

CHAPTER SEVEN – WATER DEMAND MANAGEMENT MEASURES

LAW

10631 (f) Provide a description of the supplier's water demand management measures. This description shall include all of the following:

- (1) A description of each water demand management measure that is currently being implemented, or scheduled for implementation, including the steps necessary to implement any proposed measures, including, but not limited to, all of the following...*
 - (a) Water survey programs for single-family residential and multi-family residential customers.*
 - (b) Residential plumbing retrofit.*
 - (c) System water audits, leak detection, and repair.*
 - (d) Metering with commodity rates for all new connections and retrofit of existing connections.*
 - (e) Large landscape conservation programs and incentives.*
 - (f) High-efficiency washing machine rebate programs.*
 - (g) Public information programs.*
 - (h) School education programs.*
 - (i) Conservation programs for commercial, industrial, and institutional accounts.*
 - (j) Wholesale agency programs.*
 - (k) Conservation pricing.*
 - (l) Water conservation coordinator.*
 - (m) Water waste prohibitions.*
 - (n) Residential ultra-low-flush toilet replacement programs.*

In 1991, a Memorandum of Understanding (MOU) regarding Urban Water Conservation in California formed the California Urban Water Conservation Council (CUWCC). The City is not currently a signatory of the MOU and is therefore not a member of CUWCC.

However, the City realizes the importance of Best Management Practices (BMPs) to ensure a reliable future water supply. The City is committed to implementing water conservation and water recycling programs to maximize sustainability in meeting future water needs for its customers.

The California Department of Water Resources (DWR) has termed such BMPs as Demand Management Measures (DMMs). Accordingly, this chapter will refer to them as DMMs. [Checklist #26-29, §§10631(f)(1),(3),(4),&(g)]

7.1 DMM 1 – Water Survey Programs for Single-Family Residential and Multi-Family Residential Customers

This program consists of offering water audits to residential customers. Audit components include reviewing water usage history with the customer, identifying leaks inside and outside, and recommending improvements.

It is recommended that the City initiate a program offering such audits and residential landscape audits. The City should target the largest one to five percent of single-family residential users in 2012 and 2013. A similar program for multi-family residential users will be developed in future years (2014 and 2015). Water bills would be reviewed before and after the audit is conducted to evaluate program effectiveness.

7.2 DMM 2 – Residential Plumbing Retrofit

This program consists of installing physical devices to reduce the amount of water used or to limit the amount of water, which can be served to the customer. In accordance with State Law, low flow fixtures have been required on all new construction since 1978. In addition, State legislation enacted in 1990 requires all new buildings after January 1, 1992 to install Ultra-Low Flush Toilets (ULFT).

Several studies suggest that savings resulting from miscellaneous interior retrofit fixtures can range between 25 and 65 gpd per housing unit. The studies also suggest that installation of retrofit fixtures in older single-family homes tends to produce more savings, while newer multi-family homes tend to produce fewer savings per housing unit.

Beginning in 2013 the City could undertake, in its role as a Redevelopment Agency, a City-subsidized program for residential plumbing retrofits in existing dwelling units. An annual assessment of the short-term and long-term savings from the program should be made.

7.3 DMM 3 – System Water Audits, Leak Detection, and Repair

The City's standard operations and procedures already include provisions for monitoring and maintaining the water system for leaks and other repair needs. These practices have been established prior to the 1970's. These practices include weekly inspections of the system's water well operations and observations of differences in the amounts water extracted and delivered. The effectiveness of this program is based on the comparison of water usage observations.

7.4 DMM 4 – Metering with Commodity Rates for all New Connections

This DMM recommends water meters for all new construction and billing by volume of use. This ensures all new construction will match all existing City connections that are already currently metered. Annually evaluate water production/pressure measurements to assess if any meters need further operational evaluation.

7.5 DMM 5 – Large Landscape Conservation Programs and Incentives

The City adopted the 2010 Water Efficient Landscape Ordinance in accordance with Assembly Bill 325: The Water Conservation in Landscaping Act. This ordinance limits the amount of turf in landscaping, require plant groupings according to water needs, and provide some flexibility to the landscape designer while promoting landscape efficiency. The Parks Superintendent reviews all commercial landscaping plans for compliance prior to permits being issued. The City assists with setting irrigation controller clocks for water efficiency landscape watering.

To ensure that the intent of such regulations is carried out, the applicant for a building permit is required to submit landscape plans for review to the City.

After the approved landscape is installed, it is the responsibility of the Building Department to inspect the project to confirm that the landscaping for the project was installed in accordance with the approved plans. The landscape designer certifies that the project is in compliance with these regulations by signing and submitting a completed certificate of compliance. The Building Department could authorize the deferral of landscape completion for good and valid reasons, subject to the posting of appropriate security with the City.

The City covers xeriscape landscaping within Section 8.3 of the Water Conservation Chapter of the City of Exeter Water System Master Plan. Furthermore, a list of xeriscape plants is provided in Attachment O of the City's Water System Master Plan.

7.6 DMM 6 – High-Efficiency Washing Machine Rebate Program

Rebates sponsored by the private utilities which serve the City is available to City residents who purchase a high-efficiency washing machine. An efficient washing machine can save the user up to \$650 in energy and water costs over the life of the machine. To qualify, the unit must be installed with a water-heating source using natural gas distributed by Southern California Gas Company or electricity distributed by Southern California Edison. Follow the online rebate request instructions.

7.7 DMM 7 – Public Information Programs

This program consists of distributing information to the public through a variety of methods including brochures, school presentations, and web sites. The City will consider in 2012 the modification of its billing program to show previous year's water usage, and to continue that program thereafter. An average water usage per residential property can be used to assess program effectiveness.

7.8 DMM 8 – School Education Program

This DMM recommends water suppliers to implement a school education program that includes providing educational materials and instructional assistance. This could include the distribution of free publications provided by the California Department of Water Resources (DWR) and American Water Works Association (AWWA). These handouts would meet state education framework requirements. Follow-up questionnaires to teachers would assist in evaluation of program effectiveness in 2014.

7.9 DMM 9 – Conservation Programs for Commercial, Industrial, and Institutional Accounts

The City does not currently have a conservation program for commercial, industrial and institutional accounts. These accounts are currently metered and charged in accordance with the quantity of used water on an increasing rate basis for increased water usage. The City will consider, beginning in 2014, undertaking surveys and follow-up measures for its major industrial accounts and the public school system. Metered usage comparisons will provide an evaluation of program effectiveness.

7.10 DMM 10 – Wholesale Agency Programs

This DMM applies to wholesale agencies and defines a wholesaler's role in terms of financial, technical, and programmatic assistance to its retail agencies in implementing DMMs. The City is not a water wholesaler.

7.11 DMM 11 – Conservation Pricing

There are no seasonal rates; the present rate structure is an increasing rate structure that currently bills based on the volume of metered use.

Fee schedules for Exeter and other communities are included in Appendix K. Water meters are read every month, and consumers are billed monthly.

7.12 DMM 12 – Water Conservation Coordinator

The Director of Public Works is the water conservation coordinator for the City. The conservation coordinator is responsible for coordinating and expanding the City's water conservation program and providing residents with useful water conservation information.

7.13 DMM 13 – Water Waste Prohibitions

The City will develop an ordinance to prohibit and minimize water waste. This will focus on conservation efforts, water softener use, and scheduling of appropriate lawn watering times. This will be fully developed in 2013-2014. Evaluating overall City water usage or user survey will be used to determine the programs effectiveness.

7.14 DMM 14 – Residential Ultra-Low-Flush Toilet Replacement Programs

State legislation requires the installation of efficient plumbing in new construction, and effective in 1994 required that only ULFT be sold in California. Homes constructed since 1994 in the City have ULFT. The Building Department also requires that residential remodeling be accompanied by retrofitting with low-flow fixtures. The building department will begin to keep track of all relevant data for program effectiveness evaluation.