



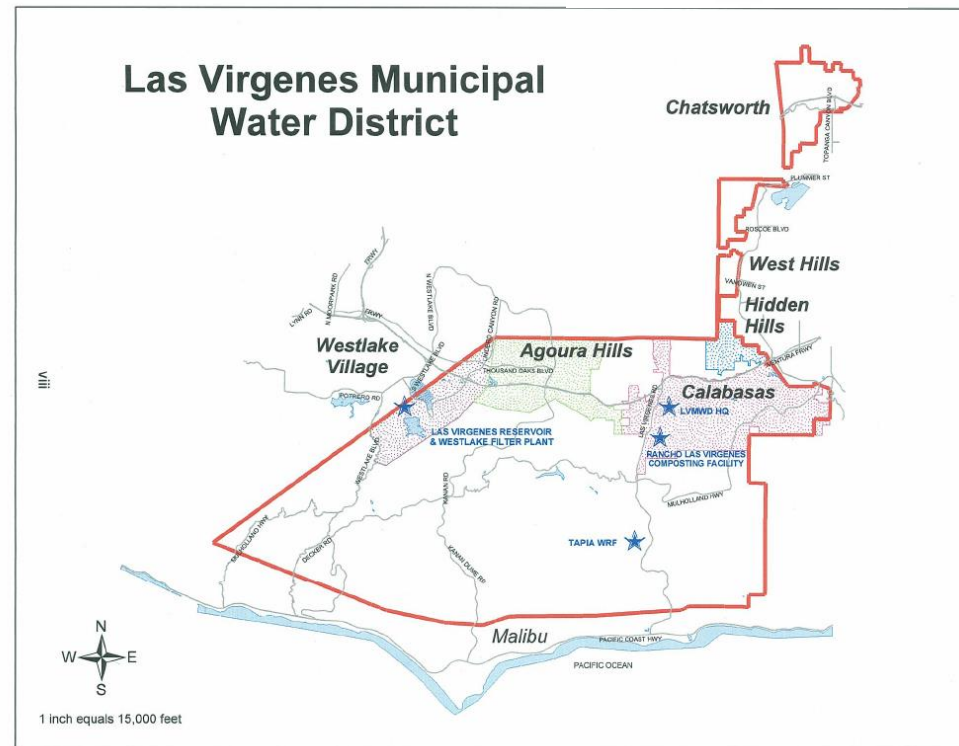
State Water Resources Control Board Urban Water Conservation Workshop

December 17, 2014

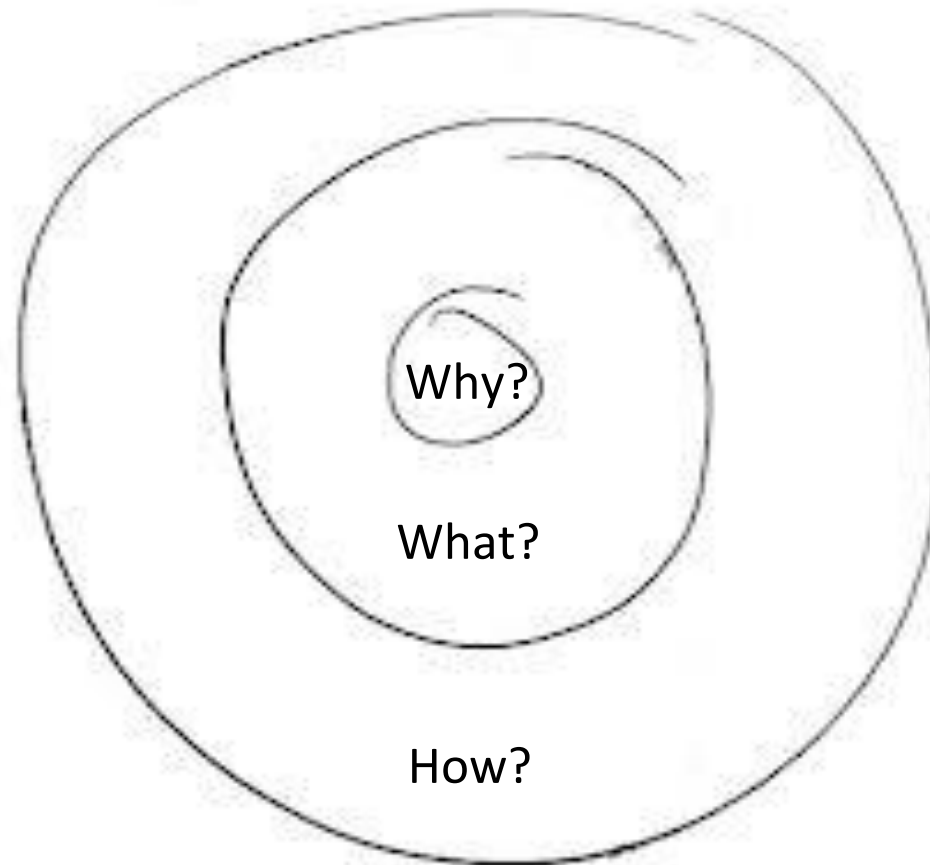


About LVMWD

- Water service to approximately 70,000 people.
- 122-square mile service area.
- 20% of overall demands met with recycled water.
- All potable water purchased from Metropolitan Water District.
- Provide sanitation services, wholesale recycled water and composting through Joint Powers Authority.
- In March 2014, Board approved an action plan and timeline for transition to budget-based rates.



Getting to What's Important: Why?



Why: Challenges Call for a Different Approach

Key Challenges:

- High GPCD
- Large variation in property size and type
- Unable to accurately distinguish efficient and inefficient customers
- Not able to provide timely customer feedback
- Conservation messaging not targeted
- Demand “rebound” after drought
- Net operating loss with low water sales



What: Desired Results

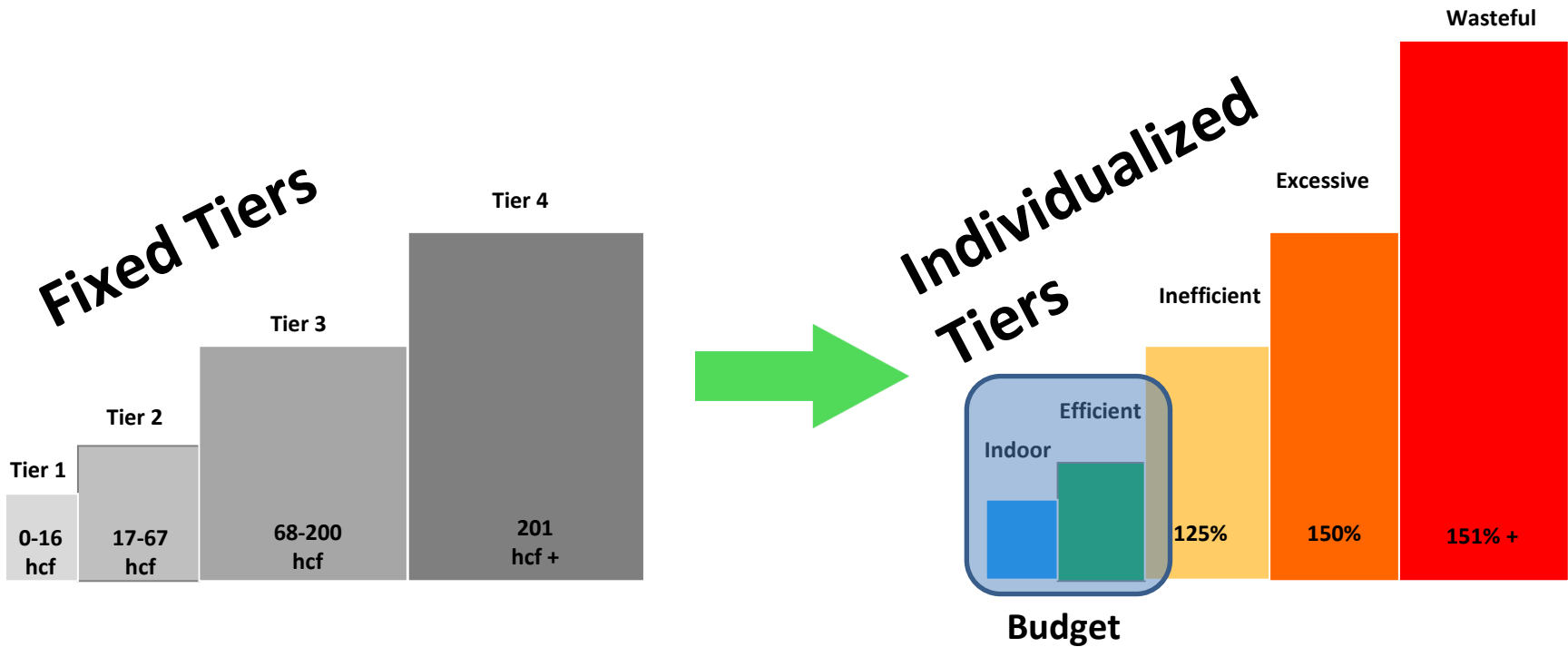
1. Water Use Efficiency
2. Customer Equity
3. Revenue Stability



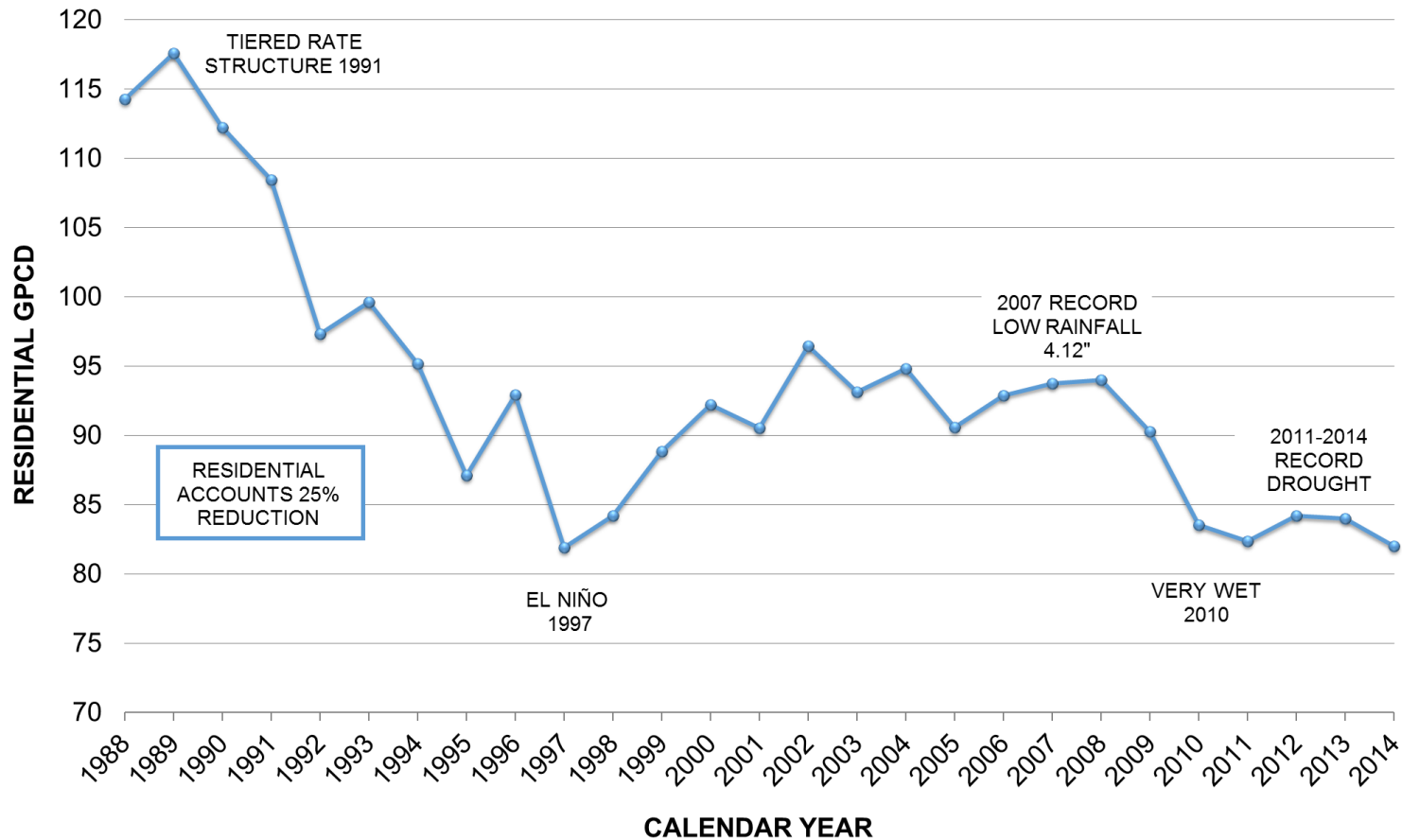
Our customers want the same!



How: Budget-Based Water Rates



The Results – IRWD, Orange County



Q1: What more should be done?

- Provide support for implementing budget-based rates.
- Accelerate installation of water meters and volumetric billing.
- Implement recommendations from Independent Technical Panel on DMMs (AB 1420).
- Conduct workshops to showcase technological innovations supporting conservation.
- Implement an additional round of expedited Prop. 84 funds.
- Consider provision to prevent municipalities from citing or fining water-conserving residents.
- Broaden scope of AB 2104 to cover pervious forms of hardscape.
- Sponsor a statewide media campaign.
- Extend the current emergency regulations for 270 days.



Q2: Additional SWRCB Requirements?

- Adopt “Prohibited Activities in Promotion of Water Conservation” (Sec. 864) permanently.
- Add requirement that restaurants serve water only upon request and hotels offer guests option to reuse towels and linens.
- Maintain recognition of budget-based rates as acceptable means of alternative compliance.
- Ensure responsibility for enforcement remains at local level.



Q3: How to Compel Conservation?

- Ensure that the proper metrics are used to identify “poor performing areas”.
- Conduct a technical analysis of poor performing areas with a peer-review by CUWCC to verify causes and develop response actions, considering:
 - Demand hardening
 - Economic conditions
 - Weather patterns
 - Resource limitations
 - Other factors



Q4: Additional Data Collection?

- Collect data from water suppliers to demonstrate that overall water usage is efficient in accordance with state legislation.
 - Population
 - Total irrigated and/or landscaped area
 - Evapotranspiration rates
 - CII customer needs
- Alternatively, in the absence of the above data, collect data to identify:
 - Longer water use trends with a focus on GPCD reductions compared to 20x2020 targets.
 - Changes in economic indicators and unemployment rates that are strongly correlated to water demands.
 - Demands distinguished by customer class (single- v. multi-family, residential v. non-residential).



Questions?

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