

CALIFORNIA URBAN WATER CONSERVATION COUNCIL

Annual Report

2003



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October 20, 2004

Arthur G. Baggett, Jr., Chairman and Members
State Water Resources Control Board
1001 I Street
Sacramento, CA 95815

Dear Mr. Baggett:

We are pleased to provide you with the enclosed 2003 Annual Report for the California Urban Water Conservation Council. This report is an annual update to the State Water Resources Control Board on the status of Council activities and Best Management Practice (BMP) implementation by signatories to the *Memorandum of Understanding Regarding Urban Water Conservation in California* (MOU). The report covers Council activities for the calendar year 2003.

2003 was a productive year for urban water conservation efforts. To highlight a few of our most important accomplishments, the Council:

- Added 19 new members and increased from 297 organizations signing the MOU in 2002 to 316.
- Expanded its existing cooperative agreement with the California Bay-Delta Authority, the California Department of Water Resources, and the U.S. Bureau of Reclamation. The revised agreement funds detailed results analysis of data from the Council's BMP reporting database.
- Secured additional funding from the California Public Utilities Commission to continue the highly-successful low-flow pre-rinse spray valve program.
- Improved the Council's www.cuwcc.org website with additional articles of interest and technical resources.
- Received additional funds from the U.S. Environmental Protection Agency (EPA) and U.S. Bureau of Reclamation for a landscape component of the Water Saver Home (www.h2ouse.org) website.
- Conducted professional workshops with industry experts, including international water expert Amy Vickers, on water use and conservation, cooling towers, and ET controllers.
- Worked with the California Energy Commission on Efficiency Standards for Residential and Commercial Clothes Washers.
- Worked with the U.S. EPA to create a national water labeling program for appliances and plumbing products.

We trust you will find this report informative. If you have any questions, please contact us at 916-552-5885.

Sincerely,



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PART I: ADMINISTRATIVE OPERATION

Signatories

As defined in the Memorandum of Understanding Regarding Urban Water Conservation in California (MOU), the Council consists of three groups:

Group 1: Water suppliers

Any entity, including a city, which delivers or supplies water for urban use at the wholesale or retail level.

Group 2: Public advocacy organizations

A non-profit organization:

- (i) whose primary function is not the representation of trade, industrial or utility entities, and*
- (ii) whose prime mission is the protection of the environment or who has a clear interest in advancing the BMP (Best Management Practices) process.*

Group 3: Other interested groups

Any other group that does not fall into one of the two groups above.

Table 1: Year-by-Year Council Signatory Growth

Year	Group 1	Group 2	Group 3	Total
Fiscal Year 1991 – 1992	96	14	22	132
Fiscal Year 1992 – 1993	4	0	4	8
Fiscal Year 1993 – 1994	12	1	2	15
Fiscal Year 1994 – 1995	11	0	4	15
Fiscal Year 1995 – 1996	12	0	4	16
Fiscal Year 1996 – 1997	3	0	6	9
Fiscal Year 1997 – 1998	8	0	8	16
Fiscal Year 1998 – 1999	6	2	11	19
Interim 1999	3	2	1	6
Calendar Year 2000	7	7	15	29
Calendar Year 2001	2	3	14	19
Calendar Year 2002	9	0	7	16
Calendar Year 2003	3	0	16	19
Adjusted Total	180	29	107	316

Attachment A lists the signatories of the Council by name. Group 1 signatories are divided into wholesale and retail water suppliers. During 2003, Council membership increased by 19 members.

Strategic Planning

After extensive public discussion and a strategic planning workshop of the Steering Committee, the Council's Plenary adopted the new 2003-2005 Strategic Plan in June. While the 2000-2002 Plan was broad in its scope, the 2003-2005 Plan is more focused and concentrates mainly on the Council's core functions:

- Continuing to provide leading-edge technical assistance
- Fostering good science and providing substantive, credible information
- Securing its own finances for a more stable, sustainable and secure future
- Making a statewide case for the value of urban water conservation



The final 2003-2005 Strategic Plan is included in Attachment B.

Budgets and Funding

Attachment C contains the Year 2003 Council Budget, which was approved by its Plenary membership in December 2002. Actual expenditures as of December 31, 2003 are also provided in Attachment C. Specific changes to the budget and funding condition of the Council are listed below.

DWR/USBR/CALFED Cooperative Agreement

The Council's existing \$1.5 million cooperative agreement with the Department of Water Resources (DWR), the U.S. Bureau of Reclamation (USBR), and the California Bay-Delta Authority (CBDA) was increased by \$195,000 to upgrade the Best Management Practices (BMP) reporting database so that it can be used by DWR Office of Water Use Efficiency staff for information on urban water use and cumulative savings for each of the quantifiable BMPs. Additional work will include analyzing database information on urban water supply and water use as well as the costs associated with implementing BMPs. Data will be used in the CBDA Water Use Efficiency Program's Year Four Comprehensive Report.

H2ouse Website Grants

The Council received \$35,000 from the USBR - Lower Colorado River Region and \$64,000 from the U.S. Environmental Protection Agency (EPA) to completely rework the landscape portion of the Water Saver Home (www.h2ouse.org) website. A plant database of water efficient plants and extensive landscape design information are both being added. Also envisioned is a water budget calculator where the user can calculate the indoor and outdoor water use of a home. Work is underway and the project is expected to be complete in early 2004.

CPUC Grant for Pre-rinse Spray Valves

During 2003 the Council completed its program goals of installing 16,900 pre-rinse spray valves in restaurants and food service establishments throughout the State. Undertaken in partnership with over 30 water agencies, and funded by a \$2.3 million grant from the California Public Utilities Commission (CPUC), the program has achieved remarkable water and energy savings. (See BMP 9, under Specific BMP Activities, for more information on this program.)

In 2003 the CPUC agreed to provide the Council with additional funding for a Phase 2 of its pre-rinse spray valve program. The Council will receive approximately \$2.97 million in 2004 and 2005 to install an additional 20,000 valves.

Governance

Council Administration

In 2003, the Steering Committee created the Communications Committee to focus on the requirements of BMP 7 (Public Information) and BMP 8 (School Education) to better assist water agencies throughout the state with these requirements. In addition, the Communications committee will develop the Council's own public information and media information program.

Attachment D contains an organization chart of the Council's structure.

Steering Committee

The Steering Committee is the Executive Board of the Council, and as such manages the financial and governance issues of the organization. In 2003, the Steering Committee added a set of governance policies. The main policy additions were:

- The creation of a "convener emeritus" position on the Steering Committee for the outgoing convener. This is a non-voting, advisory position lasting for one year.

- Making BMP reporting data that is “submitted as final” available to the public online and in reports. Publicly released data will include a disclaimer that the data is self-reported and not 100% validated by the Council.
- A 90-day process for revising existing BMPs, during which Steering Committee members are appointed to address each specific BMP revision, with equal representation of water agencies and environmental groups.

The Steering Committee also revised the administrative policies, which impact the Council’s fiscal operations. The new policy requires two signatures on checks of \$10,000 or more.

Attachment E identifies the members of the 2003 Steering Committee.

Management Review Study

Due to the rapid growth and workload of the Council as an organization, the Executive Director initiated a Management Review Study. An outside consultant interviewed the Council staff, Steering Committee members and Council members to determine what is working and what areas need improvement to make the Council a more effective organization. The consequent report identified the need for increased support for the Executive Director and funding to finance the staff required to fully serve the Council membership, particularly with their technical needs.

PART II: COUNCIL ACTIVITY ON BEST MANAGEMENT PRACTICES

Amendments to the MOU

No changes were made to the MOU in 2003. However, substantial amendments to BMP 6 (High-Efficiency Clothes Washers) and BMP 10 (Wholesaler Requirements) were under active review and consideration for future adoption by the Plenary in 2004.

Specific BMP Activities

BMP 1 Residential Water Surveys

Recent data on residential water use is clearly showing that outdoor water use is as much as 50-60% of residential consumption. Thus, the Council began to consider whether it should revise its current BMP 1 language to more adequately address the outdoor water use issue. The Residential Committee of the Council had been evaluating the success and cost-effectiveness of home water survey programs, and was recommending that a new BMP be crafted to deal with outdoor irrigation specifically. A BMP 1 Revision Project Advisory Committee was appointed by the Steering Committee to devise language for a new BMP – BMP 15 – to address landscape water use. It is expected that this BMP will be adopted in 2004 or 2005.

BMP 3 System Water Audits

In order to educate its membership on leak detection, the Council held a Water Loss Control Workshop with the Regional Water Authority and the Department of Water Resources. (See Part III: Technical Assistance.)

BMP 6 High-Efficiency Clothes Washers

The Council worked with the LightWash program (www.lightwash.com) to secure funding from the CPUC for high-efficiency commercial clothes washer rebates. These rebates were offered to multi-family and institutional common area laundry facilities, businesses with on-site laundry, and coin laundry stores in 2003. Participating water agencies were able to contribute a rebate co-payment and very little staff time to provide their customers combined energy and water conservation rebates of up to \$450 per unit on a wide selection of high efficiency commercial clothes washers.

In 2003, the Council continued to work with the California Energy Commission (CEC) on the adoption of a 9.5 water factor standard for commercial clothes washers. The Council provided data and recruited its member agencies to testify before the CEC. Agencies who testified include the San Diego County Water Authority, East Bay Municipal Utility District, and the Los Angeles Department of Water and Power. Many

more agencies sent in letters to support the new standard. With the adoption of these standards, which will go into effect in 2007, California became the first state to set its own clothes washer water use standards. The testimony presented to the CEC at their public hearing is provided in Attachment F.

Because of the CEC standards under consideration, the Council began to re-examine its existing BMP 6 language. The current BMP requires a water agency to provide financial incentives for clothes washers only if the local energy utility is also providing incentives (such as rebates). With the adoption of standards for clothes washers by the CEC, it was clear that our BMP 6 was outdated and needed revision. A committee was appointed to begin the BMP 6 revision process, hopefully to be completed and adopted by the Plenary in 2004.

The Council also encouraged the CEC to adopt standards for spray rinse valves (see BMP 9 below).

BMP 9 Commercial, Industrial and Institutional Water Conservation



As mentioned in the Budget section, the Council applied to the CPUC for funds to extend its successful pre-rinse spray valve program, which markets free spray valves directly to restaurants and other food service businesses and even installs the valves at no charge. Each spray valve has a lifetime savings estimate of 1.1 acre-feet over a five-year life expectancy. An additional \$2.97 million was secured for 2004 to install 20,000 more valves.

This program is particularly important for the Council as it is the first time the Council has launched a complete conservation program for its members. Agencies simply paid \$50 per valve and the Council managed the entire program, including outreach and valve installation. 16,896 valves were replaced by the end of 2003. The results were phenomenal:

- 156 gallons per day – or 56,940 gallons per year are being saved by each valve;
- Over 22 million gallons – or 2,940 acre-feet overall – are being saved by the valves each year;
- The actual cost per acre-foot of water saved is only \$57.47 – the lowest of any conservation program in history;
- Over 32.8 million Kwh per year are being saved of electrical energy;
- Over 5.4 million therms per year are being saved of natural gas; and
- Customer satisfaction was an astounding 99.3% – only 105 valves were returned by the customers.

BMP 10 Wholesale Agency Assistance Programs

In 2003, the Steering Committee approved a draft of BMP 10. The proposed draft, set for adoption by the Council's Plenary in 2004, retains flexibility in the design and implementation of locally cost-effective conservation programs. It adds a new requirement, at each reporting cycle, that wholesale agencies provide a written offer of support to each of their retailers, and request a response from each retailer as to their interest.

BMP 13 Water Waste Prohibition

The Council expanded its library of water waste and other ordinances as a resource for its members. These sample ordinances are available for download from the Council's (www.cuwcc.org) website.

PBMPs

In 2002 the Council issued a request for proposals to evaluate potential Best Management Practices (PBMPs) for urban water conservation. This RFP was for a three-year project, funded by the U.S. Bureau of Reclamation, to evaluate and research PBMPs and to prepare three annual reports summarizing water savings and cost information for the eleven PBMPs in Exhibit 1 of the MOU as well as for other emerging technologies. The project will identify which of the existing PBMPs should: a) be removed from the list without further research; b) be refined and made more specific in scope and objective; or c) undergo an assessment of water savings and economic potential. It is anticipated that each annual report will address a minimum of three to four PBMPs. In 2003 a contractor was selected and work began on evaluating the following four devices:

1. Pre-rinse spray valves for the food service industry
2. X-ray film processor recycling units (medical industry)
3. Steam sterilizer retrofits
4. Weather-based irrigation controllers for residential and small commercial customers.

Federal Water Labeling Program

At the request of its members, the Council began working with the U.S. Environmental Protection Agency (EPA) to develop a national water labeling program for appliances. The program will promote water-efficient products to consumers in a manner similar to the existing Energy Star program, which promotes energy-efficient products. The Council worked with national agencies and the City of Seattle to obtain the signatures of

160 national organizations (including many Californian organizations) on a petition to the EPA in support of a water labeling program for higher-efficiency appliances and plumbing products. A preliminary meeting with the EPA took place in October and additional meetings will take place in 2004.

A copy of the National Water Labeling Position Statement is included in Attachment F.

BMP Reporting by Council Signatories

2003 was not a BMP reporting year for Council Signatories. The next reporting year is 2004 and will include both 2003 and 2004 BMP program implementation data.

A list of signatories who submitted 2001 and 2002 BMP reports is included in Attachment G. Attachment H includes a listing of Signatories who have not filed BMP reports since 1999.

Exemptions

Section 4.5 of the MOU allows for water supplier exemptions from the implementation of the BMPs when they demonstrate one or more of the following:

- Implementation of the BMP is not cost-effective for the water supplier;
- Adequate funds are not available to the water supplier to implement the BMP; or
- Implementation of the BMP is not within the legal authority of the water supplier or there are legal and institutional barriers to implementing the BMP.

As part of the three-way cooperative agreement funding received in 2002, the Council researched an exemption protocol for use by the State Water Resources Control Board in a possible certification program. The protocol will define more precisely the terms under which BMP exemptions could be granted by the State Board. It is expected that this protocol will be finalized in 2004.

PART III: TECHNICAL ASSISTANCE

The Council provides general technical assistance in addition to its specific work on Best Management Practices. Some of the projects listed below are the result of specific grants; other projects are part of the general Council work plan.

CALFED Certification Work Plan

The Council continued to work with CBDA staff on a work plan for implementing certification for urban water supplier compliance with the MOU, as called for by the CBDA Record of Decision. The Council's BMP reporting database will be utilized by the water suppliers and the certifying entity (likely the State Water Resources Control Board) and the Council will provide technical assistance to these agencies.

Specifically this work included:

- Development of a Council protocol for estimating environmental benefits of BMP implementation;
- Preparation of Council guidelines for calculating water utility avoided cost benefits associated with BMP implementation;
- Extension of the BMP reporting system to automate calculation of expected water savings from BMP implementation reported by urban water suppliers.

Technical Assistance Consultants

As in past years, a Council committee reviewed the qualifications of a select group of consultants and approved them for use on projects. The Council issued a Request for Qualifications (RFQ) for consultants with specific experience in best management practices, planning, and cost-effectiveness analyses. The 2003 list of approved consultants was made available for downloading in the Technical Resources area of the Council website. Also available was a roster that classifies these consultants both by their area of expertise and by their expertise for specific BMPs. Signatories consequently have access to dozens of qualified consultants who can help plan, design, implement and evaluate best management practices.

Virtual Water Saver Home Website



Launched in January 2002, the Water Saver Home (www.h2ouse.org) website is a user-friendly site for consumers to learn how they can reduce their water use in and around the home. In 2003, the Council expanded the

scope of the website by beginning work on a detailed landscape component. This work was funded by \$35,000 from the U.S. Bureau of Reclamation and \$64,000 from the U.S. Environmental Protection Agency. In 2003, The Water Save Home website received an average of 358,200 hits per month, and a monthly average of 5,400 unique visits.

Updated Council Website

Many enhancements were made to the Council website in 2003:

- The Product News page was organized into distinct categories and expanded to include an index, new ULFT studies and information on “wet cleaning technologies” (replacing traditional dry cleaning practices with alternative methods).
- Many new articles were added to the Articles of Interest section of the Technical Resources online. The articles included *Water Conservation Manager's Guide to Residential Retrofit*, *Guide to Preparing Urban Water-Use Efficiency Plans*, and the draft *Criteria for Determining "At Least As Effective As" Implementation of BMPs*.
- The Technical Resources for members were expanded by including Frequently Asked Questions (FAQs) on the BMPs. Additionally, furthering the Council's goal of making publications easily accessible to its members, publications were added for members to download. These included *Freeriders in ULFT Programs* and *Guidebook for Senate Bill 610 and Senate Bill 221 of 2001*.
- For the first time, Council members' BMP data was made available to the public for viewing online. Data can be viewed by reporting unit as well as cumulatively.

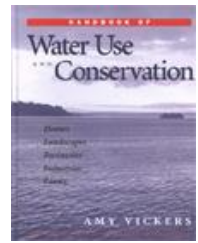
In 2003, the Council's website received an average of 49,000 hits per month, and a monthly average of 1,200 unique visits.

T-5 Flushmeter for Member Use

CUWCC's technical resources were also expanded with the addition of a T-5 Flushmeter for members to borrow. This Flushmeter provides a quick and easy method to measure flush volumes with 95% accuracy. This tool allows the user to easily, cleanly and accurately determine the flush volume of a toilet without connecting a meter at the angle stop and flex line of the water supply.

Amy Vickers' Water Use and Conservation Training

The Council brought International water efficiency expert Amy Vickers to Sacramento to lead a four-day Water Use and Conservation workshop in September. Author of the *Handbook of Water Use and Conservation*, Ms. Vickers showed attendees how to save water, money, and energy and comply with federal water efficiency standards, plumbing codes, and conservation ordinances and policies. The workshop covered residential, landscape irrigation, and commercial and industrial water use. The training was very popular and 107 people attended.



Water Conservation Coordinator Training

The Council conducted a Water Conservation Coordinator training class in May to help train water agency program staff in BMP program implementation and help prepare members for the American Water Works Association's Water Conservation Practitioner Level 1 Certification Exam. 36 people attended the training, which was held in Petaluma.

Water Loss Control Workshops

The Council joined the Regional Water Authority and the Department of Water to hold a Water Loss Control Workshop in October in Folsom. The workshop stressed the importance of water loss reduction and covered quantifying distribution system performance indicators and conducting water audit and leak detection surveys. 31 engineers, water system planners, distribution systems supervisors/operators and water conservation coordinators attended.

Cooling Tower Workshops



The Council held two Cooling Tower Workshops in October - one in Los Angeles and one in San Jose. In addition to providing attendees an understanding of cooling tower technology, the workshop taught attendees how to identify when water is wasted in cooling tower use. 30 people attended in Los Angeles and 26 attended in San Jose.

ET Controller Workshops

In March, the Council hosted two ET (evapotranspiration) Controller workshops called “Options for Weather-Based Irrigation Control for Residential and Small Commercial Sites.” The workshops featured program design for weather-based irrigation controllers, development of requirements for controllers and sensing equipment in urban landscapes, and weather-based irrigation controller research. Eight manufacturers displayed their real-time ET controller products or conceptual plans for both home and commercial applications. Presentations from this workshop were posted to the Council’s website for those who were unable to attend. 48 people attended in Claremont and 53 attended in San Leandro.

Environmental Conservation Workshop

In conjunction with the Irvine Ranch Water District, the Council co-sponsored an Environmental Conservation “Preview”, coinciding with the AWWA Annual Conference and Exposition in June. The Preview focused on new environmental conservation strategies, programs and technologies in use in Orange County. The event included a tour of Irvine Ranch Water District’s Watershed Natural Treatment System and a large, planned residential neighborhood with extensive native plant landscaping. 65 people attended.

Cost Effectiveness Guidelines

The Council republished its *Guidelines for Preparing Cost Effectiveness Analyses of Urban Water Conservation Best Management Practices* in a slimmer, easy to use format.

The WaterLogue Newsletter



The Council continued its online newsletter publication, *The WaterLogue*, on water efficiency products and emerging technologies. New issues were released on the website in 2003. The WaterLogue covers news about plumbing technology, including water conservation improvements in manufacturing, and programs that support the use of water-saving devices. Subjects covered in 2003 included low-flush toilet tests, self-powered electronic faucets, San Jose’s flapperless toilet distribution program, and the latest developments in dual flush toilets.

PART IV: GENERAL OUTREACH

In 2003, the Council's Executive Director represented the Council in the following capacities:

- Member, California Water Plan Advisory Committee (Bulletin 160-2003)
- Vice-Chair of the California Water Awareness Campaign (CWAC).
- Member, California Bay Delta Authority's Water Use Efficiency Subcommittee.
- Member, Water Management Committee of the Association of California Water Agencies and Co-Chair of the Water Use Efficiency Subcommittee.
- Expert witness at the Water Rights Hearing before the State Water Resource Control Board.
- Member, American Water Works Association Research Foundation's Project Advisory Committee on water use efficiency in integrated resource planning.

Bulletin 160 – California Water Plan Update 2003

The Department of Water Resources selected approximately 60 individuals from throughout the State to serve on a Public Advisory Committee (PAC) to provide input and expertise in preparing the next California Water Plan Update. Since 2001 The Council's Executive Director has represented the Council at Advisory Board meetings and numerous committee meetings to ensure water efficiency was appropriately considered in the Plan Update. In June, Ms. Dickinson attended a water use efficiency workshop and helped frame the plan content.

Agricultural Water Management Council



The Council's Steering Committee held a joint meeting with the Agricultural Water Management Council (AWMC). The purpose of the meeting was to discuss how the agencies can work together on joint projects.

Prop 50 Water Use Efficiency Grant Funding

The Council submitted comments to DWR regarding the structure of the Proposition 50 Water Use Efficiency Grant. These comments stressed the importance of funding implementation and research projects.

Excellence Awards

The Council awarded its two annual Excellence awards in memory of two outstanding water conservation leaders. The Michael Moynahan Award for Statewide Innovations was presented to Jonas Minton of the California Department of Water Resources for his efforts in helping achieve recognition of water conservation as a key to a sustainable future for California.

The Llana Sherman Award for Local Innovations was presented to Alison Jordan of the City of Santa Barbara for her long-term commitment to local water conservation programs, and for assisting other central coast communities by sharing her knowledge and resources. Certificates of Recognition were presented to Larry Farwell and Daniel Carney as nominees for the Michael Moynahan Award. Julia Escamilla was presented with a Certificate of Recognition as a nominee for the Llana Sherman Award.