

PARTNERS FOR A WATER-EFFICIENT CALIFORNIA



Annual Report 2011

April 9, 2013

Ms. Felicia Marcus, Chair and Members
State Water Resources Control Board
1001 I Street
Sacramento, CA 95814

Dear Ms. Marcus and Members of the Board:

We are pleased to provide you with the 2011 Annual Report for the California Urban Water Conservation Council. This report is our annual update to the State Water Resources Control Board on Council activities.

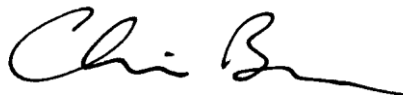
Accomplishments of statewide importance are summarized in this report. During 2011, the Council:

- Celebrated its 20th anniversary.
- Conducted extensive training workshops on BMP reporting, updated cost effectiveness tools and the second level of conservation coordinator skills.
- Continued to work closely with DWR on SB X7-7 compliance.
- Finalized a report on GPCD Weather Normalization.
- Added 14 new Council signatory organizations for a total of 464.

This report includes new data on the implementation of the Council's Best Management Practices by member urban water suppliers for 2009 and 2010.

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

Sincerely,



Executive Director



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CALIFORNIA URBAN WATER CONSERVATION COUNCIL

2011 Annual Report and Best Management Practices Summary Report 2009 - 2010



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PART I: ADMINISTRATION AND PROJECT FUNDING

Background to the Council, the MOU, and the BMPs

In 2011 the California Urban Water Conservation Council celebrated its 20th year and continued its mission: to increase urban water use efficiency statewide. The Council was created by the Memorandum of Understanding Regarding Urban Water Conservation in California (MOU), first signed in 1991 by a group of urban water suppliers, environmental interest groups, and other interested parties. Water suppliers signing the MOU agree to develop and implement comprehensive conservation Best Management Practices (BMPs). Since 1991, 464 wholesale and retail urban water suppliers across California have signed the MOU, representing more than 60 percent of the state's urban water supply.

The BMPs and the criteria for their implementation are contained in the MOU, which is available on the Council's website (www.cuwcc.org). The BMPs, listed in Table 1, address residential, commercial, industrial, landscape, system water loss, school education, public information, and pricing conservation practices. The Council's BMPs are organized into five categories. Two categories, Utility Operations and Education, are "Foundational BMPs", because they are considered to be essential water conservation activities implemented by all agency signatories as ongoing practices with no time limits. The remaining BMPs are "Programmatic BMPs" and are organized into Residential; Commercial, Industrial, and Institutional (CII); and Landscape categories.

In addition to the traditional method of complying with BMP requirements by focusing on specific measures and fixtures, there are two other options. The flex track method focuses on achieving the same or greater amounts of water savings with additional or alternative measures. GPCD (gallons per capita per day) compliance allows a member to evaluate its overall reduction in per capita water demand over time. These changes in compliance options update the BMPs to focus on water savings rather than program implementation.

Signatory water suppliers are expected to implement a BMP only when it is cost-effective to do so. The MOU and supporting Council-developed guidelines describe the methods for determining when a BMP is cost-effective. Additionally, most of the BMPs apply only to retailers; the "Wholesale agency assistance programs" section applies only to wholesalers. Thus, not all signatories are expected to implement all BMPs.

All water supplier signatories are, however, expected to report their BMP program implementation activity to the Council on a biennial basis. The Council maintains a BMP reporting website which provides uniform reporting capability statewide on water conservation programs. Normally, in even-numbered years, the Council includes detailed summary reports of BMP implementation activity in its annual

report. Because of legal changes resulting from the 2010 Urban Water Management Planning (UWMP) Act, agencies delayed reporting until 2011. Figure 1 shows the number of water suppliers filing BMP reports per Annum.

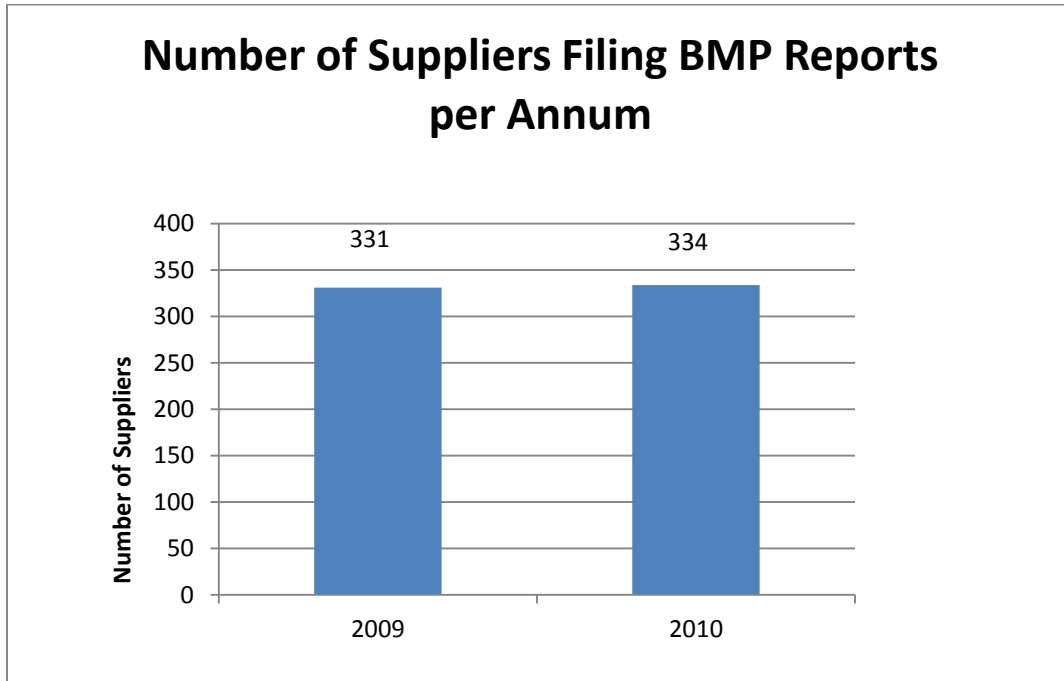
Table 1: Council MOU Urban Water Conservation Best Management Practices

BMP		Requirements
Foundational BMPs:		
	1: Utility Operations Programs	
	1.1 Operations Practices	
	Conservation coordinator	Designate an agency staff member with the responsibility to manage the water conservation programs.
	Water waste prevention	Adopt water waste ordinances to prohibit: single-pass cooling systems, non-recirculating systems in all new car wash and commercial laundry systems, and non-recycling decorative water fountains; and that facilitate implementation of water shortage response measures.
	Wholesale Agency assistance programs	Provide financial incentives & technical support to water agencies and cities to encourage implementation of water conservation programs. Provide conservation-related technical support and information to retail agencies. Manage regional conservation programs. Pursue water shortage allocation policies. Report on BMP implementation by retail water agencies that are not MOU signatories.
	1.2 Water Loss Control	Quantify the current volume of apparent and real water loss and annually audit the water utility distribution system and repair any identified leaks.
	1.3 Metering with Commodity Rates for All New Connections and Retrofit of Existing Connections	Install meters in 100% of existing, unmetered accounts; bill by volume of water use at least every 2 months; assess feasibility of installing dedicated landscape meters; develop a plan or policy for a meter census, schedule of meter testing and schedule of meter replacement.
	1.4 Retail Conservation Pricing	Eliminate non-conserving pricing policies and adopt a pricing structure such as uniform rates or inclining block rates, incentives to customers to reduce average or peak use, and surcharges to encourage conservation.

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	2: Education Programs	
	2.1 Public Information Programs	Provide public information programs to promote and educate customers about water conservation.
	2.2 School Education Programs	Provide school education programs to educate students about water conservation and efficient water uses.
Programmatic BMPs:		
	3: Residential	
	Residential Assistance Program	Provide site-specific leak detection assistance to an average of 1.5% per year of current single-family accounts and 1.5% per year of current multi-family units. Provide showerheads and faucet-aerators that meet the current water efficiency standard as stipulated in the WaterSense Specifications (WSS) as needed.
	Landscape Water Survey	Perform site-specific landscape water surveys to an average of 1.5 percent per year of current single-family accounts.
	High-Efficiency Clothes Washers (HECW)	Provide financial incentives to 0.9% of current single-family accounts or institute ordinances requiring the purchase of high-efficiency clothes washing machines (HECWs) that meet an average water factor value of 5.0. If the WaterSense specification is less than 5.0, then the average water factor value will decrease to that amount.
	Water Sense Specification (WSS) toilets	Provide financial incentives or ordinances requiring the replacement of existing toilets using 3.5 or more gpf (gallons per flush) with a toilet meeting WSS.
	WaterSense Specifications for residential development	Provide incentives such as, but not limited to, rebates, recognition programs, or reduced connection fees, or ordinances requiring residential construction meeting WSS for single-family and multi-family housing until a local, state or federal regulation is passed requiring water efficient fixtures.
	4: Commercial, Industrial, and Institutional	Implement measures to achieve the water savings goal for CII accounts of 10% of the baseline water use over a 10-year period.
	5: Landscape	Prepare water use budgets for 90% of commercial and industrial accounts with dedicated landscape meters; provide irrigation surveys to 15% of mixed-metered customers.

Figure 1: Number of Water Suppliers Filing BMP Reports per Annum



Members - Signatories

The Council is a unique collaboration between three member groups:

Group 1: Water suppliers:

Defined as “Any entity, including a city, which delivers or supplies water for urban use at the wholesale or retail level”. Group 1 members are signatories to the MOU and pledge to implement the Council’s water conservation BMPs. These BMPs are periodically revised through a collaborative process among all members.

Group 2: Public advocacy organizations:

Defined as “A non-profit organization:

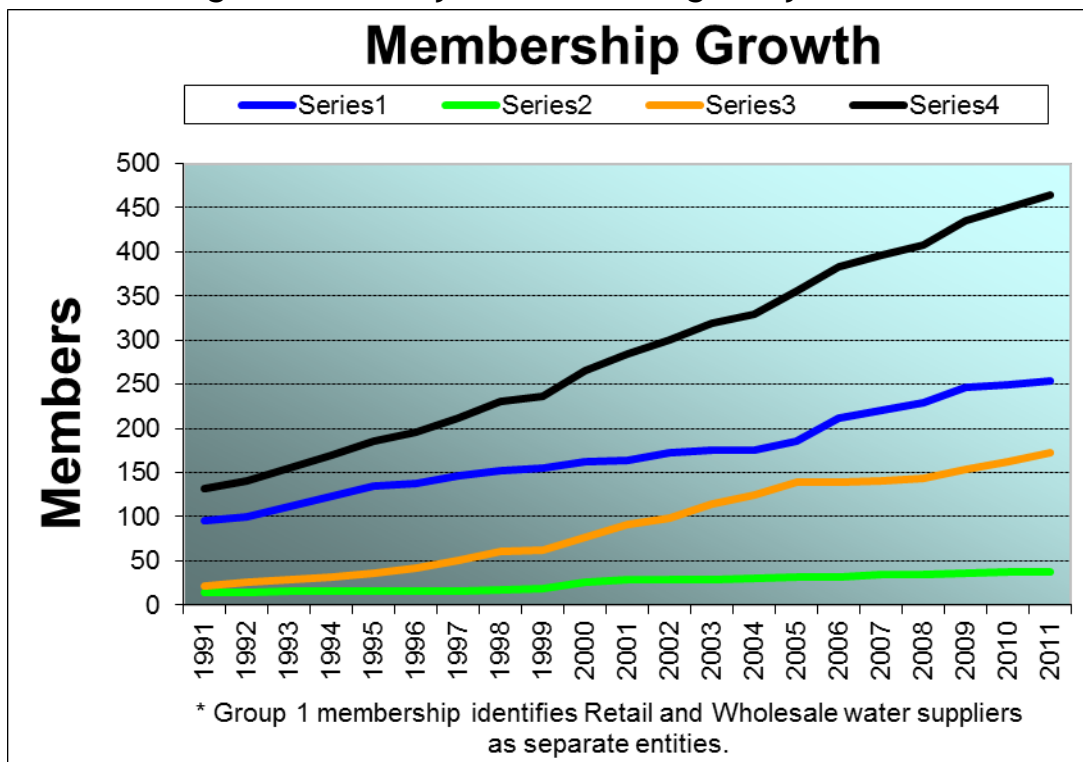
- (i) whose primary function is not the representation of trade, industrial or utility entities, and
- (ii) whose prime mission is the protection of the environment or who has a clear interest in advancing the BMP (Best Management Practices) process.”

Group 3: Other interested groups:

Defined as “Any other group that does not fall into one of the two groups above.” This includes consultants, product manufacturers, and government agencies that do not supply water.

In 2011, 14 new members joined the Council for a total of 464 signatories. Attachment A lists the signatories of the Council. Figure 2 shows annual signatory growth.

Figure 2: Year-by-Year Council Signatory Growth



Governance

The two main governance bodies of the Council are the Board of Directors (Executive Board) and the Plenary (membership). A list of the 2011 Officers and Board of Directors can be found in **Attachment B**. The Board and Plenary each meet four times a year. The other permanent committees are Finance/Governance, Membership, Education, Research and Evaluation, Commercial Industrial Institutional, Residential, Landscape, and Utility Operations.

The Council staff includes the Executive Director, Deputy Director, Executive Assistant/Membership, IT Solutions/Best Management Practices (BMP) Manager, Database Administrator, Program Manager, and Administrative Assistant. The Council also utilizes the expertise of consultants for additional technical advice, research and project management as needed. **Attachment C** contains the Council organization chart.

Council Finances

Attachment D contains the Year 2011 Council Budget, which was approved by the Plenary.

Revenues and expenditures for 2011 were \$1,999,641 and \$1,940,846 respectively. Dues revenue was \$949,211 which was primarily from member water agencies. More than 50 percent of the expenditures in 2011 were related to “pass-through” funding for statewide implementation programs, research, training and technical assistance for member water agencies. Actual general and administrative expenditures were \$264,815. The 2011 year-end balance sheet showed the Council had assets of \$1,441,292, down by \$236,863 from 2010.

Projects and Grant Funding

2007 Proposition 50 Grants

In 2011 the Council continued to work on three Proposition 50-funded programs awarded by the California Department of Water Resources (DWR) and the State Water Resources Control Board (SWRCB) in 2007.

Urban Water Use Efficiency Training: The Council provided numerous water efficiency workshops in 2011. These workshops are detailed in the Technical Assistance section below.

Evaluating New Technologies for Urban Water Use Efficiency: The goal of this project is to evaluate new technologies, products, and processes for their potential as statewide BMPs (PBMPs). In 2011 work began on evaluating dry vacuum pumps, coin-operated clothes washers, and grey water systems.

Urban Water Use Efficiency Technical Assistance Program: Ongoing assistance included BMP implementation, cost effectiveness analysis, landscape water efficiency, rates, and urban water management support (including upgrades to the BMP reporting database).

Proposition 50 Water Use Efficiency Grants

DWR awarded the Council four grants in 2005. These grants, totaling \$2.4 million, include the following projects:

Technical Assistance: The Council continued to provide water conservation technical assistance to water agencies, including assistance on products and testing, urban water management plans, training workshops, and BMP reporting guidance. (See Part III for technical assistance provided in 2011.)

One-Stop Rebate/Smart Rebates: The Council partners with water agencies to provide thousands of residential and commercial rebates for a variety of water saving devices, including high-efficiency washers, toilets, urinals, water brooms and medical x-ray processors. The program, called Smart Rebates, is aimed at small- to medium-size agencies whose administrative costs would otherwise be prohibitive to running an independent rebate program. There are both subsidized and unsubsidized programs. In the subsidized program, 50 percent of the rebate value is paid from grant funds and the remainder is paid by the participating water agency. In the unsubsidized program, 100 percent of the rebate value is paid by the water agency.



In 2011 the Council issued 3,360 rebates. Since the inception of the program in March 2007, 16,383 rebates have been issued with a total estimated water savings of 10,690 acre feet over the next ten years.

Cooling Tower Rebate: The Council has partnered with water agencies to improve the water efficiency of commercial cooling towers by offering rebates for sensors (conductivity meters). The program will include measuring water savings and cost-effectiveness and plans to issue 200 rebates. Since the Cooling Tower Rebate began, four rebates have been given.

Urban Drought Guidebook

In 2008, the Council, DWR, and the U.S. Bureau of Reclamation updated the *Urban Drought Guidebook* after reviewing 85 urban water supplier surveys and holding 11 workshops. The Guidebook became the template for a national drought manual, *Drought Preparedness and Response*, published by AWWA in 2011.

Senate Bill X7-7: 20x2020 Water Conservation Plan

SB X7-7 requires California's urban water agencies to achieve a 20 percent reduction in urban per capita water use by December 31, 2020. The Council helped DWR form an Urban Stakeholder Committee and a CII task force in 2010. In 2011 the Council worked closely with DWR on SB X7-7 compliance in several ways:

- The Council and the Urban Stakeholder Committee previously assisted DWR in developing GPCD (gallons per capita per day) methodologies (except for Method 4) and the report "Methodologies for Calculating Baseline and Compliance Urban Per Capita Water Use". Method 4 was designed to consider differences in climate and prior investment in BMPs, in addition to other factors such as CII water use. In 2011, equations for Method 4 were finalized, including a target method for calculating GPCD. The updated report was printed in 2011.
- A spreadsheet-based calculator, which uses the above methodologies (except Method 4), was designed to help urban retail water suppliers establish a 2020 water use target; the 2020 GPCD Target Calculator was finalized and released to Council members for use in their Urban Water Management Plans.
- DWR gave the Council a \$247,000 contract for CII work, including forming the CII task force to work on seven goals that will lead to the implementation of new best management practices for statewide water use savings from CII users. The task force began its work in earnest in April 2011, and completed a review of CII sectors and recommended water use efficiency standards by sector; developed metrics for evaluating CII water use; evaluated water demands from CII operations; identified the technical feasibility and costs of the alternative BMPs; and examined the infrastructure for delivering recycled water and the barriers to the increased use of recycled water. The main body of the work was completed in 2011. The task force and DWR will hold public workshops and complete the final review and production of the task force report in 2012.

GPCD Weather Normalization

The GPCD (gallons per capita per day) compliance policy committed the Council to develop a weather normalization methodology. This methodology assists agencies in using a consistent approach to dealing with the impact of wet versus dry and cool versus hot years on variations in annual water use as measured by GPCD. Previously, the Council did an analysis of ETo and rainfall data submitted by a subset of member agencies and created an initial weather normalization model for member agencies to use. In 2011, the Council updated the model by incorporating data from more agencies in warmer parts of the state to consider the impact of higher summer water use. The results of the analysis indicated changes to the model that provided varied coefficients for agencies with different summertime peaking factors. The final report was completed in 2011.

PART II: COUNCIL ACTIVITY ON BEST MANAGEMENT PRACTICES

BMP Reporting by Council Signatories

In 2000, the Council launched a database-backed online reporting system that allows signatories to enter BMP implementation data directly into the Council's website. Water agencies collect their program information on an annual basis, but normally report it biennially to the Council in even-numbered years. As mentioned above, due to the impact of the Urban Water Management Planning (UWMP) Act, however, agencies delayed reporting they would have done in 2010 until 2011.

For purposes of BMP reporting, each Group 1 signatory is defined as a single reporting unit, but there are exceptions. First, when a Group 1 water agency has multiple service areas, each service area becomes a separate reporting unit. Second, when a Group 1 water agency is both a wholesaler and retailer of water, each becomes a separate reporting unit.

Reporting units enter information on those BMPs that relate directly to the reporting units' responsibility. Retail reporting units report on all best management practices except the Wholesale Agency Assistance Programs (a sub-section of the Utility Operations Programs). **Table 2** compares BMP reporting requirements for retail and wholesale reporting units. It is important to note that although signing the MOU is voluntary, reporting is expected of all Group 1 signatories.

Table 2: Comparison of Retail and Wholesale BMP Reporting Requirements

Best Management Practice	Retail Reporting	Wholesale Reporting
1: Utility Operations Programs		
1.1 Operation Practices		
Conservation coordinator	Yes	Yes
Water waste prevention	Yes	
Wholesale Agency assistance programs		Yes
1.2 Water Loss Control	Yes	Yes
1.3 Metering with Commodity Rates for All New Connections and Retrofit of Existing Connections	Yes	
1.4 Retail Conservation Pricing	Yes	
2: Education Programs		
2.1 Public Information Programs	Yes	Yes
2.2 School Education Programs	Yes	Yes
3: Residential		
Residential Assistance Program	Yes	

	Landscape Water Survey	Yes	
	High-Efficiency Clothes Washers (HECW)	Yes	
	Water Sense Specification (WSS) toilets	Yes	
4:	Commercial, Industrial, and Institutional	Yes	
5:	Landscape	Yes	

BMP Reporting Results for 2009-2010

Attachment E lists the signatories that filed some or all of their FY 2009 and 2010 BMP reports. **Attachment F** lists the signatories that did **not** file BMP reports for 2009 or 2010 as of December 31, 2011. **Attachment G** presents summary reports on individual BMP data. Specific agency reports are public information and may be viewed at <http://dnn.cuwcc.org/WaterSuppliers/AgencyBMPReports2009-2010.aspx>.

There are several caveats to note. First, the reporting results summarized herein include only data formally submitted to the Council by MOU signatories. Thus, there is water agency urban conservation activity that is not included here. Second, the data compilations are based on self-reported data provided by the signatory water suppliers. *Although checked for errors, the data have not been verified as accurate by the Council.* The data have been aggregated for summary purposes.

BMP Data Highlights for 2009-2010

In 2010 there were 266 signatory Reporting Units in the BMP reporting database. The following information summarizes highlights of the urban water conservation activity undertaken by the MOU signatories which reported during this period:

- *74.1% of the Council reporting units required to report in 2011 submitted one or more of their BMP Reports (Attachment E).*
- *55 reporting units have not submitted reports for 2009 or 2010 as of September 30, 2011 (Attachment F).*
- *The urban water use reported by Council members decreased by roughly 1% between 2009 and 2010 (Figure 6).*

Figure 3 shows the signatory water use as a percentage of state urban water use. This figure uses 2008 data as more recent data for California urban water use was not available.

Figures 4a and 4b illustrate the percentage of Council member agencies submitting BMP reports by BMP for years 2009-2010. Appendix A contains the historical percentages of agencies who submitted BMP reports from 1999-2008. The BMPs prior to 2009 used a different numbering convention from those below.

Figures 5a and 5b show the percent of agencies in compliance with the Council MOU by BMP for years 2009-2010. Appendix A contains a chart showing the historical data for percent of agencies in compliance with the Council MOU by BMP for 1999-2008.

Figure 6 shows Council Signatory water use in 2009 and 2010.

Table 3 summarizes some of the conservation milestones achieved by Council member agencies.

Attachment F lists Signatory agencies that submitted some or all of the BMP Reports during the most recent reporting period.

Attachment G lists Signatory agencies that did not submit BMP Reports during the most recent reporting period.

Attachment H provides all the Signatory member BMP reports (agency data combined for each report) and the progress made for all BMPs, including water savings estimates for quantifiable BMPs.

Figure 3: Signatory Member Water Use as a Percentage of California Urban Water Use (2008)

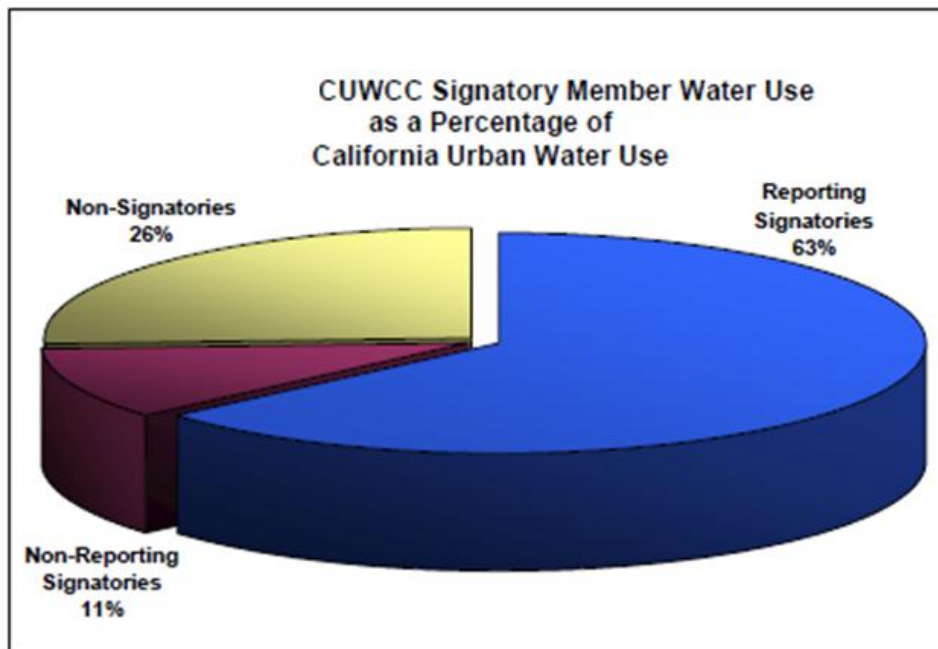


Figure 4a: Percentage of CUWCC Membership Filing Foundational BMP Reports 2009-2010

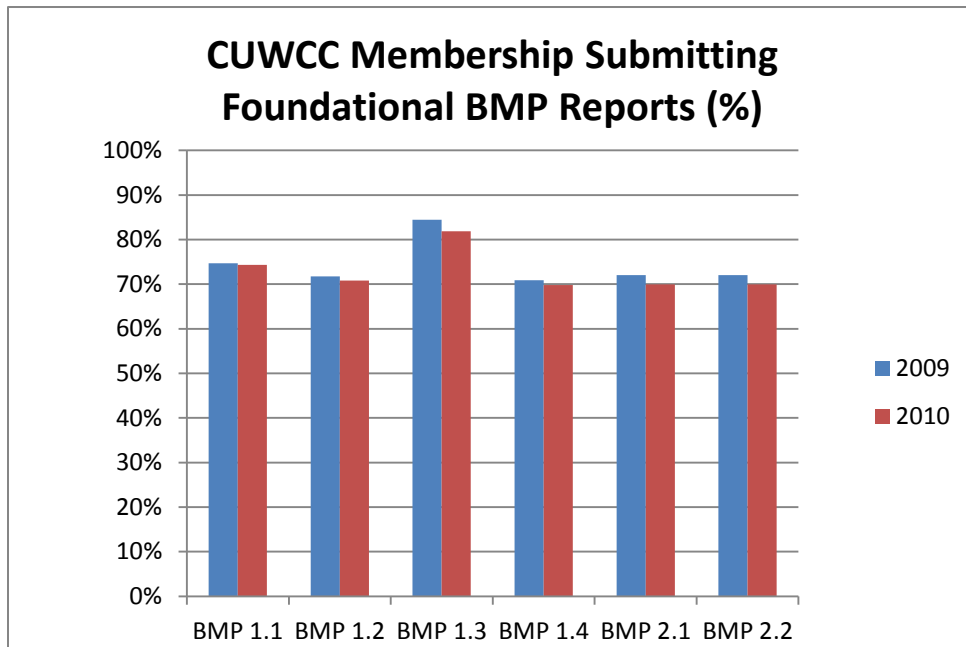
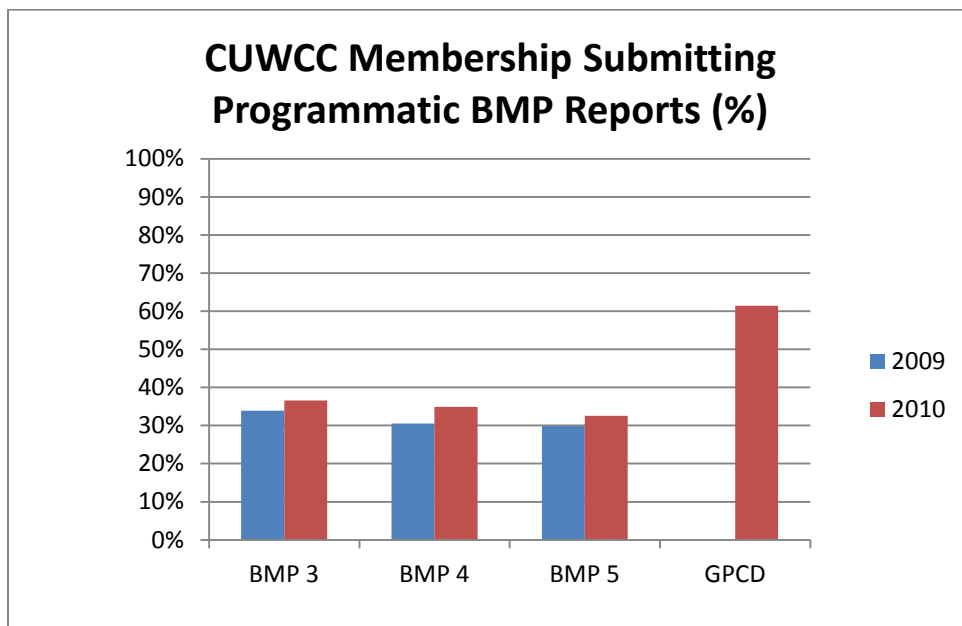


Figure 4b: Percentage of CUWCC Membership Filing Programmatic BMP Reports 2009-2010



* GPCD data is only available for 2010, as it is reported every 2 years. Since agencies can report on the programmatic BMPs in three ways, Traditional, FlexTrack, or GPCD, the total percent of agencies completing their Programmatic BMP requirements is actually 91-98%.

Figure 5a: Percentage of Reporting Units in Compliance with Foundational BMPs 2009-2010

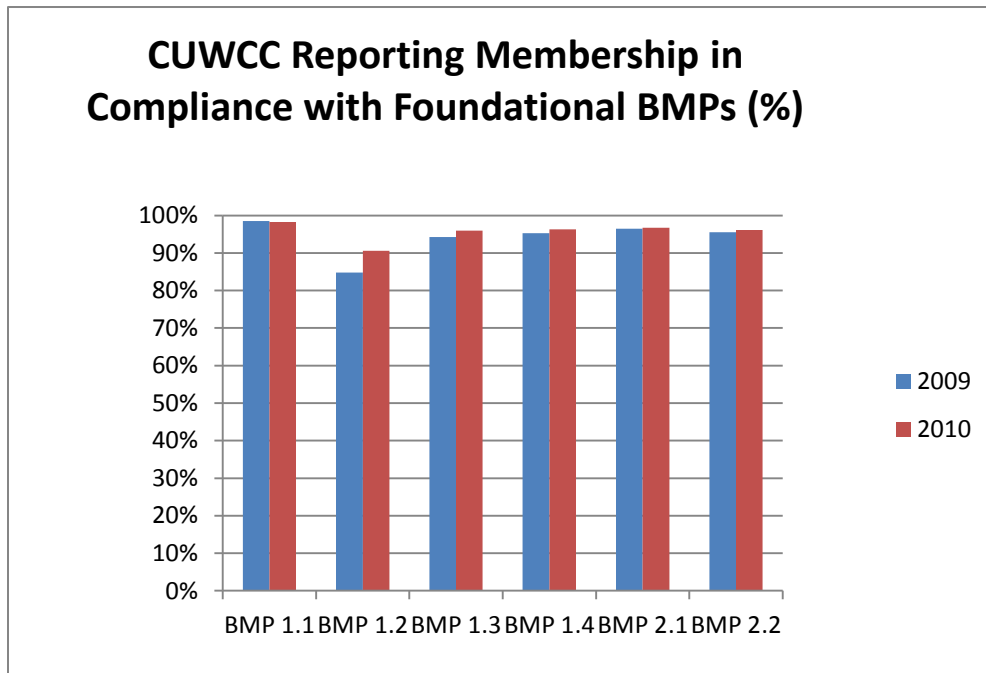
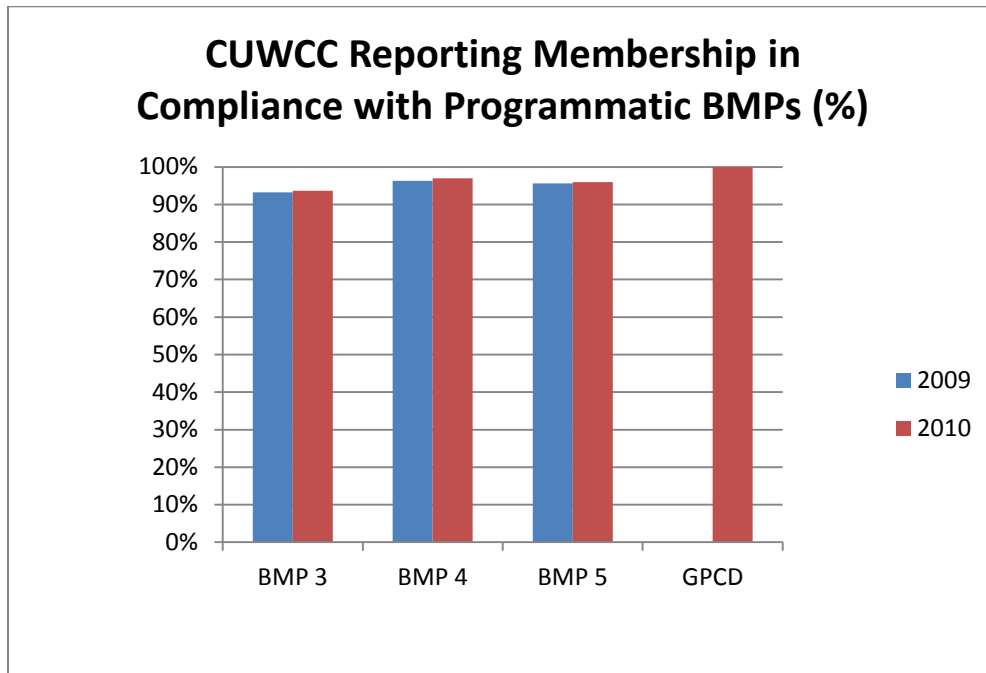


Figure 5b: Percentage of Reporting Units in Compliance with Programmatic BMPs 2009-2010



*GPCD data is only available for 2010, as it is reported every 2 years.

Figure 6: CUWCC Signatory Member Water Supply 2009 vs 2010

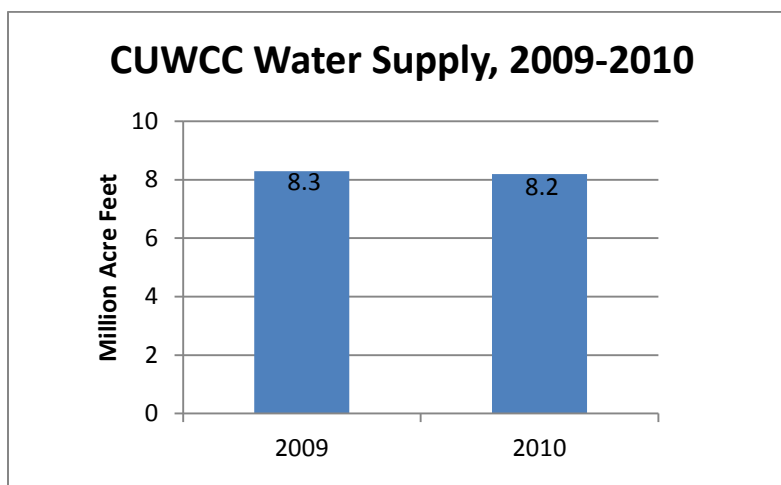


Table 3: Conservation Milestones

BMP	Report	2009 Reporting Year	2010 Reporting Year	Water Savings 2009-2010 (AF)
1.1	Total Number of Conservation Coordinator	218	231	
1.2	Miles Retail Distribution Pipes Surveyed for Leaks	1,775.10	6,961.40	
1.3	Average Number of CII Accounts Retrofitted with Dedicated Irrigation Meters	276.48	253.27	
1.4	Percent of Revenue Derived from Volumetric Rates	74.50%	74%	
2.1	Expenditures for Public Information Programs	\$ 11,808,850.00	\$ 11,879,649.00	
2.2	Expenditures for Public Information School Education Programs	\$ 7,887,958.00	\$ 9,001,969.00	
3	Single Family Leak Detection Survey Completed	10,058	9,956	5,857.88
	Multi Family Leak Detection Survey Completed	6,958	6,998	
	Single Family Landscape Survey Completed	73,892	75,982	
	Multi Family Landscape Survey Completed	1,910	1,523	
	Single Family Low Flow Sowerheads Distributed	19,357	18,894	
	Multi Family Low Flow Sowerheads Distributed	10,348	9,102	
	Number of HECW with Average water factor 5.0	29,220	29,451	
	WSS Toilets a 75% Market Saturation Achieved	10	14	
	Single Family number of WSS Toilets Install	16,896	14,382	
	Multi Family number of WSS Toilets Install	7,291	5,960	
4	Total Number of HE Toilets	7,156	6,982	1,249.95
	Total Number of HE Urinals (0.5 gpf)	168	157	
	Total Number of HE Urinals (0.125 gpf)	136	134	
	Total Number of Zero Consumption Urinals (0.0 gpf)	602	632	
	Total Number of HECW	625	645	
5	Number of Irrigation Accounts with Budgets	13,675	15,389	28,780.40
	Number of Financial Incentives	48,498	103,781	
	Number of Mixed Used and unMetered Accounts	62,891	98,208	

TOTAL WATER SAVINGS (AF)

35,888.23

* All information is self-reported by each agency and is not verified for accuracy. Individual agency reports are public information and may be viewed at <http://dnn.cuwcc.org/WaterSuppliers/AgencyBMPReports2009-2010.aspx>

BMP Exemption Policy

Signatory water suppliers are expected to make a good faith effort to implement the BMPs. However, the MOU has a provision for signatories to become exempt from implementation of specific BMPs when warranted. Suppliers are exempted if they show that a particular BMP is not cost-effective, that adequate funds are not available, or that the implementation of the BMP is not within the legal authority of the water supplier. Council staff reviews exemption submittals and indicates whether or not adequate documentation was included (this information is posted on the BMP Reporting online database), but the Council does not have the authority to approve or deny exemptions.

Between 1999 and 2011, a total of 728 exemption requests were filed with the Council. Examination of those submittals found:

- 446 of the exemption requests indicated that the BMP was not cost-effective.
- 236 requests cited budget problems.
- 38 requests cited legal issues.
- 274 of the total requests included inadequate or no supporting documentation.

BMP Modifications

The BMP 1.4 (Retail Conservation Pricing) revisions adopted in 2007 envisioned a review of the BMP within five years of adoption. Work began on refining and clarifying the BMP language in 2011. Input into the revision will be solicited from around the state. Additionally, research was done on metering and pricing in relation to BMP 1.4 and 1.3 (Metering with Commodity Rates for All New Connections and Retrofit of Existing Connections).

BMP Guidebooks

In 2011 guidebooks were drafted for the following BMPs: CII, public information, school education, utility operations and landscapes. The guidebooks will be edited and posted online in 2012.

BMP Cost Effectiveness Tool

The Council produced an updated Cost Effectiveness Tool, which was revised to reflect the 2008 BMP reorganization. The tool incorporates all three (traditional, flex track & GPCD) methods of evaluating the water savings potential and cost effectiveness of agencies' programs and even provides a method comparison. The tool was made available on the Council's website as a member's benefit.

BMP Reporting System Updates

The 2008 revisions to the Council's MOU and BMPs necessitated upgrades to the BMP database and online user interface. In 2011 the Council continued to revise the reporting database by providing fillable forms that allow users to enter data on their computers, save their work and return to complete the forms at any time. This process allows noticeably faster production of coverage reports. Additionally, the BMP

reporting Frequently Asked Questions (FAQs) were updated and historical BMP data were imported. BMP reporting workshops were done in 2011; see the Technical Assistance section below.

PART III: TECHNICAL ASSISTANCE

In addition to specific work on Best Management Practices, the Council provides general technical assistance to members and the public.

Technical Support to Water Providers' Conservation Programs

As an integral part of its member services portfolio, the Council assists its water provider members with technical support. This includes response to their program issues and questions, research relating to those programs, and assistance in choosing areas of program focus. In addition, much of the same advice is available free-of-charge to non-members (e.g., design professionals, developers, consumers, etc.) through the Council's website. The Council contracted with indoor water use expert John Koeller to work on studies of high efficiency toilets (HETs). Marsha Prillwitz continued to support members in outdoor water use efficiency efforts.

Green Building Initiatives

The Council continued its commitment to supporting existing and proposed new green building guidelines and specifications by recommending water efficiency thresholds for a full range of residential and non-residential applications. The Council monitors green building codes and standards as they evolve and provides comparison matrices to its members and others. These matrices enable water efficiency practitioners, design professionals, legislators, and others to review and implement new regulatory initiatives, design practices, and best management practices.

Technical Assistance Consultants

The Council maintains a list of approved water conservation consultants for members in the Technical Resources area of its website. Consultants are classified both by their area of expertise and by their expertise for specific BMPs. This provides a service to signatories who have access to a list of pre-qualified consultants who can help plan, design, implement and evaluate best management practices.

Legislative Support

The Council advised staff at the State Capitol on potential legislation promoting water conservation.

Toilet Fixture Efficiency

The Council continued to post Maximum Performance (MaP) testing reports for toilet fixtures on its website. The current MaP testing report, available to members, provides performance information on over a thousand different toilet fixture models.

BMP reporting Workshop

125 people total attended BMP reporting workshops in Sacramento, Santa Rosa, Oakland, Beverly Hills, Chino, San Diego, Vallecito and Otay. The workshops provided background on the MOU and the reporting database and discussed traditional and flex

track options, how to meet coverage requirements, the GPCD tool and how to complete the interactive BMP reports.

Water Conservation Coordinator Grade 2 Training

The Council offered two-day water conservation training workshops in Oxnard & Santa Rosa. This workshop prepared attendees for the AWWA Water Conservation Practitioner Certification Exam, Grade two. Workshop topics covered program design, California reporting requirements, water shortage contingency plans and CUWCC BMPs. 28 people attended the workshops in total.

Updated Cost Effectiveness Tools Workshop

This training addressed changes in the Memorandum of Understanding (MOU) compliance options using the newly-updated Cost Effectiveness Analysis (CEA) tool. Covered subjects included a comparison of the programmatic BMP, flex track and GPCD compliance options; how to develop a business case for conservation based on the costs and water savings for a one-year “return on investment” from implementation of a conservation activity; and compliance with Exhibit 3 of the MOU. 33 people attended in Chino and San Jose.

Automatic Meter Reading & Advanced Metering Infrastructure Workshop

This workshop in West Sacramento covered the basics of Advanced Metering Infrastructure technology and its relevance to water use efficiency, economic considerations, and practical advice from utility and industry representatives. 92 people attended.

Water Loss Control Workshop

Two-day workshops were held on BMP 1.2 Water Loss Control in Kerman, Pittsburg, Sylmar and La Mesa. The workshops covered BMP 1.2 requirements and documenting and reporting efforts as well as AWWA Water Balance and hands-on leak detection training and sonic sounding correlation techniques. 70 people attended in total.

Landscape Water Conservation Workshop

This Fountain Valley workshop illustrated how water suppliers and land use planning agencies can coordinate with landscape architects and contractors to make the most of a landscape water conservation program. Over two days attendees learned about basic soil-plant-water relationships, basic principles of landscape water conservation and the important elements of local ordinances and how they meet the California Model Water Efficient Landscape Ordinance (MWELO) Standard, as well as links between MWELO and the Council's BMPs.

Advanced Metering Infrastructure (AMI) Symposium

This symposium in West Sacramento educated attendees on the basics of AMI technology and how AMI relates to water use. The savings and benefits were covered as well as how AMI is used in practice. 92 people participated.

Virtual Water Saver Home Website



The Council maintains the Water Saver Home (www.h2ouse.org) website - a user-friendly site for consumers to learn how they can reduce their water use in and around the home. The site includes a home tour that gives visitors detailed water-saving tips and product information for specific areas in the home. The resources section includes instructions on how to read a water meter and a glossary of key terms. Additionally, information on the Council's Smart from the Start program provides user-friendly tools and landscape templates to assist new homeowners and developers design and install beautiful, water-smart landscapes.

Council Website

The Council continued to update its website (www.cuwcc.org) in the following areas:

- *Home*: Information updates about the following topics: GPCD weather normalization study, workshops, and BMP 1.3. and BMP 1.4 surveys.
- *BMP Reporting*: Fillable forms (allowing users to enter data on their computers, save their work and return to complete the forms at any time) were added. Additionally, the BMP reporting Frequently Asked Questions were updated and historical BMP data were imported. Posting of PDF forms for 2009-2010 reporting including spreadsheet tools and supporting documentation for BMPs. Plus, a quarterly newsletter to Council signatories about topics related to BMP reporting.
- *Resource Center*:
 - *Product Information*: Provides news and information on products and technologies, recent technical studies, and product standards and specifications.
 - *Publications*: New resources were made available for online review, download, and purchase.
 - *Water Conservation Need to Know*: weekly summaries of water management-related news and links to source articles were added to the website in 2011. While the main focus was on California, developments of national and international importance were also included.
 - *Smart Rebates*: Information was posted on this Council-managed program which assists small water utilities in providing water-efficient device rebates to their customers.
 - *Memorandum of Understanding (MOU) and Best Management Practices (BMPs)*: This section was updated in 2010 to reflect the MOU language revisions. On-going updates were made for BMP Tools and information about implementation and workshops.
- *Committees*: Agenda, minutes and handout postings from all Council Committee meetings.

- *CII Task Force*: Agenda, minutes and handout postings including draft document management.
- *Calendar*: A frequently-updated listing of Council meetings and water conservation events.
- *News*: Information on the latest happenings in the conservation industry was posted. Additional updated resources include job opportunities, Requests for Proposals, and a legislative watch.

WaterSense - Federal Water Labeling Program

The Council is a partner of the US Environmental Protection Agency's WaterSense program, a national water labeling program for appliances and plumbing fixtures. The Council's Executive Director continued to serve as a member of the WaterSense and Water Efficient Products committee (WSWEP) in 2011. Through this partnership the Council assisted with reviewing and revising the WaterSense product labeling certification system, which helped better represent the number of WaterSense products available and increased the comparability with the ENERGY STAR labeling. The partnership also assisted with the release of a weather-based irrigation controller specification in November 2011.



PART IV: GENERAL OUTREACH

In 2011, the Council's Executive Director represented the Council in the following capacities:

- American Water Works Association (AWWA) Water Conservation Division, Chair of Planning, Evaluation and Research Committee
- Leader of AWWA Drought Manual Editing Board
- EPA WaterSense and Water Efficient Products committee member
- DWR's SB X7-7 Urban Stakeholder Committee Co-chair

Additionally the Executive Director was a speaker or presenter to the following groups and events:

- Bay Area Water Conservation Coordinators
- Metropolitan Water District of Southern California
- PG&E
- SCWC
- Urban Water Institute, Inc.
- The Water Energy Team of the Climate Action Team (WETCAT)
- WaterSmart Innovations Conference
- California Irrigation Institute
- Central Basin Municipal Water District
- AWWA Sustainable Water Sources Conference
- State Water Plan Advisory Committee
- California Water Energy Coalition
- AWWA drought webinar

Excellence Awards

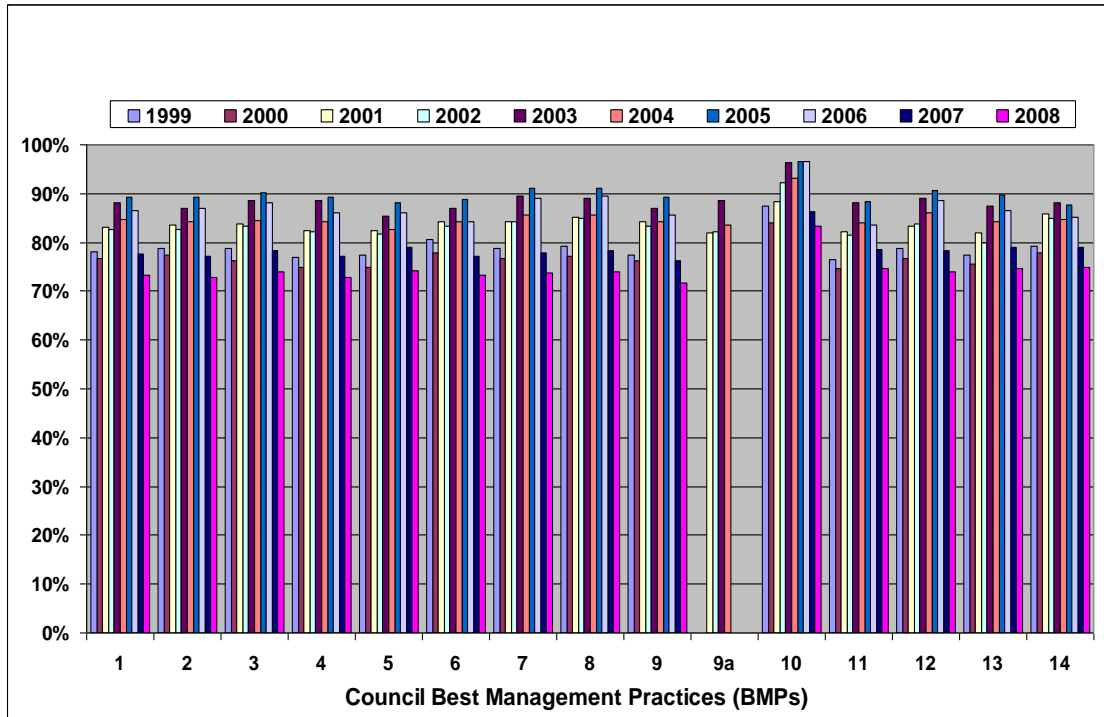
The Council awarded its annual Excellence awards in memory of several outstanding water conservation leaders. The Michael Moynahan Award for Statewide Innovations was presented to Larry Farwell, who has been an advocate for water conservation at the local, state, federal and international levels for 26 years.

The Llana Sherman Award for Local Innovations was presented to Francine Kennedy for her contributions to conservation, particularly in Orange County where her leadership has had a sizeable impact on the County's extensive conservation efforts.

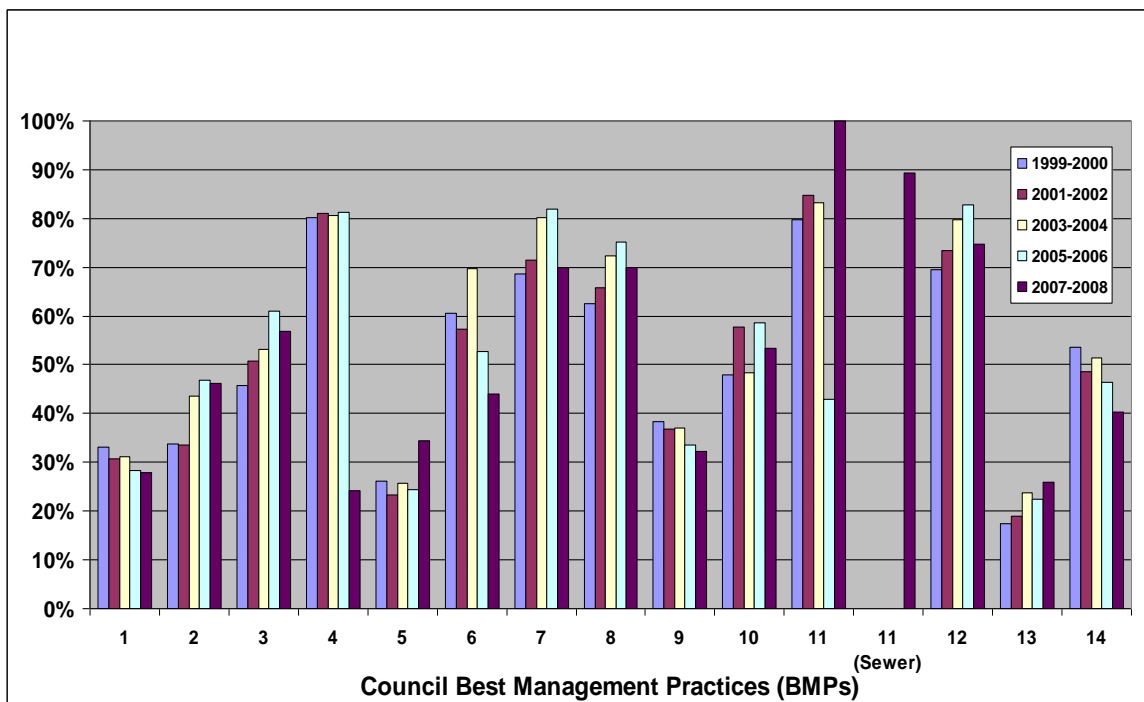
Appendix A

The numbering convention for BMPs from 1999 to 2008 included 14 BMPs that correspond to the demand management measures listed in California Water Code section 10631. The historical data is shown in the following two charts.

Percentage of CUWCC Membership Filing BMP Reports 1999-2008



Percentage of Reporting Units in Compliance with BMPs 1999-2008



*Evaluation for compliance is done every two years. All information is self-reported and not verified.