



**TOWN OF PORTOLA VALLEY
Water Conservation Committee Meeting
Tuesday November 3, 2015
3 PM Town Hall Conference Room
765 Portola Road, Portola Valley, CA**

WATER CONSERVATION COMMITTEE MEETING MINUTES

Call to Order: The meeting was called to order at 3:00PM

Roll Call: Present were Al Sill, Delle Maxwell, Judith Murphy, Marty Mackowski, Rebecca Flynn, Mia Giovanni, Loverine Taylor, Brandi de Garreaux, Debbie Mendelson, and Debbie Pedro. Guest attendees were Dawn Smithson, Jade Joesten, and Rod Zavala from Cal Water. Also in attendance as a guest was Kevin Bryant, the town manager of Woodside. MaryAnn Moise Derwin was absent.

Oral Communications:

Lovey highlighted the recent mailing from Cal Water comparing water consumption to budget and similar homes (Water Use Report). Her reaction to it was very negative.

Cal Water response – the mailing had been piloted, but now after receiving lots of feedback, they have discovered an error in the similar homes calculation. Their consultant is trying to correct the error. The question arose as to whether customers who have received the incorrect mailing would be notified of the error. Cal Water did not have an answer. Brandi will look into whether PV residents should be notified. Cal Water also stated that after the calculation is corrected, customers would begin receiving this notice as an email.

Approval of Minutes: Minutes from the October 7th meeting were approved as amended

Presentation – Update from Cal Water

Jade provided an update on Cal Water Programs:

- They still have their rebate programs
- Relaunched the water use evaluation survey program
- Increased free sprinkler nozzle program to a max of 50
- Launched a commercial indoor rebate program
- Launched a bathroom fixture replacement program (LIRA and multi-family)
- Launched a new toilet delivery program (deliver to house free, you install yourself), consider replacement if at 1.6GPF or higher
- Will hold a class in PV in January 23 on lawn removal
- Launched the Water Use Reports,

- Rolling out a commercial water use evaluation program
- Have done 2 separate mailers to highest users top 10% (sent 200 letters) in Bear Gulch, will do another mail to more mid-level users

Rod discussed his efforts:

- Some letters being sent to customers based on heavy consumption
- Some letters being sent to customers for alleged misuse of water; sometimes this is followed up with a phone call
- Some calls are being made based on large surcharges. Out of 10 phone calls, Rod speaks to customer on about 4. Rod is not currently tracking if the effort is leading to any specific improvements (per Dawn it is tracked, but not by the people at the meeting).

Dawn – rate commission pays incredible detail to exactly how Cal Water spends their money even on all these conservation programs. Smart meters have been cost prohibitive in the past, but that is changing. Cal Water is trying to convert PV to smart meters over next 3 years; some high users in town may get early smart meters, and it may be possible to get on front end by calling and asking for one

Rebecca – solving leaks has a huge impact

Dawn – Cal Water has solved something like 40 of their own leaks this year

Dawn – Cal Water did a small focus group of large residential users in Bear Gulch; there was not a lot of enthusiasm about drought conservation efforts from this group, but they would be receptive to peer to peer social marketing, so Cal Water will try this.

Jade – Cal Water is evaluating a program to give away smart irrigation controllers, but installation would not be included (too complicated).

Dawn – not hearing anything yet about potential fines

Brandi – How can we support conservation effort during winter months? Promote low flow toilets; make sure to turn off sprinklers

Dawn – ramping up water main replacement program, many mains have a 25% leakage rate. Cal Water is also sponsoring a prize drawing – 25 people win each month (you qualify to go into the drawing if you meet your water budget in a particular month).

Old Business:

H2OKnow Tool

Participation rate has been lower than expected; we've had about 50 residents use the tool. At this point we are not generating much new interest. Recent outreach efforts have not yielded much. Cal water will not do a billing insert targeted at only PV residents. We could get them to do bulk mailing, but it is about the same price as if we do one ourselves.

Brandi – looking at combining energy analysis program with water analysis tool to potentially expand the user base. There would be no additional cost from HEA beyond the \$20 per user fee. AI has done an initial demo of the combined tool and it looks good. If we do it, we would look at rebranding the tool. Marketing efforts would focus on high energy and high water users. Also, if we do this, it needs council approval.

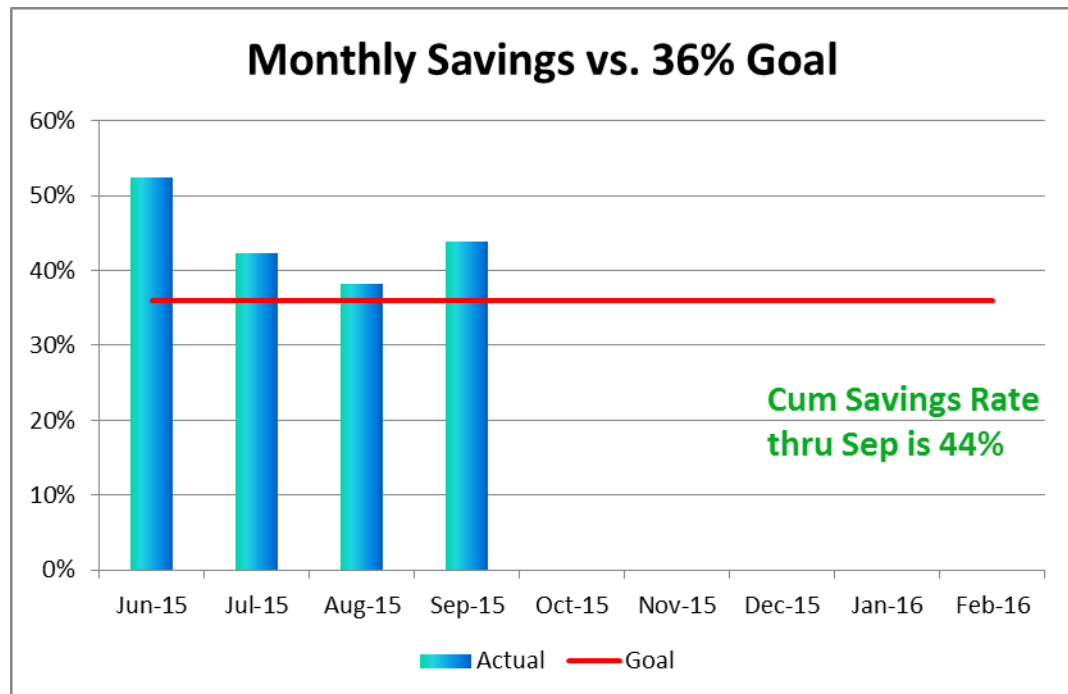
Lawn Watering Reduction Program

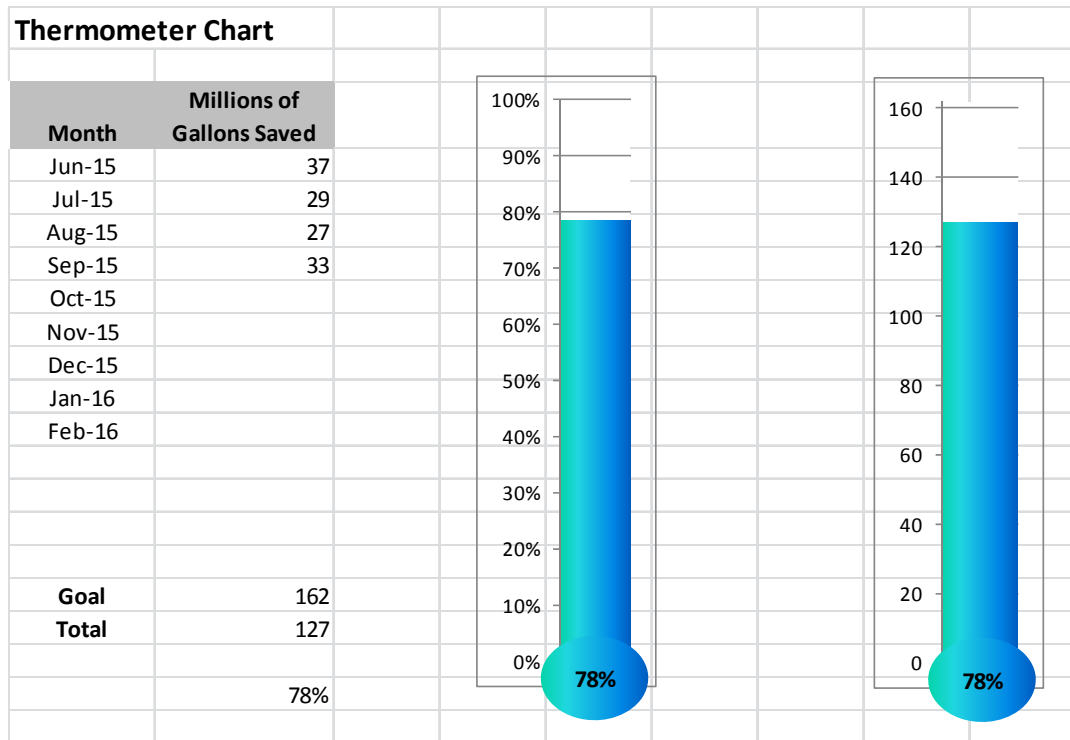
Committee members have put up their signs, but this effort did not garner much interest from the PV residents. Also, if you go to the state rebate web site for lawn removal, you are rejected if you enter Cal Water.

September Water Savings Results

Bear Gulch district reduced consumption by 29% in September relative to 2013; the district is at a 35.7% cumulative reduction relative to 2013 through September vs. a goal of 36%.

Savings for September for PV came in at 44% with the cumulative savings rate through September at 44%. We have beaten the 36% savings target every month, and savings in Portola Valley are slightly higher than for other towns in our district. We have achieved 78% of our overall savings goals for the target period (127 million gallons of the 162 million gallon goal). Of course, it will begin to get much tougher to achieve savings as we move into the winter months and no longer have the benefit of reducing water used for irrigation.





Judy suggested that we do a survey on the forum on how many residents have low flow toilets. The committee should not do a survey without Town Council approval.

WELO (Water Efficient Landscape Ordinance)

Portola Valley will work with BAWSCA on a regional effort. The final draft should be ready in November or December. The PV WELO will be slightly more restrictive than the state draft, with a turf limit of 1000 square feet. There will be some simplified approach for landscape projects that use no high water plants or turf. The deadline for completion is Feb 1, 2016.

Green Building Ordinance

Greg is making progress adapting his recommendations to take into account rainfall amounts during the year; it should be ready for review soon.

New Business

Committee Membership

Members to let Brandi or AI know if they plan to step down at the end of the year

Smart Irrigation Controller Program:

Cal Water has hundreds of choices for smart irrigation controllers on their rebate list. Can we have a short list of recommended controllers to make the selection process simpler for residents? Brandi is discussing this issue with the town attorney.

We will wait until the Jan/Feb 2016 timeframe to ramp up this effort. That will time it so that the impact will occur as landscape irrigation starts to ramp up next spring.

Other Business:

Announcements:

Adjournment: 4:50pm

Date & Time of Next Meeting: Wednesday, December 2, at 3 p.m