



One Water Committee

Conservation Program Update

Item # 6a

October 25, 2022

Current Conservation Program Expenditures FYs 2022/23 & 2023/24⁽¹⁾

	Paid ⁽²⁾	Committed ⁽³⁾
Regional Devices	\$1.6M	\$7.1M
Member Agency Administered	\$0.1M	\$2.5M
Turf Replacement	\$1.5M	\$32.3M
Advertising	\$0.0M	\$7.0M
Other	\$0.3M	\$1.2M
TOTAL	\$3.5M	\$50.1M

(1) The Conservation Program biennial expenditure authorization is \$86M.

(2) As of 7/1/2022 –8/31/2022.

(3) Committed dollars as of September 10, 2022.

Current Conservation Program Activity FYs 2022/23 & 2023/24⁽¹⁾



Turf Replacement Rebates:

August: 731,275 ft² removed

FY2022/23-FY2023/24: 731,275 ft² removed



Smart Controllers:

August: 675 units rebated

FY2022/23-FY2023/24: 675 units rebated



Clothes Washers:

August: 1,262 units rebated

FY2022/23-FY2023/24: 1,262 units rebated



Toilets:

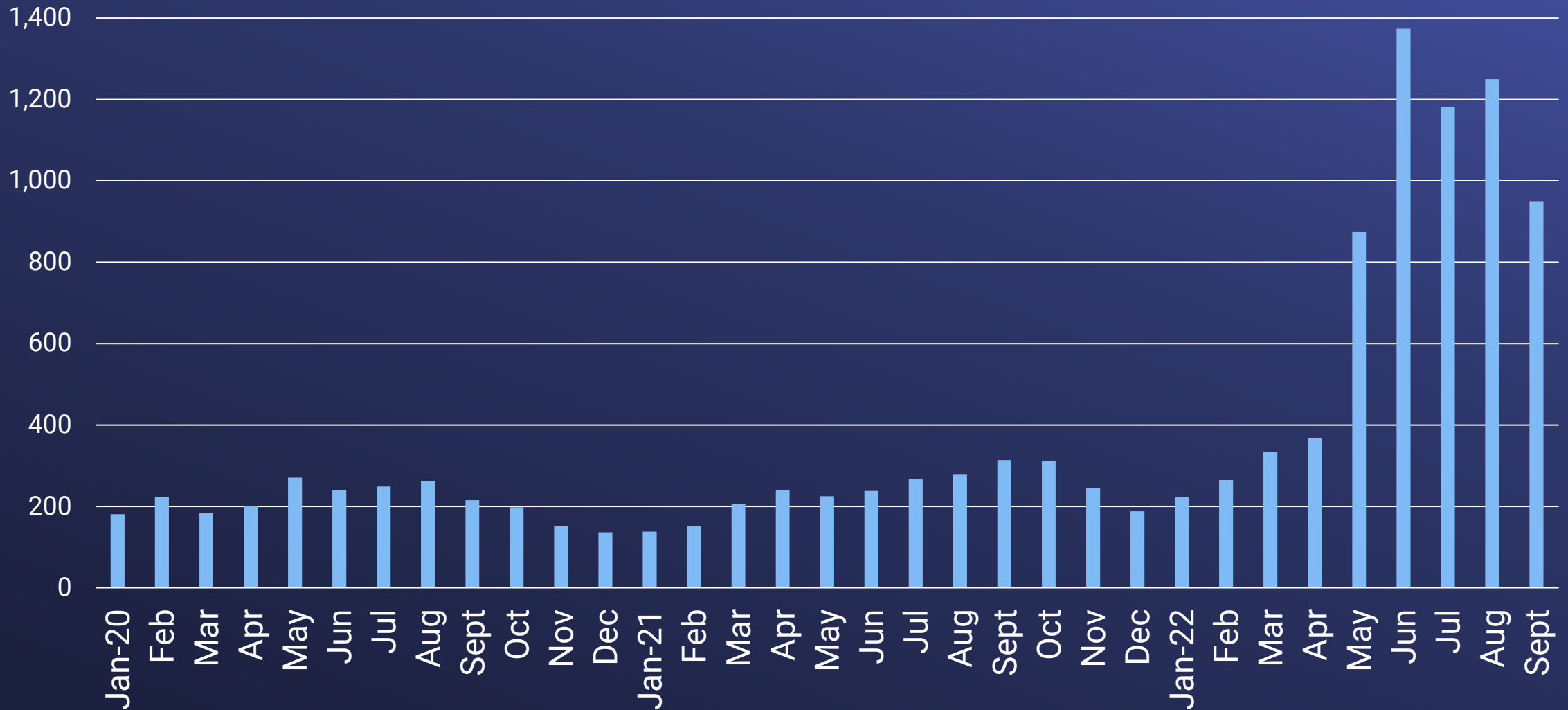
August: 2,788 units rebated

FY2022/23-FY2023/24: 2,788 units rebated

Lifetime Water Savings to be achieved by all rebates in August 2022: 4,162 AF

FY2022/23-FY2023/24: 4,162 AF lifetime water savings

Residential & Commercial/Industrial/Institutional (CII) Turf Replacement Program: New Monthly Applications

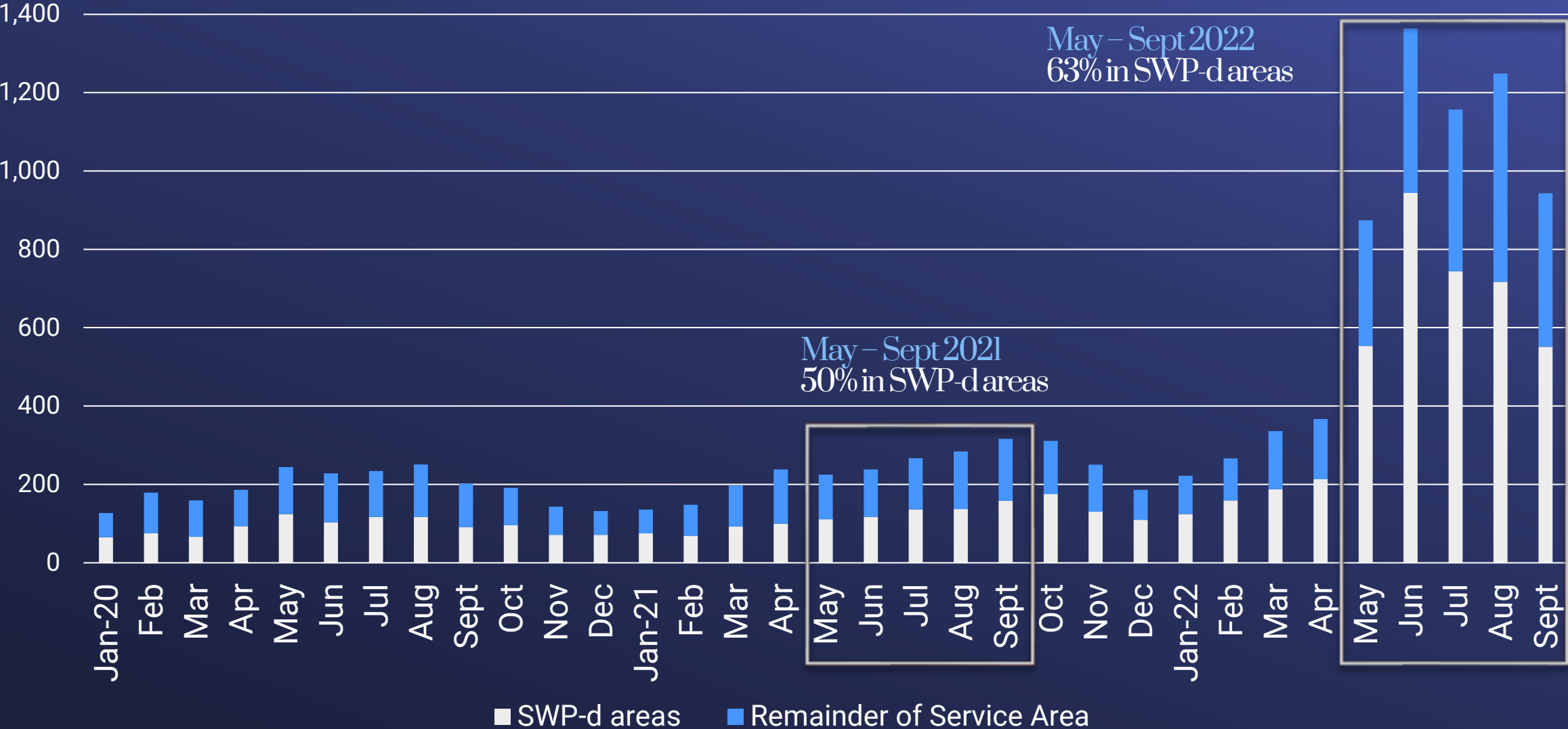


Follow up:
September
2022
One Water
Committee

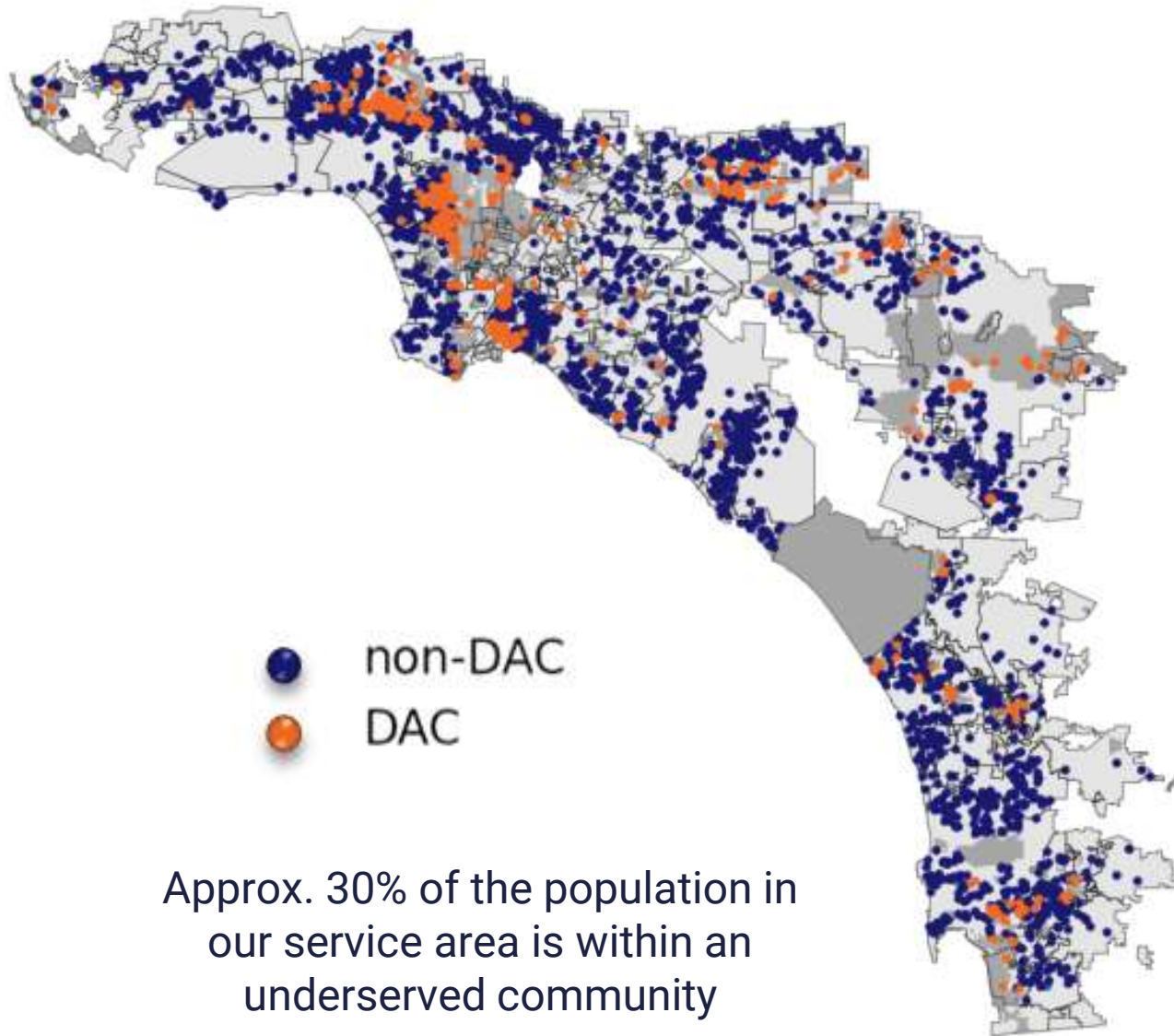
Responses to Director questions from September One Water Committee

- Turf replacement application activity in the State Water Project dependent (SWP-d) areas
- Distribution of conservation program incentives in underserved communities
- Conservation messaging/signage funding through Member Agency Administered Program (MAAP)

Residential & CII Turf Replacement Program: Applications in SWP-d areas as compared to rest of service area



Distribution of Regional Residential & CII Paid Turf Replacement Incentives FY2021 & FY2022

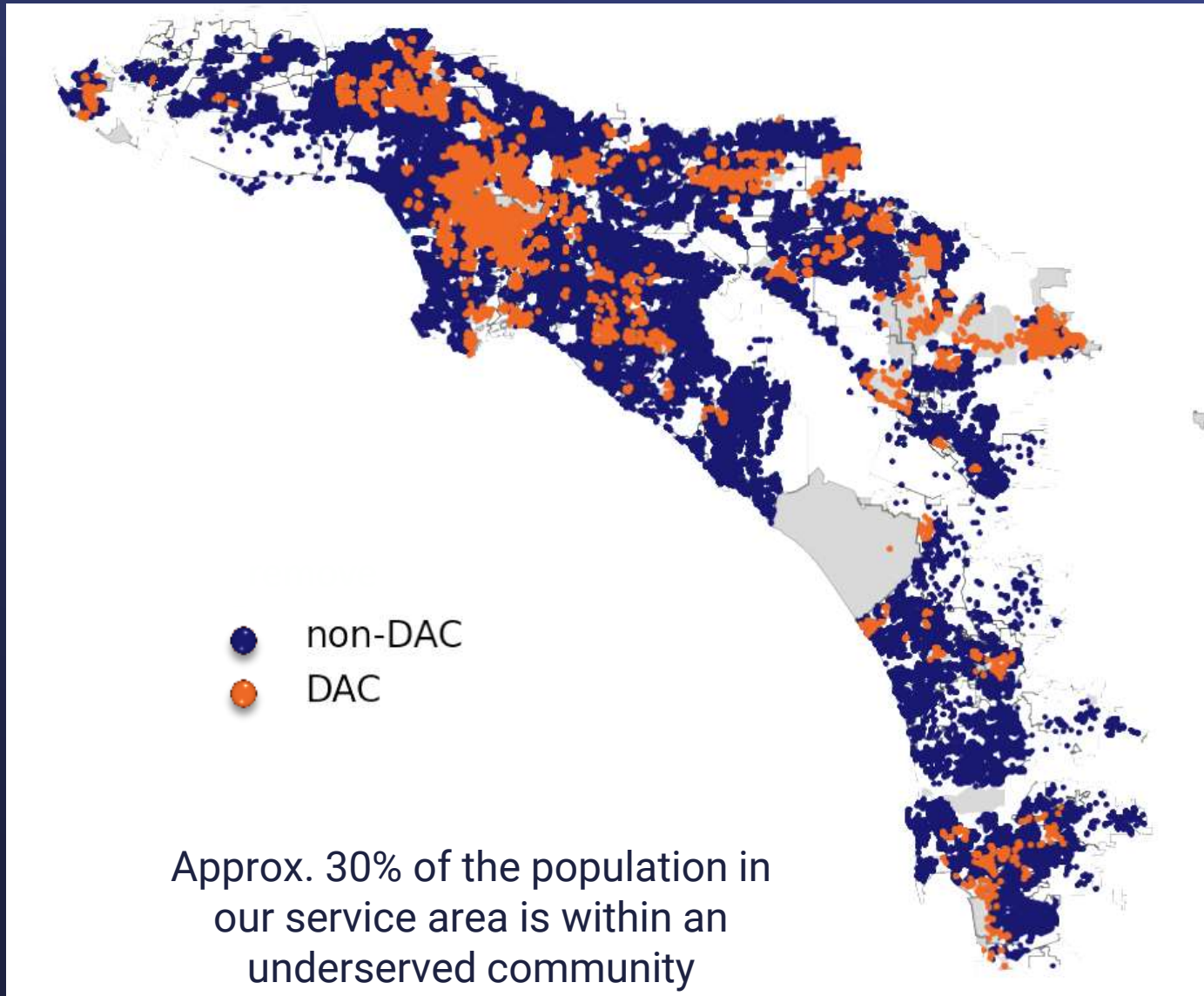


Total square feet of turf replaced in underserved communities* = 20%

*Underserved communities are shaded in grey on the map.

The population of these census tracts earn 80% or less than the State of CA median household income

Distribution of Regional Residential & Commercial Industrial Institutional (CII) Paid Device Incentives FY2021 & FY2022



Device incentives provided in underserved communities = 20%

MWD
Initiatives to
Assist Member
Agency
Outreach

Member Agency Administered Program (MAAP) Program Funding

Public Agency Category

- Allows all Member Agencies to use entire MAAP allocation on marketing & outreach efforts related to the current drought

Emergency Water Conservation Program Category

- Allows Member Agencies in SWP-dependent areas to use entire MAAP allocation on drought related actions including marketing, and enforcement

FY 20-22 Activity

- Funded 17 local drought response projects: \$760K in 6 months
 - Drought Marketing Campaigns
 - Ad-Buys
 - Bill Stuffers
 - Signage
 - Videos
 - Local Enforcement of Emergency Conservation Program
 - Contractor/Agency Staff Patrols
 - Customer Engagement Platforms

FY 22-24 Activity

- 15 local drought response projects submitted: \$1.5M
 - Local activity in drought related enforcement and outreach appears to be on the rise

Local Project Examples



Outreach efforts from Upper San Gabriel Municipal Water District

f i t y @vcwdwater PUBLISHED MAY 2022

the SOURCE

VALLEY COUNTY WATER DISTRICT

NOW IN STAGE TWO WATER SUPPLY EMERGENCY

Water is a precious and limited resource. With severe dry conditions existing in most of the State, we are now in a Stage Two Water Supply Emergency. This means changing your outdoor watering to 2 days/week and fixing water leaks within 72 hours.

Details for your new watering schedule are shown below.

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
EVEN ADDRESSES OK TO WATER	ODD ADDRESSES OK TO WATER	NO WATERING ON WEDNESDAYS	EVEN ADDRESSES OK TO WATER	ODD ADDRESSES OK TO WATER	NO WATERING ON SATURDAYS	NO WATERING ON SUNDAYS
ADDRESS ENDS IN 0, 2, 4, 6, 8	ADDRESS ENDS IN 1, 3, 5, 7, 9	CHECK FOR LEAKS	ADDRESS ENDS IN 0, 2, 4, 6, 8	ADDRESS ENDS IN 1, 3, 5, 7, 9	CHECK FOR LEAKS	CHECK FOR LEAKS

Using Water Efficiently

The District has established permanent water conservation guidelines to prevent waste and maximize the efficient use of available water supplies. These permanent changes include the following:

- No watering Between 9am-5pm
- Wait 48 Hours After Rainfall to Water
- Don't Let Water Runoff Into the Street or Sidewalk
- Avoid Washing Down Driveways & Sidewalks
- Don't Choose Daily Laundry Service at Hotels
- Use Hoses with Shut-off Nozzles to Wash Cars
- Decorative Water Fountains Must Use Re-circulating Systems
- Repair Indoor & Outdoor Water Leaks in 72 Hours
- Restaurants Can Serve Water Upon Request

Now in effect with Stage Two Water Supply Emergency

Scan Code for Drought Information, Current Water Use Restrictions + Conservation Tips or visit vcwd.org/conservation

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