chosen which includes Joe, Belinda and Lisa Park.</p> <p>A not to exceed \$12,000 from existing available cash to develop WEP website including Google Earth was approved.</p>
GreenPlumbers USA Partnership	Not discussed- postponed to next meeting

Adjourn at: 12:18 p.m.

Next meeting

April 14, 2009 – Conference Call

May 12, 2009 – City of Roseville