

# Chapter 8

## Demand Management Measures

The goal of the Demand Management Measures (DMM) section in a UWMP is to provide a comprehensive description of the water conservation programs that a supplier has implemented, is currently implementing, and plans to implement in order to meet its urban water use targets.

This section of the CWC was significantly modified in 2014 by Assembly Bill 2067, as recommended by the Independent Technical Panel (ITP). In its report to the Legislature, the ITP recommended that the Urban Water Management Planning Act should be amended to simplify and update the demand management measure reporting requirements. The ITP recommended streamlining the requirements from 14 specific measures to seven more general requirements plus an “other” category.

The DMM chapter of a UWMP provides the opportunity for water suppliers to communicate their efforts to promote conservation and to reduce the demand on the water supply.

This chapter contains the following sections:

- 8.1 Implementation over the Past Five Years
- 8.2 Planned Implementation to Meet Water Use Targets
- 8.3 Demand Management Measures
- 8.4 Members of the California Urban Water Conservation Council

## 8.1 Implementation over the Past Five Years

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*(f) Provide a description of the supplier's water demand management measures. This description shall include all of the following:*

*(1) (A) ... a narrative description that addresses the nature and extent of each water demand management measure implemented over the past five years.*

Suppliers shall provide a narrative addressing the nature and extent of each DMM implemented over the past five years, from 2010 through 2015. Each DMM listed in section 8.3 must be addressed.

**Nature** – Describe the activities of the particular DMM program (e.g. the dollar amount rebated for fixture replacement, the process used to inform customers of a DMM program, or the content of an education program.)

**Extent** – Quantify of the DMM implementation (e.g., the number of toilets rebated, number of large landscape accounts with budgets, or the number of school presentations).

Agencies may choose to include an overview that describes the effectiveness of the implemented DMMs in meeting their 2015 interim water use targets.

For DMMs listed in Section 8.3 that were not implemented, agencies may choose to include a description of the rationale for not implementing the DMMs, such as the agency is focusing all resources on the most effective DMM(s), or a description of the obstacles that prevented implementation, such as funding constraints or the lack of authority.

## 8.2 Planned Implementation to Achieve Water Use Targets

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*(f) Provide a description of the supplier's water demand management measures. This description shall include all of the following:*

*(1) (A) ...The narrative shall describe the water demand management measures that the supplier plans to implement to achieve its water use targets pursuant to Section 10608.20.*

Using the list of DMMs in section 8.3, describe the DMMs that the agency plans to implement in order to achieve its water use targets (as described in CWC 10608.20 and Chapter 4 Baselines and Targets). Consider modifying to singular

Water agencies may choose to include:

- An overview describing the effectiveness of the DMMs in meeting their 2020 water use targets.
- A description of steps necessary to implement planned measures.
- How the DMM is or will be marketed or advertised.
- A description of the methods that will be used to estimate the expected conservation savings for DMMs.

### 8.3 Demand Management Measures

*(B) The narrative pursuant to this paragraph shall include descriptions of the following water demand management measures:*

- (i) Water waste prevention ordinances.*
- (ii) Metering.*
- (iii) Conservation pricing.*
- (iv) Public education and outreach.*
- (v) Programs to assess and manage distribution system real loss.*
- (vi) Water conservation program coordination and staffing support.*
- (vii) Other demand management measures that have a significant impact on water use as measured in gallons per capita per day, including innovative measures, if implemented.*

Describe the efforts of the water agency, both over the previous 5 years, and planned efforts to meet water use targets in regard to each of the following DMM categories.

#### 8.3.1 Water waste prevention ordinances

A water waste prevention ordinance is in place at all times and is not dependent upon a water shortage for implementation.

**Is something in municipal water code the same as an ordinance?**

**Does IOU have authority for an ordinance? Is there another equivalent mechanism for them?**

Such an ordinance should explicitly state that the waste of water is prohibited and may prohibit specific actions that waste water, such as excessive runoff from landscape irrigation, or use of a hose outdoors without a shut off nozzle and

If the water agency has a water waste prevention ordinance in place, or another equivalent mechanism, it should be included in the UWMP.

#### 8.3.2 Metering

An agency that is fully metered should state that fact in the UWMP.

If an agency is not yet fully metered (the CWC requires full metering by 2025), they should discuss their plans for becoming fully metered.

Agencies are encouraged to include a discussion of their programs for meter replacement and/or calibration.

Agencies may choose to include a discussion of any significant sub-metering programs, especially landscape irrigation sub-metering, that they have implemented or plan to implement.

Agencies should also include discussion of any innovative metering programs, such as Advanced Metering Infrastructure (AMI), that they employ within their district.

### **8.3.3 Conservation pricing**

In this section, describe the conservation pricing structure that is used by the water agency (if any). A conservation pricing structure is always in place and is not dependent upon a water shortage for implementation. Water shortage or drought rate structures are covered in Chapter 6 Water Shortage Contingency Plans.

Conservation pricing sends a signal to customers regarding their water use. A common example of conservation pricing is a tiered rate structure, where low water use is priced in a low priced tier, and higher water used use is in progressively higher priced tiers. Another example is the use of water budgets, wherein each customer is given a water budget and if that budget is exceeded, they must pay a penalty or pay a higher water rate for excessive use.

If needed, a summary of the water rate structure may be provided in this section and the details may be included as an appendix.

### **8.3.4 Public education and outreach**

Describe the public education and outreach efforts by the water agency.

This may include:

- Offering water audits to customers (residential or CII),
- Marketing of rebates and give-aways,
- Communicating water use via water bills (e.g., increased frequency of billing, an easy to understand bill format, or bills that rate a customer's water use),
- School programs,
- Fairs and public events,
- Newsletters,
- Website or online tools,
- Newspaper articles
- Other activities not listed here

### **8.3.5 Programs to assess and manage distribution system real loss**

Describe the agency's programs to detect and repair distribution system leaks. A mention of the measured losses reported in Chapter 3 may also be included here.

An agency may also choose to include a description of routine and planned system maintenance to prevent losses.

### **8.3.6 Water conservation program coordination and staffing support**

Describe the activities of the water conservation program and staff duties, if any. The description may include the name and contact information of the water conservation coordinator(s), the number of staff in the program and how the program is funded.

### **8.3.7 Other demand management measures**

This category provides agencies the ability to report new and innovative approaches to demand management that do not belong to any of the categories above.

## **8.4 Members of the California Urban Water Conservation Council**

*CWC 10631 (i) For purposes of this part, urban water suppliers that are members of the California Urban Water Conservation Council shall be deemed in compliance with the requirements of subdivision (f) by complying with all the provisions of the "Memorandum of Understanding Regarding Urban Water Conservation in California," dated December 10, 2008, as it may be amended, and by submitting the annual reports required by Section 6.2 of that memorandum.*

CUWCC members have the option of submitting their **2009–2010 BMP** annual reports in lieu of describing the DMMs in their UWMP if the supplier is in **full compliance** with the CUWCC's Memorandum of Understanding Regarding Urban Water Conservation in California (the CUWCC MOU). The submitted reports must include documentation from the CUWCC that supplier is in full compliance with the MOU.