

BAWSCA Annual Water Conservation Report

FY 2014-15



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1. INTRODUCTION

The Bay Area Water Supply and Conservation Agency (BAWSCA) provides regional water supply planning, resource development, and conservation program services to enhance the water supply reliability of its 26 member agencies, which are composed of 16 cities, 8 water districts, and 2 private water providers that provide water to over 1.7 million people and 40,000 commercial, industrial and institutional accounts 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). Consistent with the legislature’s intent, BAWSCA’s water management objective is to ensure a reliable supply of high quality water at a fair price to protect the health, safety, and economic well-being of the people, businesses, and community organizations within its service area. To this end, BAWSCA manages a Regional Water Conservation Program that is made up of several programs and initiatives designed to support and augment its member agencies’ and their customers’ efforts to use water more efficiently. These efforts:

- Extend the limited supplies of water available to meet both current and future water needs;
- Increase the drought reliability of the existing water system; and
- Save money for both the BAWSCA member agencies and their customers.

In Fiscal Year (FY) 2014-15, BAWSCA implemented a Regional Water Conservation Program (BAWSCA Regional Water Conservation Program) that was designed to build upon BAWSCA’s 2009 Water Conservation Implementation Plan (WCIP) and 2014 Regional Demand and Conservation Projections Project (Demand Study). The BAWSCA Regional Water Conservation Program includes the administration of several regional programs and initiatives, including both Core Programs, implemented regionally throughout the BAWSCA service area, and Subscription Programs, funded by individual member agencies that elect to participate and implemented within their respective service areas. The program includes both education programs and rebate programs. As seen in Table 1-1, all 26 member agencies benefitted from the Core Programs implemented by BAWSCA, and 23 different member agencies participated in one or more of the 8 Subscription Programs offered by BAWSCA, including rebates and large landscape audit measures.

This report documents the implementation of BAWSCA Conservation Program, which includes conservation measures that (1) are included as part of its annual work plan and (2) are consistent with the objectives of the WCIP (2009) and Demand Study (2014).

As evidenced in the data presented in subsequent sections, participation in the BAWSCA Regional Water Conservation Program increased overall in FY 2014-15 due to heightened awareness and outreach resulting from the statewide drought. BAWSCA will continue to adjust the type and number of conservation measures that it offers 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 its Regional Water Conservation Program.

Table 1-1: BAWSCA Agency Participation in Regional Water Conservation Program from FY 2010-11 to FY 2014-15 (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	School Education: Tuolumne River Trust	Large Landscape Audits (d)	Rain Barrel Rebates (f)	Lawn Be Gone! Landscape Rebates
Alameda County											
Alameda CWD	X	X	X		X					X	X
Hayward	X	X	X	X	X	X	X			X	
San Mateo County											
Brisbane/GVMID	X	X	X	X	X					X	X
Burlingame	X	X	X	X	X	X					
CalWater-BG	X	X	X	X	X	X	X		X		X
CalWater-MidPen	X	X	X	X	X	X	X		X		X
CalWater-SSF	X	X	X	X	X	X	X		X		X
Coastside CWD	X	X	X	X	X		X		X		X
Daly City	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	X		X
Hillsborough	X	X	X	X					X		
Menlo Park	X	X	X	X	X	X	X		X		X
Mid-Peninsula WD	X	X	X	X	X	X	X	X	X	X	X
Millbrae	X	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	X	X
San Bruno	X	X	X	X	X			X	X		X
Westborough WD	X	X	X	X	X						
Santa Clara County											
Milpitas (e)	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 (e)	X	X	X			X	X				
Stanford	X	X	X								
Sunnyvale	X	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 five years.
- (b) An absence of an "X" may not mean that agency does not implement a measure, just that it does not participate through BAWSCA on that measure.
- (c) Includes several different programs that benefit the region, including Garden Tours, Outreach Events, and Sponsorships.
- (d) Cal Water and Hillsborough Large Landscape Audit programs began with BAWSCA but were administered by the agencies starting in FY 2013-14.
- (e) The City of San Jose contracted with BAWSCA in FY 2011-12 to offer Water Conservation School Education Programs in Milpitas, Santa Clara and San Jose.
- (f) Through the San Mateo Countywide Water Pollution Prevention program, all San Mateo county residents were eligible for a \$50 rain barrel rebate. Only those agencies that offered a matching rebate are listed.

2. OVERVIEW OF THE BAWSCA REGIONAL WATER CONSERVATION PROGRAM

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

- Meet the specific needs and requirements of the BAWSCA member agencies.
- Offer increased water savings at a lower cost to the agency and its customers than implementing individual agency water conservation measures.
- 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 BAWSCA's annual budget and contains those conservation measures that benefit from regional implementation and that provide regional benefits, 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 2014-15. In addition to the BAWSCA programs, many of the member agencies administer additional water conservation measures independently or through another entity such as the SCVWD.

Core Programs

In FY 2014-15, BAWSCA offered the following water conservation programs and initiatives as part of the Core Programs:

- Water Efficient Landscape Education Classes
- Water-Wise Gardening in the Bay Area Landscape Educational Tool
- Native Garden Tours and Symposiums
- Water Conservation Database
- Regional Water Demands and Conservation Projections (DSS Model)
- Public Outreach

Subscription Programs

In FY 2014-15, BAWSCA offered the following water conservation programs as part of the Subscription Programs:

- High-Efficiency Toilet (HET) Rebates
- High-Efficiency Residential Washing Machine Rebates

- Lawn Be Gone! Turf Replacement Rebates
- Rain Barrel Rebates
- Large Landscape Audits
- Water-Wise School Education Kits and Curriculum
- EarthCapades Assemblies School Education Program
- Tuolumne River Trust School Education Program

Each of the above water conservation measures were administered at a regional level through BAWSCA in a cost-effective and efficient manner.

Drought Response

On January 17, 2014, Governor Brown proclaimed a State of Emergency and directed state officials to take all necessary actions to prepare for drought conditions. On January 31, 2014, the San Francisco Public Utilities Commission (SFPUC) asked all customers of its San Francisco Regional Water System (SF RWS) to voluntarily curtail water consumption system-wide usage by 10 percent. This request was extended through calendar year 2015. Consistent with its Urban Water Management Plan, the SFPUC implements rationing in early years of a drought to provide for sufficient supplies should a multiple year drought occur.

On April 1, 2015, Governor Brown issued an executive order directing the State Water Resources Control Board (SWRCB) to implement mandatory water reductions across California to reduce water usage by 25 percent. In accordance with the Executive Order, the SWRCB adopted an emergency regulation for statewide water conservation in May 2015. The regulation established mandatory water use reduction targets, referred to as “conservation standards”, for each urban water supplier in California, in order to achieve a statewide 25% reduction in potable water use. Individual water suppliers’ conservation standards were established based on summer 2014 residential per capita water use. These standards range from 8 percent to 36 percent.

To assist its member agencies in achieving the targeted water use reductions, BAWSCA coordinated with SFPUC to implement a public information campaign from July 2014 through October 2014. The campaign encourages customers to take specific actions to reduce their water use, such as taking shorter showers, fixing leaks, and reducing watering. The public information campaign included billboard advertisements, online video and movie theater public service announcements, and BART station advertisements.



Figure 2-1: Regional Drought Campaign Artwork

In addition to the regional public information, BAWSCA assisted member agencies with drought response in FY 14-15 by:

- Developing drought campaign graphics for public outreach
- Coordinating the bulk purchase of drought outreach materials
- Updating the BAWSCA website with drought information and water use reduction ideas
- Expediting the launch of new water conservation subscription programs for FY 2014-15

Other Activities

In addition to its Regional Water Conservation Program, BAWSCA continued other water efficiency efforts including:

- 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.

Program Participation and Budget Overview

The following section provides a comparison of the participation and associated expenditures in BAWSCA's Core and Subscription Programs each year since FY 2005-06. In general, BAWSCA has continued to reduce overall program expenditures while generally maintaining overall program participation among the BAWSCA agencies. However, overall participation and expenditures increased by 28% in FY 2014-15, reflecting a heightened awareness of water conservation due to the drought. When compared to the \$147,243 expended in FY 2001-02, when BAWSCA began offering regional programs, BAWSCA's total expenditures of \$1,060,118 represent a 620% increase, which reflects the increasing focus on water conservation and efficiency among the BAWSCA member agencies. BAWSCA will continue to evaluate the effectiveness of each of its conservation program offerings as part of its Regional Water Conservation Program management.

Table 2-1 presents the total BAWSCA water conservation program budgets each year since FY 2001-02. Table 2-2, Table 2-3 and Figure 2-4 detail the level of participation in dollars spent by the member agencies in each of the core and subscription water conservation measures offered by BAWSCA on a regional basis since FY 2001-02. Table 2-3 shows subscription program expenditures from FY 2001-02 through FY 2014-15. For the first time in FY 2014-15, the HET Rebate program surpassed the Residential Washing Machine Rebate program as the program with the highest level of subscription program spending, totaling \$314,917 in FY 2014-15. Additionally, participation in Landscape Education Classes shows a 37% increase in attendance from FY 2013-14, as these classes were heavily promoted to assist with outdoor water use reductions in response to the drought.

Support for Water Conservation Programs and Agency Reporting

As part of its annual work plan, BAWSCA is actively working with the member agencies to implement and improve the Regional Water Conservation. BAWSCA member agencies have expressed a continued desire to participate in the ongoing and new conservation programs that BAWSCA offers. 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).

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

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	\$485,177	7%
FY 2006-07	\$602,599	24%
FY 2007-08	\$687,063	14%
FY 2008-09	\$980,225	43%
FY 2009-10	\$1,635,110	67%
FY 2010-11	\$1,299,502	-21%
FY 2011-12	\$967,075	-26%
FY 2012-13	\$860,763	-11%
FY 2013-14	\$831,155	-3%
FY 2014-15	\$1,060,118	28%

Table 2-2: BAWSCA Regional Core Water Conservation Program Summary

Fiscal Year	Landscape Education Classes (# of classes)			Native Garden Tours, Conferences & Symposiums		WaterWise Gardening Website	
	Number of Classes	Number of Attendees	Budget	Number of Agencies	Budget	Number of Agencies	Budget
FY 2005-06 (a)	12	87	\$3,173	--	\$0	--	\$1,500
FY 2006-07 (a)	12	110	\$3,150	all	\$3,000	all	\$13,500
FY 2007-08 (b)	13	150	\$3,620	all	\$4,000	all	--
FY 2008-09 (c), (f)	17	320	\$7,199	all	\$5,000	all	\$5,000
FY 2009-10 (d)	41	918	\$20,059	all	\$5,814	all	\$5,100
FY 2010-11 (e), (f)	56	1,283	\$25,780	all	\$6,500	all	\$5,000
FY 2011-12	57	1,498	\$26,618	all	\$9,739	all	\$6,500
FY 2012-13	52	1,306	\$25,401	all	\$8,184	all	\$5,000
FY 2013-14	51	1,191	\$29,098	all	\$7,000	all	\$5,000
FY 2014-15 (g)	64	1,629	\$35,104	all	\$6,020	all	\$11,500

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 other 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.

(f) The \$5,000 per year licensing fee for the GardenSoft software for FY 2010-11 was actually paid for in FY 2008-09 because of the terms of the Agreement.

(g) In FY 2014-15 Water-Wise Gardening Website expenditures include a licensing fee (\$5,000) and website redesign and enhancement costs.

Table 2-3: BAWSCA Regional Subscription Water Conservation Program Summary

Fiscal Year	Residential Washing Machine Rebates		High-Efficiency Toilet Rebates		Lawn Be Gone! Landscape Rebates		Rain Barrel Rebates		Large Landscape Audit		School Education - EarthCapades Assemblies		School Education - Tuolumne River Trust		School Education - Water Wise Kits	
	Number of Agencies	Budget	Number of Agencies	Budget	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	--	\$0	--	\$0	--	\$0	--	\$0	3	\$2,640
FY 2002-03	15	\$367,391	--	\$0	--	\$0	--	\$0	4	\$65,132	--	\$0	--	\$0	5	\$2,640
FY 2003-04	10	\$200,832	--	\$0	--	\$0	--	\$0	5	\$23,802	--	\$0	--	\$0	3	\$5,100
FY 2004-05	16	\$421,287	--	\$0	--	\$0	--	\$0	4	\$29,663	--	\$0	--	\$0	2	\$2,655
FY 2005-06	16	\$404,113	--	\$0	--	\$0	--	\$0	4	\$24,720	--	\$0	--	\$0	6	\$51,671
FY 2006-07	16	\$449,100	--	\$0	--	\$0	--	\$0	4	\$40,826	--	\$0	--	\$0	11	\$93,023
FY 2007-08	15	\$468,199	--	\$0	--	\$0	--	\$0	9	\$84,425	--	\$0	--	\$0	14	\$126,819
FY 2008-09	16	\$573,132	13	\$169,997	--	\$0	--	\$0	11	\$108,382	--	\$0	--	\$0	14	\$111,515
FY 2009-10	15	\$942,381	14	\$393,786	--	\$0	--	\$0	12	\$163,879	--	\$0	--	\$0	12	\$104,091
FY 2010-11	17	\$658,955	14	\$317,282	9	\$6,751	--	\$0	9 (a) (b)	\$103,948	12	\$53,295	--	\$0	11	\$121,990
FY 2011-12	18	\$467,631	14	\$161,543	9	\$17,778	--	\$0	9 (a) (b)	\$100,789	13	\$64,305	--	\$0	8 (a)	\$112,172
FY 2012-13	18	\$441,401	15	\$170,676	10	\$8,611	--	\$0	9 (a) (b)	\$67,377	12	\$64,110	--	\$0	6	\$70,003
FY 2013-14	18	\$344,773	12	\$201,096	12	\$11,392	--	\$0	8 (a) (b) (c)	\$86,816	13	\$58,565	--	\$0	8	\$87,415
FY 2014-15	15	\$309,087	14	\$314,917	12	\$141,832	8	\$34,537	9 (a) (b) (c)	\$63,381	10	\$52,180	5	\$1,000	8	\$90,562

Notes:
 (a) Cal-Water continues to offer the program, but now implements the program independently because it has taken the BAWSCA program state-wide in all of its districts.
 (b) Hillsborough continues to offer the program, but now implements the program independently for all of its single-family residential customers.
 (c) Mountain View continues to offer the program, but now implements the program through the SCVWD.

Figure 2-2: BAWSCA Regional Water Conservation Program Participation

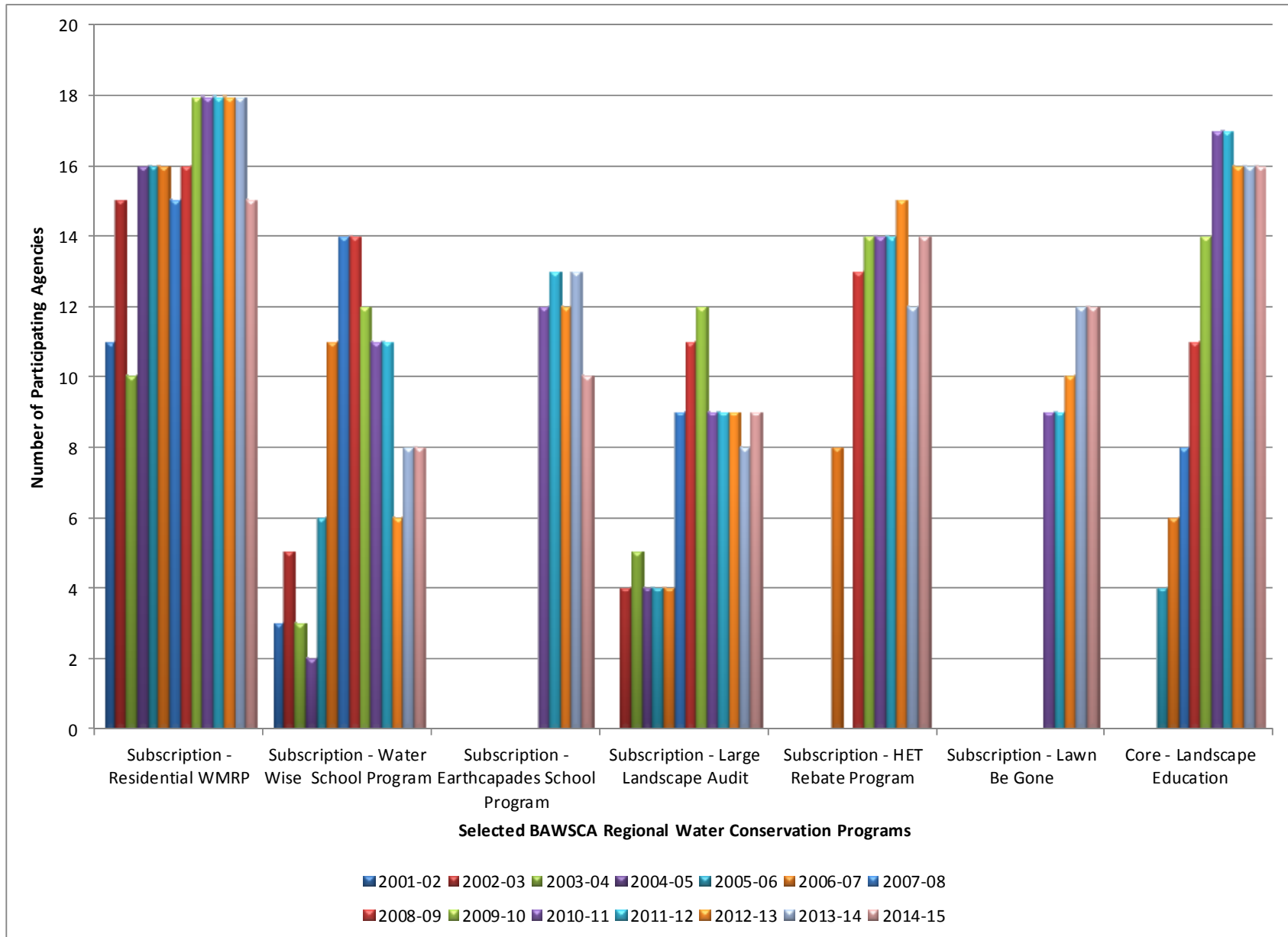


Figure 2-3: Total Subscription Program Expenditures

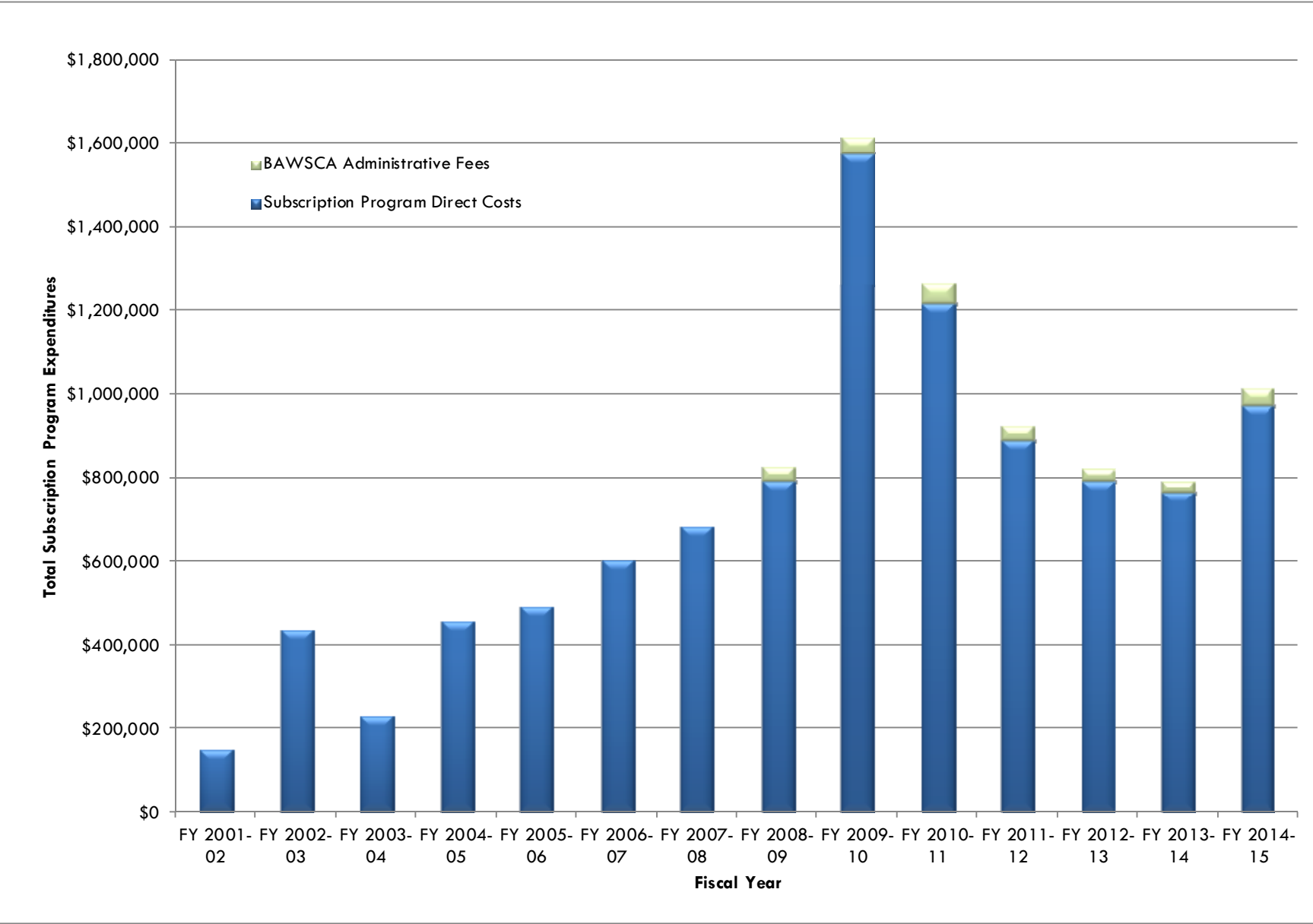
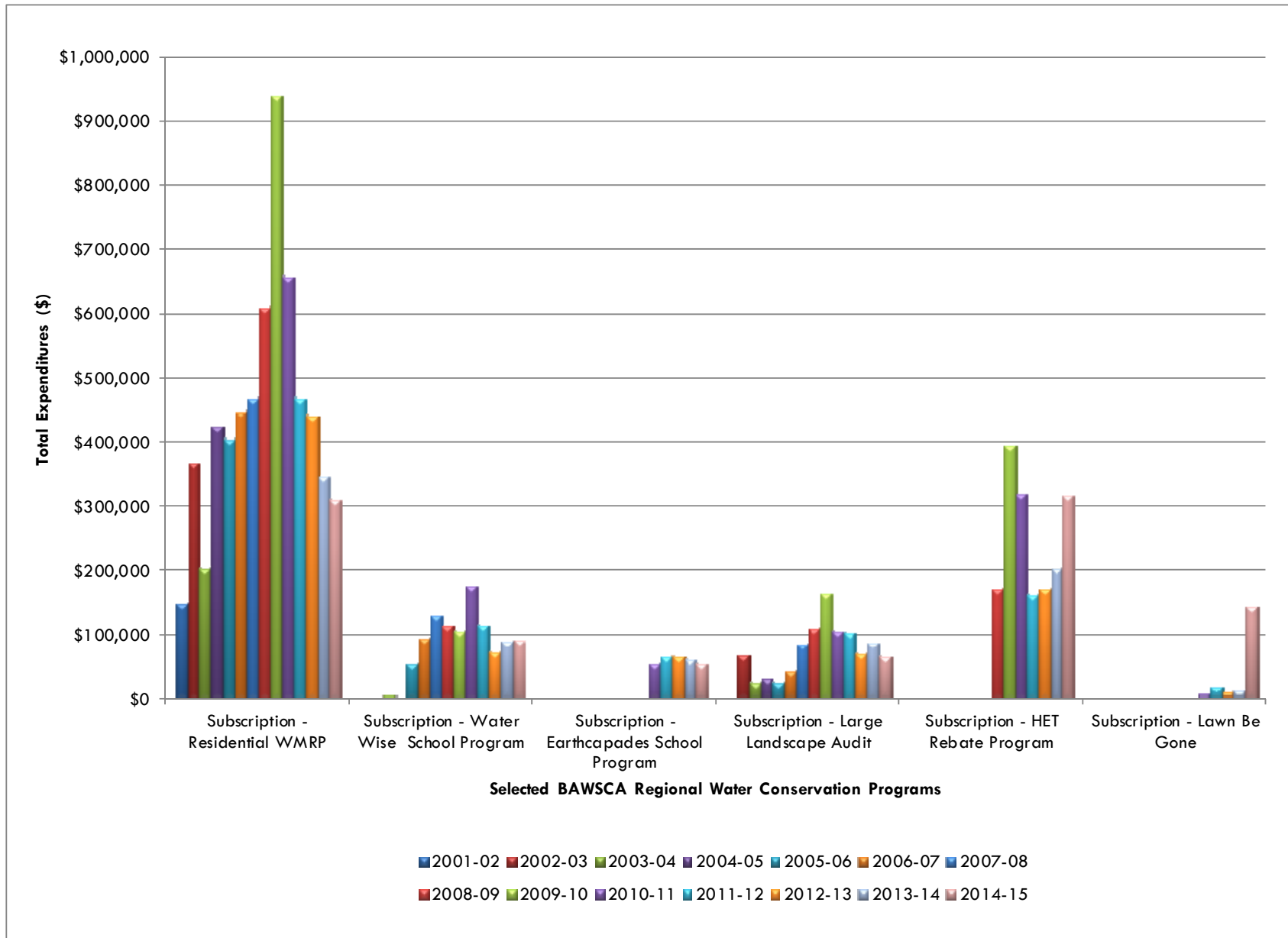


Figure 2-4: BAWSCA Subscription Program Expenditures for Selected Programs



3. BAWSCA CORE WATER CONSERVATION PROGRAM

The following sections present detailed information on the individual conservation programs and initiatives that constituted the BAWSCA Core Programs in FY 2014-15.

Water-Efficient Landscape Education Classes

In FY 2014-15, BAWSCA continued to partner with the member agencies to offer Water-Efficient Landscape Education Classes. The classes are offered in the spring and fall and are free to the public. They 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. The types of classes include (1) lecture classes and (2) hands-on workshops where attendees participate in the installation or maintenance of a water-efficient garden.

BAWSCA offered its Fall series of classes from September through November 2014. A total of 23 landscape classes and hands-on workshops were held throughout the BAWSCA service area. Topics covered included a focus on the use of California native plants to create beautiful low water use and drought-tolerant gardens, efficient irrigation techniques, alternatives to lawn, and landscape maintenance during drought. The total attendance for the landscaping classes that BAWSCA sponsored in Fall 2014 was approximately 635 people.

BAWSCA offered its Spring series of classes from the end of February 2015 through the beginning of June 2015. Topics covered included a focus on efficient irrigation, graywater reuse, alternatives to lawns, and edible landscaping, as well as drought-specific topics such as tree care during drought. BAWSCA coordinated and sponsored a total of 41 landscape classes, including six hands-on workshops, throughout the BAWSCA service area. The total attendance for the landscaping classes that BAWSCA sponsored in Spring 2015 was more than 994 people.

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. As illustrated in Figure 3-1, the number of classes and attendees in FY 2014-15 increased from FY 2013-14 as a result in heightened interest in the outdoor water use during the drought.

Water Wise Gardening in the Bay Area Landscape Educational Tool

In FY 2014-15, the BAWSCA member 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 online 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 2014-15, BAWSCA completed several enhancements to the *Water-Wise Gardening in the Bay Area* website. These enhancements included:

- Adding of a "Watering Calculator" feature to enable visitors to obtain custom watering schedules for their landscapes
- Modifying the site layout and design to improve the user experience
- Establishing a dedicated domain name, www.BayAreaGardening.org.

In FY 2014-15, the *Water-Wise Gardening in the Bay Area* website had approximately 8,354 unique visitors, and 12,675 total visits.

Native Garden Tours and Symposiums

BAWSCA cosponsored two garden tours in FY 2014-15 that took place in the months of April and May 2015. 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 throughout the Bay Area, although many of gardens featured in the tours were located within the BAWSCA service area.

- The Going Native Garden Tour.** The twelfth annual Going Native Garden Tour took place on April 18 and 19, 2014. The 6,479 registrants who signed up for the tour made 11,572 visits to the open gardens. There were 275 volunteers participating, and serving as docents and greeters at the 56 open gardens (http://www.goingnativegardentour.org/report/2015_TourReport.pdf).
- The Bringing Back the Natives Garden Tour.** The tenth annual Bringing Back the Natives Garden Tour took place on Sunday, May 3, 2015, and showcased gardens and nurseries located in seventeen cities and unincorporated areas in Alameda and Contra Costa counties. Over 6,000 registrants who signed up for the tour made visits to 40 open gardens and nurseries.

BAWSCA Regional Water Conservation Database

In FY 2014-15 BAWSCA worked with its consultant, Brown & Caldwell, and its member agencies on the ongoing effort to maintain and populate BAWSCA's Water Conservation Database (WCDB). The WCDB was developed by BAWSCA, with input from the agencies, to track agency water conservation efforts associated with implementation of the WCIP. The WCDB was also used in the completion of the Demand Study and in the preparation of BAWSCA's Annual Survey.

The objectives of the WCDB are to:

- Facilitate data collection and data management to support the following activities:
 - Member agencies' internal reporting and budgeting;
 - BAWSCA Annual Survey Report;
 - CUWCC BMP reporting
 - 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 is 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 Regional Demand and Conservation Savings Projections

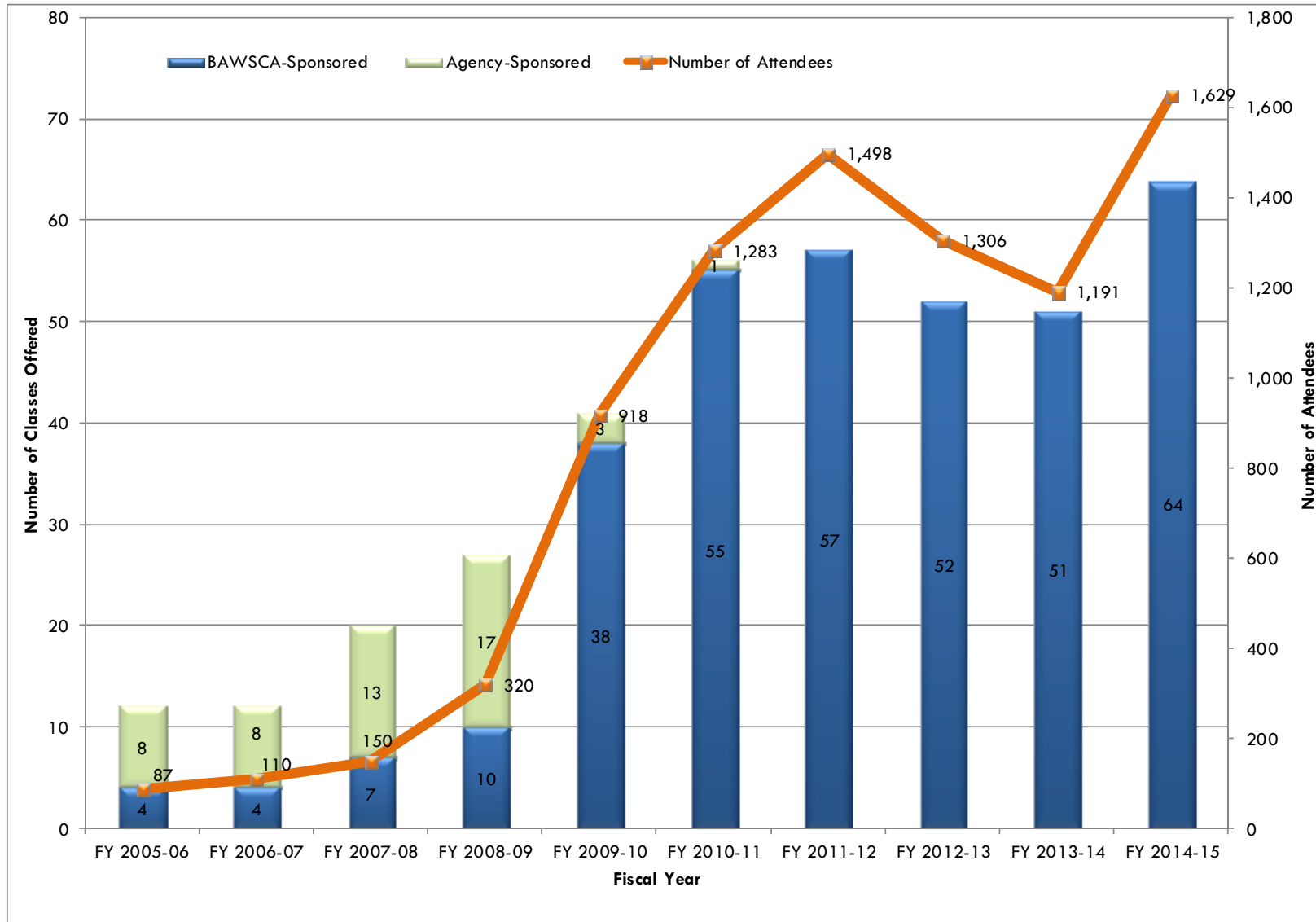
BAWSCA's 2014 Demand Study was completed during FY 2014-15 and supported the use of the Decision Support System (DSS) Models developed for each member agency as part of this project. The Demand Study developed transparent, defensible, and uniform demand and conservation projections for each BAWSCA

member agency. These projections were used to support the development of BAWSCA's Long-Term Reliable Water Supply Strategy (Strategy) as well as other regional and individual agency efforts. The specific objectives of the Demand Study were as follows:

- Quantify the total average-year water demand for each BAWSCA member agency through the year 2040;
- Quantify the passive and active conservation water savings potential for each individual BAWSCA member agency through 2040;
- Identify conservation programs for further consideration for regional implementation by BAWSCA; and
- Provide each BAWSCA member agency with a user-friendly model that can be used to support ongoing demand and conservation planning efforts.

In FY 2014-15, BAWSCA facilitated a training session for DSS model users and provided each member agency with DSS Model Support Services, funded by participating agencies on an as-needed basis.

Figure 3-1: Water-Efficient Landscape Education Class Participation



4. BAWSCA SUBSCRIPTION WATER CONSERVATION PROGRAMS

The following sections present detailed information on the individual conservation programs that constituted the BAWSCA Subscription Program in FY 2014-15. They consisted of four rebate programs, three school education programs, and a large landscape program.

High-Efficiency Toilet Rebates

The BAWSCA High-Efficiency Toilet Program (HET Program) was initiated in September 2008. Prior to the formation of BAWSCA's HET Program, a very small number of BAWSCA agencies offered HET rebates to their customers. Through the HET Program, the participating member agencies offer customers up to a \$100 rebate for replacing a high-volume toilet (i.e., 3.5 gallons per flush, GPF, or more) with a WaterSense certified high-efficiency toilet that uses 1.28 GPF or less.

Fourteen member agencies participated in the HET Program in FY 2014-15. In total, they issued 2,807 rebates in FY 2014-15, for a total expenditure of \$314,917 including program administration costs. To date, a total of 13,276 rebates have been paid to customers within the BAWSCA service area through the HET Program. Some BAWSCA member agencies not participating in the program also offer HET rebates through either individually or as part of the SCVWD conservation programs. Including rebates provided through these programs, more than 24,000 HET rebates have been paid to customers in the BAWSCA service area to date. Additional details for measure implementation and BAWSCA agency participation are shown in Table 4-1 and Figure 4-1.

The number of customer rebates provided by the HET Program increased by 52% from FY 2013-14. This increase in participation is attributed to (1) the addition of two new agencies to the HET Program and (2) expanded outreach and heightened awareness of the program due to the drought.

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

- Proposition 84 Grant Administration;
- 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.

BAWSCA and the other participating Bay Area water agencies were awarded grant funding from the State to support the HET Program and other water conservation programs in the Bay Area. In FY 2014-15, BAWSCA's HET Program was supported by two Proposition 84 grants. The Proposition 84 Round 1 grant, awarded in August 2011, provided \$353,000 to support the BAWSCA HET Program. In FY 2014-15, a

portion of this funding was used to partially reimburse rebate costs at up to \$75 per HET rebate issued from July 2014 through March 2015. The Proposition 84 Round 3 grant, awarded in July 2014, provided \$160,000 to partially reimburse rebate costs at up to \$75 per HET rebate issued, beginning in April 2015.

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 HET Program 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 HET Program in FY 2014-15 is estimated at \$384 per AF of water saved. Thus, even in absence of the grant funds, 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 \$1,429¹ per AF for FY 2014-15.

High-Efficiency Residential Washing Machine Rebates

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. BAWSCA administers and advertises the program on behalf of the participating BAWSCA member agencies. 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, SFPUC, and Solano County Water Agency. In 2006, BAWSCA and the other Bay Area water agencies contracted with Pacific Gas & Electric (PG&E) to administer and advertise the Bay Area WMRP.

In FY 2014-15, the Bay Area WMRP provided eligible customers with a \$150 rebate for clothes washers that met or exceeded the Energy Star Most Efficient (ESME) specification (i.e., a Water Factor of 3 or less). Of the \$150 total rebate available to customers, the water utilities provided a \$100 rebate and PG&E provided a \$50 rebate. These rebate amounts were effective on January 1, 2015. For the first half of FY 2014-15, the water utilities offered a \$125 rebate for ESME clothes washers or a \$50 rebate for CEE Tier 3 washers (i.e., a Water Factor of 4 or less), while PG&E offered \$50 for ESME clothes washers only.

Fifteen member agencies participated in the Bay Area WMRP in FY 2014-15. In total, the participating BAWSCA member agencies issued 2,675 rebates in FY 2014-15, for a total expenditure of \$309,087. To date, a total of 56,768 rebates have been paid to customers within the BAWSCA service area. Some BAWSCA member agencies not participating in the program also offer clothes washer rebates either individually or through the SCVWD conservation programs. Additional details for measure implementation and BAWSCA agency participation are shown in Table 4-2 and Figure 4-1.

The decline in customer participation in this program observed in FY 2014-15 was primarily due to Cal Water ending its participation in the WMRP as it transitioned to a company-wide rebate program. In addition, a decrease in WMRP participation was observed through the Bay Area beginning in January 2015 as a result in changes to the Energy Star Most Efficient standards that reduced the number of clothes washers eligible for the rebate.

As part of its administration of the Bay Area WMRP for the benefit of the participating member agencies, BAWSCA performed the following activities:

- Proposition 84 Grant Administration;
- Development and production of BAWSCA-specific promotional materials;
- Advertising and outreach;

¹ Represents the SFPUC FY 14-15 water rate plus the BAWSCA bond surcharge

- Hosting information on the BAWSCA website;
- Contract negotiation with PG&E;
- 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.

BAWSCA and the other participating Bay Area water agencies were also awarded grant funding from the State to support the WRMP and other water conservation programs in the Bay Area. The Proposition 84 Round 1 grant provided \$360,000 to partially reimburse the cost of clothes washer rebates issued in FY 2014-15. Additional funding from Proposition 84 Round 3, in the amount of \$225,000, will be available to partially reimburse clothes washer rebate costs beginning in FY 2015-16.

Through BAWSCA's successful efforts to secure this grant and other grants, the BAWSCA member agencies have had access to additional funds to increase customer participation in the Bay Area WRMP and benefit from the overall cost-effectiveness of the program. As can be seen in Table 4-2, the unit cost of water saved for the Bay Area WRMP in FY 2014-15 is estimated at \$337 per AF. 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 \$1,429 per AF for FY 2014-15.

Lawn Be Gone! Program

BAWSCA's Lawn Be Gone! water conservation measure offers rebates to customers for replacing turf with water-efficient landscaping. In FY 2014-15, the program provided customers with rebates of \$1 to \$2 per square foot of turf replaced, as determined by the participating BAWSCA member agency. Per the Lawn Be Gone! Program terms, 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. This program also has an educational element (i.e., demonstrating to the wider public that low water use landscaping can be an attractive alternative to lawns).

Twelve agencies participated in the BAWSCA Lawn Be Gone! Program in FY 2014-15 (see Table 4-5). In total, the BAWSCA member agencies issued 100 rebates in FY 2014-15 and supported the conversion of 89,349 square feet of turf grass to water-efficient landscaping. The total expenditure was approximately \$131,503.

As can also be seen in Table 4-3, the cost-effectiveness of the BAWSCA Lawn Be Gone! Program in FY 2014-15 is estimated to be \$1,168 per AF of water saved. Thus, this measure is a cost-effective means of achieving water conservation savings, especially when compared to the wholesale cost of purchasing water from the SFPUC, which was \$1,429 per AF for FY 2014-15.

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

- Proposition 84 Grant Administration;
- 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 FY 2014-15, BAWSCA's Lawn Be Gone! Program was supported by two Proposition 84 grants. The Proposition 84 Round 1 grant, awarded in August 2011, provided \$150,000 to partially reimburse Lawn Be Gone! rebate costs through March 2015. The Proposition 84 Round 3 grant, awarded in July 2014, provided \$150,000 to partially reimburse Lawn Be Gone! rebate costs beginning in April 2015.

Rain Barrel Rebate Program

Beginning in October 2014, BAWSCA partnered with the County of San Mateo as part of their San Mateo Countywide Water Pollution Prevention Program (SMCWPPP) to offer rebates of up to \$100 for the purchase and installation of rain barrels. Rain barrels are used to collect rainwater from hard surfaces, such as rooftops, and store this water for later use in watering landscapes. For FY 2014-15, the SMCWPPP provided rain barrel rebates of up to \$50 per rain barrel for installations within San Mateo County. The eight participating BAWSCA member agencies provided additional rebates of up to \$50 per rain barrel, for a total maximum customer rebate of \$100 in areas where both rebates were offered.

In total, the participating BAWSCA member agencies issued 331 rain barrel rebates. An additional 110 rain barrel rebates, funded by the SMCWPPP, were issued within the BAWSCA service area in San Mateo County. Water savings associated with each rain barrel installation is dependent on a variety of factors, including precipitation and time between storm events.

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 BMPs 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 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 1,248 sites in eight different agencies were part of the BAWSCA Large Landscape Audit measure in FY 2014-15, as shown in Table 4-4 and Figure 4-1. Additional BAWSCA member agencies also offer this program, but contract with Waterfluence independently or through SCVWD. The 2014 Waterfluence Annual Report found that the sites participating in the program reduced average water use by 2,204 acre-feet in 2014. This water savings was significantly higher than in prior years, largely due to the outdoor watering restrictions in place in most cities due to drought conditions.

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 negotiations with Waterfluence;
- Liaison between agencies and Waterfluence; 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 2014-15 is conservatively estimated at \$29 per AF of water saved.² Thus, this measure continues to be very cost effective, especially when compared to the wholesale cost of purchasing water from the SFPUC, which was \$1,429 per AF for FY 2014-15.

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 indoor and outdoor water conservation kits (i.e., the Water Wise Kits) 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 2014-15 is expected to save over 216 AF 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.

In FY 2014-15, 2,676 kits were distributed. To date, 28,801 students and teachers have participated in the Water Wise school education measure with an estimated total lifetime water savings of as much as 5,253 AF. See Table 4-5 and Figure 4-1.

² The unit cost of water saved for this program varies year to year based on weather, observed water savings, the number of landscape surveys completed, and changes in program offerings and cost. Water savings was unusually high in FY 2014-15 due to outdoor water restrictions in place during the drought.

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 2014-15 BAWSCA continued 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.

As can also be seen in Table 4-5, the cost-effectiveness of the Water Wise school education measure in FY 2014-15 is estimated at \$420 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 SFPU, which was \$1,429 per AF for FY 2014-15.

School Education – EarthCapades Assemblies

BAWSCA school education efforts for FY 2014-15 included 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 2014-15, ten agencies sponsored 108 shows throughout the BAWSCA service area for a total expenditure of \$52,180. A total of 21,539 children attended the assemblies from 70 different schools within the BAWSCA service area. The shows were generally very well received by the schools and agencies alike as evidenced by the following quotes from surveys that were submitted by teachers after the shows:

“I heard a student say, ‘That was the most fun I ever had talking about water!’ He really connected with the way the content was presented.”

“My kids were singing the songs for hours after the performance ended. Great show!”

“My students were mesmerized by the performance! They were listening very intently to what was being said.”

“The performers kept the kids engaged in the presentation with all their magic tricks and stunts. While they were doing stunts, they were also teaching at the same time! My students loved the assembly and learned so much.”

As part of its administration of the EarthCapades 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.

School Education - Tuolumne River Trust

Since FY 2010-11, BAWSCA has partnered with TRT to support the TRT’s 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>.

In prior years, BAWSCA’s partnership with TRT on this program included supplied the TRT with information and materials that described the local water conservation options that the TRT distributed to the students. Beginning in FY 2014-15, BAWSCA expanded the partnership with TRT include sponsorship of the classroom presentations at selected schools. In FY 2014-15, five agencies sponsored 10 presentations at schools within their respective service areas.

Table 4-1: High Efficiency Toilet Rebates Summary

Fiscal Year	Number of Participating BAWSCA Agencies	Total Rebates Issued	Estimated Annual Water Savings (acre-foot, AF) (a)	BAWSCA Administrative Cost (b)	Program Cost (Rebates Paid to Customers)	Unit Cost of Water Saved (\$/AF) (c)
FY 2008-09	13	1,053	4	\$12,047	\$157,950	\$447
FY 2009-10	14	2,515	11	\$16,536	\$377,250	\$552
FY 2010-11	14	2,005	8	\$16,532	\$300,750	\$541
FY 2011-12	14	1,436	6	\$12,271	\$149,272	\$385
FY 2012-13	15	1,612	7	\$6,299	\$164,377	\$362
FY 2013-14	12	1,848	8	\$9,464	\$191,632	\$368
FY 2014-15	14	2,807	12	\$13,926	\$300,991	\$384
Totals	--	13,276	56	--	--	--

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) 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 \$1,429 per acre-foot each, which represents the SFPUC FY 14-15 rate including bond surcharges.

Table 4-2: Residential Washing Machine Rebates Summary

Program Information	Number of Participating BAWSCA Agencies (f)	Total Rebates Issued	Estimated Annual Water Savings (acre-feet, AF) (a)	Program Administrator Cost (b)	BAWSCA Administrative Cost (c)	Program Cost (Rebates Paid to Customers) (d)	Unit Cost of Water Saved (\$/AF) (e)
FY 2001-02	11	1,244	23	\$19,308	--	\$125,325	\$417
FY 2002-03	15	3,091	58	\$31,192	--	\$336,200	\$336
FY 2003-04	10	1,805	34	\$22,433	--	\$178,400	\$315
FY 2004-05	16	2,914	55	\$41,913	--	\$379,375	\$409
FY 2005-06	16	2,332	44	\$33,484	--	\$404,113	\$530
FY 2006-07	16	3,254	61	\$36,300	--	\$449,100	\$422
FY 2007-08	15	4,162	73	\$30,015	--	\$468,199	\$338
FY 2008-09	16	5,339	93	\$40,356	\$21,501	\$511,275	\$322
FY 2009-10	15	6,941	122	\$69,558	\$21,448	\$851,375	\$408
FY 2010-11	17	7,030	123	\$74,525	\$23,980	\$560,450	\$391
FY 2011-12	18	6,003	105	\$66,628	\$13,898	\$387,105	\$227
FY 2012-13	18	5,706	100	\$62,350	\$16,851	\$362,200	\$226
FY 2013-14	18	4,272	75	\$45,735	\$9,964	\$289,075	\$235
FY 2014-15	15	2,675	47	\$29,250	\$6,852	\$272,985	\$337
Totals	--	56,768	1,013	--	--	--	--

Notes:

(a) Estimated water savings based on water use differential between a 1990's era washing machine that uses 43 gallons/load and a present era washing machine that uses 27 gallons/load. Assumes 2.64 persons per household and 0.37 loads/person/day (Vickers, Handbook of Water Use and Conservation, 2001). Water savings assumptions are associated with the level of 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. In FY 2013-14, the cost to agencies is \$50 to \$125 per rebate.

(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 of \$1429 per acre-foot each, which represents the SFPUC FY 13-14 rate including bond surcharges.

(f) In FY 2013-14, Cal Water participated in the program through December 31, 2013 only.

Table 4-3: Lawn Be Gone Rebates Summary

Fiscal Year	Number of Participating BAWSCA Agencies	Total Rebates Issued	Total Square Feet Converted	Estimated Annual Water Savings (acre-feet, AF) (a)	BAWSCA Administrative Cost (b)	Program Cost (Rebates Paid to Customers) (c)	Unit Cost of Water Saved (\$/AF) (d)
FY 2010-11	9	16	17,079	0.86	\$1,734	\$5,017	--
FY 2011-12	9	16	37,635	2.09	\$3,760	\$14,018	\$434
FY 2012-13	10	16	10,226	0.7	\$2,914	\$5,697	\$628
FY 2013-14	12	17	11,852	0.82	\$2,420	\$8,972	\$709
FY 2014-15	12	100	89,349	6.2	\$10,329	\$131,503	\$1,168
Totals	--	165	166,141	10.67	--	--	--
Notes:							
(a) Estimated water savings based on water use differential between a turf grass (assumed to use 3.5 acre-feet per acre) and either water-efficient plantings (assumed to use 1.0 acre-feet per acre) or permeable hardscape, which is assumed to use no water.							
(b) Includes BAWSCA staff hours, database management, materials design and printing and other administrative services.							
(c) In FY 2014-15, the cost to agencies was \$1 to \$2 per square foot of turf grass replaced.							
(d) Assumes a 15-year project life and 15 years of resultant water savings. Assumes a discount rate of 3.01% and a cost of water of \$1,429 per acre-foot each, which represents the SFPUC FY 14-15 rate including bond surcharges.							

Table 4-4: Large Landscape Audits Summary

Program Information	Number of Participating BAWSCA Agencies	Number of Landscaping Sites	Estimated Annual Water Savings (acre-feet, AF) (a)	BAWSCA Administrative Cost (d)	Program Cost	Unit Cost of Saved Water (\$/AF) (e)
FY 2002-03	4	240	N/A	--	\$65,132	N/A
FY 2003-04	5	240	299	--	\$23,802	\$80
FY 2004-05	4	258	212	--	\$29,663	\$140
FY 2005-06	5	258	520	--	\$24,720	\$48
FY 2006-07	6	273	543	--	\$23,362	\$43
FY 2007-08	9	630	602	--	\$84,425	\$63 - 124
FY 2008-09 (b)	11	712	435	--	\$108,382	\$83 - 125
FY 2009-10 (c)	12	958	1,080	\$1,776	\$162,103	\$58
FY 2010-11	9	646	632	\$1,332	\$102,764	\$82
FY 2011-12	9	711	786	\$1,332	\$66,045	\$131
FY 2012-13	9	810	990	\$1,332	\$66,045	\$90
FY 2013-14	8	787	865	\$1,184	\$85,632	\$99
FY 2014-15	9	1248	2,204	\$1,332	\$62,049	\$29
Totals	--	--	9,168	--	--	--
Notes:						
(a) Water savings estimated on a calendar year basis. Savings reflect the difference between reporting year's water use and pre-program annual water use.						
(b) For FY 2008-09, includes water use for the sites that have been in the program since 2004.						
(c) For FY 2009-10, includes water use for the sites that have been in the program prior to 2009.						
(d) Includes BAWSCA staff hours, materials printing and other administrative services.						
(e) For FY 2007-08 through FY 2014-15, unit cost of saved water from Landscape Program Summary Reports (2008; 2009; 2010; 2011; 2012; 2013, 2014).						

Table 4-5: Water Wise School Education Summary

Fiscal Year	Number of Participating BAWSCA Agencies	Number of Participants	Estimated Annual Water Savings (gallons per kit) (a) (b)	Estimated Lifetime Savings for Kits Installed (acre-feet, AF) (a) (b)	BAWSCA Administrative Cost (c)	Program Costs (Kit Distribution)	Unit Cost of Saved Water (\$/AF) (b)
FY 2005-06	6	1,554	17,451	499	--	\$51,671	\$103
FY 2006-07	11	2,871	17,451	922	--	\$93,023	\$101
FY 2007-08	14	3,737	17,451	1,201	--	\$126,819	\$106
FY 2008-09	14	3,685	9,785	975	--	\$111,515	\$114
FY 2009-10	12	2,903	6,475	512	--	\$104,091	\$203
FY 2010-11 (d)	8	3,342	4,844	316	\$4,887	\$117,103	\$385
FY 2011-12 (d)	8	3,221	3,892	262	\$3,221	\$108,951	\$427
FY 2012-13 (d)	6	2,144	5,110	165	\$2,144	\$67,859	\$425
FY 2013-14 (d)	8	2,668	4,324	184	\$2,668	\$84,747	\$474
FY 2014-15 (d)	8	2,676	4,965	216	\$2,676	\$87,886	\$420
Totals	--	28,801	91,748	5,253	--	--	--

Notes:

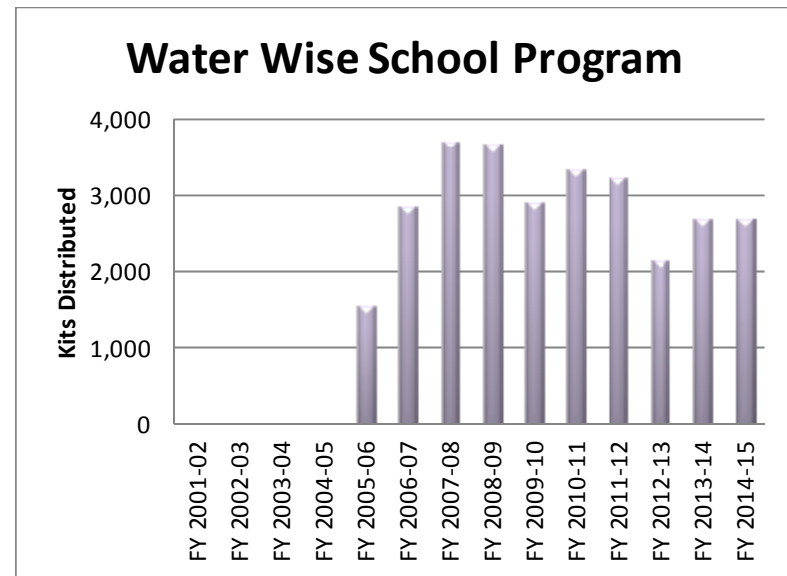
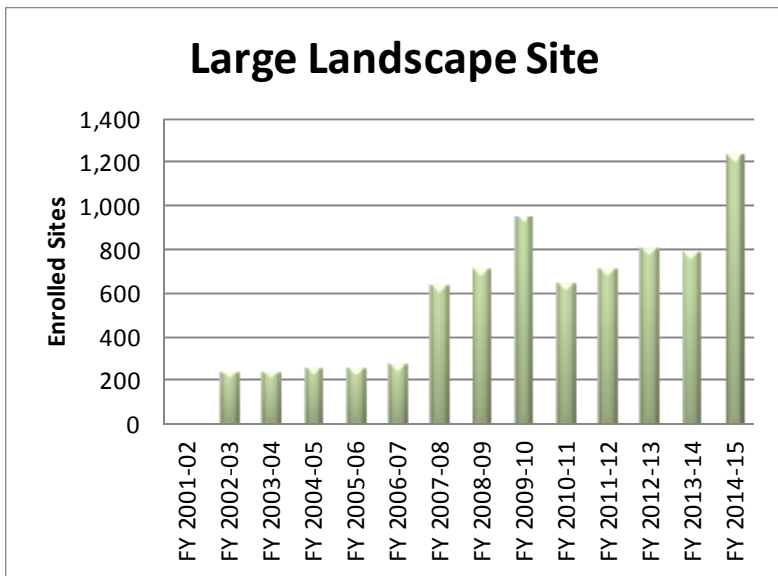
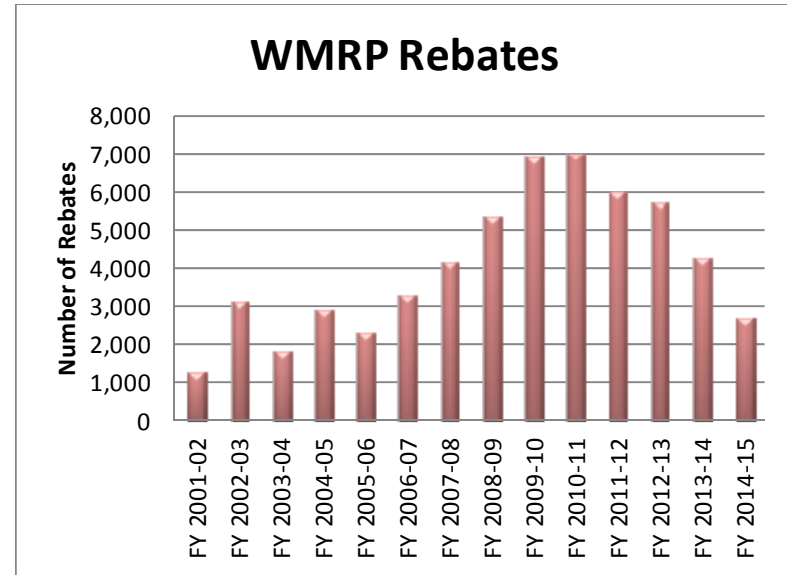
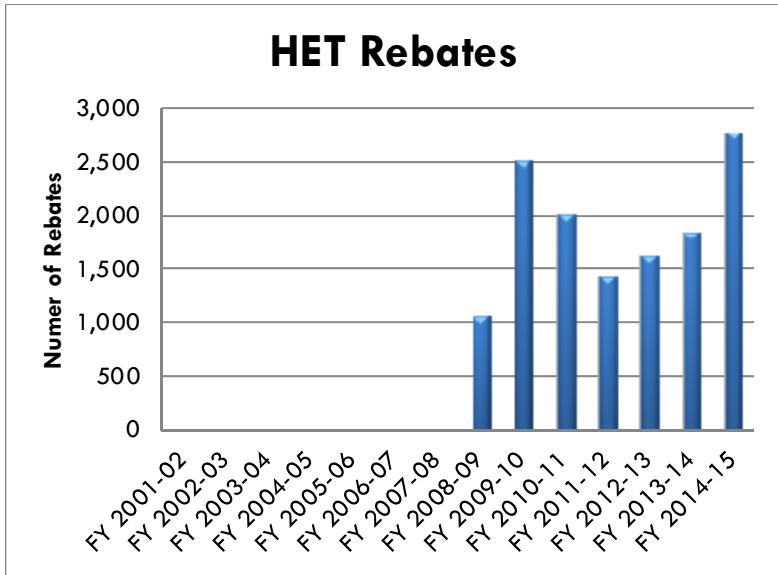
(a) For years prior to FY 2008-09, water savings estimated based on an assumed 60 percent installation rate and a 10 year lifetime.

(b) For FY 2008-09 through FY 2013-14, water savings estimated based on actual reported installation rate and a 10 year lifetime. (Resource Action Reports, 2009; 2010; 2011; 2012).

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

(d) Starting in 2010 water savings estimates were modified to reflect updated estimates by EPA WaterSense.

Figure 4-1: Participation in BAWSCA Subscription Measures



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 2014-15 to support and promote its Regional Water Conservation Program.

Silicon Valley Water Conservation Awards

BAWSCA continued its participation in the Silicon Valley Water Conservation Awards program. The program started in 2008 when BAWSCA joined with the Tuolumne River Trust, Clean Water Action, Sustainable San Mateo County, Sustainable Silicon Valley, Joint Venture Silicon Valley, SCVWD and others to form the Silicon Valley Water Conservation Award Coalition (Coalition) (<http://www.waterawards.org/>). The Coalition recognizes 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.

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 761 businesses and organization participated in the 2015 Water Conservation Showcase.

Public Outreach

BAWSCA attended and was a featured speaker at several events in FY 2014-15 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:

- Sustainable Silicon Valley
- San Mateo Leadership Group
- San Mateo Rotary
- WaterSmart Innovations
- City/County Association of Governments of San Mateo County
- Sustainable San Mateo County

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.