

# Mary Lou Cotton, C.C.P.

INSERT TITLE

## Education

MS, Geological Sciences, University of Southern California  
BS, Biological Sciences, University of Southern California

## Registrations

Certified Water Conservation Practitioner, AWWA-CA/NV

## Affiliations

California Urban Water Conservation Council  
American Water Works Association, Water Conservation Certification Committee  
Association of California Water Agencies, Water Use Efficiency and Communications Committees

## Professional Summary

Mary Lou Cotton is a water resources planning and water conservation expert, with over 17 years of management experience with water agencies statewide, specifically in conducting water resource planning and management programs including surface water and groundwater investigations; water transfer, banking and exchange transactions and agreements; water conservation planning and management; master planning and design studies; water quality and hazardous waste investigations; and supporting the preparation of CEQA Compliance documents and obtaining project permits. Ms. Cotton is working in an advisory capacity for several clients on a wide variety of water banking (supply reliability) programs, as well as water transfers or exchanges for short-term and long-term water supplies. In addition, Ms. Cotton assists the State Water Contractors in an advisory capacity on Bay-Delta matters and is also serving as the General Manager of the State Water Project Contractors Authority.

She is assisting several agencies with a wide variety of planning efforts, including Urban Water management Plans, Integrated Regional Water Management Plans, water use efficiency master plans, conservation program development and design, water conservation Best Management Practices (BMP) implementation and reporting, and conservation policy development. Prior to joining Kennedy/Jenks Consultants, Ms. Cotton served as Water Resources Manager for the Castaic Lake Water Agency, managing all aspects of the Agency's water resource projects, and served as the agency's Conservation Coordinator, responsible for BMP implementation and reporting, and also supervised the development of Urban Water Management Plans and SB610 water supply assessments. Ms. Cotton served in the position of Conservation Coordinator during her tenure with the Kern County Water Agency and also produced Urban Water Management plans while there.

Ms. Cotton has served on the California Urban Water Conservation Council for over a dozen years, as representative for Council members Kern County water Agency, Castaic Lake Water Agency and now Kennedy/Jenks Consultants. She has served on the Council Steering Committee for eight years, and is currently Secretary/Treasurer of the organization; this experience has made her extremely familiar with the requirements of the Memorandum of Understanding Regarding Urban Water Conservation in California (MOU). Ms. Cotton is also a member of the Association of California Water Agencies Water Use Efficiency and Communications Committees. She is an AWWA registered Level 1 Water

Conservation Practitioner and currently serves on the AWWA Water Conservation Certification Committee.

This wide experience has made Ms. Cotton an expert on all aspects of California water management policy and practice. She has participated in numerous high-level efforts regarding water conservation in California, including the CALFED Bay-Delta Program Water Use Efficiency advisory committee and the Department of Water Resources Urban Water Management Plan guidebook advisory committee, and has worked on various pieces of conservation-related legislation. In addition, she has served on numerous CUWCC project advisory committees and participated in the 1997 and 2008 revisions of the MOU.

## **Project Experience**

**2010 Urban Water Management Plan Update, Castaic Lake Water Agency, Santa Clarita, CA.** Project Manager for preparation of the 2010 regional Urban Water Management Plan (UWMP), which is being completed on behalf of CLWA and its four retail purveyors. The water supply analysis includes the SWP, local groundwater, reliability programs, other imported supplies and recycled water. The UWMP also includes an evaluation of the various alternative water management strategies and supplies available to the Valley and based on the evaluation, will recommend water supply strategies.

**2010 Urban Water Management Plan Update, Mojave Water Agency, Apple Valley, CA.** QA/QC. Kennedy/Jenks is currently providing planning services to product Mojave Water Agency's (MWA) 2010 UWMP with particular focus on Best Management Practices (BMPs) and new regulations. A State Water Project contractor, MWA's plan is to be completed in cooperation with numerous retailers from within their service area. This update will also include analysis of the various agencies' water conservation programs status for the purposes of evaluating compliance with AB 1420 and SBX7, in coordination with the local Alliance for Water Awareness and Conservation.

**2010 Urban Water Management Plan Update, Western Municipal Water District, Riverside County, CA.** QA/QC for preparation of the District's 2010 UWMP update, including water supplies, demands, and conservation measures.

**2010 Urban Water Management Plan Update for Improvement District 4, Kern County Water Agency, Bakersfield, CA.** Project Manager for preparation of the 2010 regional UWMP, for the Kern County Water Agency's (KCWA) Improvement District No. 4 (ID4), which represents the urban portion of KCWA's State Water Project wholesale service area. The water supply analysis includes the SWP, local groundwater, reliability programs, other imported supplies and recycled water. In addition to the water supply analyses required by the UWMP Act, this UWMP update will also include analysis of local water conservation program status for the purposes of evaluating compliance with AB 1420 and SBX7.

**2010 Urban Water Management Plan Update, Port Hueneme Water Agency, Port Hueneme, CA.** QA/QC for preparation of the Agency's 2010 UWMP update, which will include 25 years of water supply/demand analysis, new legislative requirements, water supply demand forecasting, Demand Management Measures review and analysis, and contingency planning.

**2010 Urban Water Management Plan Update, City of Port Hueneme, CA.** QA/QC for update of the City's 2010 UWMP. Project included review of the City's existing and future water supplies and demands, water supply reliability, summary of current conservation measures, an evaluation of recommended conservation measures, and an implementation plan.

**2010 Urban Water Management Plan Update, San Bernardino Valley Municipal Water District, San Bernardino, CA.** QA/QC for update of the District's 2010 UWMP with particular focus on Best Management Practices (BMP's) and new regulations. The work will also include coordination with California Department of Water Resources reviews and approvals.

**2010 Urban Water Management Plan, Lake Arrowhead Community Services District, Lake Arrowhead, CA.** Project Manager for production of this retail water purveyor's 2010 UWMP update.

**Water Use Efficiency Master Plan, Western Municipal Water District, Riverside County, CA:** Project Manager. In concert with the growing emphasis on water use efficiency programs, WMWD commissioned the preparation of a Water Use Efficiency Master Plan to comprehensively address the long term use of water resources within their service area by adopting objectives, policies and programs designed to promote innovative emerging technologies and practices, as well as proven and cost-effective conservation measures. Ms. Cotton managed and authored several sections of the Plan, conducted an evaluation of water conservation measures through development of a weighted scoring matrix, and reviewed and assisted in the production of the Master Plan.

**Water Conservation Master Plan, City of Riverside, Riverside County, CA:** Technical Advisor & QA/QC. Recently selected for the preparation of a Water Conservation Master Plan to comprehensively address the long term use of water resources within the City's service area by adopting objectives, policies and programs designed to promote innovative emerging technologies and practices, as well as proven and cost-effective conservation measures.

**Integrated Water Resources Management Plan (IWRMP), Western Municipal Water District, Riverside, CA:** Project Team Member. Preparation of an integrated water resources plan for the Western Municipal Water District and retail agencies within the District (Riverside County). Project involved assistance to, and coordination of, a six member management group and approximately 20 stakeholders. Developed materials for stakeholder education, assisted with identification of water management objectives, and evaluation of projects put forth by stakeholders for consistency with objectives, financial feasibility, and compliance with State mandated requirements.

**Upper Santa Clara Integrated Water Resources Management Plan, County of Los Angeles, CA:** Project manager for the preparation of an integrated water resources plan for the Upper Santa Clara River Region (Los Angeles County). Project involves assistance to, and coordination of, an eight member management group and approximately 30 stakeholders. Develop materials for stakeholder education, assist with identification of water management objectives, and evaluate projects put forth by stakeholders for consistency with objectives, financial feasibility, and compliance with State mandated requirements.

**Hollister Area 2008 Urban Water Management Plan, Sunnyslope County Water District, City of Hollister, San Benito County Water District, CA.** Provided QA/QC for a collaborative Urban Water Management Plan (UWMP) Update by the Sunnyslope County Water District (Sunnyslope), City of Hollister (City), and the San Benito County Water District (District). The latest amendment to the Plan incorporates a water shortage contingency plan, alternative water conservation measures and water reclamation programs.

Ms. Cotton has managed or worked on project teams for a variety of **Integrated Regional Water Management Plans**, including the Tulare Lake Basin portion of Kern County (**Kern County Water**

Agency), **Western Municipal Water District, Vallecitos Water District, Castaic Lake Water Agency** and the upper Santa Clara River watershed. She has also recently worked on teams developing **Water Conservation Programs** for **Western Municipal Water District, Alameda County Zone 7 Water Agency, the Association of California Water Agencies** and various other clients.

Ms. Cotton has also been involved in various water supply planning projects, including water supply reliability program strategic planning, and water resource and water banking program review and analysis, for a variety of agencies, including **Castaic Lake Water Agency, San Geronio Pass Water Agency, Lake Arrowhead Community Services District, Sacramento Groundwater Authority, the City of Ventura** and the **Los Angeles Department of Water and Power**.

### **Experience Prior to Kennedy/Jenks**

**Castaic Lake Water Agency, Water Resources Manager, Santa Clarita, CA.** At the direction of the General Manager, work consisted of managing all aspects of the Agency's water resources projects, specifically dealing with water supply issues at the state and local levels. Prepared, facilitated, reviewed and submitted all water sale/transfer contracts, various agreements, and attendant resolutions to the Agency's Board of Directors and the Department of Water Resources. Prepared all documentation and conducted negotiations for three separate groundwater banking projects. Prepared in-house technical reports and other materials, including overseeing the production of the Agency's Urban Water Management Plan. Served in scientific advising capacity in reviewing all environmental regulatory documentation, particularly in regard to CEQA requirements, including consultant reports and other scientific documents. Served as the Agency's Water Conservation Coordinator; responsible for implementation of water conservation Best Management Practices as contained in the Memorandum of Understanding of the California Urban Water Conservation Council. Responsible for the Agency's public information program and oversee all its aspects. Represented the Agency on various committees, including several State Water Contractors standing committees, the California Urban Water Conservation Council Steering Committee, and the Association of California Water Agencies Communications and Program Committees.

**Castaic Lake Water Agency, Assistant to the General Manager, Santa Clarita, CA.** Worked at the direction of the General Manager, specifically dealing with water supply issues at the state and local levels. Prepared, facilitated, reviewed and submitted water sale/transfer contracts, various agreements, and attendant resolutions to the Agency's Board of Directors. Served in scientific advising capacity in reviewing environmental regulatory documentation, particularly in regard to the CALFED Bay-Delta Program; environmental impact reports; consultant reports and other scientific documents. Served as the Agency's Water Conservation Coordinator; responsible for implementation of water conservation Best Management Practices as contained in the Memorandum of Understanding of the California Urban Water Conservation Council. Responsible for the Agency's public information program. Prepared, compiled, wrote, and edited the Agency's quarterly newsletter and other Agency public information materials. Prepared in-house technical reports and other materials, including the Agency's Urban Water Management Plan. Represented the Agency on various committees, including several State Water Contractors standing committees and the Association of California Water Agencies Communications and Program Committees.

**Kern County Water Agency, Water Resources Planner, Bakersfield, CA.** Attached to the Agency's Water Resources Department, specifically dealing with water supply issues, at both the state and local levels. Prepared, facilitated, reviewed and submitted water sale/transfer contracts, various agreements, and attendant resolutions to the Agency's Board of Directors. Served in scientific advising capacity in reviewing environmental regulatory documentation, particularly in regard to the CALFED Bay-Delta Program; environmental impact reports; consultant reports and other scientific documents. Served as the Agency's Water Conservation Coordinator; assist the Agency's Urban Bakersfield Advisory Committee. Responsible for implementation of water conservation Best Management Practices as contained in the Memorandum of Understanding of the California Urban Water Conservation Council. Also assisted with the Agency's participation in the AB3616 Agricultural Water Management Council. Responsible for majority of the Agency's public information program. Prepared, compiled, wrote, and edited the Agency's monthly newsletter. Prepared and wrote Agency public information materials. Prepared in-house technical reports and other materials including the Agency's Urban Water Management Plan. . Represented the Agency on various committees, including several State Water Contractors standing committees and budget review committee, the California Water Clearinghouse (for CALFED and Bay-Delta issues), the Association of California Water Agencies Communications (vice-chair) and Program Committees, and the Executive Committee of the Water Association of Kern County.