Agenda
Public Meeting

California Water Service Company
Visalia District

Urban Water Management Plan & Conservation Master Plan

May 24, 2011
5:00 to 7:00 pm

- Purpose of this Meeting
- Introduction of California Water Service Company Staff
- Presentation of the Urban Water Management Plan
- Presentation of the Conservation Master Plan
- Public Comments & Questions

Where to send comments - comments in writing will be accepted through June 15, 2011

Urban Water Management Plan to:

Thomas A. Salzano, Water Resource Planning Supervisor
California Water Service Company
1720 North First Street
San Jose, CA 95112-4598
tsalzano@calwater.com

Conservation Master Plan to:

Kenneth G. Jenkins, Conservation Manager
California Water Service Company
2632 West 237th Street
Torrance, CA 90505
Or by email at kjenkins@calwater.com

Visalia District 2010 UWMP and SBx7-7 Target Method Joint Public Meeting

Name	Organization/Affiliation	Email Address	Telephone Number (optional)
Betty Oswald	Self.	bettyoswald@sbcglobal.net	713-1430
Kim Loeb	City of Visalia	krloeb@ci.visalia.ca.us	713-4530
ANDREW BENELLI	COV	abenelli@ci.visalia.ca.us	713.4340
Tom Salzano	CWS		
Dana Jacobson	"		
Sue Cordone	"		
Ken Jenkins	"		
Phil Mirwald	"		
Mike Markarian	"		
Mike Morten	"		
Tom Brassfield	"		
Sedelia Sanchez	"		

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www.VisaliaTimesDelta.com
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NOTICE OF INTENT TO ADOPT AN URBAN WATER MANAGEMENT PLAN AND HOLD A PUBLIC MEETING TO RECEIVE COMMENTS ON THE PROPOSED PLAN

CALIFORNIA WATER SERVICE COMPANY VISALIA DISTRICT

California Water Code, Part 2.6 Chapters 1 through 4 (Sections 10610 through 10656), are known and may be cited as the "Urban Water Management Planning Act."

These California Water Code sections require all urban water suppliers that provide water for municipal purposes either directly or indirectly to more than 3,000 customers or supply more than 3,000 acre-feet of water annually to prepare an Urban Water Management Plan as outlined and identified in those sections. This requirement applies to public and privately owned water utilities.

The plan must describe and evaluate sources of supply, reasonable and practical efficient uses, reclamation, and demand management activities. The components of the plan may vary according to an individual community or area's characteristics and its capabilities to efficiently use and conserve water. The plan must address measures for residential, commercial, governmental, and industrial water demand management.

The act requires urban water suppliers to update their Urban Water Management Plans at least once every five years, and to file updated plans with the Department of Water Resources, the California State Library, and any city or county served by the supplier no later than 30 days after adoption.

California Water Service Company (Cal Water) is an investor-owned public utility providing water service throughout California. In addition, Cal Water is regulated by the California Public Utilities Commission (CPUC).

One of Cal Water's service areas is the Visalia District, which is located in Tulare County. The Visalia District serves the City of Visalia and segments of unincorporated Tulare County including the community of Goshen.

As a defined urban water supplier, Cal Water is preparing an update to its Urban Water Management Plan that will address the water service conditions in the Visalia District. It is Cal Water's intent to adopt that plan and file that plan as required with the Department of Water Resources,

the California State Library, and any city or county within which Cal Water provides service.

A key focus of this UWMP update is the conservation requirement set forth in Senate Bill 7 (SBx7-7) as passed in November 2009. SBx7-7 mandates a statewide 20% reduction in per capita urban water use by 2020. In order to quantify the objectives and identify the means of achieving this mandated demand reduction, Cal Water has prepared a Conservation Master Plan.

Cal Water is in the process of expanding current conservation programs and developing new programs for its 24 districts. Over the next five years, Cal Water conservation program expenditures are likely to increase, due in large measure to recently adopted state policies requiring future reductions in per capita urban water use. These state policies include SBx7-7, as well as recent decisions by the California Public Utilities Commission (CPUC) directing Class A and B water utilities to adopt conservation programs and rate structures designed to achieve reductions in per capita water use, as well as the Memorandum of Understanding Regarding Urban Water Conservation in California (MOU), of which Cal Water has been a signatory since 1991.

The Conservation Master Plan for the Visalia District will be presented to the Cities, Counties and public served by Cal Water's Visalia District in conjunction with the UWMP.

Schedule of upcoming actions:

On April 1, 2011, a copy of the Proposed Urban Water Management Plan and the Conservation Master Plan were made available for review during normal business hours at the Visalia District Customer Service Center, located at 216 North Valley Oaks Drive, Visalia CA 93292-6717.

It is preferred that prior arrangements be made with the district's management for viewing the Proposed Urban Water Management Plan and/or the Conservation Master Plan. These arrangements can be made by calling (559) 624-1600.

As an alternative to reviewing the Proposed Urban Water Management Plan in Cal Water's Visalia District Customer Service Center, Cal Water has placed an electronic copy of the Proposed Urban Water Management Plan on an FTP site, where the plan may be reviewed and/or downloaded.
The site can be accessed at http://calwater.ftptoday.com ;
The user name is **cwsftp31** and the password is **K3yb0ard.**

The UWMP will be available at this FTP site from April 1, 2011 through June 15, 2011.

If there are issues with accessing the electronic copy, you may contact Michael Bolzowski at the

company's headquarters at 1720 North First Street, San Jose, California 95112-4598, by calling (408) 367-8200, or by email at mbolzowski@calwater.com.

A Public Meeting to receive comments on the Proposed Urban Water Management Plan and the Conservation Master Plan will be held on May 24, 2011, from 5:00 p.m. to 7:00 in the Visalia District Customer Service Center Conference Room, located at 216 North Valley Oaks Drive, Visalia CA 93292. A presentation on the UWMP and the Conservation Master Plan will begin at 5:30 p.m., with comments being received immediately after.

If you are unable to attend the scheduled public meeting but want to provide comments regarding the proposed UWMP, you may send your comments in writing via mail or email to:

Thomas A. Salzano, Water Resource Planning Supervisor
California Water Service Company
1720 North First Street
San Jose, CA 95112-4598
tsalzano@calwater.com

Cal Water will receive comments on the proposed UWMP and the Conservation Master Plan from April 1, 2011 through June 15, 2011.

Comments regarding the Conservation Master Plan for Visalia should be sent to:

Kenneth G. Jenkins, Conservation Manager
California Water Service Company
2632 West 237th Street
Torrance, CA 90505
kjenkins@calwater.com
Pub: April 26, May 3, 2011 #179634

Product Information	Placement/Classification		Start Date	# Inserts
Visalia Times-Delta::	Legals	9060-Public Notices	4/26/2011, 5	2
Online-VTD/TAR::	Legals	9060-Public Notices	4/26/2011, 5	2