



**WATER CONSERVATION PROGRAM
ANNUAL REPORT
FISCAL YEAR 2010-2011**

February 24, 2012



BAWSCA WATER CONSERVATION PROGRAM
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1 Introduction

The Bay Area Water Supply and Conservation Agency (BAWSCA) represents the interests of twenty-four cities and water districts, one water company, and one private university that purchase water from the San Francisco Regional Water System. A map showing the twenty-six BAWSCA member agencies is presented in Figure 1-1. Collectively the BAWSCA member agencies provide water to 1.7 million people, and over 30,000 businesses and community organizations in Alameda, Santa Clara and San Mateo counties.

BAWSCA was established as a multicounty agency authorized to “*plan for and acquire supplemental water supplies, to encourage water conservation and use of recycled water on a regional basis....*” (Bay Area Water Conservation Agency Act, AB2058)¹. Consistent with the legislature’s intent, BAWSCA’s water management objective is to ensure that there is a reliable supply of water where and when people within the BAWSCA service area need it. To this end, BAWSCA manages a Regional Water Conservation Program that is made up of several different conservation measures and is designed to support and augment the member agency and customer efforts to use water more efficiently. Water conservation is a key element of BAWSCA’s water management efforts because:

- Water conservation extends the limited supplies of water that are available to meet both current and future water needs;
- Water conservation is good public policy;
- Water conservation increases the drought reliability of the existing water system; and
- Water conservation saves money for both the agency and the customer.

In Fiscal Year (FY) 2010-11, as part of its work plan, BAWSCA implemented a Regional Water Conservation Program that was designed to be consistent with the Water Conservation Implementation Plan (WCIP; September 2009). These efforts included the administration of several regional water conservation measures, including measures designed to educate member agency customers about water-efficient landscaping and incentivize irrigated turf removal. As can be seen in Table 1-1, all 26 member agencies benefitted from the core conservation measures implemented by BAWSCA, and more than twenty-two different member agencies participated in one or more of the seven subscription measures offered by BAWSCA, including rebate and large landscape audit measures.

¹ California Water Code Section 81301(d)

This report documents BAWSCA's implementation of its Regional Water Conservation Program, which includes conservation measures that are included as part of its annual work plan and that are consistent with the objectives of the WCIP (2009). This report does not include information regarding the additional conservation measures or activities that the individual BAWSCA member agencies administer or participate in independently or through another entity such as the Santa Clara Valley Water District (SCVWD).

As evidenced in the data presented in the subsequent sections, participation in the BAWSCA Regional Water Conservation Program, and in the individual measures, has remained fairly consistent, with expenditures and participation slightly down in some programs and slightly up in others in FY 2010-11. BAWSCA expects that participation in key subscription programs will increase beginning in FY 2012-13 due to BAWSCA's and its member agencies' participation in the Bay Area Proposition 84 Integrated Regional Water Management Grant in FY 2012-13 (Proposition 84 Grant). BAWSCA will continue to adaptively manage the type and number of conservation measures that it manages to match the needs of its member agencies and their customers. As part of this effort, BAWSCA staff will continue to evaluate the resources needed to successfully manage and implement the Regional Water Conservation Program.

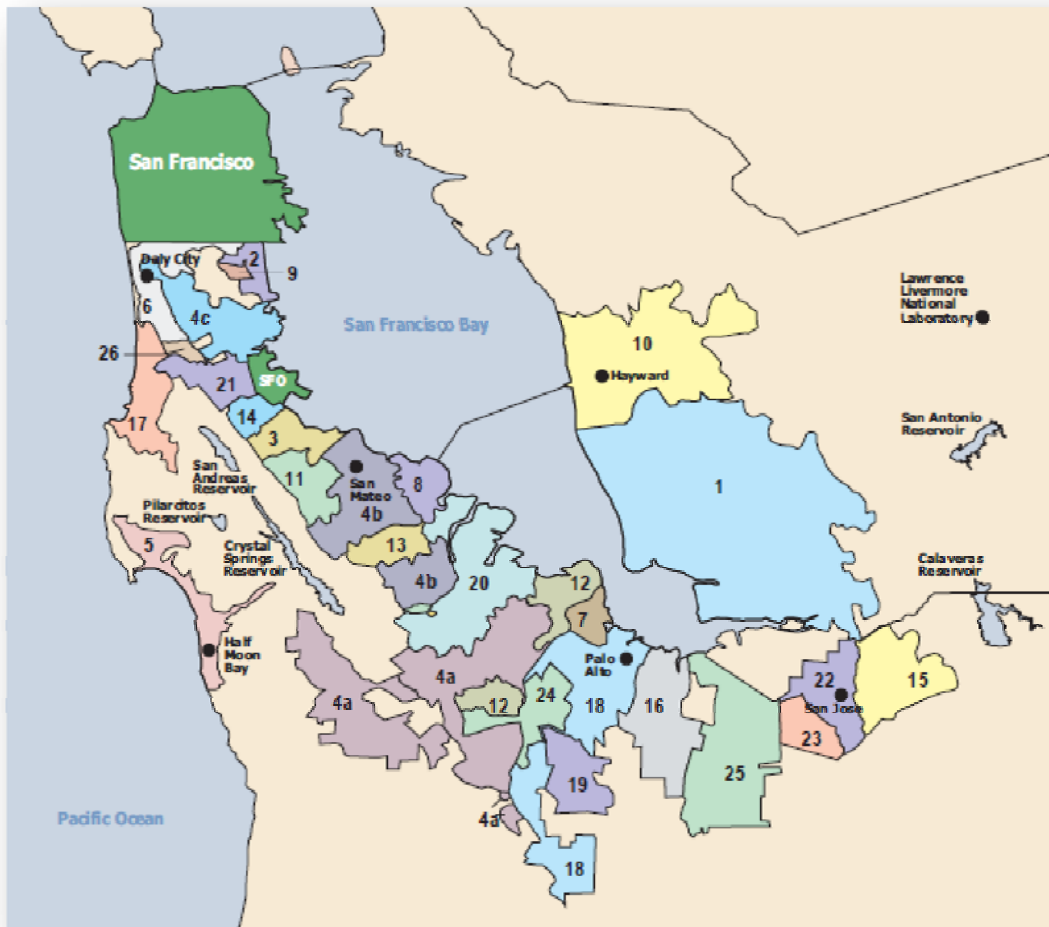
**TABLE 1-1
BAWSCA AGENCIES PARTICIPATE WIDELY IN BAWSCA'S REGIONAL WATER CONSERVATION PROGRAM
FISCAL YEARS 2008-09 THROUGH 2010-11 (a) (b)**

Agency	BAWSCA Core Conservation Programs			BAWSCA Subscription Water Conservation Program						
	Landscape Education Class Participants	WaterWise Garden On-Line Tool	Public Outreach (c)	Washing Machine Rebates	High-Efficiency Toilet Rebates	School Education: WaterWise Kits	School Education: EarthCapades Assemblies	Large Landscape Audits (d)	Lawn Be Gone! Landscape Rebates	Bulk Purchase: Spray-Rinse Nozzles
Alameda County										
Alameda CWD	X	X	X						X	
Hayward	X	X	X	X	X	X	X			X
San Mateo County										
Brisbane/GVMID	X	X	X	X	X				X	
Burlingame	X	X	X	X	X	X				X
CalWater-BG	X	X	X	X	X	X	X	X	X	X
CalWater-MidPen	X	X	X	X	X	X	X	X	X	X
CalWater-SSF	X	X	X	X	X	X	X	X	X	X
Coastside CWD	X	X	X	X	X	X	X	X	X	X
Daly City	X	X	X	X	X	X	X	X		X
East Palo Alto	X	X	X	X						
Estero MID	X	X	X	X	X	X		X	X	
Hillsborough	X	X	X	X		X		X		
Menlo Park	X	X	X	X	X	X	X	X		
Mid-Peninsula WD	X	X	X	X	X	X	X	X		
Millbrae	X	X	X	X	X	X	X	X		X
North Coast CWD	X	X	X	X		X		X	X	X
Redwood City	X	X	X	X	X	X	X	X	X	
San Bruno	X	X	X	X	X	X	X	X	X	
Westborough WD	X	X	X							
Santa Clara County										
Milpitas €	X	X	X			X	X			
Mountain View	X	X	X					X		
Palo Alto	X	X	X							
Purissima Hills WD	X	X	X							
San Jose (e)	X	X	X			X	X			
Santa Clara €	X	X	X			X	X			
Stanford	X	X	X							
Sunnyvale	X	X	X							

Notes:

- (a) Tables includes an "X" if an agency has participated in a specific measure in at least one of the last three years (FY 2008-09, FY 2009-10, and/or FY 2010-11).
- (b) An absence of an "X" does not necessarily mean that agency does not participate in a measure, just that it does not participate through BAWSCA on a particular measure.
- (c) Includes several different programs that benefit the region, including Garden Tours, Outreach Events, and Sponsorships.
- (d) CalWater and Hillsborough Large Landscape Audit programs began with BAWSCA but were administered by the agencies in FY 2010-11.
- (e) The City of San Jose contracted with BAWSCA in FY 2010-11 to offer Water Conservation School Education Programs in Milpitas, Santa Clara and San Jose.

**FIGURE 1-1
BAWSCA SERVES 26 MEMBER AGENCIES IN THREE COUNTIES**



- | | |
|------------------------------------|---------------------------------------|
| 1. Alameda County Water District | 13. Mid-Peninsula Water District |
| 2. City of Brisbane | 14. City of Millbrae |
| 3. City of Burlingame | 15. City of Milpitas |
| 4a. CWS – Bear Gulch | 16. City of Mountain View |
| 4b. CWS – Mid-Peninsula | 17. North Coast County Water District |
| 4c. CWS – South San Francisco | 18. City of Palo Alto |
| 5. Coastside County Water District | 19. Purissima Hills Water District |
| 6. City of Daly City | 20. City of Redwood City |
| 7. City of East Palo Alto | 21. City of San Bruno |
| 8. Estero MID | 22. San Jose Municipal Water System |
| 9. Guadalupe Valley MID | 23. City of Santa Clara |
| 10. City of Hayward | 24. Stanford University |
| 11. Town of Hillsborough | 25. City of Sunnyvale |
| 12. City of Menlo Park | 26. Westborough Water District |

2 Overview of the BAWSCA Regional Water Conservation Program

In creating and implementing the BAWSCA Regional Water Conservation Program, BAWSCA follows several key principles:

- The BAWSCA Regional Water Conservation Program is designed to meet the specific needs and requirements of the BAWSCA agencies.
- The BAWSCA Regional Water Conservation Program must offer increased water savings at a lower cost to the agency and its customers.
- Agencies pay the costs for each conservation measure in which they participate.

BAWSCA's Regional Water Conservation Program is a two-tier program that offers a "Core Program" and a "Subscription Program":

- The Core Program is funded through the annual BAWSCA budget and contains those conservation measures that benefit from regional implementation and that provide regional benefit, irrespective of individual agency jurisdictions.
- The Subscription Program is fully funded by the individual agency that elects to participate in the measure based on their participation level and includes conservation measures whose benefits can be realized in individual water agency service areas.

The following sections summarize the Core Programs and Subscription Programs that were offered as part of the BAWSCA Regional Water Conservation Program in FY 2010-11. This summary does not reflect all of the conservation activities that occur throughout the BAWSCA service area as many of the member agencies administer additional water conservation measures independently or through another entity such as the SCVWD.

2.1 Water Conservation Programs - Fiscal Year 2010-11

In FY 2010-11, BAWSCA offered the following water conservation measures as part of the Core and Subscription Programs that make up the Regional Water Conservation Program:

Core Program

- Water Efficient Landscape Education Classes
- *Water-Wise Gardening in the Bay Area* Landscape Educational Tool
- Native Garden Tours and Symposiums
- Support for the Adoption of Template Indoor and Outdoor Water Efficiency Ordinances

- Water Conservation Database
- Senate Bill 7x-7 Analysis and Calculation Tool
- Public Outreach

Subscription Program

- High-Efficiency Toilet (HET) Rebates
- High-Efficiency Residential Washing Machine Rebates
- Water-Wise School Education Kits and Curriculum
- EarthCapades Assemblies School Education Program
- Large Landscape Audits
- Lawn Be Gone! Turf Replacement Rebates

Each of the above water conservation measures were administered at a regional level through BAWSCA in a cost-effective and efficient manner. In addition, BAWSCA continued its efforts to, among other things:

- Conduct public outreach promoting water awareness and conservation;
- Develop and foster regional partnerships;
- Investigate alternatives to secure grants or other financial support;
- Support agency water conservation reporting and budgeting efforts;
- Provide technical support and training to the member agencies; and
- Provide analysis on specific legislation for the member agencies.

2.2 Fiscal Year 2010-11 Program Participation and Budget Overview

The following section provides a brief overview of BAWSCA's FY 2010-11 core and subscription programs as compared to historical program expenditures and participation. In general, BAWSCA and its agencies have managed in FY 2010-11 to reduce overall program expenditures while generally maintaining overall program participation and adding two new subscription measures. The High Efficiency Toilet Rebate Program is the notable exception to this trend.

Figure 2-1 shows level of participation by agency for select BAWSCA Regional Water Conservation Programs. The number of agencies participating in BAWSCA programs in FY 2010-11 is up overall when compared to participation in FY 2009-10. Table 2-1 shows total program dollars spent by fiscal year. Figure 2-2 shows total subscription program expenditures. As can be seen, total program expenditures are down 21%, from \$1.644 million in FY 2009-10 to \$1.294 million in FY 2010-11. As discussed below, this is primarily attributable to a reduction in per rebate cost for washing machine rebates and thus reduced expenditures in the Washing

Machine Rebate Program in FY 2010-11 overall. The total program expenditure of \$1.295 million in FY 2010-11 continues to be impressive when compared to the \$147,243 expended in FY 2001-02, which is when BAWSCA began offering regional programs.

Table 2-2, Table 2-3 and Figure 2-3 detail the level of participation in dollars spent by the member agencies in each of the core and subscription water conservation measures offered on a regional basis since FY 2001-02. Table 2-2 shows a continued increase in expenditures on Landscape Education Classes and Native Garden Tours, Conferences and Symposiums from FY 2005-06 through FY 2010-11. Participation in these programs has continued to grow as well, as detailed in Chapter 3. Table 2-3 shows subscription program expenditures from FY 2001-02 through FY 2010-11. As can be seen, the Residential Washing Machine Rebate measure has the highest level of subscription program spending, totaling \$659,000 in FY 2010-11. This is down from \$942,381 in FY 2009-10, which represents a 30% decrease in program spending. However, as will be discussed in Chapter 4, the total number rebates issued have remained relatively constant at about 7,000 rebates each in FY 2009-10 and 2010-11. This indicates that the reduction in per unit rebate amounts in FY 2010-11 has not negatively affected participation in this very effective conservation program.

BAWSCA introduced two new subscription programs in FY 2010-11: The Earthcapades School Assembly Program and the Lawn be Gone! Landscape Rebate Program. These two programs represent approximately \$60,000 in new program expenditures. As will be seen in Chapter 4, the Earthcapades program has been very successful, and BAWSCA anticipates that the Lawn Be Gone! Program will continue to grow with the participation of CalWater in FY 2011-12.

Expenditures, and participation, in the High-Efficiency Toilet Rebate program were down from FY 2009-10, but are still nearly double FY 2008-09 expenditures. It is anticipated that participation in this program will rebound in FY 2012-13 due to the availability of Proposition 84 grant funding. BAWSCA expenditures in the Large Landscape Audit Program are also down; however, as can be seen in Chapter 4, participation has increased. This is primarily due to CalWater and Hillsborough taking over administrative functions and costs for, and expanding participation in, their respective programs. With modifications to the program, including the addition of student and teacher incentives, participation in the Water Wise Education Program rebounded in FY 2010-11.

2.3 BAWSCA's Continued Support for Water Conservation Programs and Agency Reporting

BAWSCA agencies have expressed a continued desire to participate in the ongoing and new conservation measures that BAWSCA will be offering in FY 2011-12 and in the future. In recognition of that interest, BAWSCA worked with the member agencies to develop a Water Conservation Implementation Plan (WCIP, 2009), which is a coordinated, regional plan for implementing water conservation throughout the BAWSCA service area. As part of its work plan, BAWSCA is actively working with the member agencies to implement the WCIP (2009).

Participation in the BAWSCA Regional Water Conservation Program assists agencies in complying with the Best Management Practices (BMPs) for Urban Water Conservation as described by the California Urban Water Conservation Council (CUWCC). Specifically, the BAWSCA Regional Water Conservation Program offers member agencies the chance to satisfy requirements of the following BMPs:

- Foundational – Education
- Programmatic – Residential
- Programmatic – Commercial, Industrial and Institutional
- Programmatic – Landscaping

The following Chapters provide detailed information regarding BAWSCA's Regional Water Conservation Program and Measures.

**TABLE 2-1
BAWSCA WATER CONSERVATION PROGRAM BUDGETS**

Fiscal Year	Budget	% Change
FY 2001-02	\$ 147,243	
FY 2002-03	\$ 435,163	196%
FY 2003-04	\$ 229,734	-47%
FY 2004-05	\$ 453,605	97%
FY 2005-06	\$ 483,677	7%
FY 2006-07	\$ 589,099	22%
FY 2007-08	\$ 687,063	17%
FY 2008-09	\$ 975,225	42%
FY 2009-10	\$ 1,630,010	67%
FY 2010-11	\$ 1,294,502	-21%
Total Increase to Date		779%

TABLE 2-2
BAWSCA CORE REGIONAL WATER CONSERVATION PROGRAM SUMMARY - FY 2010-11

Fiscal Year	Landscape Education Classes (# of classes)		Native Garden Tours, Conferences & Symposiums	
	Number of Classes	Budget	Number of Agencies	Budget
FY 2005-06 (a)	12	\$3,173	--	\$0
FY 2006-07 (a)	12	\$3,150	all	\$3,000
FY 2007-08 (b)	13	\$3,620	all	\$4,000
FY 2008-09 (c)	17	\$7,199	all	\$5,000
FY 2009-10 (d)	41	\$20,059	all	\$5,814
FY 2010-11 (e)	56	\$25,780	all	\$6,500

Notes:

- (a) In FY 2005-06 and FY 2006-07 BAWSCA partnered with member agencies to offer 4 landscape classes. However, BAWSCA also helped promote 8 additional classes that were being held by additional member agencies (i.e., a total of 12 classes).
- (b) In FY 2007-08, BAWSCA co-sponsored 7 classes and co-promoted 13.
- (c) In FY 2008-09 BAWSCA co-sponsored 10 classes and co-promoted 17.
- (d) In FY 2009-10 BAWSCA co-sponsored 38 classes and co-promoted 3.
- (e) In FY 2010-11 BAWSCA co-sponsored 55 classes and co-promoted 1.

**TABLE 2-3
BAWSCA REGIONAL SUBSCRIPTION WATER CONSERVATION PROGRAM SUMMARY - FY 2010-11**

Fiscal Year	Residential Washing Machine Rebates		High-Efficiency Toilet Rebates		School Education - EarthCapades		School Education - Water Wise Kits		Large Landscape Audit		Lawn Be Gone! Landscape Rebates	
	Number of Agencies	Budget	Number of Agencies	Budget	Number of Agencies	Budget	Number of Agencies	Budget	Number of Agencies	Budget	Number of Agencies	Budget
FY 2001-02	11	\$144,603	--	\$0	--	\$0	3	\$2,640	--	\$0	--	\$0
FY 2002-03	15	\$367,391	--	\$0	--	\$0	5	\$2,640	4	\$65,132	--	\$0
FY 2003-04	10	\$200,832	--	\$0	--	\$0	3	\$5,100	5	\$23,802	--	\$0
FY 2004-05	16	\$421,287	--	\$0	--	\$0	2	\$2,655	4	\$29,663	--	\$0
FY 2005-06	16	\$404,113	--	\$0	--	\$0	6	\$51,671	4	\$24,720	--	\$0
FY 2006-07	16	\$449,100	--	\$0	--	\$0	11	\$93,023	4	\$40,826	--	\$0
FY 2007-08	15	\$468,199	--	\$0	--	\$0	14	\$126,819	9	\$84,425	--	\$0
FY 2008-09	16	\$573,132	13	\$169,997	--	\$0	14	\$111,515	11	\$108,382	--	\$0
FY 2009-10	15	\$942,381	14	\$393,786	--	\$0	12	\$104,091	12	\$163,879	--	\$0
FY 2010-11	16	\$658,955	14	\$317,282	12	\$53,295	11	\$121,990	10	\$103,948	9	\$6,751

FIGURE 2-1

INCREASED AGENCY PARTICIPATION IN THE BAWSCA REGIONAL WATER CONSERVATION PROGRAMS

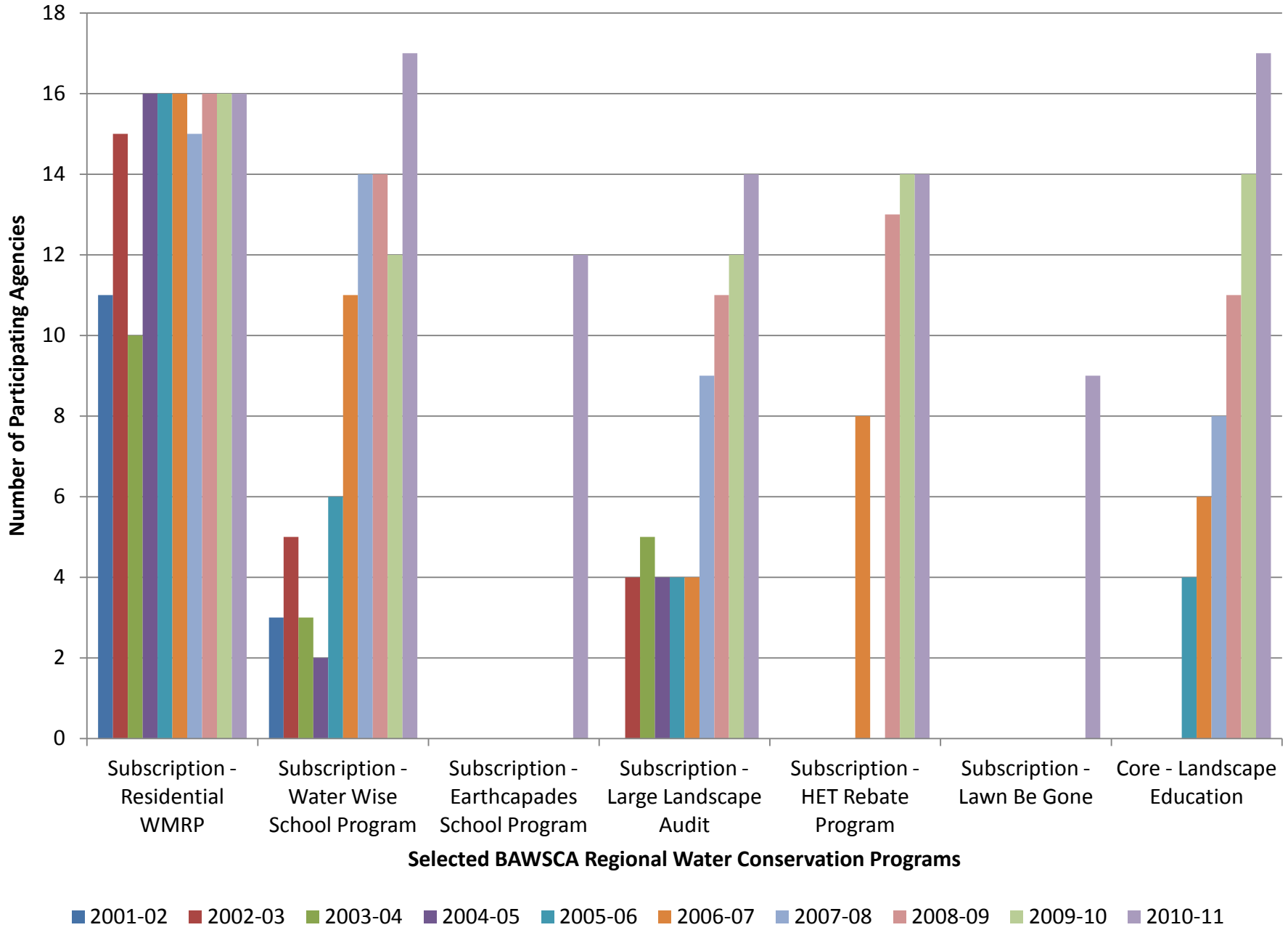
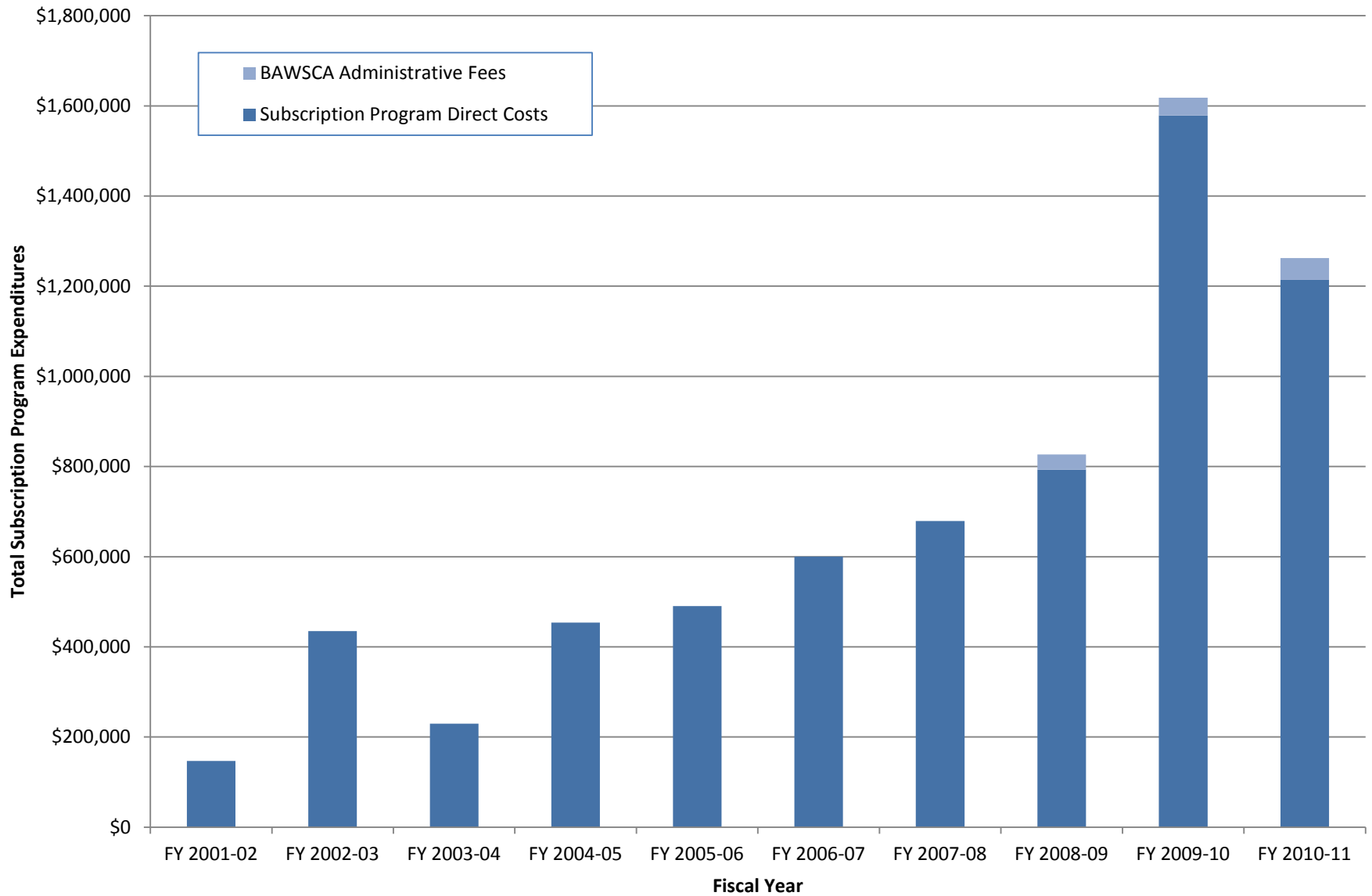
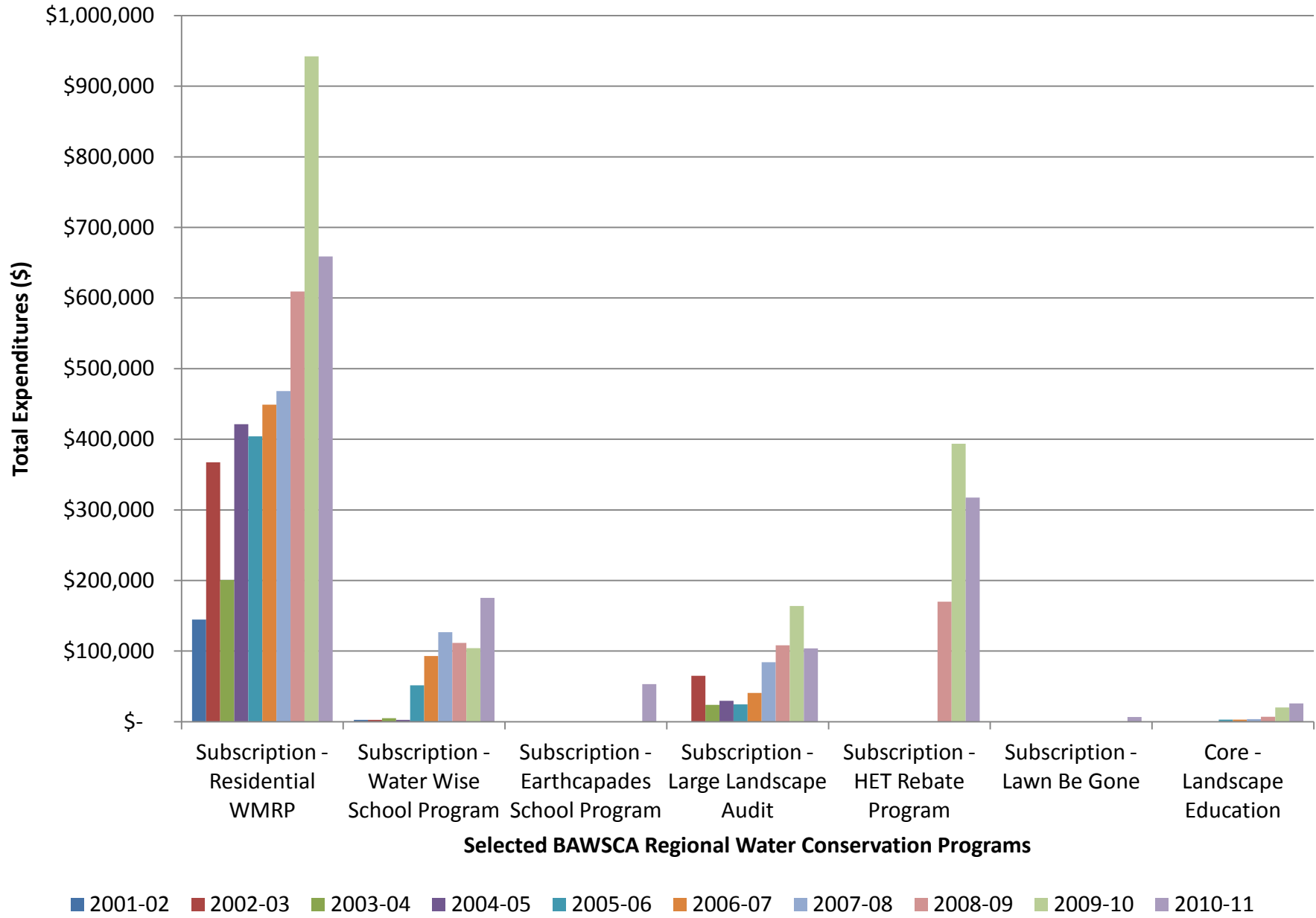


FIGURE 2-2
SLIGHT DECREASE IN TOTAL BAWSCA SUBSCRIPTION PROGRAM EXPENDITURES



**FIGURE 2-3
CHANGING BUDGETS FOR INDIVIDUAL BAWSCA WATER CONSERVATION MEASURES**



3 BAWSCA Core Water Conservation Program

The following sections present detailed information on the individual conservation measures that constituted the BAWSCA Core Programs in FY 2010-11.

3.1 Water-Efficient Landscape Education Classes

In FY 2010-11, BAWSCA partnered with the member agencies to offer Water-Efficient Landscape Education Classes in Fall 2010 and Spring 2011. The BAWSCA Water-Efficient Landscape Education Classes are free to the public and are designed to introduce homeowners and landscape professionals to the concepts of sustainable landscape design, with a focus on creating beautiful, water-efficient gardens as an alternative to lawns.

BAWSCA offered its Fall 2010 series of Water-Efficient Landscape Education Classes from August through October 2010. A total of 25 landscape classes were held throughout the BAWSCA service area, all but one of which were directly coordinated and sponsored by BAWSCA, in partnership with the member agencies². Topics covered included a focus on the use of California native plants to create beautiful low water use and drought-tolerant gardens, as well as ways to irrigate more efficiently and replace lawn with lower water use landscaping. The total attendance for the landscaping classes that BAWSCA sponsored in Fall 2010 was approximately 689 people from 25 different agencies.

BAWSCA offered its Spring 2011 series of Water-Efficient Landscape Education Classes from the beginning of March 2011 through the end of May 2011. Topics covered in the Spring 2011 series included a focus on efficient irrigation and alternatives to lawns, as well as kid-friendly landscaping. BAWSCA coordinated and sponsored a total of 31 landscape classes throughout the BAWSCA service area, including one in Spanish³. The total attendance for the landscaping classes that BAWSCA sponsored in Spring 2011 was approximately 594 people from 16 different agencies.

BAWSCA began offering Water-Efficient Landscape Education Classes throughout the BAWSCA region in Spring 2006. Customer interest in the classes has increased and, as a result, BAWSCA has continued to increase the number of classes throughout the region to meet customer demands. Figure 3-1 presents the number of classes that have been offered by BAWSCA, in

² 26 classes were originally scheduled in Fall 2010, but one had to be cancelled due to the San Bruno Fire.

³ Originally 38 classes were scheduled, but 4 had to be cancelled due to projected low attendance.

partnership with the member agencies, over the past several years. Figure 3-2 presents the number of attendees by agency. Figures 3-3 and 3-4 present a sample copy of the fliers for the Fall 2010 and Spring 2011 class series.

3.2 Water Wise Gardening in the Bay Area Landscape Educational Tool

In FY 2010-11, the BAWSCA agencies continued to promote the popular landscape educational tool - *Water-Wise Gardening in the Bay Area*. Initially created as a CD-ROM in FY 2006-07, the educational tool is now available on-line via BAWSCA's website so that it can be readily accessed by the public. The *Water-Wise Gardening in the Bay Area* tool contains information on how to create and maintain a beautiful, low-water-use garden and includes photographs of water-efficient gardens and provides links to the plants that compose the featured gardens. The featured gardens are primarily composed of sites in the Bay Area, specifically within the BAWSCA service area. In FY 2010-11, approximately 4,132 unique visitors, and 5,862 total visits were made to the *Water-Wise Gardening in the Bay Area* website.

3.3 Native Garden Tours, Conferences, and Symposiums

BAWSCA cosponsored two garden tours in FY 2010-11 that took place in the months of April and May 2011 (see copies of the fliers in Figure 3-5). Each tour was designed to showcase homes around the Bay Area that have beautiful water conserving gardens comprised primarily of California native plants. The tours are regional, although many of gardens featured in the tours were located within the BAWSCA service area.

- ***The Going Native Garden Tour*** took place in San Mateo and Santa Clara Counties on Sunday, April 17, 2011. The following is an excerpt from the tour final report:

The ninth annual Going Native Garden Tour took place on April 17, 2011 from 10AM to 4PM. The 5250 registrants who signed up for the tour made 9916 visits to the open gardens. There were 300 volunteers participating on tour day, serving as docents and greeters at the 69 open gardens.

Once again this year, various initiatives enhanced the tour experience for registrants and volunteers. Volunteers received a custom-designed organic cotton t-shirt. An on-line survey was conducted after the tour, and the chance to win drawing prizes encouraged people to input their comments. Our 8 nursery sponsors conducted native plant sales at selected tour gardens. A new iPhone 'app' helped users to plan their tour day visits. The app also supplies information about our public gardens all year 'round! Participants supplied many positive comments about the tour and the plant sales.

- ***The Bringing Back the Natives Garden Tour*** took place in Alameda and Contra Costa Counties on Sunday May 1, 2011. The following is an excerpt from the tour final report:

The Seventh Annual Bringing Back the Natives Garden Tour showcased forty nine gardens located in seventeen cities and unincorporated areas in Alameda and Contra Costa counties. The tour received overwhelming interest from the public; this year there were 7,041 registrants, making this the most well-attended tour yet. This was a 9% increase in registrants over the 2010 Tour. This year 19,741 garden visits were made on the day of the tour. More than 60 garden talks and demonstrations were given throughout the day on a plethora of subjects. Talk topics included how to: remove a lawn; design a simple, low-maintenance native plant garden; improve soil so as to have a healthier garden; water efficiently, and garden for wildlife in general, and native bees and butterflies in particular.

BAWSCA also sponsored landscape-focused conferences and symposiums in FY 2010-11, as described below:

- ***The Bay Friendly Landscape Conference*** was held in September 2010 at the St. Mary's Event Center in San Francisco, California. The focus of the conference was *Transforming Urban Landscapes to Protect Our Water Resources* and topics included water efficient landscaping, stormwater capture and reuse, graywater use and integrated pest management. In addition, there was a Bay Friendly garden tour that was held in advance of the Conference. See Figure 3.6.
- ***The California Native Plant Society's Symposium*** was entitled *California Gardens: Beauty & Sustainability With Native Plants*. The symposium was held in February 2011 at Foothill College in Los Altos, California. The event was sold out, with 325 attendees. See Figure 3.7.

3.4 Template Indoor and Outdoor Water Use Efficiency Ordinances

BAWSCA developed Template Indoor and Outdoor Water Use Efficiency Ordinances in collaboration with the member agencies as part of its FY 2009-10 work plan to respond to two critical issues being faced by the BAWSCA member agencies: (1) Projected Water Supply Shortfall, and (2) California Legislative Requirements.

3.4.1 Description of the BAWSCA Template Ordinances

The BAWSCA Template Ordinances are consistent with, or in some cases exceed, the standards set forth by state regulations and provide agencies with a tool that they can use to comply with the new regulations. The Ordinances were designed to be as simple as possible (i.e., in a checklist format) to make the process straightforward for the project applicant and to make it easy for agency staff to review a project for compliance. Moreover, adoption and implementation of the Template Ordinances will assist agencies to reduce per capita consumption and to keep purchases from the San Francisco Public Utilities Commission (SFPUC) below the 2018 interim supply limitation.

BAWSCA Template Indoor Water Use Efficiency Ordinance: The BAWSCA Template Indoor Water Use Efficiency Ordinance was designed to achieve a 20 percent water savings in indoor water use at all new developments and major remodels (as defined by agency) relative to the current plumbing code and other building standards. In addition, the Template Indoor Ordinance requires water efficient fixtures and appliances to be installed in all remodeled kitchens and bathrooms.

BAWSCA Template Outdoor Water Use Efficiency Ordinance: The Template Outdoor Water Use Efficiency Ordinance was designed to achieve a 25 percent water savings on outdoor water use at applicable new development projects and landscape rehabilitations, and to be at least as effective as the California Department of Water Resources Water Efficient Landscape Ordinance in terms of achieving water savings.

3.4.2 BAWSCA Support for Agency Ordinance Adoption

In addition to involving the agency stakeholders in the development of the Template Ordinances, BAWSCA provided the following material support to the agencies for their adoption process:

- Development of Template Materials that agencies could use to support their adoption process (e.g., template staff reports);

- Outreach to residents and organizations within the BAWCSA service area to inform them of the Ordinance requirements; and
- Education and Training on the Ordinance requirements for agencies, customers, and landscape professionals.

3.4.3 Agency Progress on Adopting Ordinances

BAWSCA has not done a comprehensive survey of which member agencies have adopted the BAWSCA Template Indoor and Outdoor Ordinances. However, based on member agency self-reporting, it appears approximately half of the BAWSCA member agencies adopted some version of the BAWSCA Template Indoor Ordinance. In other instances, agencies opted to rely on their individual Green Building Ordinances or the California Green Building Code to require indoor water use water efficiency in new development. In some cases, cities that are not BAWSCA member agencies, but that are served by a BAWSCA member agency, also adopted a version of the BAWSCA Template Indoor Ordinance. Similarly, about half of the BAWSCA member agencies have adopted some version of the BAWSCA Template Outdoor Ordinance. Approximately three agencies formerly adopted or defaulted to the Department of Water Resources Model Water Efficient Landscape Ordinance (“MWELO”), and approximately three adopted the Bay Friendly MWELO or another model ordinance to require outdoor water efficiency in new development.

3.5 Regional School Education

In FY 2010-11, BAWSCA once again teamed up with the Tuolumne River Trust (TRT) to conduct water conservation outreach to elementary schools in the BAWSCA service area. The TRT’s school outreach is called *“That’s the Tuolumne in My Tap”* and includes a slideshow presentation to fourth and fifth graders about the Tuolumne river resource and water conservation. The TRT’s outreach is designed to educate local students about where their water comes from and to promote an ethic of environmental stewardship. The presentation focuses on the history and special qualities of the Tuolumne River, the animals that depend on the River, and what can be done to help protect the River by conserving water. More information about the TRT’s School education efforts can be seen on their website, <http://www.tuolumne.org>.

BAWSCA supplied the TRT with information and materials that described the local water conservation options that the TRT distributed to the students. Such materials included information about the HET and washing machine rebates, schedules for the Water-Efficient Landscape Education Classes, information about the online WaterWise gardening tool, and

prizes (e.g., bracelets that encourage water conservation) for students that answered questions during the TRT presentation. In total, the TRT gave presentations to 5,663 students in 200 classrooms throughout the BAWSCA service area.

3.6 Certified Landscape Irrigation Association

Some of the elements (e.g., landscape water audits) of the BAWSCA Outdoor Water Efficiency Ordinance (see Section 3.4, above) are required to be performed by certified professionals, including certified landscape irrigation auditors. In response to agency requests, BAWSCA sponsored an Irrigation Association's Landscape Irrigation Auditor Workshop in order to train more professionals in the BAWSCA region to be able to assist agencies and customers to comply with the Outdoor Water Efficiency Ordinance. The two day workshop was designed to prepare participants for the certification exam to become Certified Landscape Irrigation Auditors. The workshop was held on January 24 and 25, 2011 at the Redwood City Public Works Department. Workshop participants had the opportunity to take an on-line certification exam after completing the class for an additional expense. See Figure 3-8.

A total of 30 individuals attended the workshop, the maximum allowable attendance for the class. The attendance was a combination of BAWSCA member agency staff and landscape professionals in the industry.

3.7 Senate Bill 7x-7 Preliminary Assessment

Senate Bill 7x-7 (SB7) passed in 2009, requires that urban water retail suppliers (URWSs) that deliver more than 3,000 acre-feet per year (AFY) of water or serve more than 3,000 connections establish water use targets for 2015 and 2020 on a per capita basis. The intent of this legislation is to reduce average urban per capita water use state-wide by 10 percent by 2015 and 20 percent by 2020. SB7 allows URWSs to develop and meet their targets individually or regionally. BAWSCA was specifically named in SB7 as a regional entity that could assist BAWSCA agencies in complying with SB7. In response to this legislation, BAWSCA developed a spreadsheet tool that would allow a preliminary assessment of regional SB7 targets and estimated water savings requirements for BAWSCA agencies on an individual, sub-regional, and regional basis.

The objective of the SB7 spreadsheet tool is to allow BAWSCA and its member agencies to preliminarily assess the potential benefits of establishing and meeting SB7 water use targets on a regional or sub-regional basis. The SB7 spreadsheet tool facilitates calculation of Baseline Water Use, Current Water Use, and 2015 and 2020 water use targets for each BAWSCA

member agency that is subject to SB7. It also facilitates calculation of additional water reduction requirements and water use values and targets on a regional and sub-regional basis. This information can be used by BAWSCA and its member agencies to assess the potential benefits of meeting water use targets on a regional basis or developing sub-regional group(s) that formally agree to form a regional water management group or alliance.

All BAWSCA member agencies have completed their 2010 Urban Water Management Plans. BAWSCA updated the SB7 spreadsheet tool with updated UWMP baseline information, updated demand and conservation projections, and DWR's Method 4. On January 24, 2012, BAWSCA disseminated a revised and updated version of the SB7 spreadsheet tool. Member agencies can use the updated SB7 spreadsheet tool to more completely assess the potential benefits of pursuing compliance with SB7 individually or as part of a regional or sub-regional alliance in advance of preparing their 2015 UWMP.

3.8 BAWSCA Regional Water Conservation Database

In FY 2010-11 BAWSCA worked with its consultant, Brown & Caldwell, and member agencies to deploy and populate the BAWSCA regional Water Conservation Database (WCDB). The WCDB was developed by BAWSCA, with input from the agencies, as part of BAWSCA's FY 2009-10 work plan to track agency water conservation efforts associated with implementation of the WCIP (2009).

The objectives of the WCDB are to:

- Facilitate data collection and data management to support the following activities:
 - Internal agency reporting and budgeting;
 - BAWSCA Annual Survey Report;
 - CUWCC BMP reporting; and
 - DWR UWMP and annual Public Water Supervision System (PWSS) reporting requirements.
- Streamline data collection to support tracking of water conservation activities in the region and to monitor quantifiable water savings in the BAWSCA region.

The WCDB was deployed in FY 2010-11 wherein it was configured for all agency users and the agencies were trained as to how to use the WCDB. The WCDB was also further configured to interact directly with the existing BAWSCA databases for the Regional HET Rebate, Lawn Be Gone!, and Washing Machine Rebate Programs so that agencies who participate in those measures through BAWSCA did not have to enter those data into the WCDB separately.

BAWSCA oversaw additional modifications to the WCDB to improve the usability of the system and to add a Turf Replacement Measure Sheet. An updated version of the database was released in June 2011 for FY 2011-12 reporting. As of the date of this report, the database was further updated and two database training sessions occurred in October 2011 at which twenty-three database users from sixteen agencies were trained on the database.

FIGURE 3-1
THE NUMBER OF LANDSCAPE CLASSES OFFERED BY BAWSCA CONTINUES TO INCREASE

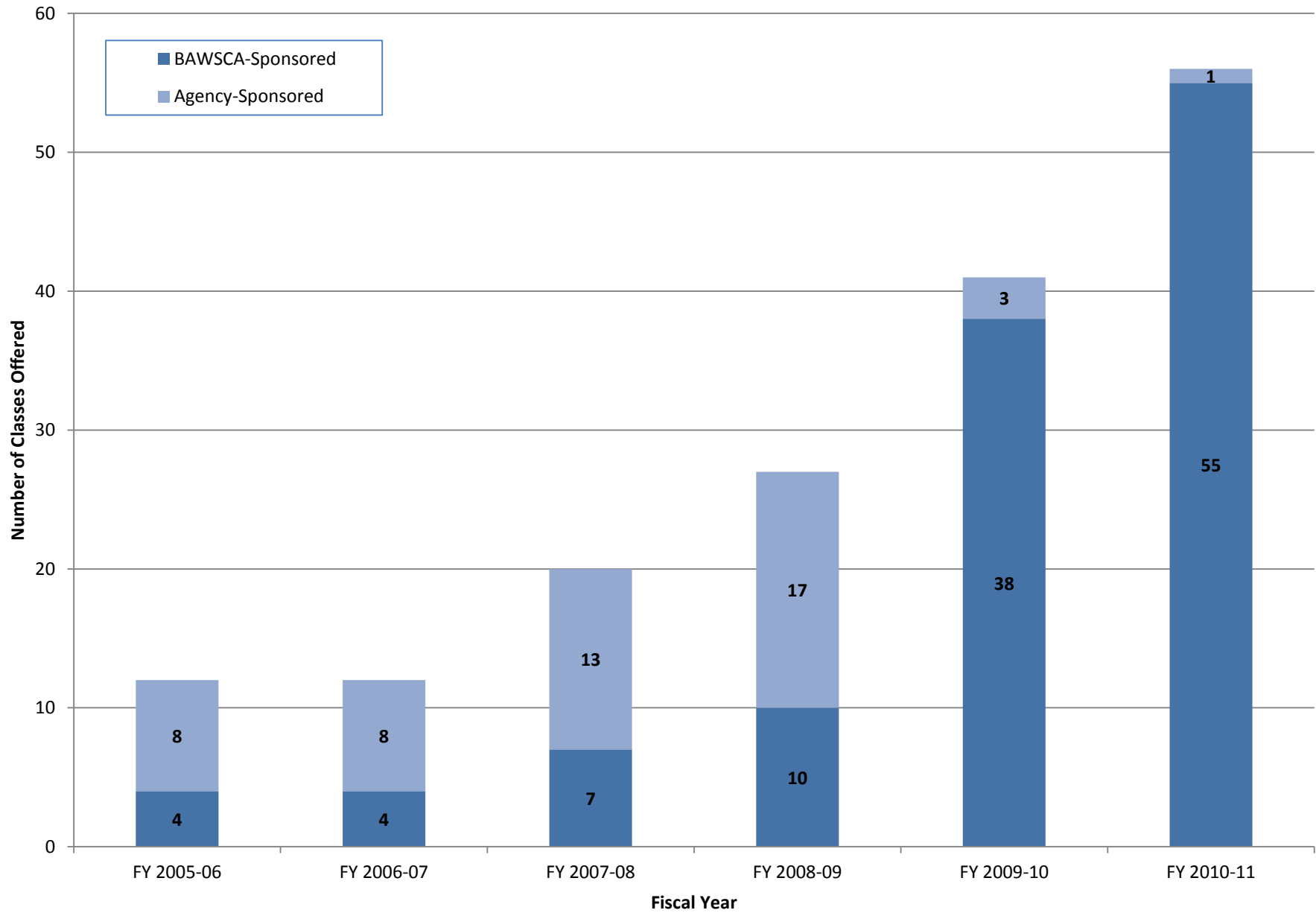
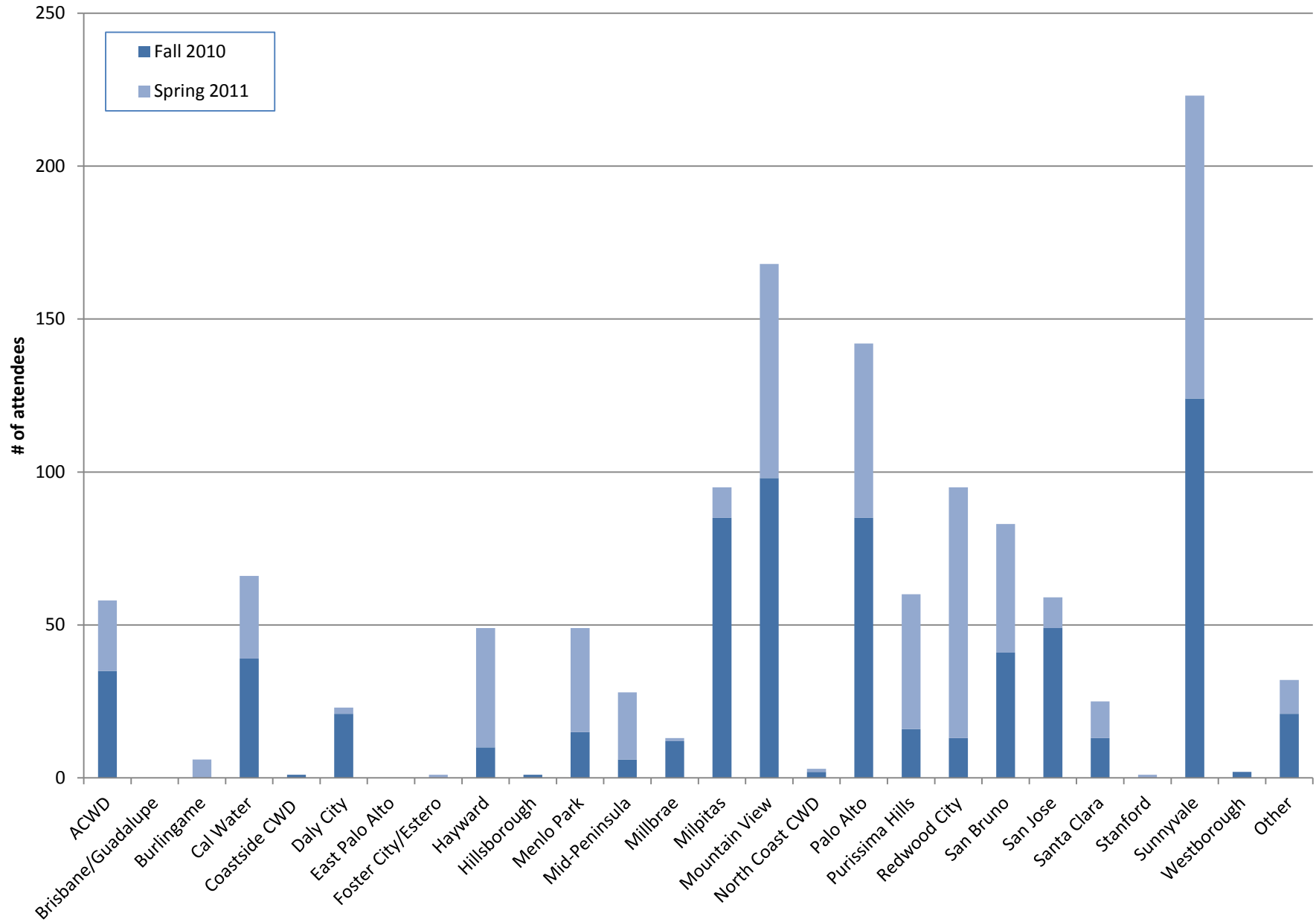


FIGURE 3-2
LANDSCAPE CLASSES ARE BROADLY ATTENDED BY BAWSCA MEMBER AGENCY CUSTOMERS



Learn how
to **beautify** your
garden and
use **water** more
efficiently!



**Water-Efficient
Landscaping Classes
are offered **FREE**
throughout the
Bay Area during
**August,
September and
October!****

First come first served.
Registration is required.

To reserve your space and
for more information, call
650-349-3000 or visit
www.bawsca.org

FREE Landscape Education Classes

Fall 2010 Class Schedule and Description

Aug. 5 th 6-9pm	Composting for Healthy Soil & Water Efficiency – Instructor, Alane Weber: Compost increases soil health and water holding capacity while decreasing erosion. Learn the process for backyard composting using kitchen & garden waste.	Mountain View
Aug. 7 th 10am-1pm	Replace your Thirsty Lawn with Ca. Natives – Instructor, Deva Luna: Learn the benefits of using California native plants as alternatives to your lawn. Create a natural habitat that is beautiful and conveys a sense of place.	Sunnyvale
Aug. 7 th 9am-12n	No Fuss Landscape Beautification – Instructor, Melinda Rose: Learn how sustainable garden practices can save you money and resources! Create or enhance your garden with beautiful, low maintenance plants.	Daly City
Aug. 21 st 10am-12n	Water-Efficient Drip Irrigation – Instructor, Lori Palmquist: Learn about basic drip irrigation design and installation, choosing the right components, watering techniques, and system maintenance for your landscaping.	Fremont
Aug. 21 st 9am-12n	Lawn Removal, Alternatives and Management – Instructor, Frank Niccoli: Find out how replacing lawns appropriately can provide beautiful landscapes and reduce maintenance costs.	San Bruno
Aug. 21 st 10am-1pm	Creating the Illusion of a Lush Garden – Instructor, Leigh Gronet: Learn design techniques for creating a lush look with California natives, grasses, and drought-tolerant plants.	Sunnyvale
Aug. 25 th 7-9pm	Water Conserving Techniques in the Garden – Instructor, Stephanie Morris: Learn about the garden's natural cycles for sustainability, the use of California native plants, water conserving strategies, and innovative materials.	San Jose
Aug. 28 th 9am-12n	Alternatives to Lawns – Instructor, Patricia Evans: Transform your traditional lawn into a beautiful water-efficient landscape! Discover how California native grasses, flowering shrubs, and perennials save water and convey a sense of place with their natural beauty.	Menlo Park
Sept. 4 th 9am-12n	Lawn Removal, Alternatives, and Management – Instructor, Frank Niccoli: Find out how replacing lawns appropriately can provide beautiful landscapes and reduce maintenance costs.	Mountain View
Sept. 11 th 9am-12n	Using California Natives as an Alternative to your Lawn – Instructor, Peigi Duvall: Find out how to select the California Natives that will thrive and create beauty in your garden.	San Bruno
Sept. 15 th 7-9pm	Landscaping with California Native Plants – Instructor, Sherri Osaka: Discover the beauty of California native plants to create a low-maintenance and water-efficient garden. Take control of your water use to reduce your water bill!	San Jose
Sept. 18 th 10am-1pm	Slow the Flow – Instructor, Sherri Osaka: Find out how to control your water use to reduce your water bill by installing drought-tolerant plants and low-cost rainwater harvesting and greywater systems.	Sunnyvale

FREE Landscape Education classes

Fall 2010 Class Schedule and Descriptions, cont'd.

Learn how
to **beautify** your
garden and
use **water** more
efficiently!



Water-Efficient
Landscaping Classes
are offered **FREE**
throughout the
Bay Area during
**August,
September and
October!**

First come first served.
Registration is required.

To reserve your space and
for more information, call
650-349-3000 or visit
www.bawasca.org

Sept. 18 th 1pm-4pm	Replace your Thirsty Lawn with Ca. Natives – Instructor, Deva Luna: Learn the benefits of using California native plants as alternatives to your lawn. Create a natural habitat that is beautiful and conveys a sense of place.	Milpitas
Sept. 23 rd 6-9pm	Water-Efficient Irrigation Techniques for the Garden – Instructor, Lori Palmquist: Learn water-conserving irrigation strategies and how to evaluate your irrigation system for upgrades to make your garden thrive!	Portola Valley
Sept. 25 th 9am-12n	Use of California Natives in the Landscape– Instructor, Peigi Duvall: Find out how to select water-wise plants to create beauty that sustains you and your garden.	Belmont
Sept. 25 th 9am-12n	California Native Plants for the Bay Area Garden – Instructor, Chris Todd: Discover California's vast array of native plant species suitable for the home garden. Learn about soil preparation for healthy plant growth and sustainability.	Hayward
Sept. 25 th 9am-12n	Holistic Landscape Planning and Management – Instructor, Frank Niccoli: Learn about plant selection and care, soil preparation, integrated pest management, and efficient irrigation techniques.	Menlo Park
Sept. 25 th 10am-1pm	Replace your Thirsty Lawn with California Natives – Instructor, Deva Luna: Learn the benefits of using California native plants as alternatives to your lawn. Create a natural habitat that is beautiful and conveys a sense of place.	Sunnyvale
Sept. 30 th 6-9pm	Landscaping with California Natives – Instructor, Deva Luna: This class will provide design tips on the use of California native plants that thrive in your area.	Mountain View
Oct. 9 th 10am-1pm	Water-Efficient Irrigation Techniques for the Garden – Instructor, Lori Palmquist: Learn water-conserving irrigation strategies and how to evaluate your irrigation system for upgrades to make your garden thrive!	Sunnyvale
Oct. 16 th 9am-12n	Water-Efficient Irrigation Techniques for the Garden – Instructor, Lori Palmquist: Learn water-conserving irrigation strategies and how to evaluate your irrigation system for upgrades to make your garden thrive!	Mountain View
Oct. 16 th 10am-1pm	Slow the Flow – Instructor, Sherri Osaka: Find out how to control your water use to reduce your water bill by installing drought-tolerant plants, and low-cost rainwater harvesting and greywater systems.	Sunnyvale
Oct. 23 rd 9am-12n	Holistic Landscape Planning and Management – Instructor, Frank Niccoli: Learn about plant selection and care, soil preparation, integrated pest management, and efficient irrigation techniques.	Palo Alto
Oct. 21 st 7-9pm	Water-Wise Landscape Design – Instructor, Alrie Middlebrook: Learn how to design a sustainable, low-maintenance, and water-conserving garden, and how to select and incorporate the native plants that are right for your yard.	Millbrae
Oct. 30 th 10am-1pm	Creating the Illusion of a Lush Garden – Instructor, Leigh Gronet: Learn design techniques for creating a lush look with California natives, grasses, and drought-tolerant plants.	Sunnyvale

March, April, May 2011

FREE

Water-Efficient Landscape Education Program



To Register

Call 650-349-3000



Figure 3-4

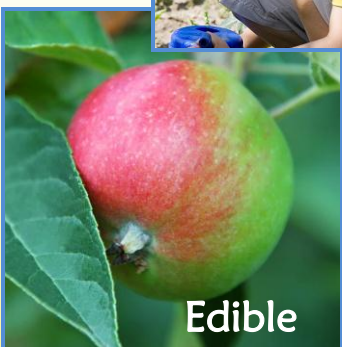
Spring 2011 Class Schedule and Description

1	Mar. 3 7-9pm	Lawn Replacement - Instructor, Deva Luna: Replace your thirsty lawn with beautiful, water-efficient CA native plants.	Portola Valley
2	Mar. 5 9am-12n	Creating a Habitat Garden with CA Natives - Instructor, Peigi Duvall: Discover the CA native plants that thrive in your area, and the beautiful and natural habitat they provide.	Menlo Park
3	Mar. 13 1-4pm	Creating a Lush Garden with CA Natives - Instructor, Leigh Gronet: Learn about design techniques for creating a lush look with beautiful CA natives, grasses and low water use plants.	Town of Hillsborough
4	Mar. 12 9am-12n	Kid-Friendly Water-Wise Gardening - Instructor, Noelle Marquis: Create a water-efficient space for outdoor learning and play including butterfly gardens, edible plants, parent-child garden activities, and child-safe plants and materials.	San Bruno
5	Mar. 12 10am-1pm	Gardening with CA Natives - Instructor, Peigi Duvall: Learn how to select the CA native plants that thrive and create beauty in your garden while you reduce your water use!	Redwood City
6	Mar. 19 9am-12n	Planting with CA Native Plants - Instructor, Leigh Gronet: Learn about the CA native plant choices for your area and how to incorporate them in a water-efficient garden design.	Fremont
7	Mar. 19 10am-1pm	Water-efficient Edible Landscaping - Instructor, Deva Luna: Incorporate edible plants into your landscape! Learn about water-efficient edibles and enjoy a bountiful harvest!	Sunnyvale
8	Mar. 26 10am-1pm	Kid-Friendly Water Wise Landscaping - Instructor, Noelle Marquis: See #4 for Description	Daly City
9	Mar. 26 10am-1pm	Lawn Replacement - Instructor, Deva Luna: See #1 for Description	Redwood City
10	Mar. 31 6-9pm	Lawn Replacement - Instructor, Deva Luna: See #1 for Description	Palo Alto
11	Apr. 2 10am-1pm	Lawn Replacement and Integrated Pest Mgmt - Instructor, Frank Niccoli: Learn about lawn substitutes, plant selection and integrated pest management to reduce your water use.	Sunnyvale
12	Apr. 2 10am-1pm	Alternatives to Lawn - Instructor, Leigh Gronet: Learn how to transform your lawn into a beautiful drought tolerant garden with eye-catching plants and grasses.	Daly City
13	Apr. 9 10am-1pm	Water-Efficient Drip Irrigation - Instructor, Lori Palmquist: Basic drip irrigation design and installation, component choice, watering techniques & system maintenance to reduce water use.	Redwood City
14	Apr. 9 9am-12n	Water-Wise Plant Selection and Design - Instructor, Alrie Middlebrook: Design a sustainable, low-maintenance, water-wise garden. Incorporate CA native plants into your space.	Hayward
15	Apr. 9 10am-1pm	Make the Switch! Convert to Drip! - Instructor, Tom Bressan: Learn the process of converting spray irrigation to drip, watering schedules and system maintenance.	Mountain View
16	Apr. 9 9am-12n	CA Native Plants for Every Garden - Instructor, Patricia Evans: Discover the native plants suitable for the home garden. Learn about soil preparation for plant growth and sustainability.	Palo Alto
17	Apr. 9 9am-12n	Kid Friendly Water Wise Gardening - Instructor, Noelle Marquis: See #5 Description PLUS discuss lawn substitutes for play space & techniques to replace all or part of your lawn.	Belmont
18	Apr. 13 th 6-9pm	Water-Wise Gardening with Drought-Tolerant Plants - Instructor, Alane Weber: Discover the qualities of drought tolerant plants and how to integrate them into your garden.	Los Altos Hills
19	Apr. 16 10am-1pm	Reduzca el Uso del Agua con Paisajes Nativos - Instructor, Peter Veilleux: Este taller le enseñara tecnicas de gran facilidad para paisajes de larga duracion y auto-sostenibles. Usa menos agua y ahorra dinero!	Redwood City

March, April, May 2011

FREE

Water-Efficient Landscape Education Program



To Register

Call 650-349-3000

Figure 3-4

Spring 2011 Class Schedule and Description

20	April 16 10am-1pm	Landscaping with CA Native Plants - Instructor, Noelle Marquis: Create beautiful, low-maintenance, water-efficient landscapes using CA native plants. Learn about plant selection, garden design, planting, and care.	San Mateo
21	Apr. 16 10am-1pm	Water-Efficient Drip Irrigation - Instructor, Lori Palmquist: See #13 of Description	Sunnyvale
22	Apr. 16 1-3:30pm	Alternatives to the Lawn Culture - Instructor, Alrie Middlebrook: Replace your lawn with beautiful CA natives. Learn how to incorporate sustainable, low-maintenance, & water-wise plants into your space.	San Jose
23	Apr. 16, 9am-12n	Water-Efficient Lawn Alternatives & Introduction Integrated Pest Management - Instructor, Dave Phelps: Discover lawn alternatives, learn the methods of lawn removal, and get an introduction to integrated pest management.	Menlo Park
24	Apr. 20 6:30-8pm	CA Natives as an Alternative to Lawn - Instructor, Peigi Duvall: Create a welcoming garden of CA natives. Enjoy the beauty and benefits these water-wise plants offer!	Burlingame
25	Apr. 23 9am-12n	Alternatives to Lawn - Instructor, Leigh Gronet: Transform your lawn to a beautiful drought tolerant garden with eye-catching CA native plants and grasses that suit your area.	Fremont
26	Apr. 28 6-9pm	So Long Thirsty Lawn! - Instructor, Deva Luna: Learn the benefits of using CA natives as an alternative to your thirsty lawn. Create spaces that convey a sense of place.	Mountain View
27	Apr. 30 10am-1pm	CA Native and Edible Landscaping - Instructor, Alrie Middlebrook: Learn how to incorporate CA native edibles into your garden utilizing an ecological agricultural model.	Sunnyvale
28	Apr. 30 9am-12n	CA Natives as an Alternative to Lawn - Instructor, Peigi Duvall: See #24 for Description	San Bruno
29	May 3 7-9pm	Kid-Friendly Water Wise Gardening - Instructor, Leigh Gronet: Create a water-efficient space for outdoor learning and play including butterfly gardens, parent-child garden activities, and child-safe plants and materials.	San Jose
30	May 5 7-9pm	Kid-Friendly Water Wise Gardening - Instructor, Peigi Duvall: See #29 for Description	Portola Valley
31	May 7 10am-1pm	Graywater for Landscape Irrigation - Instructor, Deva Luna: Graywater is water from your shower, clothes washer and bathroom sink that is re-used for landscape irrigation. Discover Graywater systems and how easy and safe graywater is.	Sunnyvale
32	May 14 9am-12n	Converting Spray Irrigation to Drip Irrigation - Instructor, Lori Palmquist: Learn how to convert to a water-efficient drip irrigation system and have a thriving garden.	Hayward
33	May 14 10am-1pm	Kid-Friendly Water Wise Gardening - Instructor, Noelle Marquis: See #29 for Description	Mountain View
34	May 21 10am-1pm	Lawn Replacement - Instructor, Deva Luna: Replace your thirsty lawn with beautiful, water-efficient CA native plants.	Sunnyvale
35	May 21 9am-12n	Water-Wise Edible Gardening - Instructor, Alane Weber: Learn how to start a spring and summer vegetable garden in a chemical free and sustainable manner.	Menlo Park
36	May 21 10am-1pm	Making Every Drop Count - Instructor, Noelle Marquis: Innovative techniques for a water-efficient landscape. Learn the basics of drip irrigation, rain water harvesting & graywater.	Milpitas
37	May 25 6:30-8pm	Kid-Friendly Water Wise Gardening - Instructor, Peigi Duvall: See #29 for Description	Burlingame
38	May 26 6pm-9pm	Water-Wise Plant Color Palette - Instructor, Deva Luna: Find out which native and low-water use plants work well in your garden. Learn proper plant placement and care.	Mountain View

Figure 3-5

SELECT GARDEN TOUR FLYERS FISCAL YEAR 2010-11

Free Tour of Showcase Native Plant Gardens

Sunday
May 1, 2011
10 am-5 pm



Bringing Back
the
Natives
Garden Tour

Companion event
Native Plant Sale Extravaganza
Saturday and Sunday April 30 & May 1

A free, self-guided tour of 50 Alameda and Contra Costa county gardens

This delightful collection of gardens ranges from collector's garden to brand new installations, from local native plants to natives from throughout the world installed by owners to those designed and installed by professionals.



Free!
• Passes to 50
• Garden Guides
• Garden talks

Learn how to:
• Select and care for natives
• Attract butterflies and other native life
• Garden with water
• Lower your water bills



The California Native Plant Society (Santa Clara Valley Chapter)
in association with
UCCE Master Gardeners of Santa Clara County
presents the

**Ninth Annual
Going Native
Garden Tour**

Sunday, April 17, 2011, 10 am-4 pm

More and more Bay Area homeowners are tuning to California native plants to save water and make their gardens aesthetically pleasing, attractive to birds and butterflies, and low maintenance. You can visit gardens landscaped with California native plants on this free annual tour.

Many different gardens will be open for viewing, from town home gardens to acre lots, from newly planted gardens to established ones. The gardens are located all over the Santa Clara Valley and the Peninsula, so you won't have to go far to see one. Some gardens will feature talks, others will have plants for sale. Visit as many as you like — for inspiration, for photos, for meeting other garden enthusiasts.

**Free admission • Registration required
at www.GoingNativeGardenTour.org**

Garden information, maps, and directions will be emailed to registrants the week of April 1. Web registrations will be accepted until noon of April 17 or until the tour reaches capacity. For information, visit: www.GoingNativeGardenTour.org, or email info@GoingNativeGardenTour.org.



SPONSORS:
Acterra Nursery • Azureheart • Bay Area Water Supply & Conservation Agency • Bay Natives Nursery • California Nativescapes • Central Coast Wilds Nursery • East Bay Wilds • Friends of Master Gardeners of Santa Clara County • Gold Rush Nursery • Mediterranean Garden Society • Middlebrook Gardens Nursery • Native Revival Nursery • Santa Clara Valley Water District • Watershed Watch

SUPPORTERS:
Acterra • Almaden Valley Nursery • Bay Native Magazine • Capitol Wholesale Nursery • Gony Neighborhood Association • Don Edwards San Francisco Bay National Wildlife Refuge • Guadalupe River Park & Gardens • Japantown Neighborhood Association • Laurel Seals • National Wildlife Federation • Neighborhood Development Center (City of San Jose) • Old Mountain View Neighborhood Association • Our City Forest • Rainbow West Neighborhood Association • Santa Clara Valley Audubon Society • Shasta/Hardsett Park Neighborhood Association • Sierra Club (Loma Prieta Chapter) • Sunnyvale Garden Club • The Watershed Nursery • Western Horticultural Society • Yerba Buena Nursery

To sponsor or support the tour, contact info@GoingNativeGardenTour.org
Photos: www.mccreese.blogspot.com



INTENTIONALLY BLANK

Bay-Friendly Landscape Conference

Transforming Urban Landscapes to Protect Our Water Resources

Register Now!

September 17, 2010

St. Mary's Event Center, San Francisco

8:00 am – 5:00 pm

Who Should Attend:
Landscape & planning
professionals from
the public and private
sectors.

Featured Keynote Address by
Brad Lancaster, Author of *Rainwater
Harvesting for Drylands and Beyond.*

Exciting speakers include Bob Perry,
Landscape Architect and author of
Landscape Plants for California Gardens.



Build your skills and knowledge
of sustainable landscaping by attending the 2010
Bay-Friendly Conference and MarketPlace.

- Learn how to cost effectively minimize environmental impacts while promoting ecological potential.
- Get the most recent information from experienced professionals and practitioners.
- Discover innovative landscaping products and services.
- Improve your skills, knowledge & bottom line.
- Gain continuing education credits.



Join us for a special **pre-conference tour** of
Bay-Friendly Rated landscapes in Alameda County!
Thursday, September 16, 2010 • 8:00 am – 5:00 pm



**Check our website for topics,
pre-conference tour, and registration:
www.BayFriendlyCoalition.org**

Helping Plants and People Thrive. Naturally.

Bay-Friendly Landscape Conference

September 17, 2010 / St. Mary's Event Center / San Francisco

8:00	Registration, Continental Breakfast, Bay-Friendly Marketplace opens			
8:30	Welcome: Bay-Friendly Coalition; Keynote: Brad Lancaster, <i>Turning Drains Into Sponges and Water Scarcity Into Water Abundance</i>			
9:45	Morning Break			
10:00	Session 1	Session 2	Session 3	Session 4
Sessions (1 hr)	Bay-Friendly Branding & Community Outreach	Working with Soil Biology in the Landscape	Right as Rain: Stormwater Reduction Through Capture & Infiltration (2 hrs)	Top Techniques for Integrated Pest Management in Landscapes (2 hrs)
	Rick Taylor, Patrick Picard	Matthew Slaughter	Brock Dolman, John Russell	Chris Geiger, Bob Fiorello, David Sauter, Pam Peirce
11:15	Session 6	Session 7	Session 5	
Sessions (1 hr)	Softscape Landscaping for Garden Rooms: A Bay-Friendly Approach	Appropriate Planting: Measuring the Sustainability of Bay-Friendly Landscapes		
	Jillian Steinberger	Bob Perry	Cynthia Greenberg, Linda Gates, Shawn Freedburg, Aaron Majors, Peter Schultze-Allen	
12:15	Lunch, Networking, and Marketplace (1.25 hrs)			
1:30	Session 8	Session 9	Session 10	Session 11
Sessions (2 hrs)	The Nitty Gritty on Soils for Successful Stormwater BMPs	Designing Landscapes for Conserving Water & New California Legislation	Graywater in the Landscape: Year-Round Alternative Water Source	Creating Year-Round Edible Landscapes: The New Niche
	Laura Prickett, Dan Noble, Scott Wikstrom, Megan Stromberg, Paul Niemuth	Daniel Mulreath, Sierra Hart, Debra Lane, Paul Schultz	Laura Allen, Bill Wilson, Susie Murray	Charlotte Woody, Katrine Benninger
3:30	Afternoon Break			
3:45	Session 13	Session 14	Session 15	Session 16
Sessions (1.25 hrs)	Sourcing & Specifying Sustainable Materials	Appropriate Planting: Measuring the Sustainability of Bay-Friendly Landscapes	Practical Solutions for Nurturing Healthy Soil	Drip for Skeptics: Why Should You Convert?
	Bruce Jett	Bob Perry <i>(Repeat of Session 7)</i>	Alan Mart, Charles McCulloch	Tom Bressan, Robert Kourik, Johnnie Mitchell, Geoff Hall



Schedule as of 7/12/10. Bay-Friendly Coalition reserves the right to make changes to this schedule. Final schedule, sessions, and speaker information will be available at the conference.

Figure 3-6

Special thanks to our conference sponsors...



Sustainable Industries



Shelberth Builders, Inc.
An Open Land Management & Restoration Company





California Gardens:

Beauty & Sustainability With Native Plants

A symposium on native plant gardening & design

Saturday, February 19, 2011
9am-6pm

Foothill College Appreciation Hall
12345 El Monte Road, Los Altos Hills

symposium.cnps-scv.org



Credits: Above: Bernard Trainor
(design & photo)
Left: Sherri Osaka (design)
Steve Rosenthal (photo)

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Landscape Irrigation Auditor 2-Day Workshop

January 24th and 25th

Redwood City Public Works
1400 Broadway Street
Redwood City, CA 94063

Brought to you by:



Course Description

15 IA CEUs: This workshop deals directly with the issue of wise water management. In it, you will learn how to perform field tests on irrigation systems to determine their efficiency, and how to combine plant water use, soils and local weather data to calculate accurate water schedules for irrigation systems. This workshop prepares you for the Landscape Irrigation Auditor Certification exam.

Course includes: Two days of instruction and class manual. Certification exam IS NOT included. See reverse for details or visit www.irrigation.org.

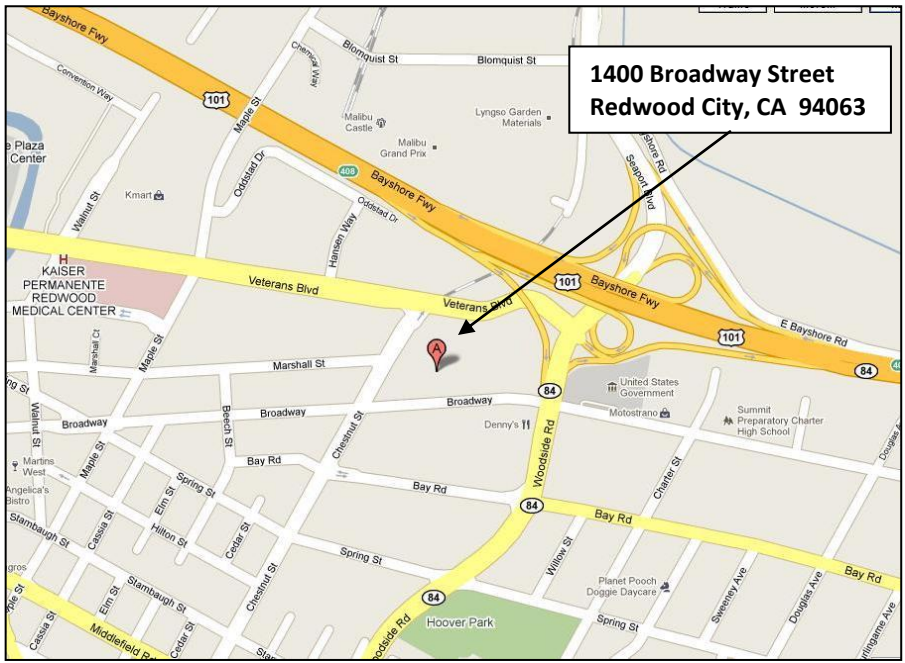
Prerequisites strongly recommended: Basic understanding of sprinkler system operation is strongly recommended before attending this 2-day workshop and taking the exam. Some suggested preparatory courses that are also available through IA are Irrigation System Installation and Maintenance and Field Hydraulics.

**Register by
Jan. 10th and receive
the discounted rate!**

Register for the course by visiting www.irrigation.org or by completing the form on the back of this flyer.

Register for the Certification exam by visiting www.irrigation.org.

Figure 3-8



CLASS REGISTRATION:

1. Register at www.irrigation.org under the education tab, click on course schedule.
2. Mail or fax completed form to:
 Irrigation Association
 6540 Arlington Blvd.
 Falls Church, VA 22024
 Tel: 703.536.7080
 Fax: 703.536.7019

Please complete a separate form for each registrant

Class Times for Day 1 and 2

Day 1: January 24th: 8:00 am – 4:30 pm

Day 2: January 25th: 8:00 am – 4:00 pm

Class Pricing

(please circle appropriate member type)

Registered	By Jan. 10	After Jan. 10th
IA Member	\$225	\$250
Nonmember	\$260	\$285
Manual Shipping*	\$9	

*If you would like your course manual in advance, please indicate by circling \$9 for shipping costs. Otherwise, you will receive your manual at the class. The deadline for advanced orders is January 10, 2011.

To register for the certification exam you must fill out a separate application and registration form.

- You can request an application by e-mailing certification@irrigation.org.
- Download the appropriate forms at www.irrigation.org under the certification tab, click on forms.
- Register online at www.irrigation.org under the certification tab, click on computer based testing.

FAX completed forms to: 703-536.7019.

Name

Company

Address

City

State/County

Phone

Email

Zip/Postal Code

Fax

Method of Payment

Check Visa Master Card American Express

Credit Card#

Exp. Date

Signature

*Checks/money orders payable to: Irrigation Association

Cancellation Policy: All cancellations and/or replacements must be submitted in writing. Cancellations are subject to a \$40 processing fee. We reserve the right to cancel or postpone at any time, in which case the registrant will receive a full refund.

4 BAWSCA Subscription Water Conservation Programs

The following sections present detailed information on the individual conservation measures that constituted the BAWSCA Subscription Program in FY 2010-11.

4.1 High-Efficiency Toilet Rebates

The BAWSCA HET Rebates measure was initiated in September 2008. Prior to the BAWSCA HET Rebates measure, a very small number of BAWSCA agencies offered HET rebates to their customers. As part of the BAWSCA HET Rebates measure, the participating BAWSCA agencies offer customers up to a \$150 rebate for replacing a high-volume toilet (i.e., 3.5 gallons per flush, GPF, or more) with a toilet that uses 1.28 GPF or less.

In FY 2010-11 BAWSCA partnered with EPA Watersense (<http://www.epa.gov/owm/water-efficiency/>) to promote HETs. All HETs marked with a WaterSense label are eligible for a rebate. This partnership was developed to increase the HET visibility and make the process easier and more streamlined for customers and the participating agencies. BAWSCA also developed marketing materials in Spanish, Mandarin and Tagalog in an effort to broaden the measure outreach.

Fourteen agencies participated in the BAWSCA HET Rebates measure in FY 2010-11. This is the same number of agencies that participated in FY 2009-10. In total, the BAWSCA member agencies issued 2,005 rebates in FY 2010-11, for a total expenditure of \$317,282. This volume of rebates represents a nearly 20% decrease in activity from FY 2009-10. BAWSCA anticipates that participation in this program will rebound upon the receipt of the Bay Area Proposition 84 Integrated Regional Water Management Grant funds (as described below) and as HETs continue to be more readily available. Additional details for measure implementation and BAWSCA agency participation are shown in Table 4-1 and Figure 4-1.

As part of its administration of the BAWSCA HET Rebates measure for the participating member agencies, BAWSCA performed the following activities:

- Development and production of promotional materials;
- Advertising and outreach;
- Hosting information and application forms on the BAWSCA website;
- Receive and process rebate applications;
- Manage HET database;

- Coordinating management of rebate distribution and approvals to the participating agencies;
- Technical and customer support agencies and rebate applicants; and
- Track progress against Agency conservation targets.

In addition, BAWSCA and the other participating Bay Area water agencies were successful in applying for and being awarded grant funding from the State to support the water conservation programs in the Bay Area. The latest grant was awarded in August 2011 from Proposition 84. The BAWSCA share of the grant award is \$863,000, \$353,000 of which is dedicated to the BAWSCA HET Rebate measure. The funds from this grant are expected to be available at the end of FY 2011-12.

Through BAWSCA's successful efforts to secure this grant, the BAWSCA member agencies will have access to additional funds to increase customer participation in the BAWSCA HET rebate measure and they will benefit from the increased cost-effectiveness of the measure. As can be seen in Table 4-1, the cost-effectiveness of the BAWSCA HET Rebates measure in FY 2010-11 is estimated at \$541 per AF of water saved. Thus, even in absence of the grant funds and reduced participation, this measure continues to be a cost-effective means of achieving water conservation savings in the home, especially when compared to the wholesale cost of purchasing water from the SFPUC, which was \$828 per AF for FY 2010-11.

4.2 High-Efficiency Residential Washing Machine Rebates

The BAWSCA High-Efficiency Residential Washing Machine Rebates measure (BAWSCA WMR) started in October 2001. In 2002, nine large Bay Area water agencies, including BAWSCA, joined forces to offer a single Bay Area Water Utility Regional Washing Machine Rebate Program (Bay Area WMRP) that collectively targeted 2.7 million residential accounts. In addition to BAWSCA, the other participants in the Bay Area WMRP include Contra Costa Water District, Zone 7 Water Agency, East Bay Municipal Utility District (EBMUD), Alameda County Water District, SCVWD, Marin Municipal Utility District, Sonoma County Water Agency, City of Davis, and beginning July 1, 2006, the SFPUC. From 2001 to 2006, Electric & Gas Industries Association (EGIA) supported the administration of the Bay Area WMRP. In 2006, BAWSCA and the other Bay Area Water Utilities contracted with Pacific Gas & Electric (PG&E) to administer and advertise the Bay Area WMRP.

During Fall 2010, the BAWSCA WRM supported up to \$175 rebates for machines that met or exceeded the Consortium for Energy Efficiency (CEE) Tier 3 specifications (i.e., a Water Factor

(WF) of at least 4.5). The water utilities offered either a \$50 or \$125 rebate, while PG&E offered \$50. This is down from \$200 in total rebates available during Fall 2009.

In Spring 2011, the BAWSCA WMR was modified to support up to \$125 rebates for clothes washers with an efficiency level that met or exceeded the NEW Consortium for Energy Efficiency (CEE) Tier 2 specifications that came into effect on January 1, 2011 (i.e., a Water Factor (WF) of at least 4.5).⁴ The water utilities offered either a \$50 or \$75 rebate, while PG&E offered \$50. This was down from \$175 in total rebates available during Fall 2010.

BAWSCA member agency participation in the BAWSCA WMR has been strong since BAWSCA began implementing this measure. Sixteen agencies participated in the BAWSCA WMRP in FY 2010-11. In total, the BAWSCA member agencies issued 7,030 rebates in FY 2010-11, for a total expenditure of \$658,955. As can be seen in Table 4-2, the total number of rebates has remained constant while the total amount of rebate dollars spent by PG&E and participating water agencies has dropped by 30%. This indicates that the reduction in per unit rebate amounts in FY 2010-11 has not negatively affected program participation while the overall cost-effectiveness of the program has increased. Additional details for measure implementation and BAWSCA agency participation are shown in Table 4-2 and Figure 4-1.

To date, through the BAWSCA WMR, a total of 38,112 rebates have been paid to customers within the BAWSCA service area. As this measure has evolved, the market penetration and customer participation in the measure has increased. This has been evidenced by the increase in number of rebates given by the BAWSCA member agencies from 1,244 in FY 2001/02 to 7,030 in FY 2010-11.

As part of its administration of the BAWSCA WRM for the participating member agencies, BAWSCA performed the following activities:

- Development and production of BAWSCA-specific promotional materials;
- Advertising and outreach;
- Hosting information on the BAWSCA website;
- Contract negotiation with PG&E;

⁴ As of January 1, 2011 the Consortium for Energy Efficiency (CEE) changed the specifications for the Tiers for washing machines. Washing machines with a water factor (WF) of 4.5 were previously designated as Tier 3. As of January 2011, those washing machines with a WF of 4.5 are now called Tier 2 machines. Washing machines with a WF of 4.0 are now Tier 3 machines, and washing machines with a WF of 3.5 are now in the "Advanced Tier". The BAWSCA WMR measure supports rebates for washing machines that are the new CEE Tier 2 and higher.

- Coordination with other members of the Bay Area WRMP;
- Coordinating management of rebate distribution and approvals to and from PG&E and the participating agencies;
- Liaison between agencies and PG&E;
- Manage agency invoicing for rebate payment; and
- Track progress against individual agency conservation targets.

In addition, BAWSCA and the other participating Bay Area water agencies were successful in applying for and being awarded grant funding from the State to support the water conservation programs in the Bay Area. The latest grant was awarded in August 2011 from Proposition 84. The BAWSCA share of this grant award was \$863,000, \$360,000 of which is dedicated to the BAWSCA WMR. The funds from this grant are expected to be available in June 2012.

Through BAWSCA's successful efforts to secure this grant and other grants historically, the BAWSCA member agencies have had access to additional funds to increase customer participation in the BAWSCA WMR and benefit from the overall cost-effectiveness of the BAWSCA WMR. As can be seen in Table 4-2, the cost-effectiveness of the BAWSCA WMR in FY 2010-11 is estimated at \$391 per AF of water saved. Thus, this measure continues to be a very cost-effective means of achieving water conservation savings in the home, especially when compared to the wholesale cost of purchasing water from the SFPUC, which was \$828 per AF for FY 2010-11.

4.3 School Education – Water Wise Kits

Since FY 2005-06, BAWSCA has contracted with Resource Action Programs to implement the Water Wise school education measure that includes in-classroom water conservation informational materials and the distribution of water conservation kits (i.e., the Water Wise Kit) to 5th grade students. Resource Action Programs works directly with the teachers and schools to provide them with this turn-key, in-classroom program and the Water Wise Kits.

The Water Wise curriculum has been designed to be easily implemented by teachers, and easily understood and taken back into the home by the students. The Water Wise Kits include water saving devices that can be installed at the student's homes (e.g., low-flow showerheads and faucet aerators) and a water audit that the students can perform with their parents. The students are provided with the motivation, information, and tools they need to perform an in-home water audit. The information and material provided to the teachers and students also includes methods that can be used to quantify the water savings as a result of installing the equipment contained in the kit and performing the recommended, water-conserving actions.

After the student performs the audit and installs the water and energy saving devices, affidavits signed by the parents are returned to the school, collected by the teacher, and forwarded to Resource Action Programs for documentation of measure implementation and the estimated water savings. Resource Action Programs then prepares a final report for distribution to the participating agencies.

Based on information provided by Resource Action Programs, participation in the Water Wise school education program in FY 2010-11 is expected to save 108 million gallons of water over the next 10 years. In addition to helping member agencies save water, the Water Wise school education measure assists participating agencies in implementing the CUWCC Foundational Education Programs, which include Public Information and School Education, as well as the CUWCC Programmatic Best Management Practice that targets residential customers.

As stated above, FY 2005-06 was the first year that BAWSCA agencies participated in Water Wise school education measure. As of FY 2010-11, participation in the Water Wise school education measure has nearly doubled to eleven agencies. To date, 18,092 students and teachers have participated in the Water Wise school education measure with an estimated total lifetime water savings of as much as 4,425 AF. See Table 4-3 and Figure 4-1.

In a further metric of the value of the Water Wise school education measure, the students test scores on a quiz related to water conservation increased by an average of 17% after participating in the Water Wise school education measure. This result indicates that even in the event that they did not fully participate in the home audit (i.e., install all of the water-saving devices in their homes), the students benefitted from the educational aspect of the Water Wise school education measure.

As part of its administration of the Water Wise school education measure for the participating member agencies, BAWSCA performed the following activities:

- Development and production of BAWSCA-specific promotional materials to insert into the Water Wise kits;
- Hosting information on the BAWSCA website;
- Contract negotiation with Resource Action Programs;
- Liaison between agencies and Resource Action Programs;
- Manage agency invoicing; and
- Track progress against individual agency conservation targets.

In addition, in FY 2010-11 BAWSCA increased its efforts to work with Resource Action Programs to increase participation in, and results from, the Water Wise school education measure. As

part of this effort, BAWSCA provided an incentive to the classrooms and students in the participating service areas. The incentives were provided by BAWSCA and distributed by Resource Action Programs based on the following protocols:

- A \$100 cash prize was given to the classrooms where the teachers enroll in the Water Wise school education measure and the Water Wise surveys are returned with at least an 80% response rate; and
- A gift with an up to \$5 value was given to those students that complete the Water Wise surveys that document whether they installed the water conserving-devices from the kits in their homes, complete all the homework, and/or score a greater than 80% on the final written test that is given as part of the Water Wise school education measure.

By administering the incentives in the described above, BAWSCA's goal was to incentivize both the teachers and the students to engage in the educational aspects of the Water Wise school education measure, and to increase the kit installation rates.

As can also be seen in Table 4-3, the cost-effectiveness of the Water Wise school education measure in FY 2010-11 is estimated at \$370 per AF of water saved. Thus, this measure continues to be very cost-effective means of achieving water conservation savings and educating students, especially when compared to the wholesale cost of purchasing water from the SFPUC, which was \$828 per AF for FY 2010-11.

4.4 School Education – EarthCapades Assemblies

BAWSCA expanded its school education efforts for FY 2010-11 to include a school assembly program run by EarthCapades. EarthCapades performances combine age-appropriate state science standards with circus skills, juggling, music, storytelling, comedy, and audience participation to teach environmental awareness, water science and conservation. The EarthCapades assemblies are designed to include local water source and watershed education and information that the participating member agencies would like to share with the community. BAWSCA and the participating member agencies provided specific information to EarthCapades regarding the San Francisco Regional Water System and other topics (e.g., recycled water). EarthCapades integrated this information into the specific script used for assemblies conducted within the participating member agencies service areas.

In FY 2010-11, fourteen agencies sponsored 106 shows throughout the BAWSCA service area for a total expenditure of \$53,295.⁵ A total of 21,547 kids attended the assemblies from 67 different schools within the BAWSCA service area. See Figure 4-2. In general, the shows were very well received by the schools and agencies alike. Some quotes from surveys that were submitted by teachers after the shows are shown below:

"This is one of my favorite assemblies! The show is very informative and keeps the kids entertained while learning the importance of conserving water." Teacher, Redwood City

"I especially liked the skillful and positive use of audience participation and control, and the local knowledge and sincerity of the performers. The presentation hooked the otherwise less motivated students---and was a joy for everyone." Teacher, Daly City

"I liked the use of juggling to explain evaporation, and to demonstrate the sun ring and cloud pillow. It really showed the water cycle in a fun way!" Teacher, Millbrae

As part of its administration of the Water Wise school education measure for the participating member agencies, BAWSCA performed the following activities:

- Hosting information on the BAWSCA website;
- Contract negotiation with EarthCapades;
- Liaison between agencies and EarthCapades;
- Manage agency invoicing; and
- Track progress against individual agency conservation targets.

4.5 Large Landscape Audits

BAWSCA first offered Large Landscape Audits to member agencies in FY 2002-03. This measure enables participating BAWSCA agencies to save water used for outdoor landscaping and to meet the requirements of the CUWCC Programmatic Best Management Practice that targets landscape customers in a cost-effective manner.

The Large Landscape Audit measure includes large landscape surveys to assess landscape watering needs and monthly distribution of landscape water budgets for selected accounts. This work is done by Waterfluence, under contract to BAWSCA. A key component of the

⁵ In addition, EarthCapades performed a show in the City of Pacifica, which is in the BAWSCA service area. However, this show was funded independent of any BAWSCA agency.

measure implementation is the ongoing tracking of actual water use and estimated water savings at surveyed sites. Audits are offered to qualifying commercial and residential accounts.

A total of 1,176 sites in fourteen different agencies were part of the Large Landscape Audit measure in FY 2010-11, see Table 4-4 and Figure 4-1.⁶ The 2010 Waterfluence 2010 Annual Report to BAWSCA (April 15, 2011) found that the annual water use at the participating sites was reduced by an average of 32 percent when 2010 water use is compared to pre-audit water use. Some of these water savings reflect the relatively wet Spring in 2010, which reduced irrigation demand. In a draft report to BAWSCA in February 2012, which includes data from nearly 2,000 large landscape sites in 28 communities (about one-third of which are BAWSCA member agencies), the program has reduced average overwatering by 0.73 feet per year or 26% of potential water savings. Copies of both reports, and their detailed analysis, can be found at www.bawasca.org.

As part of its administration of the BAWSCA Large Landscape Audit measure for the participating member agencies, BAWSCA performed the following activities:

- Hosting information on the BAWSCA website;
- Contract negotiation with Water Use Reports;
- Liaison between agencies and Water Use Reports; and
- Manage agency invoicing; and
- Track progress against individual agency conservation targets.

As can be seen in Table 4-4, the cost-effectiveness of the Large Landscape Audit measure in FY 2010-11 is conservatively estimated at \$82 per AF of water saved. Thus, this measure continues to be very cost effective, especially when compared to the wholesale cost of purchasing water from the SFPUC, which was \$828 per AF for FY 2010-11.

⁶ The number of participating agencies that participated directly through BAWSCA was actually ten in FY 2010-11 for two reasons. The first is that Cal Water opted to expand the Large Landscape Audit program to 24 of its 27 service areas throughout California. As such, they opted to contract with Waterfluence independently as all but three of their districts are outside of the BAWSCA service area. However, the Cal-Water agencies within the BAWSCA service area continue to be included in the report for the BAWSCA service area. The second is that Hillsborough opted to modify the Large Landscape Audit Program and tailor it to meet the needs of all of its residential customers. Again, because of the specificity of the program, it made more sense for Hillsborough to contract independently with Waterfluence. While neither Cal Water nor Hillsborough are running the Large Landscape Audit measure through BAWSCA, they are still offering it to their customers and achieving water savings. As such, program costs have been excluded while participation continues to be included in this report to capture overall programmatic impact.

4.6 Lawn Be Gone! Pilot Program

At the request of several agencies, BAWSCA developed a new water conservation measure in FY 2010-11 that was designed to incentivize customers to convert their water-thirsty lawns to low water use landscapes. The measure is called Lawn be Gone! and was launched as a pilot program in February 2011.

The Lawn be Gone! measure offers a rebate to customers of \$0.50 per square foot of turf replaced for a total rebate amount of up to \$500 for single-family residential customers and up to \$3,000 for multi-family and commercial customers. The new landscape must include at least 50 percent live plant coverage, with the difference completed in permeable hardscape, and all plants must be low water use plants from the BAWSCA-Approved Plant List. Participation in this Program provides BAWSCA members a way to offer their customers an incentive, via rebates, to reduce their outdoor water use and create permanent and lasting water savings. Also, because eligible landscapes are limited to front yards and areas visible to the public, this program has an educational element (i.e., demonstrating to the wider public that low water use landscaping can be an attractive alternative to lawns).

Nine agencies participated in the BAWSCA Lawn Be Gone! measure in FY 2010-11. In total, the BAWSCA member agencies issued 13 rebates in FY 2010-11, for a total expenditure of approximately \$5,017.

As part of its administration of the BAWSCA Lawn be Gone! measure for the participating member agencies, BAWSCA performed the following activities:

- Development and production of BAWSCA-specific promotional materials;
- Development of the BAWSCA-Approved Plant list, which includes over 1,600 plants and denotes whether they are appropriate for the Coast, Peninsula or East Bay climates, as well as their water demand.;
- Advertising and outreach;
- Hosting information on the BAWSCA website;
- Coordinating management of rebate distribution and approvals to and from customers and the participating agencies; and
- Track progress against individual agency conservation targets.

In addition, BAWSCA and the other participating Bay Area water agencies were successful in applying for and being awarded grant funding from the State to support the water conservation programs in the Bay Area. The latest grant was awarded in August 2011 from Proposition 84.

The BAWSCA share of this grant award was \$863,000, \$150,000 of which is dedicated to the BAWSCA Lawn Be Gone! measure. The funds from this grant are expected to be available in FY 2011-12. Participation in this program is expected to increase upon availability of Proposition 84 grant funds.

**TABLE 4-1
HIGH-EFFICIENCY TOILET REBATES SUMMARY - FY 2010-11**

Program Information	FY 2008-09	FY 2009-10	FY 2010-11
Number of Participating BAWSCA Members	13	14	14
Total Rebates Issued	1,053	2,515	2,005
Estimated Annual Water Savings (acre-feet, AF) (a)	4	11	8
BAWSCA Administrative Cost (b)	\$12,047	\$16,536	\$16,532
Program Cost (Rebates Paid to Customers) (c)	\$157,950	\$377,250	\$300,750
Unit Cost of Water Saved (\$/AF) (d)	\$447	\$552	\$541

Notes:

- (a) Estimated water savings based on water use differential between a 3.5 gallon per flush (gpf) toilet and a 1.28 gpf toilet. Assumes 5 flushes per toilet per day per person, 2.64 persons per household, and 2.2 toilets per household (modified from Vickers, Handbook of Water Use and Conservation, 2001). Water savings assumptions are only associated with the level of new activity documented for single year, and do not represent cumulative savings over time. Further, since this calculation is based only on single family, it likely underestimates savings because it does not account for savings at multi-family or commercial accounts.
- (b) Includes BAWSCA staff hours, database management, materials design and printing and other administrative services.
- (c) Cost to agencies is \$150 per rebate.
- (d) Assumes a 15-year toilet life and 15 years of resultant water savings. Assumes a discount rate of 3.01% and a cost of water and wastewater of \$828 per acre-foot each.

**TABLE 4-2
RESIDENTIAL WASHING MACHINE REBATES SUMMARY - FY 2010-11**

Program Information	FY 2001-02	FY 2002-03	FY 2003-04	FY 2004-05	FY 2005-06	FY 2006-07	FY 2007-08	FY 2008-09	FY 2009-10	FY 2010-11
Number of Participating BAWSCA Members	11	15	10	16	16	16	15	16	15	16
Total Rebates Issued	1,244	3,091	1,805	2,914	2,332	3,254	4,162	5,339	6,941	7,030
Estimated Annual Water Savings (acre-feet, AF) (a)	23	58	34	55	44	61	73	93	122	123
Program Administrator Cost (b)	\$19,308	\$31,192	\$22,433	\$41,913	\$33,484	\$36,300	\$30,015	\$40,356	\$69,558	\$74,525
BAWSCA Administrative Cost (c)	--	--	--	--	--	--	--	\$21,501	\$21,448	\$23,980
Program Cost (Rebates Paid to Customers) (d)	\$125,325	\$336,200	\$178,400	\$379,375	\$404,113	\$449,100	\$468,199	\$511,275	\$851,375	\$560,450
Unit Cost of Water Saved (\$/AF) (d)	\$417	\$336	\$315	\$409	\$530	\$422	\$338	\$322	\$408	\$391

Notes:

- (a) Estimated water savings based on water use differential between a 1990's era washing machine that uses 43 gallons per load and a present era washing machine that uses 27 gallons per load. Assumes 2.64 persons per household and 0.37 loads per person per day (Vickers, Handbook of Water Use and Conservation, 2001). Water savings assumptions are only associated with the level of new activity documented for single year, and do not represent cumulative savings over time.
- (b) Includes EGIA or PG&E staff hours, database management, materials design and printing and other administrative services.
- (c) Includes BAWSCA staff hours, database management, materials design and printing and other administrative services.
- (d) Cost to agencies after accounting for grant funding. In FY 2008-09, \$130,650 of grant funding was available for the Residential WMRP program.
- (e) Assumes a 15-year machine life and 15 years of resultant water savings. Assumes a discount rate of 3.01% and a cost of water and wastewater of \$828 per acre-foot each.

**TABLE 4-3
WATER WISE SCHOOL EDUCATION SUMMARY - FY 2010-11**

Program Information	FY 2005-06	FY 2006-07	FY 2007-08	FY 2008-09	FY 2009-10	FY 2010-11
Number of Participating BAWSCA Members	6	11	14	14	12	11
Number of Participants (# of kits disbursed)	1,554	2,871	3,737	3,685	2,903	3,342
Estimated Annual Water Savings (gallons per kit) (a) (b)	17,451	17,451	17,451	9,785	6,475	4,844
Estimated Lifetime Savings for Kits Installed (acre-feet, AF) (a) (b)	499	922	1,201	975	512	316
BAWSCA Administrative Cost (c)	--	--	--	--	--	\$4,887
Program Costs (Kit Distribution)	\$51,671	\$93,023	\$126,819	\$111,515	\$104,091	\$117,103
Unit Cost of Saved Water (\$/AF) (b)	\$103	\$101	\$106	\$114	\$203	\$370

Notes:

- (a) For years prior to FY 2008-09, water savings estimated based on an assumed 60 percent installation rate and a 10 year lifetime.
- (b) For FY 2008-09 through FY 2010-11, water savings estimated based on actual reported installation rate and a 10 year lifetime (Resource Action Reports, 2009; 2010; 2011).
- (c) Includes BAWSCA staff hours, materials design and printing and other administrative services.

**TABLE 4-4
LARGE LANDSCAPE AUDITS SUMMARY - FY 2010-11**

Program Information	FY 2002-03	FY 2003-04	FY 2004-05	FY 2005-06	FY 2006-07	FY 2007-08	FY 2008-09 (c)	FY 2009-10 (d)	FY 2010-11 (a)
Number of Participating BAWSCA Members	4	5	4	5	6	9	11	12	14
Number of Landscaping Sites	240	240	258	258	273	630	712	958	1,176
Estimated Annual Water Savings (acre-feet, AF) (b)	N/A	299	212	520	543	602	435	1,080	1,653
BAWSCA Administrative Cost (e)	--	--	--	--	--	--	--	\$1,776	\$1,184
Program Cost	\$65,132	\$23,802	\$29,663	\$24,720	\$23,362	\$84,425	\$108,382	\$162,103	\$102,764
Unit Cost of Saved Water (\$/AF) (f)	N/A	\$80	\$140	\$48	\$43	\$63 - 124	\$83 - 125	\$58	\$82

Notes:

(a) Results for the three Cal-Water districts within the BAWSCA service area and Hillsborough are included in the water savings estimates and number of sites. However, they are not included in BAWSCA Administrative or Program Cost because they contracted independently with Waterfluence. Hillsborough's program mailed 3,968 printed Water Use Reports to its residents in June 2011. Of these, 296 sites opted to receive thier reports on a bi-monthly basis and are included in count of landscaping sites herein.

(b) Water savings estimated on a calendar year basis. Savings reflect the difference between reporting year's water use and pre-program annual water use.

(c) For FY 2008-09, only includes water use for the sites that have been in the program since at least 2004.

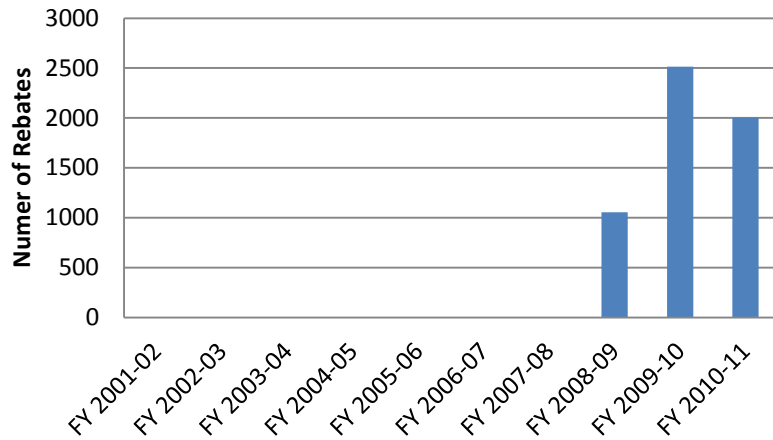
(d) For FY 2009-10, only includes water use for the sites that have been in the program prior to 2009.

(e) Includes BAWSCA staff hours, materials printing and other administrative services.

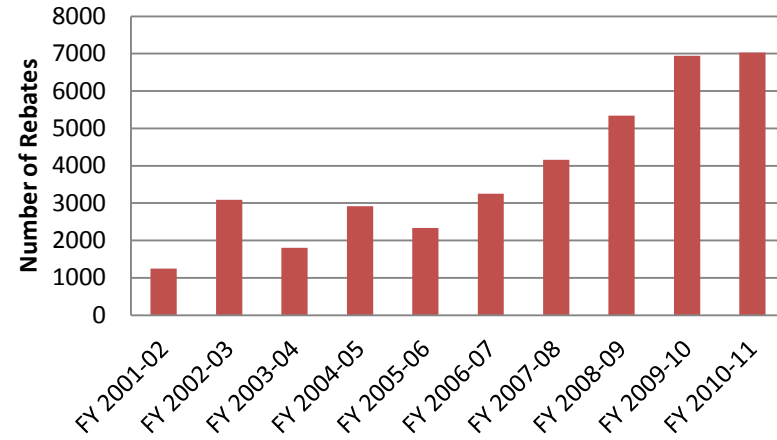
(f) For FY 2007-08 though FY 2010-11, unit cost of saved water from Landscape Program Summary Reports (2008; 2009; 2010; 2011). Hillsborough's program is not reflected in the calculation since it did not take effect until June 2011.

**FIGURE 4-1
PARTICIPATION IN BAWSCA SUBSCRIPTION MEASURES**

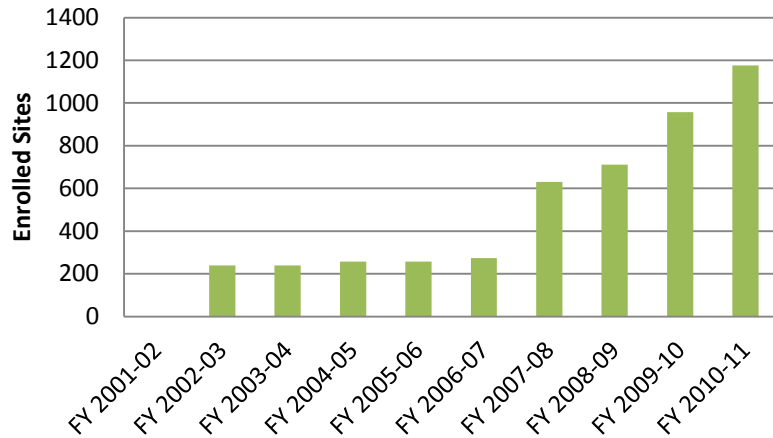
HET Rebates



WMRP Rebates



Large Landscape Site



Water Wise School Program

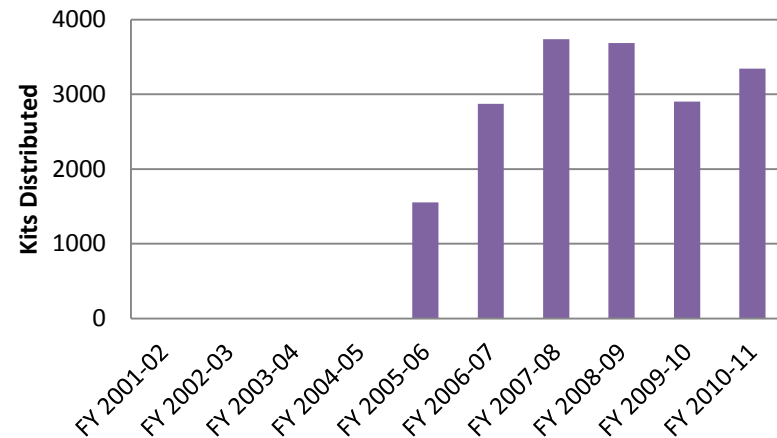
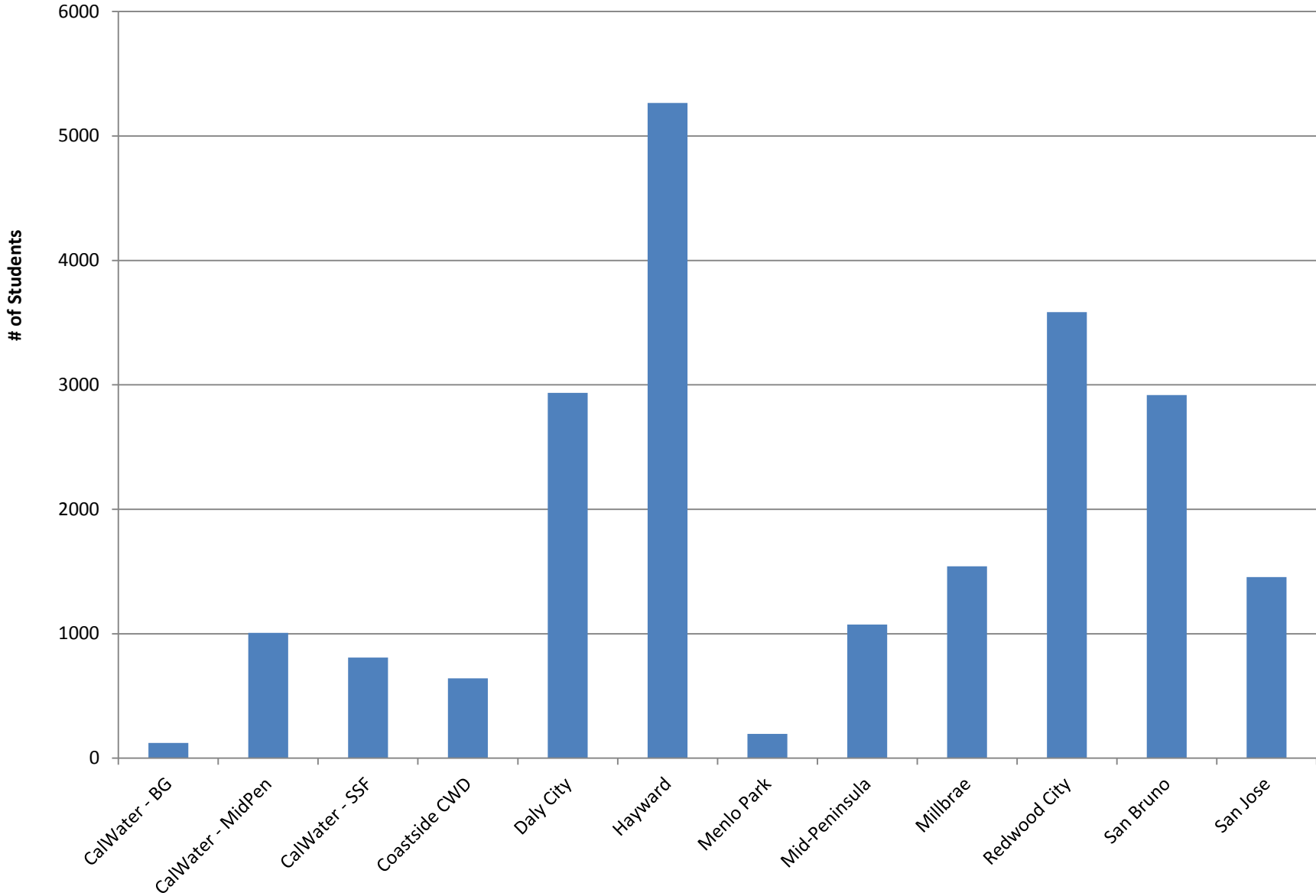


FIGURE 4-2
OVER 21,000 STUDENTS REACHED THROUGH EARTHCAPADES ASSEMBLIES IN FIRST YEAR



5 BAWSCA Public Outreach and Regional Partnerships

The following sections summarize some of the additional public outreach and partnership activities that BAWSCA pursued in FY 2010-11 to support and promote the Regional Water Conservation Program.

5.1 Silicon Valley Water Conservation Awards

In FY 2008-09, BAWSCA joined with the Tuolumne River Trust, Clean Water Action, Sustainable San Mateo, Sustainable Silicon Valley, Joint Venture Silicon Valley, SCVWD and others to form the Silicon Valley Water Conservation Award Coalition (<http://www.waterawards.org/>). The purpose of the Silicon Valley Water Conservation Award Coalition is to recognize those organizations, agencies, businesses and individuals whose programs and leadership have advanced water conservation in Silicon Valley (i.e., San Mateo County, Santa Clara County and portions of Alameda County). Award categories include Large Business, Small Business, Government Agency, Education, Greenscape Management, and Organization. Figure 5-1 shows the announcement for the water conservation awards ceremony.

In 2011, BAWSCA received the Silicon Valley Water Conservation Award in the Government Agency category based on its water conservation efforts related to implementation of the WCIP (2009), see Figure 5-2. In addition, one of the BAWSCA Board members, Ken Coverdell, was recognized as a “Water Champion” for his work in implementing on-site stormwater capture and reuse at his nursery business in Half Moon Bay, California.

5.2 Water Conservation Showcase

Over the last several years, BAWSCA has formed close and productive partnerships with other water utilities and organizations in the Bay Area. For example, BAWSCA is a Founding Partner and sponsor the Annual Water Conservation Showcase, which is put on by PG&E, the United States Green Building Council, and EBMUD. The Water Conservation Showcase is a one-day event that presents cutting edge water-conserving strategies through expert-led presentations and exhibits. The Water Conservation Showcase is designed to encourage cross industry dialogue, and brings together government agencies, private and non-profit organizations, and consumers. An estimated 850 people attended the event.

5.3 Public Outreach

BAWSCA attended and was a featured speaker at several events in FY 2010-11 with the purpose of educating the public and others about BAWSCA, the Regional Water System, BAWSCA's water supply strategy, and water conservation opportunities. These events and forums, hosted by several entities and/or organizations, included but were not limited to:

- Groundwater Resources Association Annual Conference;
- Water Smart Innovations Annual Conference;
- American Water Works Associations Semi-Annual Conference;
- Various City and Regional Sustainability Task Forces in the BAWSCA service area;
- Sustainable Silicon Valley;
- Joint Venture Silicon Valley;
- San Mateo Leadership Program;
- Silicon Valley Leadership; and
- Women in Water, Energy and the Environment.

In all cases, BAWSCA was approached by the above entities and asked to present, host a booth, or sponsor an event. In each case BAWSCA evaluated how the purpose and message of the event aligned with BAWSCA outreach objectives and the audience that BAWSCA would be able to target. BAWSCA then made the decision to allocate its limited resources in the most effective way possible to reach a specific target audience with a specific message.

5.4 Green Gardener

In FY 2010-11 BAWSCA partnered with Redwood City, Menlo Park, the Bay Area Gardeners Association, Acterra, and the San Mateo County Water Pollution Prevention Program to offer the second Bay Area Green Gardener Training and Certification course in San Mateo County. First initiated in FY 2009-10, the Green Gardener course provides training and development to professional residential landscapers so they can operate in a more sustainable and environmentally friendly way. The demand is increasing for landscape services that help residents reduce their water usage, incorporate drought tolerant plants, and minimize the need for pesticides. These newly-certified Green Gardeners are now trained to meet this growing demand.

The Green Gardener Training and Certification course included 20 hours of course instruction over 10 weeks, out of class assignments, a field trip to Hidden Villa Farm and Wilderness Preserve, and a final exam. A fall class was offered with a total of 21 participants. Students that passed the final exam are now Certified Green Gardeners.



SILICON VALLEY
**WATER CONSERVATION
AWARDS**

2011 Awards Ceremony

Tuesday, **March 22** (World Water Day)

Doors open 11am - Awards program from 12-1pm

Keynote Speaker: Former Assemblymember Ira
Ruskin

Located at the Humane Society Silicon Valley
901 Ames Ave., Milpitas

Light snacks and refreshments provided
Free - Please RSVP to peter@tuolumne.org
or (415) 882-7252

Congratulations to our Winners

Government Agency: **BAWSCA**

Large Business: **Hitachi Global Storage
Technologies**

Small Business: **Brandenburg, Staedler and
Moore Mobile Home Communities**

Organization: **San Jose State University**

Greenscape Management: **ET Water Systems**

Education: **Our City Forest**

Water Champion: **Ken & Sally Coverdell**

www.WaterAwards.org

Figure 5 - 2



Winner: **BAWSCA**

Award Category: **Government Agency**

Contact Name: **Art Jensen**

CEO and General Manager

Contact E-Mail: ajensen@bawasca.org

Contact Phone: (650) 349-3000

Web Site: www.bawasca.org

Why BAWSCA was chosen for this Award

In 2008, the San Francisco Public Utilities Commission limited the amount of water it would sell to the Bay Area Water Supply and Conservation Agency's 26 member agencies to 184 million gallons per day (MGD) until at least 2018. As a result, BAWSCA's member agencies (serving 1.7 million people) need to conserve an additional 10 MGD. To assist the agencies with this task, BAWSCA created a Water Conservation Implementation Plan (WCIP) in 2009 to serve as a guideline for implementation of new and expanded water conservation measures.

Several measures were created or improved as part of the WCIP, including: 1) high-efficiency toilet (HET) rebates, 2) high-efficiency washing machine rebates, 3) model indoor and outdoor water conservation ordinances, 4) an education and training program for residential landscaping, 5) a Water Wise school curriculum in which students receive a home water audit kit that includes a low-flow showerhead and faucet aerators, and 6) a large landscape audit program.

The following presents the work that BAWSCA supported in FY 2009/10 as part of its implementation of the WCIP:

- Issued 2,515 HET rebates.
- Issued 6,941 high-efficiency washing machine rebates.
- Hosted 41 water-efficient landscape education classes that 900 residential customers attended.
- Developed template indoor and outdoor water conservation ordinances, with approximately 14 BAWSCA member agencies adopting some version of them.
- Supplied Water Wise kits to 2,903 students.
- Audited over 800 large landscapes to reduce outdoor water use.

These efforts in FY 2009/10 alone saved nearly 40 million gallons of water.

BAWSCA also developed a WCIP Financing Plan to enable regional water conservation program management and coordination, pursue grants and other financial support, provide technical support and training, and support the development of Urban Water Management Plans.

6 BAWSCA Water Conservation - Current Activities

BAWSCA is currently implementing specific components of the WCIP (2009) and evolving its water conservation offerings, as described below.

Water Conservation Database. During FY 2009-10, BAWSCA worked with the member agencies to develop the Regional WCDB. The WCDB was deployed in FY 2010-11 and was the primary tool that the Agencies used to submit data for the BAWSCA Annual Survey, among other things. During FY 2010-11 BAWSCA worked with the consultant to make extensive changes to the initial version of the WCDB to improve the product. Version 2 of the WCDB was released for utilization during FY 2011-12. BAWSCA conducted agency trainings on WCDB V2 and supported the agencies in entering in their FY 2010-11 data. BAWSCA continues to support improvements in reporting and agencies' effort in entering data into the database.

Lawn Be Gone! Based on the success of the pilot program, and continued agency and customer interest, BAWSCA transitioned the Lawn be Gone! measure from a pilot effort into a full scale program during FY 2011-12. Additional agencies joined the program and BAWSCA developed and launched a web-based application tracking and reporting system to support the program administration.

Landscape Education Classes. In order to increase the effectiveness of the landscape education classes and to leverage BAWSCA and agency staff, BAWSCA is modifying the landscape education class offerings. BAWSCA plans to sponsor fewer classes independently each year (i.e., no more than about 50), and rather plans to work more closely with other entities that sponsor similar classes (e.g., Bay Friendly, Acterra, SCVWD, and the California Native Plant Society) to combine efforts and resources where it makes sense. Furthermore, BAWSCA is modifying the curriculum to include more "Hands-on Workshops" that get attendees out of the classroom environment and into a real garden where they can get actual experience doing activities such as sheet-mulching or planting California Native Plants. BAWSCA also introduced an on-line registration system in January 2012.

San Mateo County Partnership. In order to expand public outreach regarding BAWSCA's Regional Water Conservation Program, BAWSCA is teaming with San Mateo County. Specifically, BAWSCA is working with San Mateo County to augment the curriculum of the Master Composter Program to include more of the BAWSCA water conservation in landscaping message, as well as to inform the Master Composters of all of the BAWSCA's conservation

Programs. With that knowledge, and armed with BAWSCA's promotional materials, the Master Composters can then spread the word about BAWSCA's programs to the public as part of their 40 hours of community service requirement (e.g., when they are tabling events such as the San Mateo County Fair, etc). In addition, BAWSCA will provide San Mateo County with additional information and links to host on their RecycleWorks website, which gets several thousand hits a month (<http://www.recycleworks.org/>).

School Education. In FY 2011-12, BAWSCA augmented the Indoor WaterWise Kit program with the option of an Outdoor Water Wise Kit. The Outdoor Kit includes classroom activities and an in-home hands-on retrofit kit which includes devices like a Garden Hose Spray Nozzle and a Garden Hose Timer. BAWSCA is also in the process of investigating a new school education program (i.e., the Green Schools Program) that would be modeled after the Green Business program and implemented in conjunction with San Mateo County. The Green Schools Program investigation and development is occurring currently, with potential pilot program implementation in FY 2012-13.

7 BAWSCA Water Conservation Programs for Fiscal Year 2011-2012

For FY 2011-12, BAWSCA is planning continue to offer the same measures that were offered in FY 2010-11, but with goals to accelerate measure visibility and participation, to the extent requested by the agencies and supported by agency budgets. Specifically, BAWSCA is proposing to offer the following water conservation measures in FY 2011-12:

Core Programs

- Water Efficient Landscape Education Classes & Workshops;
- *Water-Wise Gardening in the Bay Area* Landscape Educational Tool;
- Native Garden Tours and Symposium; and
- Regional Partnerships.

Subscription Programs

- High-Efficiency Toilet Rebates (coordinated with EPA WaterSense);
- High-Efficiency Residential Washing Machine Rebates (Optional Rebate Amounts);
- School Education (Indoor and Outdoor WaterWise Kits);
- School Education (EarthCapades Assemblies);
- Large Landscape Audits; and
- Lawn Be Gone!

BAWSCA will continue to support expansion of the existing Core and Subscription Programs though increased public outreach and regional partnerships. BAWSCA will also work with the agencies on the ongoing implementation of the WCDB and the development of the Long-Term Reliable Water Supply Strategy. As part of all of the above efforts, BAWSCA staff will continue to evaluate the resources needed to successfully manage and implement the Regional Water Conservation Program and related activities.