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# CALWEP Plenary San Diego

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March 9, 2022

# California: Our State at a Glance



**Communities and Customers Served:** Approximately 880,000 people in more than 50 communities in service areas throughout northern, southern and central parts of California

**Employees:** 325

**Amount Invested Annually:** Estimated \$71 million

**Water Storage Facilities:** 106

**Distribution Storage Capacity:** 94 MGD

**Fire Hydrants:** 15,787

**Active Service Connections:** 186,165

**Feet of Pipeline:** 11,890,471

**Average Annual Water Sales:** \$245 million

**Total Charitable Contributions:** \$378,000

**Water Quality Highlights:** Conduct about 170,000 tests per year for about 100 potential contaminants

# California: Our State at a Glance Cont'd.



## **Our Regulators**

We carefully follow the rules of the California Public Utilities Commission, which regulates our rates and services. Any rate change must be approved by the CPUC through a thorough and transparent process.

## **Help For Low-Income Customers**

Eligible customers can apply for a monthly discount on their water charges. Approximately **21,000** customers are enrolled in the Assistance for Low-Income Customers program.

## **Community Partnerships**

We're dedicated to helping our communities be more vibrant places to live, work and play and hope to earn their support by being involved as concerned corporate citizens. Through community giving, in-kind donations, partnerships and volunteering,

# Meet the Team



Watersmart Innovations: Kyle Smith (MPWMD) Joe Dimaggio, Becky Cassidy, Kimberly Smith, Wendy Aikman, Robert Stoerchle, Harriet Fox, Karen Wilhelm



Sacramento: Karen Wilhelm, Chris Timmer



Monterey: Khanh Nguyen, Joe Dimaggio, Veronica Aguilera, Melissa Rivera



Peer to Peer Conference: Robert Stoerchle, Cristina Saldana, Kimberly Smith, Wendy Aikman, Patrick Pilz

# COVID-19 Customer Assistance Customer Outreach



Haga clic aquí para leer este correo electrónico en español

## EMERGENCY FINANCIAL ASSISTANCE AVAILABLE FOR RENT AND UTILITY BILLS

There are three new programs across the County of San Diego to assist with rental and utility payments to ease the financial burden for renters with earnings below 80% of the Area Median Income or those who experienced a loss of income due to the COVID-19 pandemic.



At California American Water, we know your water bill is not your only expense and understand that some customers may need financial assistance to keep the water flowing.

## CUSTOMERS ASSISTANCE PROGRAM

We believe fresh, clean water is a resource that should be made available to everyone. With our Customers Assistance Program, you can apply for a monthly discount. If you are eligible, assistance will be provided in the form of a monthly discount on your water or wastewater charges. To apply, please download and complete this [application](#) and mail it to the address listed at the top.

## PAYMENT ARRANGEMENTS

If you cannot pay your water or wastewater bill by the due date, please contact our customer service center immediately, before the due date. Our customer service representatives are available at 888-237-1333. They will work with you on a plan to pay the balance of your bill over time.

## BUDGET BILLING

Budget billing is a free service available to eligible residential customers that provides predictable monthly payments and avoids seasonal spikes that may be difficult to pay when not planned for in advance.

## MONTEREY'S HARDSHIP BENEFIT PROGRAM

For our customers in Monterey County, the Hardship Benefit Program – in partnership with United Way Monterey County (UWMC) – helps qualifying Monterey District customers cover an outstanding balance on their water bill.

# Conservation (team-) work during the pandemic

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## Limited Field work during pandemic led to expanded role for conservation team

- Redesign of certain cust svc process flows to have conservation team engage on the onset
- Conservation assisted with, for example, High Bill and Leak Service Orders
- Increased Cust Satisfaction scores for these Service Orders by over 35%, and raised overall Customer Satisfaction Score

## “Virtual” Customer Water Surveys/WaterWise House Calls

- Facetime, over the phone leak troubleshooting, landscape/irrigation advice, turf removal assistance etc

# Conservation work during the pandemic contd.



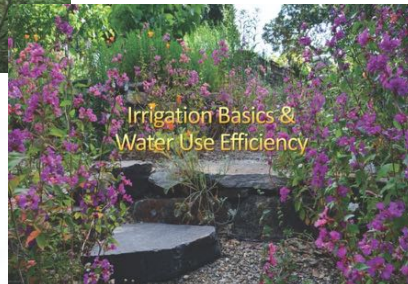
PART 1: HOW TO DESIGN A SIMPLE COST EFFECTIVE GREYWATER SYSTEM  
TUESDAY, MARCH 2, 2021, 5:30-7:00 PM

PART 2: PERMITTING, PUMPS, AND PLANTS  
THURSDAY, MARCH 4, 2021, 5:30-7:00 PM

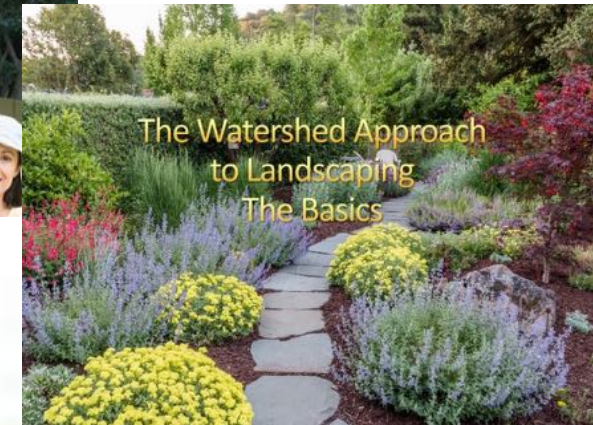


- **Water Efficient Landscape and Education Webinars**

- Grey water Laundry to Landscape systems
- Catching Rainwater
- Fall Irrigation Tune-Up
- Residential mulch and compost
- Leak Detection: leak detection kit and “How to Materials”
- How to Program your irrigation controller
- Garden Design Workshop
- CA Friendly Native Plant Landscape
- Herb & Edible Gardening
- Planters-Raised and In-Ground
- Landscaping for Fire Prevention
- Sprinkler and Drip Irrigation Basics
- Trees-The first 5 years



## TURF REMOVAL REBATE PROGRAM



# Conservation Programs

- Sustainable Landscape Retrofit Program
- Low income Water/Energy Install Program with PG&E
- Orbit B-Hyve WBIC Pilot
- Flume Smart Home Water Monitoring Program: Pilot
- WaterWise HouseCalls/Surveys (1,000+/annually pre-covid)
- CII – Water Efficiency Coaching Program
- Mulch delivery program





# Conservation and Customer Education Programs

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- High Water User Campaign, 2021
  - Conducted outreach during summer months (March – August) to high water users throughout the State
  - Target audience 20,000 highest water users from the Sacramento region and Southern California
  - Message focused on limiting household water uses and outdoor irrigation
- Goal: To decrease water usage by the targeted high water users by 10% compared to water usage during the same period in 2020.
- Budget: Approximately \$130,000, which included:
  - \$50,000 for CTV media buys & production
  - \$80,000 for mailers, bill inserts, radio, emails and social media
- Tactics: Traditional Communications and new platform, internet-connected television (CTV)
  - Connected TV & Retargeted Online Advertising

# Conservation and Customer Education Programs Cont'd.

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- High Water User Campaign, 2021 Cont'd.
  - Sacramento high water users decreased water consumption by 11.7% compared to 2020
  - Southern California high water users decreased water usage by 7.7% compared to 2020.
  - Sacramento exceeded our goal. Southern California was just shy of the 10% goal.

**Campaign was a success and won an award as water use significantly decreased in high water users and proved that consistent, direct messaging can affect change**

# Conservation and Customer Education Programs Cont'd.

- High Water User Campaign, 2021 Cont'd.



# Monterey – Conservation



Limited Water Supply – Carmel River & Seaside Basin

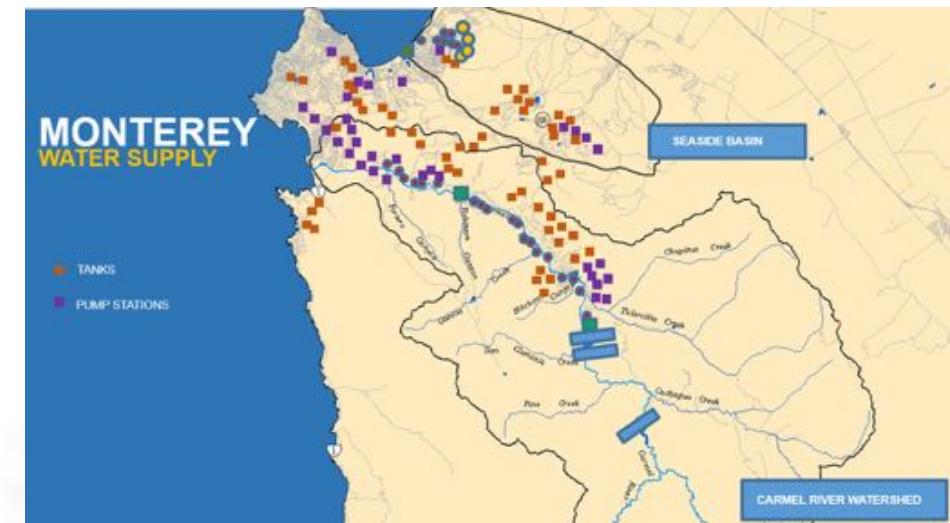
Conservation as a necessity to avoid overdrafting and meeting regulatory compliance

System with 4 lift zones, 57 pumping plants, 75 storage tanks, 5 treatment plants, ASR, a dam and small desal plant

Steeply inclining 4 tier (previously 5 tier) conservation rate design for residential customers

Innovative non-residential rate design with rates based on conservation BMPs and extent of irrigation

Reduced annual demand from over 16,000 AF (1998) to under 11,000 (2021)



# Contact Us

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**Thank you**  
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