



MARINA COAST WATER DISTRICT

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DIRECTORS

HOWARD GUSTAFSON
President

THOMAS P. MOORE
Vice President

WILLIAM Y. LEE
JAN SHRINER

Agenda

Regular Meeting

Water Conservation Commission

Thursday, November 3, 2016, 5:30 PM

MCWD Fort Ord Offices, 2840 4th Avenue, Marina, CA

(Please Note the Different Location)

Water Conservation Commission Mission Statement

To provide input to the Board of Directors on matters pertaining to the preservation of the District's water resource through conservation, technological improvements and policy.

Commission Members

Chair - Audie Robinson

Vice Chair - Charlie Eskridge

Jan Shriner (MCWD Board Representative)

Dave Brown (Marina City Council)

Grace Silva-Santella (Public Member)

JoAnn Cannon (Public Member)

Jim Felton (Public Member)

Tom Britzman (Public Member)

Bethany Taylor (Public Member)

Philip Clark (Public Member)

This meeting has been noticed according to the Brown Act rules. The Commission will receive information on, discuss, and may consider taking action or directing staff to return to the Board for action on items contained in this agenda. Some items are informational and are provided as a written report or verbal update and may not require Commission action.

1. Call to Order/Introduction
2. Public Comments on any item not on the Agenda. *Any person wishing to address the Commission on matters not appearing on the Agenda may do so at this time. Please limit your comment to three minutes. The public may comment on any other item(s) listed on the Agenda at the time the item(s) is considered by the Commission.*
3. Action to Approve the October 6, 2016 Meeting Minutes
4. Receive Updated GPCD, Water Production, and Water Consumption Data
5. Continue Revisions to the WCC Goals and Objectives
6. Receive a Video Presentation about Water Meter Data Management and Analytics Software
7. Review Proposed Schedule and Topics of November Working Group Meetings

8. Review Proposed Agenda Items for the December 8, 2016 WCC Meeting and Future Meetings
9. Receive Update on Board/District Activities
10. Receive Comments from Commission Members
11. Adjournment

Marina Coast Water District
Water Conservation Commission
Agenda Transmittal

Agenda Item: 3

Meeting Date: November 3, 2016

Prepared By: Paula Riso

Presented By: Paula Riso

Agenda Title: Action to Approve the October 6, 2016 Meeting Minutes

Background: *2016 Strategic Plan, Goal 1.7 - Review and update our water conservation program - We recognize that drinking water is one of the most precious resources on earth. We will assign this to the Water Conservation committee to review and update our water conservation program to ensure we are appropriately managing our water sources.*

Discussion/Analysis: The draft minutes of October 6, 2016 are provided for the Commission to consider approval.

Environmental Review Compliance: None required.

Financial Impact: ___Yes ___X___No Funding Source/Recap: None

Other Considerations: The Commission can suggest changes/corrections to the minutes.

Material Included for Information/Consideration: Draft minutes of the October 6, 2016 meeting.

Action Required: ___Resolution ___X___Motion ___Review

Commission Action

Motion By _____ Seconded By _____ No Action Taken _____

Ayes _____ Abstained _____

Noes _____ Absent _____

Marina Coast Water District
Water Conservation Commission
Staff Report

Agenda Item: 4

Meeting Date: November 3, 2016

Prepared By: Paul Lord
Reviewed By: Jean Premutati

Presented By: Paul Lord

Subject: Receive Updated GPCD, Water Production, and Water Consumption Data

Summary: In response to the ongoing drought, the State Water Resources Control Board (SWRCB) approved an emergency regulation that directs water purveyors to electronically report monthly water production and consumption figures. Also to be reported to the SWRCB is an estimate of the amount of water used each day by residential customers. This estimate, called “residential gallons per capita per day”, or R-GPCD, more accurately portrays water use by individuals and allows communities to compare their efforts accurately with others around the state.

In support of the SWRCB actions, Marina Coast Water District staff has increased their efforts to compile and submit the required production, R-GPCD data, and other required monitoring reports each month. Attached to this report are staff notes, tables, and charts on recent water production and consumption. The documents are entitled:

- September 2016 Water Production & Consumption Data
- 2010 - 2016 Total Production by Month
- Monthly Production Savings and Cumulative Savings, June 2015 – Current Month
- Monthly Production Reduction Performance
- 2013 - 2016 Monthly GPCD (Gross Production)
- 2013 – 2016 Residential Gallons-Per-Capita-Day
- 2008 – 2016 Annual Total Consumption By Month
- 2013 – 2016 Total Consumption
- 2016-Metered Consumption and Number of Meters
- 2016 Temporary Hydrant Meter Water Use: Percentage of Total Production
- 2013-2016 Single-Family Consumption By Month (Acre-Feet)
- 2013-2016 Multi-Family Total Consumption By Month (Acre-Feet)
- 2013-2016 Residential Total Consumption By Month (Acre-Feet)
- 2013-2016 Commercial/Institutional Consumption By Month (Acre-Feet)
- 2013-2016 Landscape Consumption By Month (Acre-Feet)

Marina Coast Water District
Water Conservation Commission
Staff Report

Agenda Item: 5

Meeting Date: November 3, 2016

Prepared By: Paul Lord
Reviewed By: Jean Premutati

Presented By: Paul Lord

Subject: Continue Revisions to the WCC Goals and Objectives

Summary: The Executive Committee of the Board of Directors requested staff to take an agenda item to the September 6, 2016 meeting that allowed the Board to discuss options and provide direction to the WCC on how to best provide the most value to the Board and the District in the upcoming year. In the agenda item, the Board was asked to review the WCC's listing of 2016 goals and objectives and, if appropriate, provide guidance to staff and the Commissioners on which goals and objectives to prioritize.

The outcome of that meeting was a request that the WCC review the whole water conservation program and develop a new list of goals and objectives for the upcoming year. Then, a report on those goals and objectives would be presented to the Board of Directors. The Directors would like to know more details about the actions proposed or taken in support of the goals. The Directors requested staff identify any work to be done in support of the goals, by the Commissioners verses work to be completed by Staff.

While recognizing that some Commissioners are ambitious and work hard to learn and promote water conservation in the community, the Board also recognized that some Commissioners interests in helping out may impact staff's work load inappropriately. It was requested that staff note if the goal or action, proposed or taken, would have any positive or negative impact on staff, and how much impact each goal would have on staff time.

The Board recognized that some Commissioner's interests and goals may not be determined to be a priority by the Commission, the Board, or the District. In such cases, the Commissioners are still encouraged to move forward with their valuable efforts independently.

During the first Commission meeting following the Board meeting, Commissioners were led through a "brainstorming" exercise where the group successfully listed subject matter that they would like to work on. The list developed during this brainstorming session has been transcribed and attached to this report. In addition, staff added additional, and existing goals to the list. Staff then divided the list onto two spreadsheets, noting actions that can be taken by staff, and actions Commissioners could take independently to help accomplish the goals/objectives. Future work to be done on this project is prioritizing the list at the November 3rd meeting.

From the list developed during the brainstorming exercise, staff is certain that the following general staff objectives are desired:

- Broaden the scope of public information and engage more with the customer base via several methods
- Provide more background information to the commissioners about the District programs, operations, facilities, standards, projects, and water quality
- Provide Commissioners with more information about regional water issues/topics/ projects like CA State water resources, desalination, water reuse, and groundwater
- Provide more recognition to customers for their water conservation achievements
- Review/update conservation department rebates and incentive programs
- Learn about new/future technology in water conservation

At the October 6th WCC meeting, staff and Director Shriner provided some additional information and guidance to help the commissioners focus on the objective of the exercise. Attached and below, that information is provided once again.

It is staff's recommendation that the Commissioners focus the work of the November 3rd meeting on finalizing and/or clarifying their answers to the following questions:

- 1) What subject matters should be discussed by the Commission at meetings?**
Conservation only? What documents should the Commission be reviewing (UWMP, CCR)?
- 2) What level of discussion should the Commission have regarding subject matters before them?**
Policy level recommendations only? Technical recommendations? Operational recommendations? Should information only items be presented to the Commission or only those needing a recommendation to the Board?
- 3) Should the Commission meet only at formal meetings or are there other activities they should be engaged in?**
Other events?
- 4) How should the Commissioner's acquire information?**
By staff correspondence/phone? Through staff reports and meetings only? On their own? For the Commissioners, how much and what types of access to staff is helpful/appropriate? What general MCWD information or resources is (would be) helpful to Commissioners and how can that be provided?
- 5) What goals should the Commission strive to complete in the next year?**
Retain existing goals? Refine or change goals? Add goals within current duties? Expand duties? What tools would be helpful to track current duties (below) and adopted goals?

As a reminder, and to help the Commissioners with their updated list of goals and objectives, the current duties of the Water Conservation Commission are listed below:

Annually (at least) review, evaluate, and make recommendations to the Board regarding:

- 1) Water consumption (related to conservation and water use)

- 2) Conservation ordinances/policies
- 3) Conservation programs and BMP implementation
- 4) Conservation outreach and education materials including newsletters and annual CCR
- 5) Conservation budget and overall resources
- 6) Conservation technology/equipment

As needed, review and make recommendations to the Board regarding:

- 7) Customer appeals on Water Shortage Contingency Plan, Conservation Ordinances, and conservation provisions of the District Code

Marina Coast Water District
Water Conservation Commission
Staff Report

Agenda Item: 6

Meeting Date: November 3, 2016

Prepared By: Dani Walker
Reviewed By: Jean Premutati

Presented By: Paul Lord

Subject: Receive a Video Presentation about Water Meter Data Management and Analytics Software

Summary: Master Meter currently has software programs collectively called the Harmony & Allegro platform. “Harmony provides Utility Intelligence (UI) to management while connecting the ratepayer with quick and easy access to water usage and consumption information” (Master Meter, 2016). This is an intricate system that downloads and collects a comprehensive set of data that is then transmitted back to the cloud where the data can be used for: billing purposes, GIS purposes, customer relationship management and more. This allows utilities to better segment and classify their customer base, develop tracking service reliability, create added value, help provide excellent customer service, and empower the rate payer.

There are many benefits in having such a system. Some of these benefits are that it provides better accountability for non-revenue water, such as water lost through leaks within the distribution system. It helps Districts proactively manage their meters, and aids in the storage of historic meter reading data via the cloud. It provides near real time data to the customer, notifying customers via smartphone or email regarding important alerts. A user friendly website dashboard displays graphs and charts, allowing customers to visually see their water consumption. A mobile app can be utilized that displays the customer’s water usage and compares them to similar rate payers; allowing them to set budget reminders and leak alerts. The report manager can generate many different types of reports which can be customized based on the parameters needed.

Currently, the District has AMR (Automated Meter Reading) with 3G capabilities. The District will soon start to install 4G meters, in phases, which will have the capability of using the Harmony & Allegro platform. However, in order to receive real-time data, Automated Infrastructure must be in place. Installing Automated Infrastructure (towers) is a long-term goal of the District’s and an expensive endeavor.

Currently, with the capability of the 3G meters, the Meter Reader is only able to download one data point, the meter reading at that instant. When new 4G meters are installed, the Meter Reader will utilize a second, specific 4G receiver that will be able to download water use data for the whole month, instead of just one reading. This data can then be accessed by customers on the Harmony & Allegro platform. There will not be real time data available until automated infrastructure is installed.

In the absence of 4G meters, automated infrastructure, and the detailed, hourly water use data that software programs like the Harmony & Allegro platform provide; there are other data analytic services available that utilize the monthly meter reads the district currently collects. One example

is the WaterSmart software system which creates a customer access portal, sends out personalized home WaterScore reports every billing period, has targeted customer communications, such as household water use comparisons, and customized saving recommendations. WaterSmart “provides feedback to each home and guides customers into changing water use habits on their own” (WaterSmart, 2016).

Harmony & Allegro Platform Video: <https://www.youtube.com/watch?v=MCyhiITentE>

WaterSmart Analytics: <http://www.watersmart.com/media/customer-engagement-testimonial/>

Marina Coast Water District
Water Conservation Commission
Staff Report

Agenda Item: 7

Meeting Date: November 3, 2016

Prepared By: Paul Lord

Presented By: Paul Lord

Reviewed By: Jean Premutati

Subject: Review and Discuss Proposed Schedule and Topics of November Working Group Meetings

Summary: The Commission is to review and discuss proposed Schedule and Topics of November Working Group Meetings. Staff requests suggestions of sites to be seen and topics to be discussed.

November 10th

MCWD Facilities Tour (Commissioners will car pool)

November 10th, 2016 – **1:00 PM - 3:00 PM**

Meeting Location: 2840 4th Avenue, Marina

RSVP, MCWD Staff - Paul Lord @ (831) 883-5905

MCWD staff to lead a tour of the District's water production, storage, & distribution facilities.

Marina Coast Water District
Water Conservation Commission
Staff Report

Agenda Item: 8

Meeting Date: November 3, 2016

Prepared By: Paul Lord
Reviewed By: Jean Premutati

Presented By: Paul Lord

Subject: Review and Propose Agenda Items for the December 1, 2016 WCC Meeting and Future Meetings

Summary: The Commission is to consider having a holiday dinner gathering in lieu of an official meeting on December 1, 2016. Commissioners may suggest new agenda items for future Water Conservation Commission meetings.

December

WCC Holiday Dinner (not an official Commission meeting)

December 1, 2016 – **5:00 PM - 6:30 PM**

Frutti De Mar Grill
3056 Del Monte Blvd
Marina, CA 93933
(831) 384-8525

RSVP, Host Commissioner JoAnn Cannon

Future Meetings

- Review WCC goals and objectives
- Updates on Working Group meetings
- Receive an update on recent and future Public Information Program activities
- Review draft changes to the water conservation ordinance re: the requirement to retrofit
- Update on the In-school Water Education Program MOU
- Review, evaluate, and propose improvements to the Rebate Programs
- Continued updates on GPCD, water production, and water consumption data
- Review, develop a proposal for a Laundry-to-Landscape Irrigation systems incentive
- Review updates to Landscape Standards
- Water loss reporting
- Guest presentation
- Field trip to site of interest