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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 the 16 cities, 8 water districts, and 2 private water providers that provide water to 1.7 million people and nearly 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 different programs and initiatives and is designed to support and augment the member agency and customer efforts to use water more efficiently. These efforts:

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

In Fiscal Year (FY) 2013-14, BAWSCA implemented a Regional Water Conservation Program that was designed to BUILD UPON the Water Conservation Implementation Plan, completed in September 2009. These efforts included the administration of several regional water conservation 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 Regional Water Conservation Program included both education programs . As can be seen in Table 1-1, all 26 member agencies benefitted from the core conservation measures implemented by BAWSCA, and 22 different member agencies participated in one or more of the 6 subscription measures offered by BAWSCA, including rebate and large landscape audit measures.

This report documents BAWSCA’s implementation of its Regional Water 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).

As evidenced in the data presented in 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 FROM FY 2012-13. BAWSCA expects that participation in subscription programs in FY 2014-15 will benefit from BAWSCA’s and its member agencies’ participation in the Bay Area Proposition 84 Integrated Regional Water Management Grant (Proposition 84 Grant) and may also increase 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 the Regional Water Conservation Program.

Table 1-1: BAWSCA Agency Participation in Regional Water Conservation Program (a) (b)

Agency	BAWSCA Core Conservation Programs			BAWSCA Subscription Water Conservation Program					
	Landscaping 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
Alameda County									
Alameda CWD	X	X	X						X
Hayward	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			
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
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
Millbrae	X	X	X	X	X	X	X	X	
North Coast CWD	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
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						

Notes:

- (a) Tables includes an "X" if an agency has participated in a specific measure in at least one of the last four years.
- (b) An absence of an "X" may not mean that agency does not participate in 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) CalWater and Hillsborough Large Landscape Audit programs began with BAWSCA but were administered by the agencies 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

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 agencies.
- 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 BAWSCA's annual 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 2013-14. 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 2013-14, 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 2013-14, BAWSCA offered the following water conservation programs as part of the Subscription Programs:

- 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.

Drought Response

On January 32, 2014, the San Francisco Public Utilities Commission officially requested that all customers of the San Francisco Regional Water System (SF RWS) voluntarily curtail water conservation for the remainder of the calendar year as a result of drought conditions. The goal was to reduce system-wide usage by 10% to stave off potential mandatory water conservation requests should the drought persist into the following year.

To assist its member agencies in meeting this reduction target, BAWSCA conducted the following efforts in FY 13-14:

- Developed drought campaign graphics for public outreach
- Coordinated the bulk purchase of drought outreach materials
- Updated the BAWSCA website with drought information and water use reduction ideas
- Expedited the launch of new water conservation subscription programs for FY 2014-15

Other Activities

In addition to the Regional Water Conservation Program, 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.

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 managed to continue reduce overall program expenditures while generally maintaining overall program participation among the BAWSCA agencies. Member agency expenditures, and participation, in many of the conservation programs was up slightly in FY 2013-14 compared to FY 2012-13. However, overall participation and expenditures was down slightly in FY 2013-14, due to Cal Water ending participation in the Residential Washing Machine Rebate measure on December 31, 2013. BAWSCA will continue to evaluate the effectiveness of each of its conservation program offerings as part of its Regional Water Conservation Program management.

Figure 2-1 shows level of participation by agency for select BAWSCA Regional Water Conservation Programs. 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 relative to expenditures in FY 2012-13 by 3%. The reduced expenditures in FY 2013-14 is attributable primarily to Cal Water's exit from the Residential Washing Machine Rebate measure on December 31, 2013.. However, the total program expenditure of \$831,155 in FY 2013-14 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 by BAWSCA on a regional basis since FY 2001-02. Participation in Landscape Education Classes shows a slight increase from, FY 2013-14. Table 2-3 shows subscription program expenditures from FY 2001-02 through FY 2013-14. As can be seen, the Residential Washing Machine Rebate measure has the highest level of subscription program spending, totaling \$344,773 in FY 2013-14.

Support for Water Conservation Programs and Agency Reporting

As part of its work plan, BAWSCA is actively working with the member agencies to implement and build upon the WCIP (2009),BAWSCA agencies have expressed a continued desire to participate in the ongoing and new conservation measures 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). 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 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%

Table 2-2: BAWSCA Core Regional 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

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.

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

Fiscal Year	Residential Washing Machine Rebates		High-Efficiency Toilet Rebates		EarthCapades Assemblies		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	17	\$658,955	14	\$317,282	12	\$53,295	11	\$121,990	9 (a) (b)	\$103,948	9	\$6,751
FY 2011-12	18	\$467,631	14	\$161,543	13	\$64,305	8 (a)	\$112,172	9 (a) (b)	\$100,789	9	\$17,778
FY 2012-13	18	\$441,401	15	\$170,676	12	\$64,110	6	\$70,003	9 (a) (b)	\$67,377	10	\$8,611
FY 2013-14	18	\$344,773	12	\$201,096	13	\$58,565	8	\$87,415	8 (a) (b) (c)	\$86,816	12	\$11,392

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 2-1: BAWSCA Regional Water Conservation Program Participation

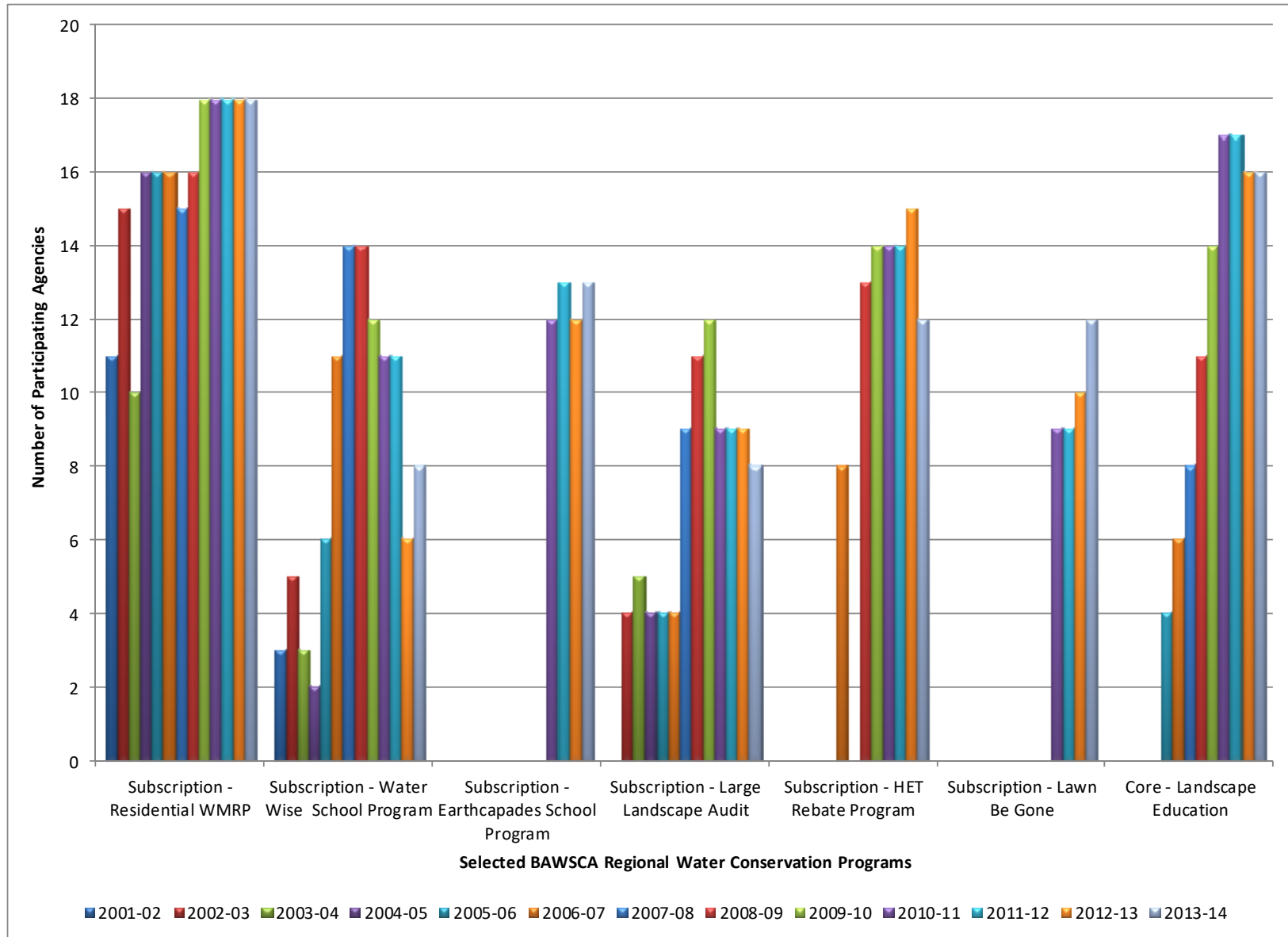


Figure 2-2: Total Subscription Program Expenditures

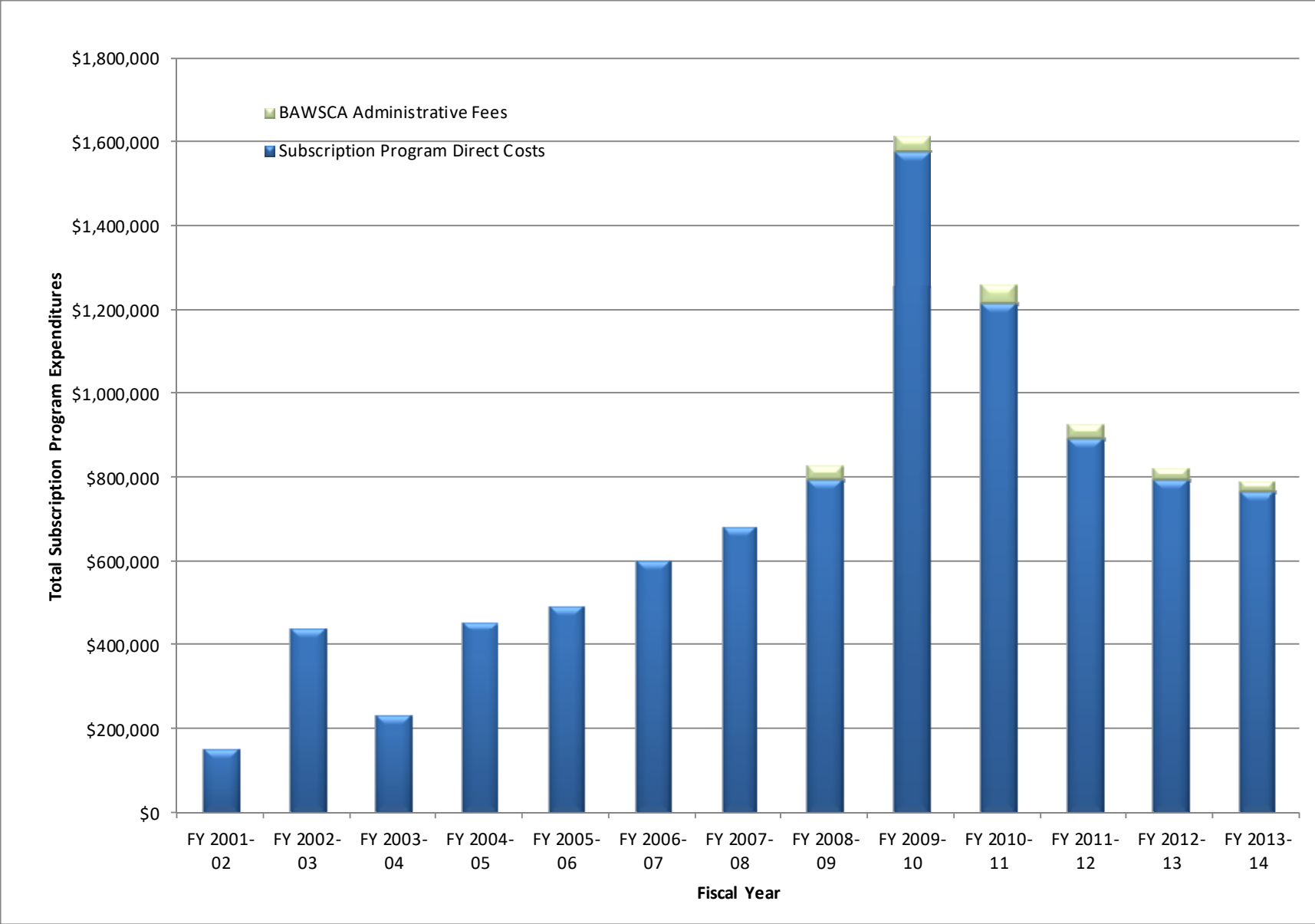
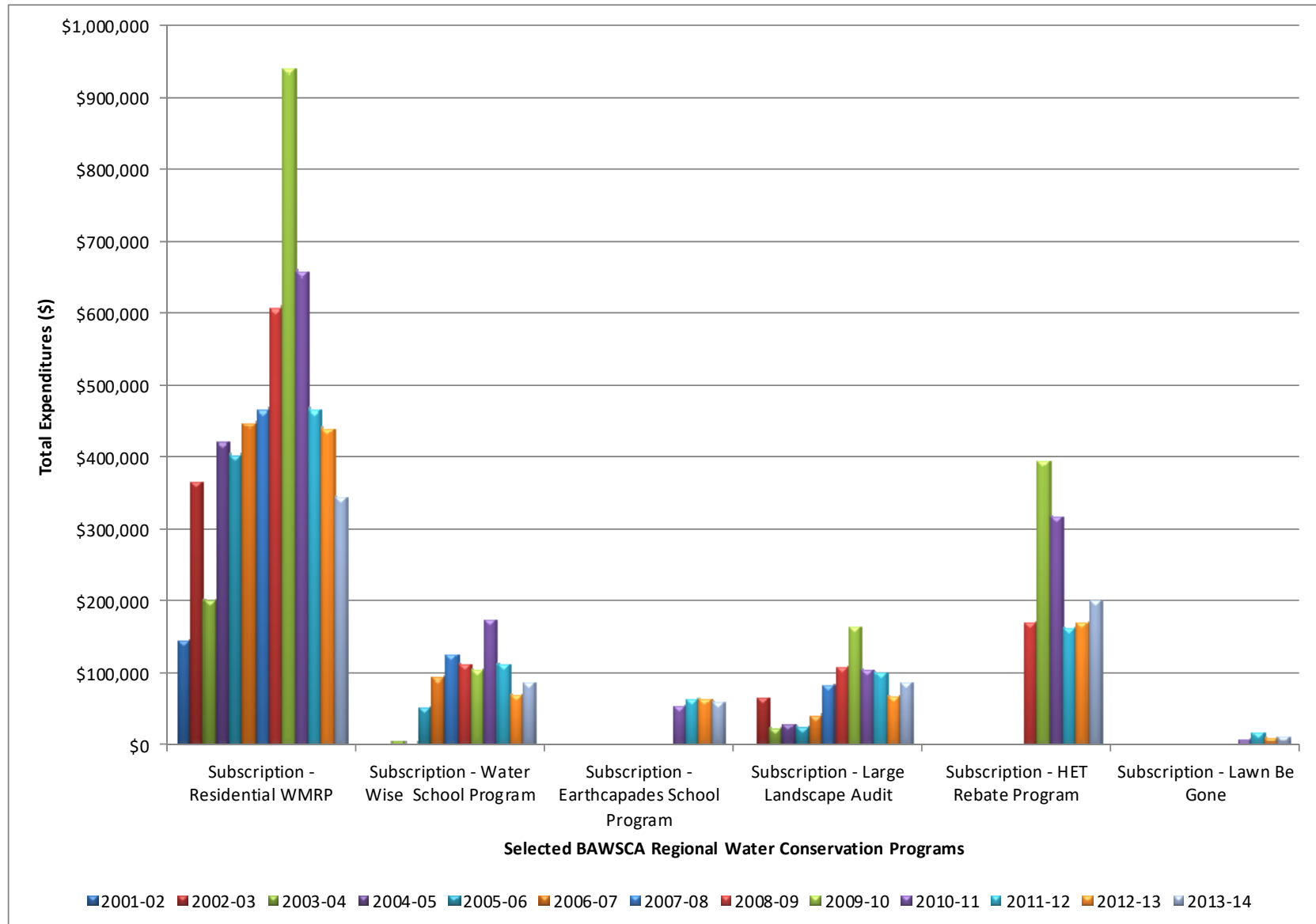


Figure 2-3: BAWSCA Subscription Program Expenditures



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 2013-14.

Water-Efficient Landscape Education Classes

In FY 2013-14, 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. 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 2013. A total of 22 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, 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 2013 was approximately 649 people from 21 different agencies.

BAWSCA offered its Spring series of classes from the end of February 2014 through the beginning of June 2014. Topics covered included a focus on efficient irrigation, graywater reuse, alternatives to lawns, and edible landscaping. BAWSCA coordinated and sponsored a total of 29 landscape classes, including eight hands-on workshops, throughout the BAWSCA service area. The total attendance for the landscaping classes that BAWSCA sponsored in Spring 2014 was more than 542 people from 23 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. As illustrated in Figure 3-1, the number of classes and attendees in FY 2013-14 was down slightly from FY 2012-13, but still represents a significant increase since the program inception.

Water Wise Gardening in the Bay Area Landscape Educational Tool

In FY 2013-14, 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 2013-14, approximately 7,552 unique visitors, and 10,682 total visits were made to the *Water-Wise Gardening in the Bay Area* website.

Native Garden Tours and Symposiums

BAWSCA cosponsored two garden tours in FY 2013-14 that took place in the months of April and May 2014. 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 26 and 27, 2014. The 5,693 registrants who signed up for the tour made 9,834 visits to the open gardens. There were 343 volunteers participating, and serving as docents and greeters at the 56 open gardens (http://www.gngt.org/report/2014_TourReport.pdf).
- The Bringing Back the Natives Garden Tour.** The tenth annual Bringing Back the Natives Garden Tour took place on Sunday, May 4, 2014, and showcased gardens and nurseries located in seventeen cities and unincorporated areas in Alameda and Contra Costa counties. The 5,823 registrants who signed up for the tour made visits to 40 open gardens and nurseries.

Regional School Education

In FY 2013-14, BAWSCA once again partnered with the Tuolumne River Trust (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>.

BAWSCA has partnered with TRT on this program since FY 2010-11. To support the program, 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.

BAWSCA Regional Water Conservation Database

In FY 2013-14 BAWSCA worked with its consultant, Brown & Caldwell, and its member agencies on the ongoing effort to maintain and populate the BAWSCA regional 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 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
 - 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.

In FY 2013-14, BAWSCA oversaw additional modifications to the WCDB to improve the usability of the system and to incorporate data export capabilities to simplify the data transfer to the DSS Model for the Regional Demand and Conservation Projections Project.

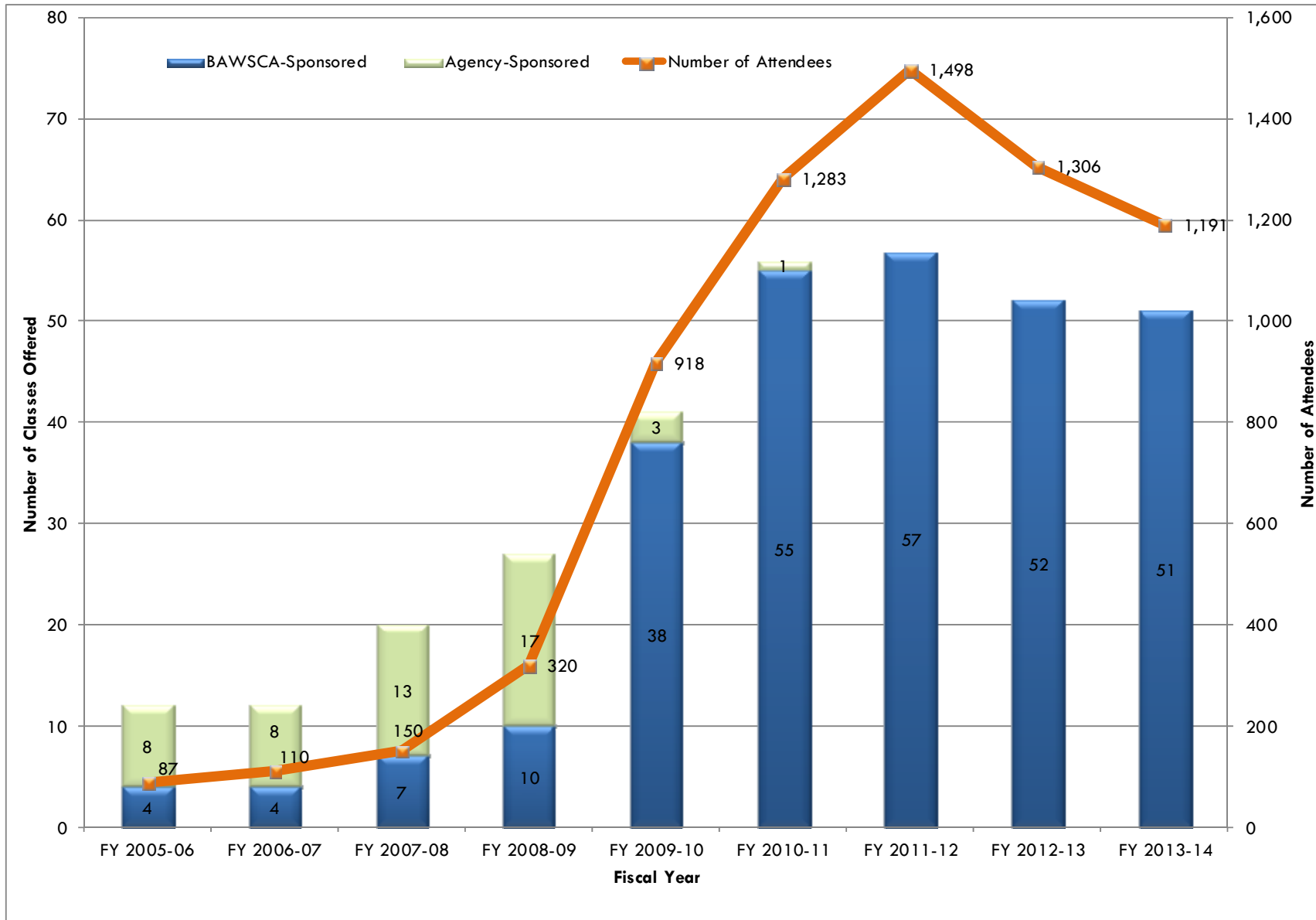
BAWSCA Regional Demand and Conservation Savings Projections

During FY 2013-14, BAWSCA completed the Regional Demand and Conservation Projections Project (Project) to develop 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 p specific objectives of the Project 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.

At the conclusion of the Project, each agency received its individual Decision Support System (DSS) Model to support its Urban Water Management Plan preparation and water demand and conservation planning efforts. BAWSCA also provided each agency with DSS Model Support Services, as a subscription water conservation program.

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 2013-14. BAWSCA's subscription programs included three rebate programs, two school education programs, and a large landscape program.

High-Efficiency Toilet Rebates

The BAWSCA HET Program (HET Program) was initiated in September 2008. Prior to the formation of the BAWSCA program, a very small number of BAWSCA agencies offered HET rebates to their customers. As part of 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.

Twelve agencies participated in the HET Program in FY 2013-14. In total, the participating BAWSCA member agencies issued 1,848 rebates in FY 2013-14, for a total expenditure of \$201,096. To date, through the HET Program, a total of 10,469 rebates have been paid to customers within the BAWSCA service area. 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 21,000 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 individual customers participating in this program increased slightly from FY 2012-13; despite a lower number of agencies offering the HET Program. This increase in participation is attributed to 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.

In addition, BAWSCA and the other participating Bay Area water agencies were 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 will partially reimburse rebate costs from FY 2013-14 at up to \$75 per rebate issued.

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 2013-14 is estimated at \$362 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 \$1,216¹ per AF for FY 2013-14.

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. 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 agencies contracted with Pacific Gas & Electric (PG&E) to administer and advertise the Bay Area WMRP.

In FY 2013-14, the Bay Area WMRP supported a two tier rebate amount, with up to \$200 rebates for clothes washers with an efficiency level that met or exceeded the Energy Star Most Efficient (ESME) specification (i.e., a Water Factor of 3 or less) or up to \$50 for clothes washers with an efficiency level that met or exceeded the Consortium for Energy Efficiency (CEE) Tier 3 specifications (i.e., a Water Factor of 4 or less). The water utilities offered a \$125 rebate for CEE Tier 3 clothes washers or a \$50 rebate for CEE Tier 3 washers, while PG&E offered \$50 for ESME clothes washers only. These rebate amounts were effective on January 1, 2014. For the first half of FY 2013-14, water agencies rebate amounts were either \$50 or \$75 per clothes washer for CEE Tier 3 machines consistent with the rebate amounts offered in FY 2012-13.

BAWSCA member agency participation in the Bay Area WMRP has been strong since BAWSCA began implementing this program. Eighteen agencies participated in the in FY 2013-14². In total, the participating BAWSCA member agencies issued 4,272 rebates in FY 2013-14, for a total expenditure of \$344,773. To date,, a total of 54,093 rebates have been paid to customers within the BAWSCA service area. Some BAWSCA member agencies not participating in the program also offer HET rebates through 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 2013-14 was primarily due to Cal Water ending its participation as of December 31, 2013. After adjusting for Cal Water's share of the rebates, participation among other participating member agencies increased slightly in FY 2013-14 compared to FY 2012-13.

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

¹ Represents the SFPUC FY 13-14 water rate plus the bond surcharge

² Cal Water service areas participated in the program through December 31, 2013.

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

In addition, BAWSCA and the other participating Bay Area water agencies were 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 will partially reimburse rebate costs from FY 2013-14 at \$37.50 per rebate issued.

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 WMRP and benefit from the overall cost-effectiveness of the program. As can be seen in Table 4-2, the cost-effectiveness of the Bay Area WMRP in FY 2013-14 is estimated at \$235 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 \$1,216 per AF for FY 2013-14.

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 2013-14 is expected to save over 184 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 2013-14, 2,668 kits were distributed. To date, 26,125 students and teachers have participated in the Water Wise school education measure with an estimated total lifetime water savings of as much as 5,037 AF. See Table 4-3 and Figure 4-1.

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 2013-14 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 4-3, the cost-effectiveness of the Water Wise school education measure in FY 2013-14 is estimated at \$474 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 \$1,216 per AF for FY 2013-14.

School Education – EarthCapades Assemblies

BAWSCA school education efforts for FY 2013-14 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 2013-14, thirteen agencies sponsored 107 shows throughout the BAWSCA service area for a total expenditure of \$58,565. A total of 24,672 kids 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.

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 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 787 sites in eight different agencies were part of the BAWSCA Large Landscape Audit measure in FY 2013-14, 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 2013 Waterfluence Annual Report found that the program reduced average water use by 865 acre-feet in 2013.

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 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 2013-14 is conservatively estimated at \$99 per AF of water saved.³ Thus, this measure continues to be very cost effective, especially when compared to the wholesale cost of purchasing water from the SFPUC, which was \$1,216 per AF for FY 2012-13.

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 2013-14, the program provided customers with rebates of \$0.75 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. 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 2013-14 (see Table 4-5). In total, the BAWSCA member agencies issued 17 rebates in FY 2013-14 and supported the conversion of 11,852 square feet of turf grass to water-efficient landscaping. The total expenditure was approximately \$8,287.

As can also be seen in Table 4-5, the cost-effectiveness of the BAWSCA Lawn Be Gone! Program in FY 2013-14 is estimated to be \$831 per AF of water saved. Thus, this measure is a cost-effective means of achieving

³ 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 conservation savings, especially when compared to the wholesale cost of purchasing water from the SFPUC, which was \$1,216 per AF for FY 2013-14.

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 addition, BAWSCA and the other participating Bay Area water agencies were 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 were available in FY 2013-14 and provided partial reimbursements to participating BAWSCA agencies for Lawn Be Gone! Program expenditures.

Table 4-1: High Efficiency Toilet Rebates Summary

Fiscal Year	Number of Participating BAWSCA Agencies	Total Rebates Issued	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 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
Totals	--	10,469	36	--	--	--

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) In FY 2011-12 and FY 2012-13, the cost to agencies was \$100 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 \$1216 per acre-foot each, which represents the SFPUC FY 13-14 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) (d)
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
Totals	--	54,093	966	--	--	--	--

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 \$1216 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: 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
Totals	--	26,125	86,783	5,037	--	--	--

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.

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
Totals	--	--	6,964	--	--	--
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 though FY 2012-13, unit cost of saved water from Landscape Program Summary Reports (2008; 2009; 2010; 2011; 2012; 2013).						

Table 4-5: 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	\$831
Totals	--	32	54,714	2.95	--	--	--

Notes:

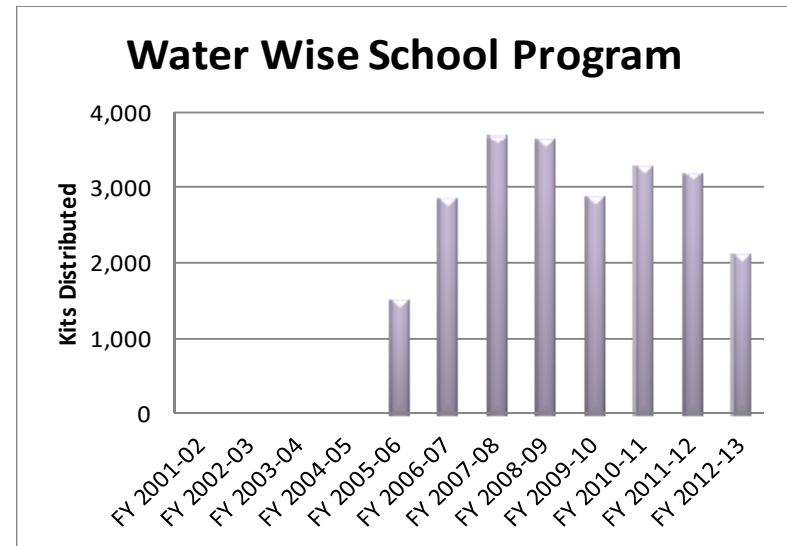
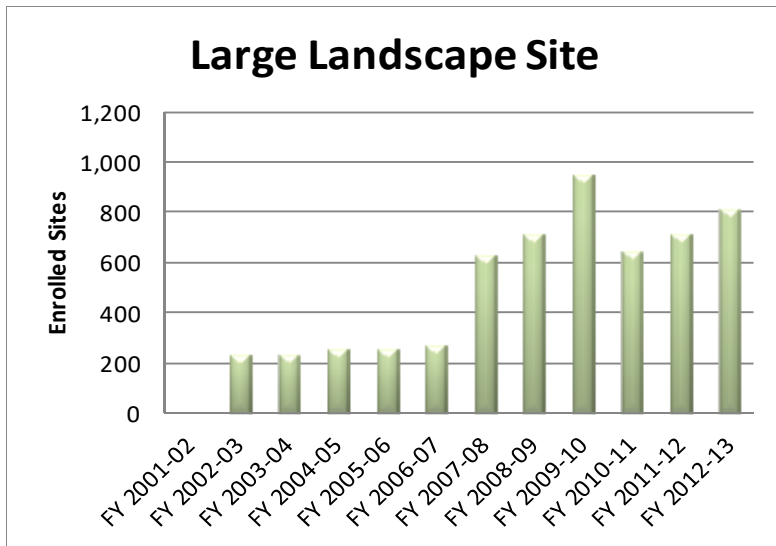
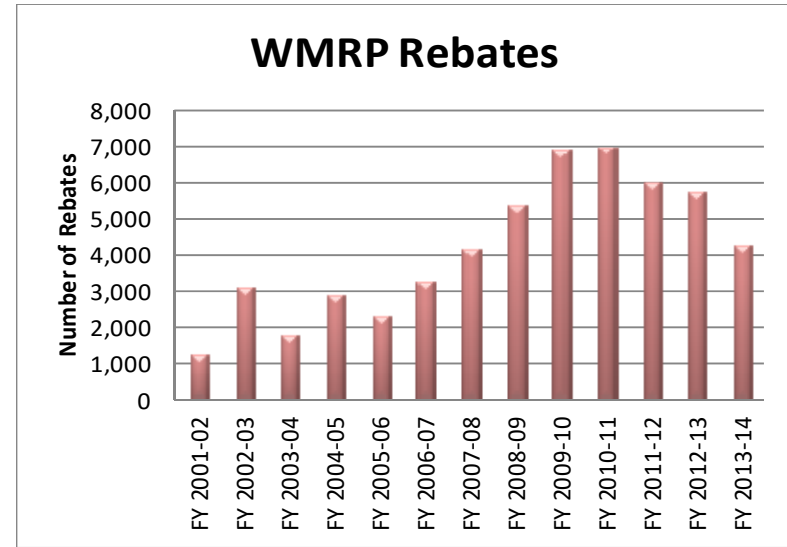
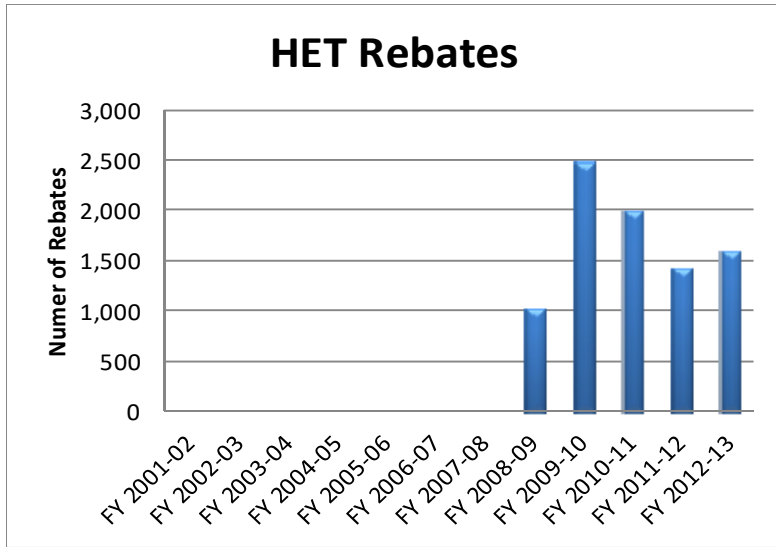
(a) Estimated water savings based on water use differential between a turf grass (assumed to use 3.5 acre-feet per acre) and either water-efficient plantings (assumed to use 1.0 acre-feet per acre) or permeable hardscape, which is assumed to use no water.

(b) Includes BAWSCA staff hours, database management, materials design and printing and other administrative services.

(c) In FY 2013-14, the cost to agencies was \$0.75 per square foot up to \$500 for single-family account and up to \$3,000 for multi-family or commercial, industrial or institutional accounts.

(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 \$1216 per acre-foot.

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 2013-14 to support and promote the 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 900 people attended the event in 2014.

Public Outreach

BAWSCA attended and was a featured speaker at several events in FY 2013-14 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:

- Baywood Owners Improvement Association
- San Mateo Leadership Group
- Harbor Industrial Association
- The Fellowship Forum Palo Alto
- San Mateo County Emergency Managers Association
- Urban Water Institute
- San Mateo County Transit
- Bay Area Gardeners Association

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.