



# S A W P A

**SANTA ANA WATERSHED PROJECT AUTHORITY**  
11615 Sterling Avenue, Riverside, California 92503 • (951) 354-4220

## **NOTICE OF REGULAR MEETING OF THE PROJECT AGREEMENT 22 COMMITTEE**

Interregional Landscape Water Demand Reduction Program

**Committee Members:**

- Joe Grindstaff, General Manager, Inland Empire Utilities Agency
- Doug Headrick, General Manager, San Bernardino Valley Municipal Water District
- Paul D. Jones, General Manager, Eastern Municipal Water District, Chair
- Michael Markus, General Manager, Orange County Water District, Vice Chair
- John Rossi, General Manager, Western Municipal Water District

**THURSDAY, AUGUST 24, 2017 – 8:00 A.M.**

### **AGENDA**

1. **CALL TO ORDER** (Paul D. Jones, Chair)

2. **PUBLIC COMMENTS**

Members of the public may address the Committee on items within the jurisdiction of the Committee; however, no action may be taken on an item not appearing on the agenda unless the action is otherwise authorized by Government Code §54954.2(b).

3. **APPROVAL OF MEETING MINUTES: JUNE 22, 2017** .....3

**Recommendation:** Approve as posted.

4. **COMMITTEE DISCUSSION ITEMS**

A. **PROPOSITION 84 INTEGRATED REGIONAL WATER MANAGEMENT DROUGHT GRANT AMENDMENT AND RELATED PROGRAM IMPLEMENTATION ITEMS (PA22#2017.14)** .....9

**Presenter:** Ian Achimore

**Recommendation:**

- (1) Approve the execution of an amendment to the Proposition 84 Integrated Regional Water Management Drought Grant Agreement to include changes such as:
  - A. Shifting approximately \$1,150,000 in Emergency Drought Grant Program cost savings from Project 1 to Project 2.
  - B. Shifting approximately \$320,000 in cost savings within Project 1 from Budget Category D to Budget Category A.
- (2) Authorize SAWPA to execute sub-grantee agreement amendments to add the Emergency Drought Grant Program’s cost savings to the current funding amounts in the agreements.
- (3) Waive Policy Statement No. 1 for the Eastern Municipal Water District West Valley High School Turf Removal and Retrofit Project which is scheduled to receive a rebate partially over the \$250,000 per project ceiling.
- (4) Provide feedback on the projected spending items shown in Table 2 of the memorandum.

**B. RETAIL WATER AGENCY METER GEOCODING AND BUSINESS TYPE CLASSIFICATION PROGRAM (PA22#2017.15) .....19**

**Presenter:** Rick Whetsel

**Recommendation:** The Conservation Advisory Workgroup and SAWPA staff recommends that the Project Agreement (PA) 22 Committee authorize Task Order No. MSS504-301-01 with Miller Spatial Inc. for an amount not-to-exceed \$300,000 to implement the Retail Water Agency Meter Geocoding and Business Type Classification Program for agencies in the Santa Ana River Watershed, as well as the EMWD and WMWD service areas within the Upper Santa Margarita Watersheds.

**C. WEB-BASED WATER CONSUMPTION REPORTING AND CUSTOMER ENGAGEMENT PROJECT (PA22#2017.16) .....27**

**Presenter:** Ian Achimore

**Recommendation:** Receive and file this status report on the OmniEarth, Inc./DropCount Web-Based Water Consumption Reporting and Customer Engagement Project.

**5. FUTURE AGENDA ITEMS**

**6. ADJOURNMENT**

**PLEASE NOTE:**

Americans with Disabilities Act: Meeting rooms are wheelchair accessible. If you require any special disability related accommodations to participate in this meeting, please contact (951) 354-4220 or [kberry@sawpa.org](mailto:kberry@sawpa.org). Notification at least 48 hours prior to the meeting will enable staff to make reasonable arrangements to ensure accessibility for this meeting. Requests should specify the nature of the disability and the type of accommodation requested.

Materials related to an item on this agenda submitted to the Commission after distribution of the agenda packet are available for public inspection during normal business hours at the SAWPA office, 11615 Sterling Avenue, Riverside, and available at [www.sawpa.org](http://www.sawpa.org), subject to staff's ability to post documents prior to the meeting.

**Declaration of Posting**

I, Kelly Berry, Clerk of the Board of the Santa Ana Watershed Project Authority declare that on Wednesday, August 16, 2017, a copy of this agenda has been uploaded to the SAWPA website at [www.sawpa.org](http://www.sawpa.org) and posted in SAWPA's office at 11615 Sterling Avenue, Riverside, California.

/s/

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 Kelly Berry, CMC

**2017 Project Agreement 22 Committee Regular Meetings**

Fourth Thursday of Every Month

(Note: All meetings begin at 8:00 a.m., unless otherwise noticed, and are held at SAWPA.)

<b>January</b> 1/26/17 Regular Committee Meeting	<b>February</b> 2/23/17 Regular Committee Meeting
<b>March</b> <del>3/23/17 Regular Committee Meeting [cancelled]</del>	<b>April</b> 4/27/17 Regular Committee Meeting
<b>May</b> <del>5/25/17 Regular Committee Meeting [cancelled]</del>	<b>June</b> 6/22/17 Regular Committee Meeting
<b>July</b> <del>7/27/17 Regular Committee Meeting [cancelled]</del>	<b>August</b> 8/24/17 Regular Committee Meeting
<b>September</b> 9/28/17 Regular Committee Meeting	<b>October</b> 10/26/17 Regular Committee Meeting
<b>November</b> 11/16/17* Regular Committee Meeting*	<b>December</b> 12/28/17 Regular Committee Meeting

\*Meeting date adjusted due to conflicting holiday.



**PROJECT AGREEMENT 22 COMMITTEE**  
Interregional Landscape Water Demand Reduction Program  
**REGULAR MEETING MINUTES**  
June 22, 2017

**COMMITTEE MEMBERS PRESENT**

Joseph P. Grindstaff, General Manager, Inland Empire Utilities Agency  
Doug Headrick, General Manager, San Bernardino Valley Municipal Water District  
Paul D. Jones, General Manager, Eastern Municipal Water District [Chair]  
Michael Markus General Manager, Orange County Water District [Vice Chair]  
John Rossi, General Manager, Western Municipal Water District

**COMMITTEE MEMBERS ABSENT**

There were no absent Committee Members

**STAFF PRESENT**

Dean Unger, Ian Achimore, Larry McKenney, Marie Jauregui, Mark Norton, Rick Whetsel, Zyanya Blancas

**1. CALL TO ORDER/PLEDGE OF ALLEGIANCE**

The meeting was called to order at 8:00 a.m. by Chair Jones at the Santa Ana Watershed Project Authority, 11615 Sterling Avenue, Riverside, California.

**2. PUBLIC COMMENTS**

There were no public comments.

**3. APPROVAL OF MEETING MINUTES: April 27, 2017**

**MOVED**, approve the April 27, 2017 meeting minutes.

Result:	<b>Adopted (Unanimously; 5-0)</b>
Motion/Second:	Markus/Rossi
Ayes	Grindstaff, Headrick, Jones, Markus, Rossi
Nays:	None
Abstentions:	None
Absent:	None

**4. COMMITTEE DISCUSSION ITEMS**

**A. PROJECT AGREEMENT 22 COMMITTEE BUDGET FOR FISCAL YEARS ENDING 2018 AND 2019 (PA22#2017.9)**

Ian Achimore provided a PowerPoint presentation on the PA22 Committee Budget (Committee budget) for Fiscal Years Ending 2018 and 2019. The Committee budget covers

both projects under the Emergency Drought Grant Program (Drought Program); Project 1 – Conservation Based Reporting Tools and Rate Structure Implementation and Project 2 – High Visibility Turf Removal and Retrofit (Projects).

The Committee budget represents the complete outlay of the remaining Proposition 84 funds for the Drought Program by FYE 2019. The ending date of the budget is assuming the Proposition 84 Grant Agreement amendment is approved, which would extend the Drought Program. Achimore referenced a detailed cost breakdown of the Committee budget, located in the agenda packet pages 11-14.

<b>PA22 Committee Budget</b>		
<b>Source of Funds</b>	<b>FYE 2018</b>	<b>FYE 2019</b>
<b>Grant – SAWPA Implementation *</b>	\$ 1,265,683	\$1,182,042
<b>Grant – Pass Through to SARCCUP Agencies</b>	\$4,133,341	\$100,000
<b>Total</b>	<b>\$5,399,024</b>	<b>\$1,282,042</b>

*\*Includes labor, benefits, indirect costs, and program expenses (includes consultants).*

The Committee budget places the majority of the projected surplus funds as a Program Expense, which includes the new program in development to support retail agencies' compliance with the Executive Order B-37-16 *Making Conservation a California Way of Life*. Cost savings are derived from the Aerial Mapping and Technology Based Information Tool Project.

It was clarified that the PA22 Committee will have the flexibility to move funds between the two Projects after the budget has been approved. An amendment will need to be executed, however, it will not require participating agencies to sign off on the amendment as it does not change the amount of their contributions. Achimore noted that the Advisory Workgroup has expressed interest in placing surplus funds into Project 2 – High Visibility Turf Removal and Retrofit.

As an information item, the Santa Ana River Conservation and Conjunctive Use Program Optimization Water Use Efficiency component expenses contained in the PA23 Committee Budget were presented to the Committee.

**MOVED**, Adopt the PA 22 Committee Budget for Fiscal Years ending 2018 and 2019

Result: **Adopted (Unanimously)**  
 Motion/Second: Grindstaff/Headrick  
 Ayes Grindstaff, Headrick, Jones, Markus, Rossi  
 Nays: None  
 Abstentions: None  
 Absent: None

**B. SUB-GRANTEE REQUESTS REGARDING THE HIGH VISIBILITY TURF REMOVAL AND RETROFIT PROJECT (PA22#2017.10)**

Mark Norton provided a PowerPoint presentation on the recent requests from the sub-grantees regarding the High Visibility Turf Removal and Retrofit Project.

The PA22 Committee received letters from the Emergency Drought Grant Program's Proposition 84 Grant Agreement (Grant Agreement) sub-grantees requesting 1) that if the Grant Agreement were revised with DWR, it should not require additional local funding match to be reported in the event that surplus funds from the conservation component are

transferred to support the turf removal component; and 2) to transfer surplus funds from the Aerial Mapping and Technology Based Information Tool project to do even more turf removal. Discussion ensued regarding the first request and how accounting for matching funds using a “programmatically” approach as opposed to a per-parcel approach may alleviate the issue.

The sub-grantees support first funding the new Aerial Mapping and Technology Based Information Tool Project and potentially funding the Water Meter Geocoding and NAICS Classification work based on anticipated results of the Geocoding Services RFP.

Staff advised the Committee that moving funds from the Conservation component, contained within a separate project in the Grant Agreement to the turf removal component would result in a Grant Agreement amendment, which would have to be approved by the Department of Water Resources (DWR).

It was the consensus of the Committee to approve expanding the accounting of grant reimbursement for turf removal and retrofit to allow participating agencies the option to account for grant dollars on a “programmatically” level rather than the current practice of a per parcel basis to expedite grant funding reimbursement with the condition that the term programmatically approach is defined in the amendment. Furthermore, the Committee agreed to relocate the remaining surplus funds after reconciliation of the rest of the agenda items.

**MOVED,**

(1) Approve expanding the accounting of grant reimbursement for turf removal and retrofit to allow participating agencies the option to account for grant dollars on a programmatically level rather than the current practice of a per parcel basis to expedite grant funding reimbursement with the condition that the term programmatically approach is defined in the Emergency Drought Grant Program’s Proposition 84 Grant Amendment; and,

(2) Provide feedback regarding shifting excess and remaining grant funding from the conservation component of the Emergency Drought Grant Program to fund additional turf removal and retrofit projects under the same conditions of the Grant Agreement subject to pending funding allocations to additional conservation components and tools.

Result:	<b>Adopted (Unanimously)</b>
Motion/Second:	Grindstaff/Rossi
Ayes	Grindstaff, Headrick, Jones, Markus, Rossi
Nays:	None
Abstentions:	None
Absent:	None

**C. INLAND EMPIRE UTILITIES AGENCY REQUEST TO UTILIZE COST SAVINGS FOR ITS PROACTIVE USE OF THE TECHNOLOGY BASED INFORMATION SUPPORT TOOL**

The Committee acted on Agenda Item No. 4.C. based on the information provided in the agenda packet without discussion.

**MOVED**, Approve the utilization of \$50,000 in cost savings from the conservation component of the Emergency Drought Grant Program to fund the utilization of the Technology Based Information Support Tool for 175,000 residential parcels in the IEUA service area and local cost share for the support tool use by two IEUA sub-agencies.

Result: **Adopted (Unanimously)**  
Motion/Second: Markus/Jones  
Ayes Grindstaff, Headrick, Jones, Markus, Rossi  
Nays: None  
Abstentions: None  
Absent: None

**D. SAWPA AERIAL IMAGERY AND LANDSCAPE MEASUREMENT DATA – REQUEST FOR PROPOSALS: COMPREHENSIVE WATER METER GEOCODING AND CLASSIFICATION OF COMMERCIAL, INDUSTRIAL AND INSTITUTIONAL (CII) ACCOUNTS USING NORTH AMERICAN INDUSTRY CLASSIFICATION SYSTEM (NAICS) CODING (PA22#2017.12)**

The Committee acted on Agenda Item No. 4.D. based on the information provided in the agenda packet without discussion.

**MOVED**, Authorize staff to issue a Request for Proposals to seek a qualified consultant to implement a comprehensive program for water meter geocoding and classification of commercial, industrial and institutional (CII) accounts and business type classification including the identification of mixed meter Commercial, Industrial, and Institutional (CII) accounts for up to six retail water agencies in the Santa Ana River Watershed, as well as the EMWD and WMWD service areas within the Upper Santa Margarita Watersheds.

Result: **Adopted (Unanimously)**  
Motion/Second: Headrick/Grindstaff  
Ayes Grindstaff, Headrick, Jones, Markus, Rossi  
Nays: None  
Abstentions: None  
Absent: None

**E. SAWPA AERIAL IMAGERY AND LANDSCAPE MEASUREMENT DATA – ESRI ONLINE WEB APPLICATION AND CLOUD SERVICES (PA22#2017.13)**

Dean Unger provided a PowerPoint regarding the ESRI online web application and cloud services.

The online web application will enable water retail agency staff to access SAWPA's aerial imagery and the results of the landscape analysis performed under the Proposition 84 Emergency Drought Grant Program. Making data available through an online web application eliminates the need and associated costs for each agency to store this large amount of data. For those agencies lacking GIS capabilities, the application will also provide a platform to use the data. The online web application will not be available to the public.

SAWPA staff requested approval of Work Order ESRI504-301-01 which will allow ESRI to provide and maintain online web application and cloud services for one year. Funding for this service will come from the projected cost savings remaining from the Proposition 84

IRWM Drought Grant, Project 1 – Conservation Based Reporting Tools and Rate Structure Implementation (Project 1).

Unger stated that an approximately \$30,000 will be needed every year for maintenance of the online web application. Currently, SAWPA staff is exploring future source of funding for subsequent years and will include it in the SAWPA budget if funding is not found.

**MOVED**, Authorize a Task Order with ESRI for an amount not to exceed \$100,000 to develop and manage an on-line web application and cloud services to provide retail agency staff improved access to SAWPA aerial imagery and landscape measurement data.

Result:	<b>Adopted (Unanimously)</b>
Motion/Second:	Markus/Grindstaff
Ayes	Grindstaff, Headrick, Jones, Markus, Rossi
Nays:	None
Abstentions:	None
Absent:	Rossi

**F. METROPOLITAN WATER DISTRICT REGIONAL TURF REMOVAL PROGRAM (PA22#2017.11)**

Ian Achimore provided an oral update on the Metropolitan Water District of Southern California (MWDSC) internal audit of their Turf Removal Program (Program).

The Program is administered under an agreement with Electric Gas and Industries Association (EGIA). EGIA performs the inspection and verifications for MWDSC's Program. The results presented discrepancies in EGIA scope of work and concerns with their inspection of projects after completion.

Consequently, SAWPA staff is requesting further information from individual projects involved in the Emergency Drought Grant Program Project 2 – High Visibility Turf Removal and Retrofit to ensure compliance if audited by the State; further site inspections will be performed. This includes on-site inspections and aerial imagery inspection by SAWPA's in-house quality control inspector.

Cost associated to the amplified quality control procedures will be charged to the administrative costs. Achimore stated this would require the transfer of funds from the implementation portion to the grant administration portion. SAWPA staff was directed to present at a future PA22 Committee meeting the projected increment cost that should be transferred.

**5. FUTURE AGENDA ITEMS**

- Metropolitan Water District Regional Turf Removal Program Update

**6. ADJOURNMENT**

There being no further business for review, Chair Jones adjourned the meeting at 9:07 a.m.

**Approved at a Regular Meeting of the Project Agreement 22 Committee on Thursday,  
August 24, 2017.**

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Paul D. Jones II, Chair

Attest:

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Kelly Berry, CMC, Clerk of the Board



**PA 22 COMMITTEE MEMORANDUM NO. 2017.14**

**DATE:** August 24, 2017

**TO:** SAWPA Project Agreement 22 Committee

**SUBJECT:** Proposition 84 Integrated Regional Water Management Drought Grant Amendment and Related Program Implementation Items

**PREPARED BY:** Ian Achimore, Senior Watershed Manager

**RECOMMENDATION**

1. Approve the execution of an amendment to the Proposition 84 Integrated Regional Water Management Drought Grant Agreement to include changes such as:
  - A. Shifting approximately \$1,150,000 in Emergency Drought Grant Program cost savings from Project 1 to Project 2.
  - B. Shifting approximately \$320,000 in cost savings within Project 1 from Budget Category D to Budget Category A.
2. Authorize SAWPA to execute sub-grantee agreement amendments to add the Emergency Drought Grant Program's cost savings to the current funding amounts in the agreements.
3. Waive Policy Statement No. 1 for the Eastern Municipal Water District West Valley High School Turf Removal and Retrofit Project which is scheduled to receive a rebate partially over the \$250,000 per project ceiling.
4. Provide feedback on the projected spending items shown in Table 2 of the memorandum.

**DISCUSSION**

The shifting of approximately \$1,470,000 (the total of the \$1,150,000 and \$320,000) within the Proposition 84 Integrated Regional Water Management (IRWM) Drought Grant agreement would provide further benefits such as turf removal and associated water savings to the region, fully utilize the cost savings from implementation of the Emergency Drought Grant Program, and stay within the current grant authority of \$12,860,110 as shown in Table 7 below.

To formulate the total amount to shift, SAWPA has coordinated with the participating agencies<sup>1</sup> through the July 31, 2017 PA 22 Advisory Workgroup meeting to itemize turf removal and retrofit projects the agencies could complete if the Proposition 84 IRWM Drought Grant agreement was amended to extend the end date from December 2017 to December 2018 and transfer funds between the agreement's two projects which include:

- Project 1: Conservation Based Reporting Tools and Rate Structure Implementation, and
- Project 2: High Visibility Turf Removal and Retrofit Project.

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<sup>1</sup> Eastern Municipal Water District (EMWD), Inland Empire Utilities Agency (IEUA), Orange County Water District/Municipal Water District of Orange County (OCWD/MWDOC), Rancho California Water District (RCWD), San Bernardino Valley Municipal Water District (SBVMWD) and Western Municipal Water District (WMWD).

The turf removal and retrofit projects are within the Santa Ana River Watershed IRWM Funding Area as the majority of the cost savings are within the area. Although the grant includes funding for the Upper Santa Margarita Watershed IRWM Funding Area, the Regional Water Management Group for the area prefers to utilize the approximately \$30,000 in cost savings for the Retail Water Agency Meter Geocoding and Business Type Classification (Geo/Business Coding) Program.

**PARTICIPATING AGENCY FUNDING REQUESTS**

The importance of gathering the list of turf removal projects and their associated costs from the participating agencies is that the projects would be able to utilize the cost savings from Project 1 of the Emergency Drought Grant Program. Further turf removal in the Santa Ana River Watershed IRWM Funding Area will also implement the water use efficiency goals in the One Water One Watershed IRWM Plan and ensure all funds provided by the DWR Drought Grant are utilized. The gathered list of turf removal projects have an assumed completion date of December 2018 because the milestone corresponds with the timeframe likely needed to accomplish the Geo/Business Coding Program. Figure 1 provides a comparison of the current December 2017 end date with the proposed December 2018 end date. An additional six months are added on to each schedule for closeout reporting and invoicing.

**Figure 1.  
Grant Agreement Schedule**

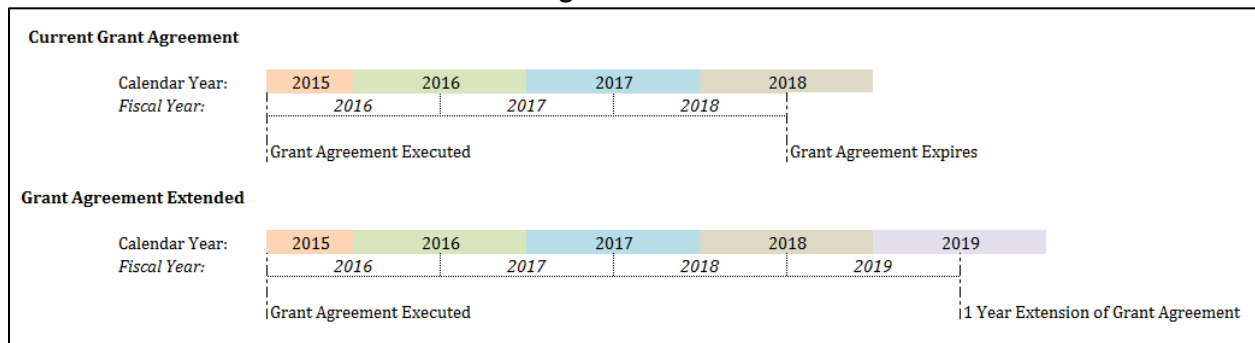


Table 1 presents an overview of the participating agency requests for additional grant funds and their associated projects which would could utilize Project 1’s cost savings.

Table 1. Requests from Turf Participating Agencies		
Participating Agency	Additional Funding Provided by Grant’s Cost Savings	Associated Square Feet of Turf Removed
EMWD	\$598,329	448,170
IEUA	\$340,000	340,000
OCWD/MWDOC	\$0	0
RCWD	\$0	0
SBVMWD	\$0	0
WMWD	\$130,000	369,125
<b>Total</b>	<b>\$1,124,475</b>	<b>1,213,441</b>

These funds represent additional grant dollars in excess of the remaining grant funds itemized in the SAWPA sub-grantee agreements with each of the participating agencies. As of June 30, 2017, the

amount that can still be invoiced to DWR under existing sub-agreement language is \$3,388,728 as shown in Table 2, item (f) below.

Even with the total project amount in Table 1 that can utilize the grant's cost savings, additional cost savings from Project 1 would remain unspent if the Emergency Drought Grant Program were to complete implementation in December 2018 (and closeout reporting was completed in June 2019) as shown in Figure 1. As shown in the Fiscal Years Ending (FYsE) 2018 and 2019 PA 22 Committee Budget in the Program Expenses line item there is approximately \$1,900,000 set aside from the cost savings for turf removal and other implementation tasks.

#### DETAIL ON FUNDING REQUESTS AND POLICY STATEMENT WAIVER

Provided below is additional detail of each of the participating agencies' requests to adjust their grant reimbursement authority contained in their SAWPA sub-grantee agreements. Providing further funding in the SAWPA sub-grantee agreements would require both parties to execute an amendment. With the Committee's approval, SAWPA would execute amendments after the grant agreement amendment that transfers funding between the grant's two projects has been signed by DWR.

- EMWD: EMWD is requesting to add \$598,329 in eligible grant reimbursement authority to the Sub-Grantee Agreement's current grant allocation of \$906,800 (for a total of \$1,505,129). The projects will provide for 448,170 square feet in turf removal and associated water savings benefits.
  - Of that requests of \$598,329, \$502,400 is for 251,200 square feet of additional projects. These projects include West Valley High School, March Air Reserve Base and Mount San Jacinto College. The West Valley High School Rebate amount is to be \$281,000, but staff is proposing to waive Policy Statement No. 1 in order to utilize the cost savings as efficiently as possible due to the time constraint of the expected deadline of the grant (December 2018).
- IEUA: IEUA is requesting to add approximately \$340,000 in eligible grant reimbursement authority to the Sub-Grantee Agreement's current grant allocation of \$807,564 (for a total of approximately \$1,147,564). The additional projects beyond the current allocation will provide approximately 340,000 square feet in turf removal and associated water savings benefits.
- OCWD/MWDOC: The Orange County agencies are not requesting additional funding from the cost savings.
- RCWD: RCWD is not requesting additional grant authority because there are minimal cost savings from the Prop 84 grant in the Upper Santa Margarita Watershed IRWM Funding Area and the area's Regional Water Management Group prefers to utilize the funding for the Geo/Business Coding Program.
- WMWD: WMWD is requesting to add \$130,000 to WMWD's eligible grant amount of \$851,243 (for a total of \$981,243) in order to implement 369,125 square feet in additional projects beyond the WMWD grant reimbursement authority in their SAWPA sub-grantee agreement.
- SBVMWD: SBVMWD is not requesting additional funding from the cost savings.

## PROJECT SPENDING ITEMS

After receiving the requests in Table 1, SAWPA calculated the remaining projected spending and added two placeholders in Table 2 below, items (d) and (f), that could serve as the method to obligate the remaining cost savings. Along with the two placeholders, Table 2 provides an overview of the projected spending by task, as well as by budget category<sup>2</sup>.

<b>Table 2. Projected Spending</b>				
<b>Item</b>	<b>Projected* Spending Item</b>	<b>Grant Funding</b>	<b>Budget Category</b>	<b>Project</b>
a.	EMWD	\$598,329	D	2
b.	IEUA	\$340,000	D	2
c.	WMWD	\$130,000	D	2
d.	First Come/First Serve Turf	\$83,605	D	2
e.	Remaining Grant** in Turf Sub-Grantee Agreements	\$3,388,728	D	2
f.	Additional Rate Funding	\$15,000	D	1
g.	Remaining Grant** in Rates Project	\$1,517,561	D	1
h.	OmniEarth Tool***	\$330,000	D	1
i.	ESRI Mapping Tool	\$115,000	D	1
j.	Geo/Business Coding Program	\$350,000	D	1
k.	Project Management (Grant & PA 22)	\$542,346	A	1
l.	Project Management (Implementation)	\$241,047	D	1
m.	Additional**** Project Management (Grant & PA 22)	\$40,000	A	1
n.	Additional**** Project Management (Implementation)	\$45,000	D	1
o.	Sub-Total Project 1	\$3,195,954	A and D	1
p.	Sub-Total Project 2	\$4,540,662	D	2
<b>q.</b>	<b>Grand Total</b>	<b>\$7,736,616</b>	<b>A and D</b>	<b>1 and 2</b>

\* "Projected" meaning in addition to actual spending that has been documented through invoices received by SAWPA prior to June 30, 2017.

\*\* "Remaining grant" meaning the participating agencies for the turf removal and rates component have existing grant reimbursement authority in their SAWPA sub-grantee agreements to invoice DWR.

\*\*\* Includes \$280,000 for further implementation of the OmniEarth Project as well as \$50,000 for the OmniEarth Project implementation in IEUA's area per the PA 22 Committee's approval on June 22, 2017.

\*\*\*\* "Additional" meaning in addition to the PA 22 Committee's FYE 2018 and 2019 Budget. The project management effort is separated into several tasks: 1) managing the Project Agreement 22 Committee and Advisory Workgroup effort, and 2) grant administration. These are shown in items (k) and (m). The third project management effort is related to implementing the various components of the Emergency Drought Grant Program, such as the rates and OmniEarth tasks. This is shown in items (l) and (n). The additional effort to manage the grant and implement the Emergency Drought Grant Program is described below under the DWR Grant Perspective section.

## ITEMS FOR FEEDBACK

As stated in the recommendation for this Memorandum, SAWPA is seeking feedback on the two proposed items, (d) and (f).

<sup>2</sup> "Budget category" refers to the funding classification used for DWR's IRWM grants. DWR normally utilizes four budget categories. Grantees are able to transfer funding within budget categories (such as between tasks) without an grant agreement amendment, but a transfer between budget categories requires an official amendment.

Shown as item (d), setting aside a “first come/first serve” amount of grant funding for turf projects could serve as a method to incentivize the participating agencies to compete for the remaining grant funds beyond those itemized in Table 1. An alternative method includes allocating the funding to each of the agencies, but with their current demand for grant funding already accounted for in Table 1, a set-aside may not serve as the strongest incentive to complete the Emergency Drought Grant Program by December 2018. To implement the first come/first serve approach, SAWPA would meet with the partnering agencies on a periodic basis, through the PA 22 Advisory Workgroup, in order to acquire their requests for further grant funding. If the agencies have a high amount of demand from submitted rebate applications in the intervening time, SAWPA would approve the division of the funding based on a first come/first serve approach and adjust the sub-grantee agreements through amendments.

Shown as item (f), an allocation of funding could be provided to the eight conservation-based water rate agencies on a first come/first serve basis if they adopt the rate structure. This could serve as a method to incentivize agencies to not only adopt their rate structure, but also complete their rate study as quickly as possible to secure remaining grant funding.

#### DWR GRANT PERSPECTIVE

From a DWR grant perspective, the funding items in Table 1 and 2 are represented as a total of those items in Table 3.<sup>3</sup> As with all Prop 84 IRWM Grants, DWR manages funding at the budget category level rather than at the more finite task level. Any transfer between budget categories would need to be redirected through an amendment to the grant agreement.

<b>Table 3.</b> Project 1: Conservation Based Reporting Tools and Rate Structure Implementation Current Grant Budget (Pre Amendment)					
a.	b.	c.	d. (b. - c.)	e.	f. (b. - c. - e.)
Budget Category*	Grant Budget	Actual Grant Spending	Remaining Grant Funding	Projected Grant Spending	Remaining Grant Funding
A	<b>\$875,000</b>	\$612,506	\$262,493	\$582,346	-\$319,853
B	<b>\$0</b>	\$0	\$0	\$0	\$0
C	<b>\$50,000</b>	\$50,000	\$0	\$0	\$0
D	<b>\$6,662,610</b>	\$2,577,215	\$4,085,394	\$2,613,608	\$1,471,786
<b>Totals</b>	<b>\$7,587,610</b>	\$3,239,723	\$4,347,887	\$3,195,954	\$1,151,934

\*Category Names: A – Project Administration, B – Land Purchase, C – Planning, and D – Construction.

To transfer funding from Project 1 which has the cost savings, \$1,151,934 of the \$1,471,786 of cost savings in Project 1 Category D would be directed to Project 2 in a DWR grant amendment.

As discussed at previous Committee meetings, the remaining \$319,853 in cost savings in budget category could be redirected to budget category A, which is projected to have a deficit in 2018. Due to the extension of an additional year to the schedule, as well as the extra work with the turf partnering agencies new projects, the additional time extension for the conservation-based rates partnering

<sup>3</sup> Note that item (f) in Table 2 is not represented in the item totals in Table 3. It is included in Table 4 since item (g) reflects the current grant reimbursement authority in Project 2.

agencies and the new Geo/Business Coding Program, SAWPA recommends this transfer of funding between categories.

In comparison, Project 2's spending and projections as they currently stand before the transfer of the \$1,151,934 of cost savings is represented in Table 4.

<b>Table 4.</b> Project 2: High Visibility Turf Removal and Retrofit Project Current Grant Budget (Pre Amendment)					
a.	b.	c.	d. (b. - c.)	e.	f. (b. - c. - e.)
Budget Category*	Grant Budget	Actual Grant Spending	Remaining Grant Funding	Projected Grant Spending	Remaining Grant Funding
<b>A</b>	<b>\$0</b>	\$0	\$0	\$0	\$0
<b>B</b>	<b>\$0</b>	\$0	\$0	\$0	\$0
<b>C</b>	<b>\$0</b>	\$0	\$0	\$0	\$0
<b>D</b>	<b>\$5,272,500</b>	\$1,883,772	\$3,388,728	\$3,388,728	\$0
<b>Totals</b>	<b>\$5,272,500</b>	<b>\$1,883,772</b>	<b>\$3,388,728</b>	<b>\$3,388,728</b>	<b>\$0</b>

\*Category Names: A – Project Administration, B – Land Purchase, C – Planning, and D – Construction.

After the transfer between Project 1 and Project 2 (as well as between Budget Category A and D within Project 1), the changes to the grant budget would reflect the following in Tables 5 and 6. As shown in the tables, the values in column b reflect the transfer of \$319,853 within Project 1 from Category D to Category A, as well as the transfer of \$1,151,934 from Project 1 Category D to Project 2 Category D.

<b>Table 5.</b> Project 1: Conservation Based Reporting Tools and Rate Structure Implementation Amended Grant Budget					
a.	b.	c.	d. (b. - c.)	e.	f. (b. - c. - e.)
Budget Category*	Grant Budget	Actual Grant Spending	Remaining Grant Funding	Projected Grant Spending	Remaining Grant Funding
<b>A</b>	<b>\$1,194,852</b>	\$612,506	\$582,345	\$582,345	\$0
<b>B</b>	<b>\$0</b>	\$0	\$0	\$0	\$0
<b>C</b>	<b>\$50,000</b>	\$50,000	\$0	\$0	\$0
<b>D</b>	<b>\$5,190,824</b>	\$2,577,216	\$2,613,608	\$2,613,608	\$0
<b>Totals</b>	<b>\$6,435,676</b>	<b>\$3,239,723</b>	<b>\$3,195,953</b>	<b>\$3,195,953</b>	<b>\$0</b>

\*Category Names: A – Project Administration, B – Land Purchase, C – Planning, and D – Construction.

Table 6. Project 2: High Visibility Turf Removal and Retrofit Project Amended Grant Budget					
a.	b.	c.	d. (b. - c.)	e.	f. (b. - c. - e.)
Budget Category*	Grant Budget	Actual Grant Spending	Remaining Grant Funding	Projected Grant Spending	Remaining Grant Funding
A	\$0	\$0	\$0	\$0	\$0
B	\$0	\$0	\$0	\$0	\$0
C	\$0	\$0	\$0	\$0	\$0
D	\$6,424,434	\$1,883,772	\$4,450,662	\$4,450,662	\$0
<b>Totals</b>	<b>\$6,424,434</b>	<b>\$1,883,772</b>	<b>\$4,450,662</b>	<b>\$4,450,662</b>	<b>\$0</b>

\*Category Names: A – Project Administration, B – Land Purchase, C – Planning, and D – Construction.

For a side-by-side comparison in a single table, the following adjustments to the Prop 84 IRWM Drought Grant agreement are reflected in Table 7. As shown, the overall budget authority from the grant is maintained at the current level of \$12,860,110.

Table 7. Prop 84 IRWM Drought Grant Agreement Budget Before and After Proposed Amendment			
Budget Category*	Project 1 Current Budget	Project 1 Amended Budget	Delta
A	\$875,000	\$1,194,852	+\$319,853
B	\$0	0	0
C	\$50,000	\$50,000	0
D	\$6,662,610	\$5,190,824	-\$1,471,786
<b>Total</b>	<b>\$7,587,610</b>	<b>\$6,435,676</b>	<b>-\$1,151,934</b>
Budget Category*	Project 2 Current Budget	Project 2 Amended Budget	Delta
A	\$0	\$0	\$0
B	\$0	\$0	\$0
C	\$0	\$0	\$0
D	\$5,272,500	\$6,424,434	+\$1,151,934
<b>Total</b>	<b>\$5,272,500</b>	<b>\$6,424,434</b>	<b>+\$1,151,934</b>
<b>Grant Authority (Total Project 1 + Total Project 2)</b>	<b>\$12,860,110</b>	<b>\$12,860,110</b>	<b>\$0</b>

\*Category Names: A – Project Administration, B – Land Purchase, C – Planning, and D – Construction.

#### **ANALYSIS OF TURF PROJECTS**

Per the request at the June 22, 2017 PA 22 Committee meeting, the estimated cost to reviewing the supporting documentation and do limited site assessments is \$5,000 to \$8,000 per participating agency. The review of the supporting documentation is required in order to finalize the project completion and grant completion report; doing this work at this stage during implementation will relieve the same amount of effort that would be expended toward the close of the Emergency Drought Grant Program.

#### **CRITICAL SUCCESS FACTORS**

The following OWOW critical success factors are addressed by this action:

1. Administration of the OWOW process and plan in a highly efficient and cost-effective manner.
2. Data and information needed for decision-making is available to all.

#### **RESOURCE IMPACTS**

Funding for the budget amendment preparation task will come from the Proposition 84 IRWM Drought Grant shown in the labor categories within the FYE 2018 fiscal year in the Committee's two year budget.

#### **Attachment**

- FYsE 2018 and 2019 PA 22 Committee Budget



**Attachment  
FYE 2018 and 2019 PA 22 Committee Budget**

FYE 2018 PA 22 Committee Budget

Source of Funds	Funding
Grant – SAWPA Implementation	\$1,265,683
Grant – Pass Through to SARCCUP Agencies	\$4,133,341
<b>Total</b>	<b>\$5,399,024</b>

Use of Funds – SAWPA Implementation	Funding
Labor	\$109,479
Benefits	\$47,824
Indirect Costs	\$154,453
Program Expenses	\$953,927
<b>Total</b>	<b>\$1,265,683</b>

Use of Funds – Pass Through	Funding
Reimbursement to Agencies	<b>\$4,133,341</b>

FYE 2019 PA 22 Committee Budget

Source of Funds	Funding
Grant – SAWPA Implementation	\$1,182,042
Grant – Pass Through to Agencies	\$100,000
<b>Total</b>	<b>\$1,282,042</b>

Use of Funds – SAWPA Implementation	Funding
Labor	\$81,866
Benefits	\$35,772
Indirect Costs	\$115,478
Program Expenses	\$948,927
<b>Total</b>	<b>\$1,182,043</b>

Use of Funds – Pass Through	Funding
Reimbursement to Agencies	<b>\$100,000</b>

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**PA 22 COMMITTEE MEMORANDUM NO. 2017.15**

**DATE:** August 24, 2017  
**TO:** SAWPA Project Agreement 22 Committee  
**SUBJECT:** Retail Water Agency Meter Geocoding and Business Type Classification Program  
**PREPARED BY:** Rick Whetsel, Senior Watershed Manager

**RECOMMENDATION**

The Conservation Advisory Workgroup and SAWPA staff recommends that the Project Agreement (PA) 22 Committee authorize Task Order No. MSS504-301-01 with Miller Spatial Services, LLC for an amount not-to-exceed \$300,000 to implement the Retail Water Agency Meter Geocoding and Business Type Classification Program for agencies in the Santa Ana River Watershed, as well as the EMWD and WMWD service areas within the Upper Santa Margarita Watersheds.

**DISCUSSION**

In response to a request for proposals issued in June 26, 2017, the Conservation Advisory Workgroup and SAWPA staff unanimously recommend Miller Spatial Services, LLC to implement the Retail Water Agency Meter Geocoding and Business Type Classification Program.

Miller Spatial Services was selected by a proposal technical review committee composed of task force agencies based upon the consultant’s cost model, detailed technical approach, direct experience working with water retailers geocoding meters and available dashboard tools.

The attached Task Order with Miller Spatial Inc. details the tasks to implement the Retail Water Agency Meter Geocoding and Business Type Classification Program. Included with this Task Order is a scope of work and budget providing a detailed description of support services to be performed by the consultant, Miller Spatial Inc. as highlighted below:

- Water Meter Account to Water Meter Service Area Matching Services
- Business Account Type Classification Services based upon North American Industry Classification System (NAICS) Data
- Identification of Mixed Use Commercial, Industrial and Institutional (CII) Accounts
- Project Reporting following Prop 84 Reporting Formats and Requirements

Staff has established a not to exceed budget of \$300,000 that considers the number of retail agencies that have expressed interest in participating in the program, based upon the cost model designed by Miller Spatial Inc. Retail agencies that have shown an interest in participating in the program include the following:

City of Brea	Golden State Water	Rancho California Water
City of Buena Park	Company	District
Eastern Municipal Water	City of La Habra	City of Seal Beach
District	City of La Palma	City of Tustin
Fontana Water Company	Monte Vista Water District	City of Westminster
	City of Orange	Yorba Linda Water District

## **BACKGROUND**

In June 2017, the PA 22 Committee authorized SAWPA staff to issue a request for Proposals (RFP) to identify firms qualified in working with retail water agencies to develop a comprehensive program to implement the following:

- Provide comprehensive water meter geocoding services
- Perform a classification of CII accounts using North American Industry Classification System (NAICS) coding, and
- Identify mixed meter CII accounts

In April 2017 the State released its final report titled, Making Water Conservation a California Way of Life, Implementing Executive Order B-37-16. This report detailed a number of recommended Performance Measures for agencies serving Commercial, Industrial, and Institutional customers as follows:

### **Commercial, Industrial, and Institutional Performance Measures<sup>1</sup>**

There is substantial diversity in businesses and institutions throughout California, resulting in a wide range of water use within the commercial, industrial, and institutional sector.

Consequently, the EO Agencies will not establish a volumetric standard and budget for CII water use at this time. Instead, CII water suppliers will be required to implement the following three performance measures:

1. Convert all landscapes over a specified size threshold that are served by a mixed meter CII account to dedicated irrigation accounts, either through the installation of a separate landscape meter or the use of equivalent technology.
2. Classify all CII accounts using the North American Industry Classification System (or another similar classification system selected by the EO Agencies). Where feasible, CII subsector benchmarks will be developed to assist water suppliers in identifying CII accounts with the potential for water use efficiency improvements.
3. Conduct water use audits or prepare water management plans for CII accounts over a specified size, volume, or percentage threshold.

## **CRITICAL SUCCESS FACTORS**

The following OWOW critical success factors are addressed by this action:

1. Administration of the OWOW process and plan in a highly efficient and cost-effective manner.
2. Data and information needed for decision-making is available to all.

## **RESOURCE IMPACTS**

Funding for these projects will come from the projected cost savings remaining from the Proposition 84 IRWM Drought Grant.

Attach:

1. Task Order No. MSS504-301-01

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<sup>1</sup> 1 Page 3-9, Making Water Conservation a California Way of Life, Implementing Executive Order B-37-16, FINAL REPORT, April 2017



**SANTA ANA WATERSHED PROJECT AUTHORITY  
TASK ORDER NO. MSS504-301-01**

**CONSULTANT:** Miller Spatial Services, LLC **VENDOR NO.** 2164  
3499 Tenth Street  
Riverside, CA 92501

**VALUE:** \$300,000

**PAYMENT:** Upon Proper Invoice

**REQUESTED BY:** Rick Whetsel, Sr. Watershed Manager August 24, 2017

**FINANCE:** \_\_\_\_\_  
Karen Williams, CFO Date

**FINANCING SOURCE:** Acct. Coding 504-301CONST-6  
Acct. Description: General Consulting

**COMMISSION AUTHORIZATION REQUIRED:** YES (X) NO ( )  
Committee Memo #PA22\_\_\_\_\_.

This Task Order is issued by the Santa Ana Watershed Project Authority (hereafter "SAWPA") to **Miller Spatial Services, LLC** (hereafter "Consultant") pursuant to the Agreement between SAWPA and Consultant entitled *Agreement for Services*, August 24, 2017 (*expires 12-31-2020*).

**I. PROJECT NAME OR DESCRIPTION**

Retail Water Agency Geocoding and Business Type Classification Program

**II. SCOPE OF WORK / TASKS TO BE PERFORMED**

Consultant shall provide all labor, materials and equipment for the Project to perform the specific tasks of implementing a meter geocoding and business type classification program to provide the following services to retail water agencies:

- A. Outreach Workshop for Retail Agencies
- B. Water Meter Account to Water Meter Service Area Matching Services
- C. Business Type Account Classification Services
- D. Identify Mixed Use CII Water Meters and reporting following the Proposition 84 Grant guidelines

This work is more thoroughly described in Attachment A.

*Please refer to Appendix X for acceptable deliverable formats.*

**III. PERFORMANCE TIME FRAME**

Consultant shall begin work within five days of the date this Task Order is signed by the Authorized Officer and shall complete performance of such services by or before **December 31, 2018**.

**IV. SAWPA LIAISON**

Rick Whetsel shall serve as liaison between SAWPA and Consultant.



## ATTACHMENT A

### Scope of Work

#### Task 1: Agency Outreach

Miller Spatial Services, LLC (Miller) shall conduct a workshop at SAWPA to inform retail agencies of support tools to assist them in addressing water conservation requirements proposed by the State.

SAWPA will initiate a Memorandum of Understanding between SAWPA, Miller Spatial, and the participating retail agency.

##### **Deliverables:**

1. Onsite kick-off meeting with SAWPA.
2. Workshop with SAWPA and interested retail agencies.
3. Follow-up Data Survey with participating Agencies.

#### Task 2: Technical Approach

##### Subtask 2A-Water Meter Account to Water Meter Service Area Matching Services

Miller shall work through SAWPA and the SAWPA member agencies to conduct a Billing System Data Request for each participating retail agency.

This data will accelerate the pre-assigning process and establishing a working relationship with each agency.

##### **Billing Data Transfer Requirements:**

For each meter/service address and customer consumption records, participating agencies will provide:

1. Unique Meter/Customer/Service ID number link to Address if available with location information
  - a. Meter ID, to link to GIS if available
  - b. Meter/Service address (Account Owner Name, Street Address, Unit, City, State, Zip)
  - c. Billing address
  - d. APN
  - e. Geospatial coordinates (latitude/longitude) of each water meter
2. Meter Type/Customer class/Service type (e.g. Residential, Commercial, Landscape, Fire, Temporary, etc.). If NAICS or SIC code for businesses are available, please include.
3. Meter/Account Status (active or inactive, if this information is available and relevant)
4. Water meter size (3/4, 1", 2", etc.)
  - a. Number of units on each meter/service address
5. Monthly Metered Consumption (units of water billed for February and August 2015 and 2016).

**Note:** *If this data cannot be provided by the retail agency, Miller will assemble the necessary data at a cost not to exceed \$5,000 per agency. Costs estimates exceeding \$5,000 require formal approval from the PA 22 Committee.*

### **MSA Transfer Requirements:**

Miller shall use SAWPA's existing MSA Parcel Data as a reference for land use types and to check addresses and account information.

For each parcel, SAWPA will provide:

- APN
- Situs address (Situs Street Address, Unit, City, State, Zip)
- Owner (to compare to account, if possible)
- Parcel Square Feet
- Building Square Feet (where available)
- Existing Land Use
- Irrigated Area Measurements

Miller shall use SAWPA's existing **3" Aerial Imagery** Data as a reference for meter location.

### **Deliverables:**

Meter/Service Points and updated MSA Polygon layer.

CII Focus Area Polygon layer.

Documentation showing data counts for the number of matched records, unmatched records (initial link between Meter/Service and MSA), and recommendations to proceed.

### **SubTask 2B Account Classification Services**

SAWPA shall provide the **North American Industry Classification System (NAICS) Data**. Miller will link the NAICS data to the MSAs.

### **Deliverables:**

NAICS classification business location point layer.

Map for each CII focus area and other CII properties in PDF format.

Documentation showing data counts for the number of matched records and unmatched records (initial link between MSA and NAICS points).

### **Task 3: Reporting**

The Miller Project Manager will hold progress meetings every month with the SAWPA team to provide status updates for on-going tasks. Miller also will submit monthly progress reports and an invoice, accompanied with a detailed delivery report following the format required by the Proposition 84 Grant.

At the end of the project, Miller will submit a Final Project Complete Report that will include a description of the work in detail that was completed, and a summary by agency of any problems that occurred during the work and how those problems were resolved.

Reports will follow the Proposition 84 Reporting Formats and Requirements.

### **Deliverables:**

Minutes or Meeting Notes

Monthly progress reports and invoices

Final Grant Project Completion Report



## Schedule

The following schedule identifies the estimated timelines for all tasks included in this scope of work. The project is required to be completed by December 31, 2018.

Task	Description	Duration	Start date	End date	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	
1	Technical Approach																				
	Project Kickoff Meeting	1 day	9/7/17	9/7/17	X																
	Agency Workshop	1 day		9/21/17	X																
	Agency Cutoff Date			12/31/17				X													
1A	Water Meter Account to Water Meter Service Area Matching	6 mo.	11/1/17	4/30/18			X	X	X	X	X	X									
1B	CII Account Classification Services	6 mo.	1/1/18	6/30/18					X	X	X	X	X	X							
1C	Identify Mixed Use CII Water Meters	1 mo.	6/1/18	7/31/18										X	X						
2	Reporting																				
2A	Monthly Status Reporting	monthly			X	X	X	X	X	X	X	X	X	X	X	X	X	X			
2B	Draft Final Grant/Project Reports	2 mo.		9/30/18												X	X				

Miller is prepared to begin work on this project immediately upon your Authorization to Proceed and will coordinate with SAWPA, as required.

## Fee Proposal

The following fee schedule is proposed for this project.

Miller Spatial Cost Model Worksheet Template	Number of Metered Accounts					
	1-999	1000-1999	2000-3999	4000-7999	8000-19999	20000-39999
	<1000	<2000	<4000	<8000	>20000	>40000
<b>CONVERSION COST ESTIMATES</b>						
<b>Match Residential Accounts to Meter Service Areas</b>						
Initial SF	\$0.23	\$0.19	\$0.16	\$0.13	\$0.11	\$0.10
Individual Updates SF	\$3.42	\$3.38	\$3.35	\$3.32	\$3.28	\$3.25
Initial MF	\$0.26	\$0.26	\$0.26	\$0.26	\$0.25	\$0.25
Individual Updates MF	\$9.34	\$8.49	\$7.72	\$7.02	\$6.38	\$5.80
<b>Match CII Accounts to Meter Service Areas</b>						
Initial	\$1.61	\$1.46	\$1.33	\$1.21	\$1.10	\$1.00
Individual Updates	\$5.55	\$4.62	\$3.85	\$3.21	\$2.68	\$2.23
Identify Mixed CII Meters (Landscape + All Other)	\$0.37	\$0.34	\$0.31	\$0.28	\$0.25	\$0.25
Assign NAICS to CII Accounts	\$2.49	\$2.07	\$1.73	\$1.44	\$1.20	\$1.00

Total cost for consulting services is not to exceed \$300,000.

Workshop and preparation not to exceed \$2,000.

Data Transformation and/or Application Support cost not to exceed \$5,000 per agency. Cost estimates exceeding \$5,000 require formal approval from the PA 22 Committee.

## Hourly Billing Rates

Project costs are reflected in the above Cost Model Table.

Hourly billing rates apply only to the Kick-off meeting, Agency Workshop, and as needed data transfer support:

Principal (Bruce Miller) \$130

Project Manager (Doug Mende) \$120

Programmer/DBA \$110

Application Developer (Chris Johnson) \$95

Spatial Technician (Ben Hamada) \$65

Additional staff can be added to the project if needed.

The project plan is to complete all work locally out of Miller's Riverside office.

**PA 22 COMMITTEE MEMORANDUM NO. 2017.16**

**DATE:** August 24, 2017

**TO:** SAWPA Project Agreement 22 Committee

**SUBJECT:** Web-Based Water Consumption Reporting and Customer Engagement Project

**PREPARED BY:** Rick Whetsel, Senior Watershed Manager

**RECOMMENDATION**

Receive and file this status report on the OmniEarth, Inc./DropCountr Web-Based Water Consumption Reporting and Customer Engagement Project.

**DISCUSSION**

On August 9, 2017, OmniEarth, Inc. informed SAWPA staff that half of retail agencies that signed agreements to participate in the Web-Based Water Consumption Reporting and Customer Engagement Project have not “Officially” launched the Dropcountr customer outreach component of the project, a key component of the benefits promised by the grant.

This component of the project entails customized messaging and recommendations for taking water conservation actions to residential customers. This is to be accomplished through web-based personalized water consumption reports to retail customers through their mobile device and direct paper engagement with customers.

It was anticipated that project benefits would be estimated as the water saving by customers engaged through the customer outreach tools employed by Dropcountr. This was to be accomplished through targeted messaging to the 25% of most inefficient residential customers of a retail agency and then tracking changes in customer behavior through the anticipated reduction in water use.

A meeting was held on Monday, August 14 with staff representing OmniEarth and Dropcountr to discuss the lack of participation by some of the retail agencies that have contracted with OmniEarth to participate in the Dropcountr outreach. Follow-up meetings will be conducted by SAWPA staff with each of these agencies to discuss why the services installed by Dropcountr were not implemented and to encourage them to reengage and complete the project.

**Background**

In September 2015, SAWPA contracted with the team of OmniEarth and Dropcountr to implement the Web-Based Water Consumption Reporting and Customer Engagement Project. This project, funded through the Proposition 84 Emergency Drought Grant, provides hands-on consultant support to retail agencies to estimate an indoor and outdoor water budget for each of their residential customers, identify those users with the greatest potential to save and communicate individualized conservation recommendations to customers. This targeted solution will allow retail agencies to optimize the effectiveness of their outreach while reducing the amount spent and monitor progress towards conservation goals to reduce water consumption.

Through extensive outreach conducted by SAWPA and the team of OmniEarth and Dropcount twelve retail agencies have executed contracts with OmniEarth, to participate in the project. These include:

City of Brea	Monte Vista Water District	City of Tustin
Eastern Municipal Water District	City of Newport Beach	West Valley Water District
City of Fullerton	City of Ontario	Yorba Linda Water District
City of Loma Linda	City of Rialto	

**CRITICAL SUCCESS FACTORS**

The following OWOW critical success factors are addressed by this action:

Implement or construct SAWPA programs and projects OWOW Plan assigned by SAWPA Commission - SAWPA Project Agreement 22 Committee administration, WUE tasks, budget based water rate support, aerial mapping and area measurement tasks, WUE outreach tools, SARCCUP WUE tasks.

**RESOURCE IMPACTS**

No impact.