



CALIFORNIA WATER ASSOCIATION

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MESSAGE FROM THE PRESIDENT

The past month has seen California's investor-owned water companies engaged in a variety of activities, most notably the continued management of the severe drought in California, the turning back of a government takeover attempt in Monterey, the completion of a well-attended and highly successful Spring Conference in Sacramento, and participation in many important industry events. To top it all, during the last month, several of California Water Association (CWA) member companies received recognition for workplace and workforce development.

June's edition of On Tap includes the following articles:

- California American Water Uses Support of Elected Officials and Customer Experience to Defeat Takeover Attempt of the Company's Monterey Peninsula System
- Park Water Company Holds Conservation Celebration
- CWA's Spring Conference Explores the Challenges in Securing California's Water Future
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- CWA Member Companies Present Successful Conservation Programs at AWWA National Conference

To view *On Tap* in PDF format, [click here](#), or access the online version on CWA's website at www.calwaterassn.com.

Sincerely,

R.W. Nicholson
San Gabriel Valley Water Company
2013-2014 CWA President

QUESTIONS?

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Water Association news:



MEMBER SPOTLIGHT

CALIFORNIA AMERICAN WATER USES SUPPORT OF ELECTED OFFICIALS AND CUSTOMER EXPERIENCE TO DEFEAT TAKEOVER ATTEMPT OF THE COMPANY'S MONTEREY PENINSULA SYSTEM



With the final votes tallied, 55 percent of residents voting on June 3rd defeated Measure O, which sought a government condemnation and takeover of California American Water's (CAW) Monterey Peninsula water system. Cited as the most contentious item on the June ballot, the initiative would have required the Monterey Peninsula Water Management District to adopt a policy that all water systems in its boundaries be government owned. The District also would have been required to conduct a feasibility study and develop an acquisition plan at a cost to residents of between \$400,000 and \$600,000.

CAW has maintained for years that the system is not for sale and it would oppose a government-sponsored eminent domain

proceeding to condemn the property and take it through a forced sale. CAW implemented an aggressive local grassroots coalition-building and media campaign to thwart the passage of Measure O, the third unsuccessful attempt at a government takeover in less than a decade. The multi-faceted campaign was bolstered by the efforts of elected and appointed officials, neighboring customers who are living with the consequences of a government takeover, students, business leaders and others.

The campaign culminated with significant opposition to the takeover, including all six mayors on the Peninsula's regional water authority (Monterey, Pacific Grove, Seaside, Carmel, Del Rey Oaks and Sand City), U.S. Congressman Sam Farr, the Monterey County Board of Supervisors, 11 of the county's 12 mayors and several local businesses and Carmel River environmental protection organizations. As the pre-election educational effort on the downside risks proceeded, polls indicated initial support for Measure O had eroded to a two- to three-point edge for the opponents by Election Day.

"No on O" supporters contended the initiative would have jeopardized CAW's proposed water projects for the region, which includes a desalination plant, water storage facilities and recycled water infrastructure. The water project is designed to enable CAW to comply with a State Water Board deadline requiring CAW to significantly decrease its reliance on the Carmel River and secure a sustainable future water supply for its customers.

In an article in *The Carmel Pine Cone*, "No on O" spokesman Carlos Ramos said, "The voters have spoken, and Measure O's failure is a huge step forward in securing an alternative water project for the Peninsula. We feel comfortable that Measure O's defeat shows the state and the community that we have something; we have a water plan. Now, let's keep moving forward so we can get that water solution under way."

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MEMBER SPOTLIGHT

CALIFORNIA AMERICAN WATER USES SUPPORT OF ELECTED OFFICIALS AND CUSTOMER EXPERIENCE TO DEFEAT TAKEOVER ATTEMPT OF THE COMPANY'S MONTEREY PENINSULA SYSTEM...CONTINUED

Ron Cohen, managing director of PublicWaterNow.org, the “Yes on Measure O” campaign, warned of another possible takeover effort in *The Carmel Pine Cone* article, and the group vowed on Facebook to “vote out” the six Peninsula mayors, the four Monterey County Supervisors and Congressman Sam Farr. However, Cohen also conceded that he and other Measure O backers would lend their support to CAW’s proposed desalination plant.

Voters in favor of Measure O faulted CAW for rising water rates and maintained that a government takeover would keep costs in check. However, the “No on O” supporters pointed to the community of Felton, which passed a similar measure in 2005, moved forward with a condemnation proceeding and, through the San Lorenzo Valley Water District (SLVWD), purchased CAW’s water system for \$11 million in 2008.

Like CAW, SLVWD has encountered the formidable financial realities of operating a drinking water system, and like most water utilities and agencies in the state, has been compelled to increase rates significantly. This result was highlighted in a warning from a Felton resident in a television commercial that ran extensively on local television in the weeks leading up to Election Day.

Beth Hollenbeck, a teacher in Felton who was featured in the television commercial, issued this warning to Monterey Peninsula voters in a May 2014 article in *The Salinas Californian*, “In 2005, we voted for a public takeover of the water system just like what you are considering with Measure O. If I knew then what I know now, I wouldn’t have voted for it. Rates are up 60 percent, and I’m paying \$13,980 more in property tax to pay off buying out the water company.” 🇺🇸

The image is a composite graphic. The top row features three headshots of men. Below them is a blue banner with white text that reads "All six Monterey Peninsula mayors oppose Measure O". Underneath the banner is a yellow arrow pointing right with the text "LEARN WHY YOU SHOULD TOO". To the right of the banner is a black box with white and yellow text that reads "NO ON O" in large letters, followed by "It's a Risk We Cannot Afford" and the website "riskwecannotafford.com". The bottom row features three more headshots of men. At the very bottom, in small white text on a black background, it says "Paid for by A Risk We Cannot Afford Committee, VOTE NO ON O, sponsor and top contributor: California American Water (water provider)".

MEMBER SPOTLIGHT

PARK WATER COMPANY HOLDS CONSERVATION CELEBRATION

On May 10, Park Water Company (PWC) hosted an inaugural event in Downey, California, which included the unveiling of a conservation garden and featured tours of a beautiful, low-maintenance, water-wise garden. Recognizing a lush green lawn can account for approximately half of a home's water use, PWC provided attendees with numerous opportunities to explore and learn more about conservation practices. Additionally, individuals had the opportunity to ask questions of Barbara Paul Landscape Designs, the garden's landscape designer, on how to maintain a water-friendly paradise during the drought.



Throughout the celebration, PWC offered workshops for attendees to learn about water saving ideas and the steps to starting a conservation garden. Individuals also learned about outdoor water irrigation and sustainable recycling practices. To encourage water efficiency and sustainable practices, the first 100 attendees received a complimentary gardening kit. And, attendees participated in drawings and prize opportunities that included drought-tolerant plants for starting a conservation garden, a grand prize of a \$500 gift card to Home Depot and more.

The event was supported through gold sponsorships from Barbara Paul Landscape Designs, EcoTech Services and Southern California Gas Company and silver sponsorships from Central Basin Municipal Water District, Downey Area Recycling and Transfer Facility, Sanitation Districts of Los Angeles County and Water Replenishment District. 



THE QUALITY & SERVICE FOCUS

CWA'S SPRING CONFERENCE EXPLORES THE CHALLENGES IN SECURING CALIFORNIA'S WATER FUTURE

Elected and appointed officials in the Legislature and state agencies joined CWA members on May 20 in Sacramento at California Water Association's (CWA) annual spring conference to explore the many avenues ahead for the state in choosing the path to water security in the years ahead. Working under the conference theme, "Mission Possible: Securing California's Water Future," the speakers addressed a myriad of topics, including the water bond legislation, the Governor's Water Action Plan, how water purveyors are managing the drought, the extraordinary reliance on groundwater during the drought, and the transfer of the state's Drinking Water Program to the State Water Resources Control Board.

Other topical issues featured at the conference were the latest on the new state regulatory standard for hexavalent chromium, the challenges associated with helping low-income customers with their water bills, and the prominence of water in the 2014 legislative session.

Morning Program

Anthony Rendon (D-South Gate), chair of the Assembly Water, Parks & Wildlife Committee, opened the conference with a personal reminiscence of his journey in becoming the point person in the California Assembly on the ever-contentious water issues in the legislature. He reviewed the months-long statewide meetings with the Assembly's Water Bond Working Group and their constituents, which resulted in significant revisions to the original 2009 water bond ballot measure, leading up to his Assembly Bill 1331, which had become the lead legislative vehicle for consideration on the fall 2014 ballot.



Felicia Marcus, Chair of the State Water Resources Control Board

Felicia Marcus, Chair of the State Water Resources Control Board (State Board), was the featured luncheon speaker, and she covered a wide range of topics, including implementation of Governor Brown's April 25 Executive Order, which called on state agencies like the State Board to redouble their actions to mitigate the effects of the drought. Board Chair Marcus also gave the audience her perspective of the current efforts to strengthen groundwater management in California, as well as the pending transfer of the Drinking Water Program to the State Board on July 1.

With the current drought well into its third year, water utilities statewide are in the midst of implementing their water shortage contingency plans. Conference Program Chair Larry Morales, Vice President & General Manager of East Pasadena Water Company, moderated a panel on how water purveyors are managing the drought in their service areas. Rami Kahlon, Director of the Division of Water & Audits for the California Public Utilities Commission (CPUC), covered the work of the Governor's Drought Task Force, of which he has been a member, as well as the CPUC's own efforts on behalf of the state's regulated water companies. Of particular note was the CPUC's February 27 approval of the revised tariff condition, Rule 14.1, and order requiring activation of voluntary conservation plans.

Joining Kahlon and Morales on the panel was Ken Jenkins, Conservation Manager of California Water Service Company, Bob Shaver, Assistant General Manager of Alameda County Water District, and Dana Frieauf, Acting Water Resources Manager of the San Diego County Water Authority. The audience learned first-hand the specific drought conditions under which these three utilities are operating, the particulars of their drought management plans, and their outreach programs to their customers. All are working to comply with Governor Brown's two emergency proclamations in January and April calling for a statewide voluntary reduction in water consumption of 20 percent by urban water customers.

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THE QUALITY & SERVICE FOCUS

CWA'S SPRING CONFERENCE EXPLORES THE CHALLENGES IN SECURING CALIFORNIA'S WATER FUTURE...CONTINUED



Ken Jenkins, Conservation Manager of California Water Service Company

Kamyar Guivetchi, California Department of Water Resources Manager of Statewide Integrated Water Management, brought the conference attendees up to date on the just-completed California Water Plan Update 2013 and the Governor's Water Action Plan, released in January 2014. The latter is a five-year effort designed to achieve three broad goals – supply reliability for farms and communities, restoration of important habitat and species, and more resilient and sustainably managed water systems, including supply, water quality, flood protection and ecosystems. He explained how the 10 action items in the Governor's plan dovetailed with the 30 resource management strategies in the longer-term Water Plan Update.

The state's reliance on groundwater during the drought has risen – from a normal share of 38 percent of demand to the current share of 60-plus percent – and this increased reliance has prompted interest in new groundwater legislation. Maurice Hall, Director of the California Water program for The Nature Conservancy, and he treated the conference attendees to a tutorial on what effective groundwater management is all about. He indicated that proactive groundwater management is essential to: avoid overdraft; avoid seawater intrusion; protect surface water supplies; protect stream flows for fish; protect drinking water quality; support riparian habitat; facilitate conjunctive use; support groundwater storage; and allow true integrated water management. Hall emphasized the Conservancy's guiding principle for its water work: "Water Supply for Nature is Most Dependable if Needs of our Communities, Cities and Farms are Stable and Reliable."

Afternoon Program

Dawn White, Water Quality Manager for Golden State Water Company, and Tarrah Henrie, Manager of Water Quality for California Water Service Company, gave the latest on the new regulation, or Maximum Contaminant Level (MCL), for the incidence of hexavalent chromium (Cr-6) in California's drinking water. The new MCL, 10 parts per billion, or 10 micrograms per liter (ug/L), goes into effect on July 1, 2014, and affected water utilities are busy now with implementing their compliance programs.

Henrie showed the regions of the state that will be most affected and described the treatment options selected for Cal Water's Willows District in northern California, which has seven active wells with an average concentration level of 16 ug/L. This district, which serves about 7,000 people, is looking at a capital investment of \$8 to \$17 million (depending on the number of wells treated; all seven may not be treated immediately) for the Strong Base Anion Exchange treatment option, and annual operating expenses, ranging from \$254,000 to \$360,000 (again, depending on the number of wells treated). The company has been aggressively seeking ways to reduce the dramatic increases expected on customers' monthly water bills and is working with the state and the California PUC on ways to mitigate the impact on their customers.

CWA was pleased to have Corine Li, Manager of the Drinking Water Office for Region 9 of the U.S. Environmental Protection Agency (USEPA). She reviewed USEPA's health risk assessments since 1991 on Cr-6, including the most recent National Toxicology Program studies from 2005-07, noting that physical changes in rats and mice tested through oral exposure began occurring at the 20 ug/L levels. Li also said the most recent peer-reviewed USEPA health risk assessment from 2011 had been withdrawn due to new information received and that it's not clear when a new assessment will be released. Because USEPA will have to complete a new health risk assessment on Cr-6, she said it will be some time before a national standard for Cr-6 is established.

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THE QUALITY & SERVICE FOCUS

CWA'S SPRING CONFERENCE EXPLORES THE CHALLENGES IN SECURING CALIFORNIA'S WATER FUTURE...CONTINUED

Helping Low Income Customers Pay Water Bill

In 2014, during the Senate Rules Committee confirmation hearing for CPUC Commissioner Carla Peterman, State Water Board members Doreen D'Adamo, Tam Doduc and Fran Spivey-Weber, Senator Ricardo Lara asked all four of them a series of questions on what the state should do to assist low-income/disadvantaged water customers. Likewise in 2014, Assemblymember Mariko Yamada introduced AB 1434, which would require the Department of Community Services to develop a plan for the funding and implementation of a Low-Income Water Rate Assistance Program that would, among other things, require water service providers in the state to provide discounts or subsidies for eligible low-income residential water ratepayers who enroll in the program.

All of these examples demonstrate that assistance and subsidies for low-income customers is no longer confined to the CPUC and its regulated energy and water utilities, but that this policy is becoming firmly institutionalized in statewide water policy. The question, of course, is to ascertain the best public policy approaches to financing these subsidies, and that was the purpose of a panel moderated CWA Executive Director Jack Hawks.

Panel members Laurel Firestone, Co-Director of the Community Water Center, Katrina Jessoe, Assistant Professor of Agriculture and Resource Economics at the University of California, Davis, Ortensia Lopez, Executive Director of El Concilio of San Mateo County, and Dave Stephenson, Director of Rates for California American Water, all shared their perspectives on how state policy with respect to low-income assistance should evolve. In particular, they explored the ramifications of how these customer subsidies should be financed – by other ratepayers or by the taxpayer.

Water: Front and Center in the 2014 Water Legislative Session

The Spring Conference closed with its traditional panel of legislative experts opining on the prospects of pending water legislation. This year, CWA was honored to have the session open with remarks from Assemblymember Henry Perea (D-Fresno), who has been a leader in water legislation in recent years. He shared his thoughts on how the state is managing the current drought, and how the Legislature is working to mitigate the adverse consequences for those customers and communities most affected by the dry conditions. Assemblymember Perea summarized several of his current bills dealing with these issues, including his water bond bill, AB 2686 (which after the conference, moved to the forefront of the bond legislation being considered).

Meg Catzen-Brown, Senior Policy Advisor at Nossaman LLP, moderated the panel, which consisted of Jennifer Capitolo, CWA's Legislative Advocate, also of Nossaman LLP; Kathleen Cole, Executive Legislative Representative of the Metropolitan Water District of Southern California; Wendy Ridderbusch, Director of State Relations for the Association of California Water Agencies; and Jennifer West, Director for Water at the California Municipal Utilities Association. Ridderbusch covered the pending groundwater and recently enacted drought assistance legislation, while Capitolo reviewed the budget trailer bills associated with water, especially the legislation on a more realistic timetable for compliance with the new Cr-6 MCL, and Assemblymember Yamada's AB 1434 dealing with low income customer subsidies.

West explained the legislative details of the Drinking Water Program transfer from the Department of Public Health to the State Water Board, plus the group of water-use efficiency and Urban Water Management Plan bills working their way through the legislative process. Cole reviewed the water bond bills still active, explaining the different allocation amounts between the various bills. She also explained what had to happen legislatively for one of the water bonds to appear on the fall ballot.

The conference closed with a special celebration for Catzen-Brown, hosted by former State Senator Bill Emmerson, who is now Senior Vice President of the California Hospital Association. Catzen-Brown, who has been CWA's principal legislative advocate since the beginning of 1988, and who has presided over numerous legislative successes CWA throughout that time, is retiring at the end of 2014.

Presentations can be found at calwaterassn.com. 

LEGISLATIVE AND REGULATORY UPDATE

CWA REQUESTS EXTENSION OF PUBLIC PROCESS FOR DEVELOPING NEW PERMIT ON POTABLE WATER DISCHARGES

The In a June 16 letter to State Water Resources Control Board (State Board) Executive Director Tom Howard, California Water Association (CWA) joined numerous water associations and individual water agencies and utilities in requesting an extension of the public comment period and an additional opportunity for input by the regulated water community regarding the State Board's Draft Statewide National Pollutant Discharge elimination System Permit for Drinking Water Systems Discharges, released for public comment on June 6, 2014. The public comments were due on July 8, and the State Board originally scheduled a public hearing on July 15 and final approval of the permit for August 5.

In its letter, CWA said it was concerned that the current public process fails to substantively comply with applicable notice requirements and fails to provide stakeholders with a meaningful opportunity to work with the State Board staff to resolve policy and operating issues created by the Draft Permit. CWA also was concerned that the Draft Permit issued did not contain an essential attachment (Attachment G) dealing with Total Maximum Daily Loads and Waste Load Allocations to Water Purveyors that is critical to fully understanding the manner in which the permit will be implemented. Given these deficiencies, CWA requested the State Board:

1. Hold one or more additional staff/stakeholder workshops;
2. Direct staff to develop a revised Draft Permit for a 45-day comment period following the issuance of Attachment G and the last workshop;
3. Extend the comment deadline accordingly, from July 8; and
4. Postpone and reschedule the July 15 public hearing and August 5 approval date.

On June 20, the State Board agreed to these requests, scheduling workshops for early and mid-July, extending the public comment period until August 5, and the adoption meeting until September 19. 🌍



POINTS OF INTEREST

CALIFORNIA AMERICAN WATER PARTNERS WITH AWWA CAL-NEVADA SECTION IN HOSTING 'WHOLE WATER CONFERENCE'

Dr. Glen MacDonald, Director of the UCLA Institute of the Environment and Sustainability and an international expert on drought, delivered the opening keynote address at the [Whole Water Conference](#), June 24-26 in Monterey, California. The conference, hosted by the California-Nevada Section of the American Water Works Association, and co-sponsored in part by California American Water, consisted of three daily tracks for attendees, dealing with Urban Water Management Plans, drought management and response, long-term financing, ecosystem restoration, integrated water resource planning, recycled water, conservation and advanced metering, desalination and groundwater management, among other topical issues.

MacDonald, known for his research on climatic and environmental changes and their impact on ecosystems and human populations, opened the conference with a speech titled, "Current Drought, Early 21st Century Drought, and California's Water Future." He was followed by California Secretary of Natural Resources John Laird, who brought the audience up to date on the Brown Administration's multi-faceted drought management activities.

Paul R. Brown, co-author of *Water Centric Sustainable Communities* (2010), discussed lessons learned from a career in water planning, and he moderated a panel of water agency leaders discussing local approaches to sustainable water resources. The panelists included Celeste Cantú, Executive Director of the Santa Ana Watershed Project Authority; Ane Deister, Vice President, Parsons Environmental and Infrastructure; and Dave Stoldt, General Manager of the Monterey Peninsula Water Management District.




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POINTS OF INTEREST

**CALIFORNIA AMERICAN WATER PARTNERS
WITH AWWA CAL-NEVADA SECTION IN HOSTING
'WHOLE WATER CONFERENCE'...CONTINUED**

Frances Spivy-Weber, Vice-Chair of the State Water Resources Control Board, delivered the luncheon address on June 24, emphasizing how the bureaucratic divisions in California between safe drinking water, clean water, surface water, groundwater and recycled water are diminishing, not only from a policy standpoint, but operational, as well. Sandy Lydon, Historian Emeritus, gave a highly entertaining luncheon address the second day titled, "High and Dry: how Monterey Got Stuck in History's Spider Web."



Approximately 200 water professionals from around the state attended this first-ever "Whole Water" conference, and they were treated to two special tours hosted by California American Water (CAW). One was an integrated water tour of CAW's forthcoming Water Reuse – Aquifer Storage & Recovery – Desalination Projects for the Monterey Peninsula. The second tour was a trip to the San Clemente Dam on the Carmel River where attendees got to see the recently begun removal of the dam and the associated reroute of the Carmel River (See photographs accompanying this article). For the latter, to learn more about this remarkable project, visit  www.sanclementedamremoval.org.



POINTS OF INTEREST

AMERICAN STATES WATER COMPANY AND GOLDEN STATE WATER COMPANY GET TOP RATING IN STUDY OF FEMALE LEADERSHIP IN CALIFORNIA COMPANIES



American States Water Company, parent of Golden State Water Company (GSWC), ranked fifth out of 400 of California's largest public companies in the *University of California, Davis Graduate School of Management's 2013-2014 study UC Davis Study of California Women Business Leaders: A Census of Women Directors and Highest-Paid Executives* (Study). Examining gender diversity in the executive suites and boardrooms and highlighting the top 25 companies with the highest percentage of women leaders, GSWC's Senior Vice President, Regulated Utilities of GSWC Denise L. Kruger and Senior Vice President, Finance, Chief Finance Officer, Corporate Secretary and Treasurer Eva G. Tang were listed in the study.

For the ninth year in a row, the study was conducted in partnership with [Watermark](#) and it accesses information reported to the Securities and Exchange Commission and has an overall goal of "increasing awareness and action toward female representation in leadership roles." A key finding of the Study showed that the percentage of top decision-making posts held by women has increased. 🌍

CALIFORNIA WATER SERVICE GROUP NAMED A TOP WORKPLACE IN BAY AREA



On June 14, the California Water Service Group was named one of the Bay Area's Top Workplaces by the Bay Area News Group for the third consecutive year. The honor is bestowed based on survey responses from Cal Water's Bay Area employees on issues including company leadership, compensation and training, diversity/inclusion, career development, family-friendly flexibility and values and ethics. The responses are analyzed by Workplace Dynamics, an independent research company that specializes in employee engagement and retention.

"I'm proud to be part of an organization that is committed to doing the right thing for its customers and employees, year after year. In protecting our customers' health and safety, and in providing excellent service, we must also dedicate ourselves to our employees who make that happen," said Martin A. Kropelnicki, Cal Water President & CEO. "This award is especially gratifying for us in that it's our third in a row, and our competition for this award includes some of the best-known technology and research companies in Silicon Valley." 🌍

POINTS OF INTEREST

CWA MEMBER COMPANIES PRESENT SUCCESSFUL CONSERVATION PROGRAMS AT AWWA NATIONAL CONFERENCE

California Water Association (CWA) member companies were represented at the American Water Works Association's Annual Conference & Exposition in Boston June 9 when conservation and water-use efficiency experts Tiffany Tran of San Gabriel Valley Water Company, Tammie Myers of Park Water Company and Darleen Phares of Suburban Water Systems delivered a presentation on how regulated water utilities in Southern California are meeting the state's mandate to reduce water consumption by 20 percent by the year 2020. Their presentation consisted of a water profile of the state, a discussion of the current drought conditions in California, the sources and uses of water by the urban community, and the driving forces behind water conservation in California.

They described in detail the many conservation programs of CWA's member companies, including rate designs, involvement with the California Urban Water Conservation Council, public education and outreach, residential and commercial conservation rebate programs, turf removal programs, and recycled water projects. They concluded with a snapshot of each company's progress toward the 20x2020 goals. 🌍



Tiffany Tran, Conservation Coordinator for San Gabriel Valley Water Company and Chair of CWA's Water Conservation Committee, answers a question on the conservation programs of Southern California's investor-owned water companies at the American Water Works Association's Annual Conference & Exposition in Boston on June 9.