



CALIFORNIA
WATER EFFICIENCY
PARTNERSHIP

2019 Year in Review

Sarah Foley & Tia Lebherz

CalWEP Winter Plenary

December 11, 2019 | Santa Barbara, CA

What an amazing year.

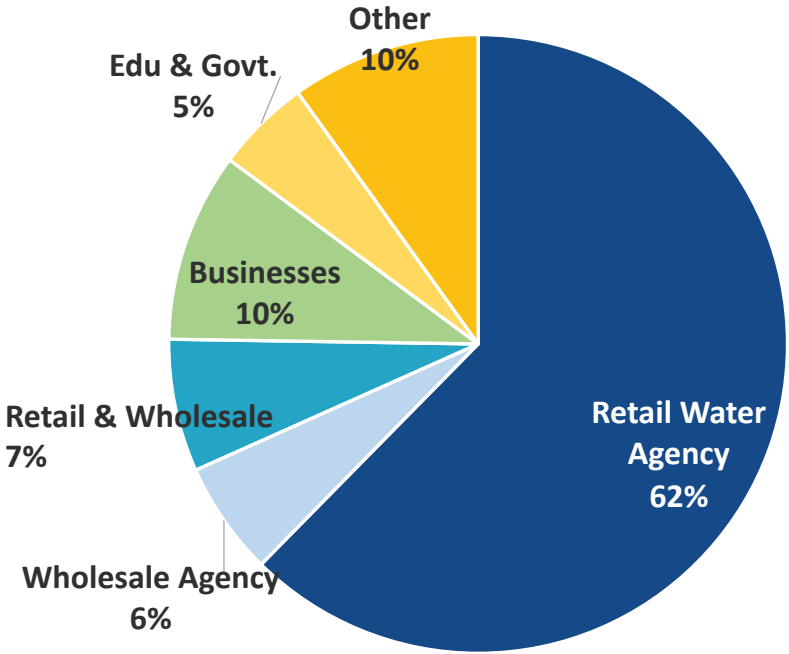
Membership Snapshot



CalWEP added 19 new and returning members in 2019



MWD Brings Back 50% Subsidy!



Member Engagement on the rise



Event Attendance is WAY up

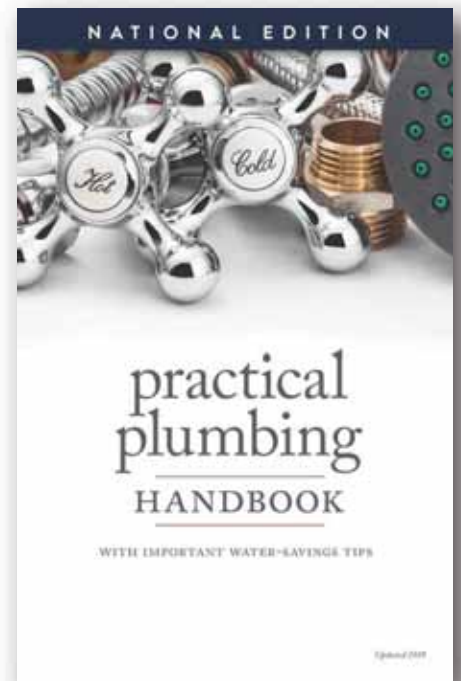
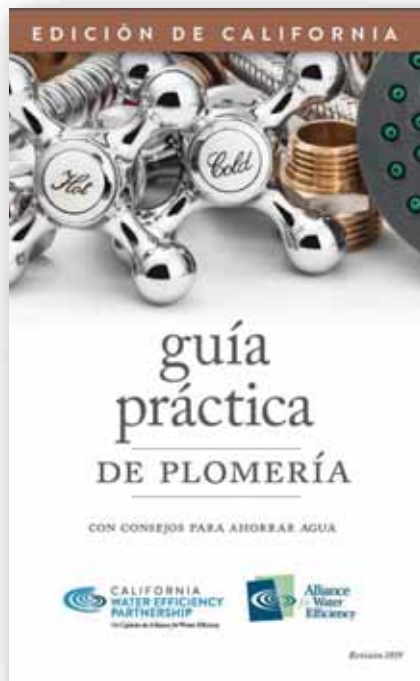
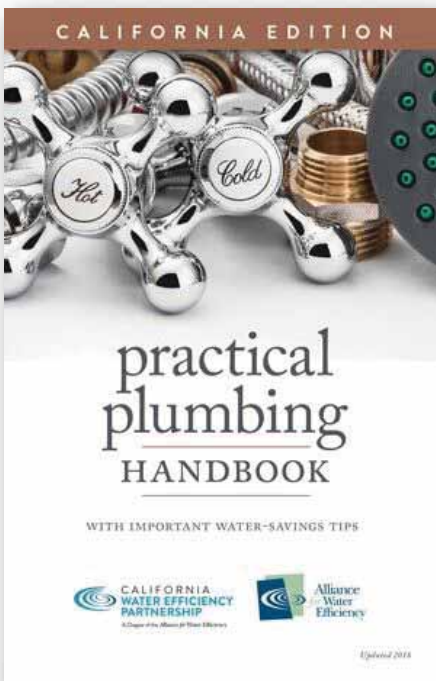
Spring Plenary, Oceanside: 104 Attendees

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 Website
Launched!**

New AMI Resources



- 94 Downloads of Template RFP
- Best Practices Manual Available Now!



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



Consumer rebates are a proven, cost-effective tool for increasing participation in water conservation programs.

For example, since 1990, The Metropolitan Water District of Southern California (Metropolitan) has invested more than \$780 million in rebates and other conservation incentives, resulting in an estimated water savings of 2.8 million acre feet, enough to provide water for nearly 9 million households. Metropolitan recently announced that it will double its conservation incentives for turf replacement and spend \$50 million on the program per year. This type of scaled-up utility investment in water rebate programs is expected to play a central role in utility efforts to meet the State's new water efficiency requirements.



Taxing water rebates is a disincentive for consumers and agencies to expand these effective programs.

If rebates from turf replacement programs are considered taxable income in California, cities and water utilities will be required to send tax documents to participants. The experience of California's utilities show that fewer individuals and corporations will avail themselves of these incentives if they are deemed taxable income.



Rebates provide year-round incentives to conserve water.

When the state is not faced with drought and water use restrictions, it is difficult to maintain public participation in conservation measures. Rebates provide a much needed financial incentive to conserve year-round. Reducing that incentive by making rebates taxable income would be a major disincentive for households and businesses and will undermine their success.



STATE OF CALIFORNIA
**WATER RESILIENCE
PORTFOLIO INITIATIVE**



**CALWEP FRAMEWORK
IMPLEMENTATION
JOINT TASK FORCE**



THE METROPOLITAN WATER DISTRICT
OF SOUTHERN CALIFORNIA



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...



 **FRAMEWORK IMPLEMENTATION
JOINT TASK FORCE**



**A MASTERMIND
PROGRAM
FOR WATER
EDUCATORS &
COMMUNICATORS**



**STATE OF CALIFORNIA
WATER RESILIENCE
PORTFOLIO INITIATIVE**

AB 533

**Water Conservation Tax Relief
Legislation Helps Keep
California Out of Drought**



UC DAVIS

Center for Water-Energy Efficiency

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



Sponsorships

Last year: \$55,000

This year's goal: \$60,000 – We need YOUR help!!



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!



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





Ventura Botanical Garden Ocean Friendly Garden Paul Herzog Memorial

