



Rates, Education and Enforcement

VALENCIA WATER COMPANY DROUGHT RESPONSE

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RATES, EDUCATION AND ENFORCEMENT

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- ✖ **Rates** - Water Smart Allocation Program
- ✖ **Education** – Your Drought Report & the Drought Report Online Utility Tracking Tool (DROUTT) & Valley Wide Outreach (SCV Family)
- ✖ **Enforcement** – Mandatory Conservation Measures (SWRCB)
- ✖ **Drought Response Results**
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About Valencia Water Company



ABOUT VALENCIA WATER COMPANY

- ✗ **Investor Owned Utility**
- ✗ **Location** – Northern Los Angeles County
- ✗ **Population** – Approximately 117,000 (30,000 Connections)
- ✗ **Annual Sales** – 9.2 Billion Gallons
- ✗ **Partnerships Include** – WaterSense Promotional Partner, Alliance for Water Efficiency, California Urban Water Conservation Council, Santa Clarita Valley Family of Water Suppliers



Drought Response Integration Plan (DRIP)

DROUGHT RESPONSE INTEGRATION PLAN (DRIP)

× High Level Goals

- + Leverage, strengthen and expand current efforts**
- + Implement conservation best practices**
- + Expand outreach efforts**

× Drought Response Integration Plan

- ✦ Educate**
- ✦ Employ**
- ✦ Evaluate**

Rates:

Water Smart Allocation Program



RATES – WATER SMART ALLOCATION PROGRAM

- ✖ Water Smart Allocation and Tiered Rates Program (WSA)
- ✖ Water Budgets
 - + Indoor Allocation (Based on 4 People X 55gpd)
 - + Outdoor Allocation (Based on Actual Weather and Landscape)
- ✖ Tiered Rates
 - + Super Efficient, Efficient
 - + Inefficient, Excessive and Wasteful



RATES – WATER SMART ALLOCATION PROGRAM

✘ DRIP Initial Strategy

- + “Meet and Beat Your Monthly Water Smart Allocations”

✘ Strategic Problems

- + Limits the discussion to WSA defined water wasters
- + Could not meet the 20% of 2013 goal with only savings from the Inefficient, Excessive and Wasteful categories
- + Drought year weather variables include high allocations (hot and dry conditions)

Education:

Drought Reports, Tracking Tool, Valley Wide



DROUGHT REPORTS

✕ Approved DRIP Strategy

+ Your Drought Report

- ✕ Defined customer's 2013 consumption, 20% savings (CCF and gallons), 2014 consumption target
- ✕ Methods to achieve 20% (conservation programs, tips, etc...)

+ Phased Approach

- ✕ Residential (Single Family and Multi-Family INDV)
- ✕ Commercial, Industrial and Institutional
- ✕ Multi-Family
- ✕ Dedicated Irrigation



DROUGHT REPORTS

ABOUT THE DROUGHT

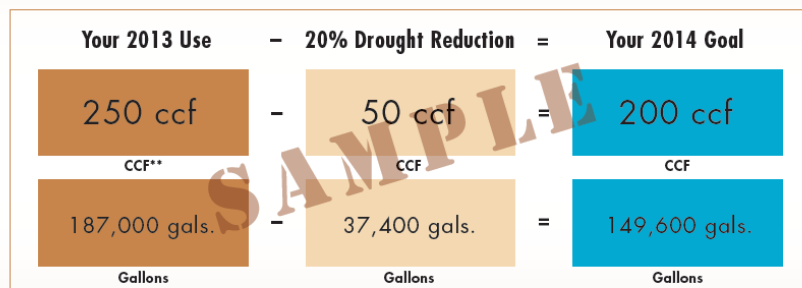
Your Drought Report – HOW TO SAVE 20%

By now, you know that California is in the middle of an unprecedented drought. Even with the recent rains, we have a long way to go to refill reservoirs throughout the state, and to ensure adequate recharge of our local groundwater supplies. The governor has asked everyone in California to immediately reduce their water use by 20 percent in 2014.

To help you, our valued customer, achieve a 20 percent reduction, we are providing you with a personalized "drought calculator" for **your specific residence** as well as some useful steps to easily save water. We will periodically update your water-saving progress online. To regularly monitor your **DROUGHT REPORT**, we encourage you to check your online account. If you don't have an online account, it's easy and free to sign up. Just go to www.valenciacwater.com and find "Your Drought Report".

Thank you for doing your part during these extremely dry conditions.

Sincerely,
Keith Abercrombie, General Manager



Thank you for helping us conserve water

As you can see, to achieve a 20 percent reduction, you will need to save:

Gallons per Week

How do you do that? You may be surprised how easy it is to save this amount of water. Look on the other side of this letter for a range of easy "tips."

Free Workshops: \$20 credit on your water bill.

WATER SMART IRRIGATION AND GARDEN CARE WORKSHOPS begin in April. Check the website for details.

* Note: This water conservation target is specific to your household, based on our records. This chart is intended to provide you with basic information about your water use and to serve as a helpful tool in determining the best way to meet the Governor's request to reduce water use by 20 percent in 2014.

**1 CCF equals 748 Gallons

 Valencia Water Company

EASY WAYS TO SAVE 20% in 2014

Below are a few simple steps – as well as long-term beneficial investments – you can take to save water immediately and for your long-term future. When it comes to investing in your house, new fixtures, devices and landscapes will pay off in the long-term – by reducing your total water use and saving \$\$ on your monthly bill. We call this "drought-proofing" your home. Check out "REBATE" items below.

OUTDOOR (70% of Use)

Immediate steps you can take:

1. Reduce watering times. Water only between 2 a.m. and 6 a.m. (Saves 25 gallons each time)
2. Adjust sprinklers to water plants (not the driveway) (Saves 12-15 gallons each time you water)

Other, easy steps

- Reduce each zone run time by 1 minute (Saves 9-27 gallons/minute/irrigation zone)
- Install drip-irrigation system in non-turf areas (Saves 15 gallons each time you water)
- Install a "Smart" controller (Saves 24+ gallons per day)

INDOOR (30% of Use)

Immediate steps you can take:

1. Install high efficiency showerheads (Up to 3 free from Valencia Water Company)
2. Replace broken toilet flappers (Saves 200+ gallons per day)
3. Install aerators on kitchen and bathroom faucets (Saves 1.5 gallons per person per day)

Other, easy steps

- Install high efficiency toilets (Saves 20 gallons per person per day)
- Install a high efficiency clothes washer (Saves 10-20 gallons per load)

SAMPLE OF SAVINGS

For many homeowners, saving 20 percent means saving about 725 gallons a week. This may sound like a lot, but it's fairly easy. Daily efforts will add up. Below is one example, if you are a family of four:

- | | |
|---|--------------------|
| • Reduce irrigation times | 300 gallons a week |
| • Install a "Smart" controller | 168 gallons a week |
| • Shorter showers | 160 gallons a week |
| • Only full loads of dishes and laundry | 60+ gallons a week |
| • Turn off faucet when brushing teeth | 50 gallons a week |

TOTAL WEEKLY SAVINGS:

738 gallons



FREE

Weather Based
Irrigation
Controllers

www.scvh2oprograms.com

50% Rebates

For Select High Efficiency
Irrigation Equipment



www.valenciacwater.com

\$200 Rebate

High Efficiency
Clothes Washers
(Certain rules apply)

www.valenciacwater.com

Visit www.valenciacwater.com for water conservation program updates.

DROUGHT REPORTS (DROUGHT REPORT ONLINE UTILITY TRACKING TOOL)



DROUGHT REPORTS

4 SOUTHERN CALIFORNIA
LOS ANGELES • ORANGE • RIVERSIDE • SAN BERNARDINO • VENTURA

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SoCal Water Agency to Issue Customers "Personal Drought" Reports

The report will detail how much water customers will need to save this year in order to meet the governor's call to save 20 percent

By William Avila and Gordon Tokumatsu | Tuesday, May 6, 2014 | Updated 11:57 PM PDT

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Home > NEWS > Santa Clarita Valley News > Valencia Water Company Announces Personal Drought Report for Residential Customers

Valencia Water Company Announces Personal Drought Report for Residential Customers

Individualized Charts Give Every Customer Exact Targets to Meet Governor's 20% Goal

31 Comments

Posted: May 5, 2014 8:50 a.m.
Updated: May 5, 2014 8:50 a.m.

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NEWS

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May 15, 2014 | Updated May 16, 2014 4:09 p.m.

THE SCV BEACON
Sometimes controversial, always thought provoking

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WEEKLY COLUMN

Valencia Water Company Announces Personal Drought Report for Residential Customers

Posted on: 05/05/2014 08:00

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WATER CONSERVATION

VALENCIA CUSTOMERS CAN MONITOR REAL-TIME WATER USAGE

SCVnews.com
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Sign Up Now! to Receive Our FREE Daily SCVTV-SCVNews Digest

Valencia Water Co. Offering Personal Drought Reports

PRESS RELEASE | MONDAY, MAY 5, 2014 11:58 AM



Environment Agency

Demand management bulletin

Series 2, Issue 11, July 2014

Enforcement:

Mandatory Conservation Measures (SWRCB)



MANDATORY CONSERVATION MEASURES

- ✖ State Water Resources Control Board
- ✖ SCV Family Water Action Plan
- ✖ Valencia Water Company
- + Mandatory Water Use Restrictions

Now Prohibited:

- ☐ Allowing runoff from your property
- ☐ Washing sidewalks, driveways, gutters
- ☐ Washing motor vehicle without a shut-off nozzle
- ☐ Fountains and/or decorative features without a recirculating pump
- ☐ Outdoor watering days restrictions (see Your Watering Days below)

DROUGHT EMERGENCY

YOUR WATERING DAYS:

	ODD ADDRESSES	EVEN ADDRESSES
April - October	Monday Wednesday Friday	Sunday Tuesday Thursday
November - March	Monday Thursday	Tuesday Friday

MANDATORY CONSERVATION MEASURES

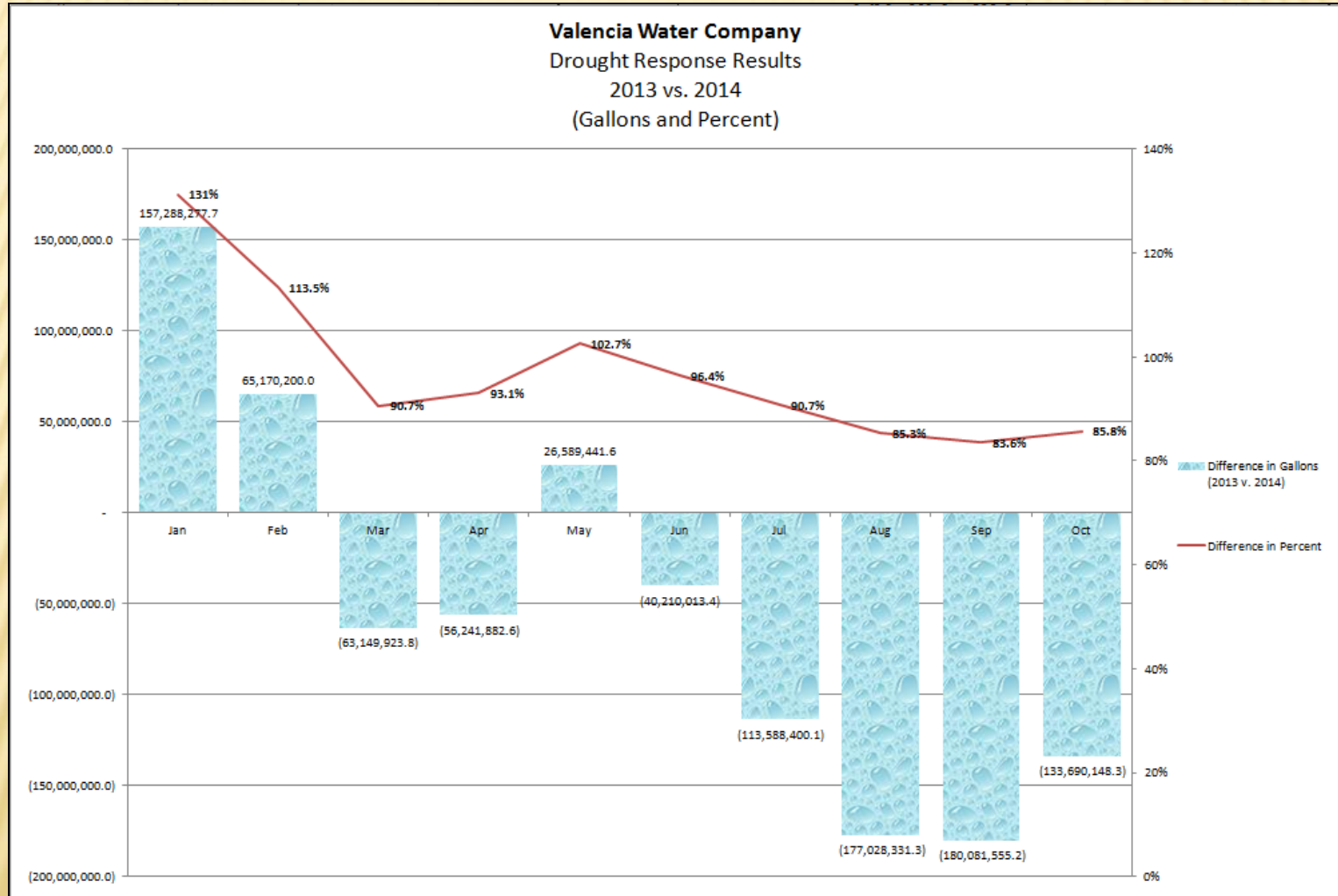
- ✖ Water Waste – Online Notification Form
- ✖ Courtesy Notifications
 - + 282 YTD (70% since Mandatory Measures Notice)
 - + ~3-4% Recidivism
- ✖ Penalty Assessment Process
 - + 0 YTD (For VWC and SCV Suppliers)



Drought Response Results



DROUGHT RESPONSE - RESULTS



737,400,813 Gallons Saved (Since March 2014)

DROUGHT RESPONSE RESULTS

- ✗ Increased Conservation Program Participation
 - ✗ Increased Consumer Education
 - ✗ Increased Customer Service
 - ✗ Increased Customer Satisfaction
 - ✗ Increased Customer Trust
-
- ✗ Decreased Water Waste
 - ✗ Decreased Water Consumption
 - ✗ Decreased Water Costs



Conclusion

CONCLUSION

- ✖ When provided with good, accurate, and meaningful information, most customers can and will make good decisions
- ✖ Success is not measured by how many citations or tickets have been issued, but by how many gallons have been saved
- ✖ Increased education and outreach efforts = increased water savings



QUESTIONS

Thank you

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