What an amazing year.
Membership Snapshot

CalWEP added 19 new and returning members in 2019

MWD Brings Back 50% Subsidy!
Member Engagement on the rise

Event Attendance is WAY up
Spring Plenary, Oceanside: 104 Attendees
Peer to Peer, Disneyland: 256 Attendees
Fall Plenary, Davis: 83 Attendees
Winter Plenary, Santa Barbara: 100 Attendees
Practical Plumbing Handbook
Outdoor Programs Continue to Grow

Sustainable landscaping multi-benefit decision-making framework
New Tools & Resources For Members

Committees & Taskforces are full steam ahead
- Research & Evaluation Committee
- Program Committee
- Framework Implementation Joint Task Force
- CII Program Task Force

New AMI Resources
- 94 Downloads of Template RFP

New Website Launched!
Growing Partnership with WaterView
CalWEP Advocacy Kicks into Gear

AB 533
Water Conservation Tax Relief Legislation Helps Keep California Out of Drought

California water agencies have been tasked to make water conservation a way of life to help mitigate future droughts. This means increasing consumer rebates programs that save water year-round. Assembly bill 533 maintains the tax exclusion for gross income, under both the personal income tax and corporation tax laws, amounts received from any rebate, voucher, or other financial incentive under any water conservation program. An exemption is necessary to encourage participation in these proven water-saving programs.

Consumer rebates are an effective tool for increasing participation in water conservation programs. For example, since 1996, the Metropolitan Water District of Southern California (MWD) has invested more than $780 million in rebates and other financial incentives, resulting in an estimated 1.8 million acre-feet saved in water conservation. MWD recently announced that it will double its conservation incentives for water-replacement mandates in 2019. This type of up-front utility investment in water-replacement programs is expected to pay for itself within the first few years of utility efforts to meet the State's new water-use requirements.

Today, water agencies and consumers are working together to expand these effective programs. If rebates or turf replacement programs are considered taxable income in California, homeowners and water agencies may be required to assess and collect tax on these incentives. This could reduce the effectiveness of these incentives if they are deemed taxable income.

Rebates provide year-round incentives to conserve water.
CUWCC Funding Grant to Water Foundation Completed

Funds went to support an array of projects enhancing water efficiency in the state of California....
Thanks for a great 2019!
What one word would you use to describe CalWEP's 2019?
Looking forward to 2020...
AB 533 Water Conservation Tax Relief Legislation Helps Keep California Out of Drought
2020 Plenary Calendar

March 18, 2019 | San Diego, CA

September 24, 2019 | Orange County Area, CA

December 9, 2019 | Sacramento, CA
The 2020 CalWEP Board

LEADERSHIP

• Greg Bundesen, Sac Suburban Water District (Chair)
• Justin Finch, Mesa Water District (Vice Chair)
• Rob Whipple, Western Municipal Water District (Secretary/Treasurer)

BOARD MEMBERS

• Joe Berg, Municipal Water District of Orange County
• Charles Bohlig, East Bay Municipal Utilities District
• Rick Foster, Rain Bird Corporation
• Jeff Stephenson, San Diego County Water Authority
• Ken Jenkins, California Water Service
• Terrance McCarthy, Los Angeles Department of Water and Power
• Bill McDonnell, Metropolitan Water District
• Amy McNulty, Irvine Ranch Water District

BOARD MEMBERS (cont.)

• Claire Nordlie, City of Santa Rosa
• Kendra Olmos, UC Davis Center for Water-Energy Efficiency
• Julie Ortiz, San Francisco Public Utilities Commission
• Patrick Pilz, California American Water
• Carrie Pollard, Marin Municipal Water District
• Lindsey Stuvick, Moulton Niguel Water Agency
• Amy Talbot, Regional Water Authority (AWE Board)

EX OFFICIO

• Peter Brostrom, Department of Water Resources
• Tom Hawes, U.S. Bureau of Reclamation
Peer to Peer 2020
May 27-28, 2019 | Greater Bay Area, CA

Planning Committee Members
1. Kristeen Farlow, SBVMWD
2. Melissa Matlock, Western
3. Joni German, SDCWA
4. Jake Loukeh, Chino Hills
5. William Granger, City of Sacramento
6. Linda Higgins, PCWA
7. Andree Johnson, BAWSCA
8. Rick Foster, RainBird
9. Courtney Rubin, SJ Water
10. Rick Foster, RainBird

LOCATION STILL TBD!
Exploring San Jose, Santa Clara and Greater Bay Area
Please let us know if you have ideas or connections to explore!

Program agenda in development!

Sponsorships
Last year: $55,000
This year’s goal: $60,000 – We need YOUR help!!
CalWEP Strategic Planning

Potential Discussion Items:

- Review mission and programs
- Adopt new policies
- Board and committee makeup and leadership
- Membership
- Fundraising, networking
- Challenges on the horizon
- Opportunities for collaboration
“Pass the Hat” Funding Asks

- Conservation Tracking Tool
  - Amount still needed: $46,500

- AWE Cooling Technology Study
  - Amount still needed: $150,000

- Landscape Maintenance Guide
  - Amount still needed: $7,500
  - Santa Barbara County seed money: $40,000
901 F Street
Suite 225
Sacramento, CA

Moving date: March 2020