

# **Proposition 50 Proposal Section B**

## **Water-wise Zone**

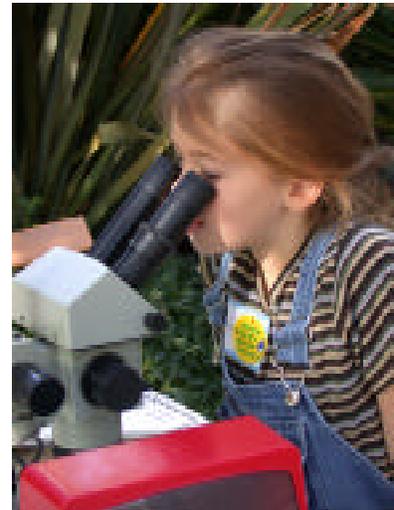
Western Municipal Water District  
January 2005



# Water-wise Zone Proposal

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# Water-wise Zone Proposal

## 1. Cover Letter



John V. Rossi  
General Manager

S.R. Al Lopez  
President

Kevin D. Jeffries  
Vice President

Elizabeth L. Cunnison  
Secretary/Treasurer

Wayne H. Holcomb  
Director

Donald D. Galleano  
Director

January 10, 2005

Ms. Debra Gonzalez  
Office of Water Use Efficiency  
1416 Ninth Street, Room 338  
Sacramento, California 95814

**SUBJECT: WATER USE EFFICIENCY PROPOSAL – WATER-WISE ZONE**

Dear Ms. Gonzalez:

Western Municipal Water District, founded in 1954, is a non-profit public agency that provides water supply, wastewater disposal and water resource management to a population of more than 600,000 people within 510 square miles of western Riverside County. Western's past pursuits and future mission in the arena of water education and water use efficiency mesh with the goals of the California-Bay Delta Program. Western has a long history of fostering water supply education in today's business leaders and water consumers as well as tomorrow's leaders and public policy makers.

Western's history is steeped in promoting efficient water use. In the mid-1980s, Western's Board of Directors had the foresight to commence a revolutionary water conservation education project – a water conservation demonstration garden. Constructing a place where the public can experience the limitless palette of water-wise plant materials and learn the basic principles of resource efficient landscaping was truly a community project. With the support of the local Master Gardener program and the University of California, Riverside; the volunteer labor forces of the Department of Forestry and local scout troops; as well as donations from the landscape industry, Western's water conservation garden, *Landscapes Southern California Style<sup>SM</sup>*, opened its gates in June of 1989.

For over fifteen years, Western has grown a regional resource and had enormous success communicating the principles of water-wise landscaping. In early 2003, with the approach of a District milestone in 2004 – 50 years of quality service – Western sought a medium to increase public awareness of the larger water picture. Under the direction of the Public Relations Special Committee of the Board, Western's Public Affairs team formulated a plan to build on the firm foundation of *Landscapes Southern California Style<sup>SM</sup>*. The vision was to incorporate various interactive messages on environmental stewardship, supply reliability and water quality; TDS, salinity and desalination; and end user demand management and run-off protection through technological advancement into the already rich landscape

of interpretive signage. Western titled this endeavor the Water-wise Zone. Completion of the project will transform the water efficient garden into a water conservation education center.

Leveraging Western's creative talents with \$20,000 in grant funds from the Metropolitan Water District of Southern California and \$15,000 from the United States Bureau of Reclamation as well as small contributions of the local IRIS society and garden clubs, Phase 1 of the Water-wise Zone – The Recycled Water Pavilion – has already been completed. Western looks forward to partnering with many businesses and agencies in making California residents more water aware. Western has already received an additional commitment of \$25,000 from the Water for the West Foundation and \$10,000 from the Metropolitan Water District for the next phase of the project. Through the attached Proposition 50 Proposal, Western seeks additional support in an amount of \$81,303. In addition to furthering the Water-wise Zone to educate project visitors, the text and graphics from the local project would be packaged so that other agencies would be able to reproduce the materials for use in displays throughout the State.

Western Municipal Water District is grateful for the opportunity to submit a grant application under Proposition 50. To paint a clear picture of the project, Western's Public Affairs team has endeavored to condense the water education center's fifteen years of public interaction and education into this brief submission. I'd like to extend an offer of invitation to you to visit the unique place called *Landscapes Southern California Style<sup>SM</sup>*. I'd be happy to arrange a guided tour of the center.

Thanks again for considering the partnership potentials of Western Municipal Water District's Water-wise Zone.

Sincerely,

A handwritten signature in black ink, appearing to read 'John V. Rossi', with a horizontal line extending to the right.

JOHN V. ROSSI  
General Manager



# Water-wise Zone Proposal

## 2. Project Information Form [Section B-15a]

# 2004 Water Use Efficiency Proposal Solicitation Package

## APPENDIX A: Project Information Form

Applying for:

Urban

Agricultural

1. (Section A) **Urban or Agricultural Water Use Efficiency Implementation Project**

(a) implementation of Urban Best Management Practice, # \_\_\_\_\_

(b) implementation of Agricultural Efficient Water Management Practice, # \_\_\_\_\_

(c) implementation of other projects to meet California Bay-Delta Program objectives, Targeted Benefit # or Quantifiable Objective #, if applicable  
\_\_\_\_\_

(d) Specify other: \_\_\_\_\_

2. (Section B) **Urban or Agricultural Research and Development; Feasibility Studies, Pilot, or Demonstration Projects; Training, Education or Public Information; Technical Assistance**

(e) research and development, feasibility studies, pilot, or demonstration projects

(f) training, education or public information programs with statewide application

(g) technical assistance

(h) other

3. Principal applicant  
(Organization or affiliation):

\_\_\_\_\_

4. Project Title:

5. Person authorized to sign and submit proposal and contract:

Name, title

Mailing address

Telephone \_\_\_\_\_

Fax.

E-mail



12. Duration of project (month/year to month/year):

13. State Assembly District where the project is to be conducted:

14. State Senate District where the project is to be conducted:

15. Congressional district(s) where the project is to be conducted:

16. County where the project is to be conducted:

17. Location of project (longitude and latitude)

18. How many service connections in your service area (urban)?

19. How many acre-feet of water per year does your agency serve?

20. Type of applicant (select one):

- (a) City
- (b) County
- (c) City and County
- (d) Joint Powers Authority
- (e) Public Water District
- (f) Tribe
- (g) Non Profit Organization
- (h) University, College
- (i) State Agency
- (j) Federal Agency
- (k) Other
  - (i) Investor-Owned Utility
  - (ii) Incorporated Mutual Water Co.
  - (iii) Specify \_\_\_\_\_

21. Is applicant a disadvantaged community? If 'yes' include annual median household income.

- (a) yes, \_\_\_\_\_ median household income
- (b) no

(Provide supporting documentation.)



# Water-wise Zone Proposal

3. Signature Page  
[Section B-15b]

**2004 Water Use Efficiency Proposal Solicitation Package**  
**APPENDIX B: Signature Page**

By signing below, the official declares the following:

The truthfulness of all representations in the proposal;

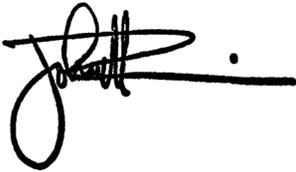
The individual signing the form has the legal authority to submit the proposal on behalf of the applicant;

There is no pending litigation that may impact the financial condition of the applicant or its ability to complete the proposed project;

The individual signing the form read and understood the conflict of interest and confidentiality section and waives any and all rights to privacy and confidentiality of the proposal on behalf of the applicant;

The applicant will comply with all terms and conditions identified in this PSP if selected for funding; and

The applicant has legal authority to enter into a contract with the State.

A handwritten signature in black ink, consisting of a large, stylized initial 'J' followed by a horizontal line and a small dot.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Name and title

\_\_\_\_\_  
Date



# Water-wise Zone Proposal

## 4. Statement of Work [Section B-15c through B-15e]

Section c: Relevance & Importance  
Section d: Technical Merit, Feasibility  
Section e: Monitoring & Assessment  
Statewide Strategy

## Section c: Relevance & Importance

Water conservation is a critical element in the resource management responsibilities central to the mission of Western Municipal Water District. The garden, which was created in 1989 and has been funded and maintained by Western, is not only the pre-eminent water conservation garden in Southern California, it's also host to a variety of water education and conservation workshops, seminars and tours, all offered at no cost. Upwards of 10,000 people visit the garden each year.

*Landscapes Southern California Style<sup>SM</sup>* is the foundation for Western's expansion of the water topic. The *Water-wise Zone*, which is being created in phases, will be used as an educational tool for the community. Among the many current visitors to the garden are students who will be offered a greater understanding of water conservation as a result of the new informational stations. Children enrolled in-home schools and Boy and Girl Scouts also visit with hundreds earning Western's water-minded H<sub>2</sub>O Explorer badge.



The garden plays host to popular events such as our seminar series geared for homeowners, annual plant sales and tours. Additionally, regional water districts, such as Orange County Water District, bring Southern California community, business and government leaders on regular tours of the garden.

The Inland Empire, which is the location of Western and its envisioned *Water-wise Zone*, is experiencing major population growth. The Western Riverside Council of

Governments recently projected that long-term growth forecasts an additional 1,700,000 people will move to the Inland Empire within the next 20 years.

The transformation of the garden to a *Water-wise Zone*, imparting a better understanding of water, is of utmost importance.

The *Water-wise Zone* will be a place where visitors can soak up the overall water picture of the state and region, where they get their water from and what they can do to conserve.

## Section d: Technical Merit, Feasibility

### Completed First Phase - Recycled H<sub>2</sub>O Zone

The Recycled H<sub>2</sub>O Zone, designed and completed by Western's public affairs team through funding partnerships with the Metropolitan Water District and the U.S. Bureau of Reclamation and unveiled in the Spring of 2004, introduces visitors to the world of water re-use. The Recycled H<sub>2</sub>O Zone heralds the future – it helps the public to understand and embrace the necessity of carefully using and re-using water.

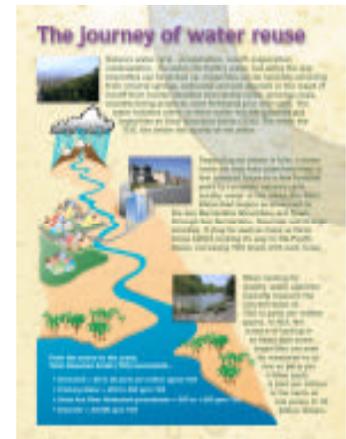
Even before a visitor steps into the octagonal walls of the educational pavilion, the exterior conveys a clear message of water-savings by design: the structure's sunny southern exposure is used for displaying heat and drought-resistant plants that can withstand full summer sun; conversely, the northern exterior walls of the pavilion provides a shady backdrop for less hardy foliage capable of surviving with less water as long as they are sheltered from heat and light.

The real intrigue of the Recycled H<sub>2</sub>O Zone lies within. A large, horizontal display greets visitors in the entryway with a greeting from Western's major funding partners: U.S. Bureau of Reclamation and the Metropolitan Water District's Community Partnering Program. These partners know that by educating water users about recycling water, Western is managing local water resources more efficiently, thus decreasing dependence upon imported supplies.



Upon entering the pavilion, the colorful tile floor mural is the most

immediately impressive feature, depicting the water cycle to help visitors to visualize how we can adapt nature's water recycling methods to improve the quality and quantity of local water. The artwork was created in-house by Son Bui of Western and then hand-painted and fired by Betty Wells-Pino, a locally renown porcelain art instructor. Easy to understand and visually compelling displays on the walls explain how water agencies use technology - such as desalting and wastewater treatment - to accelerate the hydrological cycle in order to improve water quality and reuse.



## The Next Phase - The H<sub>2</sub>O Info Zone - and beyond

Having recently received a total of \$35,000 in funding, Phase 2, The H<sub>2</sub>O Info Zone, is currently in the planning and design stage. In keeping with the "Zone" theme, the H<sub>2</sub>O Info Zone will draw the eyes and interest of garden visitors providing them with excellent in-depth information on water supply issues, statewide delivery challenges, and regional resource management. The envisioned Info Zone will not only provide visitors with excellent, and needed, water knowledge, it will offer the opportunity for taking that information home. The H<sub>2</sub>O Info Zone will be created with visually interesting and interactive panels, and will be a feature spot for a variety of water-related activities, brochures and resources. The participating partners, Water

for the West and Metropolitan Water District, will be appropriately and attractively acknowledged.

Full completion of the envisioned Water-wise Zone project requires additional funding of \$81,303. These funds will allow the Western team to dive deeper into water issues and develop interactive centers to educate the public about water supply and quality; environmental issues; groundwater contamination and cleanup; water law and rights; residential and commercial water use efficiencies; urban water runoff prevention; ocean-water desalination and many other water topics. With the aid of the addition funding, the full Water-wise Zone plan includes incorporating an overlying school-aged educational opportunity - The Little Drops Zone - presenting these water topics to the younger audience through water activities.

Western's public affairs team is currently in the process of writing text and developing educational graphic for the next phase of the Water-wise Zone for which Western has received grant funds. The timeline for this phase includes three month of design followed by three months of manufacturing and the subsequent installation of various components of the project. The next phase will be unveiled in the fall of 2005. If Western were to receive Proposition 50 funding the timeline would be similar except that the number of interactive and kid friendly details would slightly lengthen the time line to approximately one year. According to the timeline in the 2004 Prop 50 PSP, contracts will be executed in December 2005. If this timeline holds, Western would work through the design details beginning in January 2006. Construction upgrades (electrical) to the existing demonstration center would begin in spring of 2006 followed by manufacture of the displays and installation within 2006.

## Section e: Monitoring & Assessment

Western conducts regular surveys of event participants as well as visitors to the water conservation center assessing the public's baseline knowledge of water issues; the effectiveness of our communication and outreach vehicles; the number of people in the audience reached; the value of our programs and resources; and overall acceptance of water-wise landscaping and general conservation. The surveys will be modified to reflect the new



educational components of the center in an effort to assess the effectiveness of the message presented. As is required in the 2004 Prop 50 PSP, Western will submit an electronic quarterly analysis of responses along with digital copies of the surveys conducted.

### **Statewide Implementation Strategy**

Western's long-term success in educating the public about the value of water-wise landscaping has not gone unnoticed by the California water community. The recent proliferation of "water-efficient" or "drought-tolerant" gardens throughout California and the west are a testament to their local value. The volume of calls fielded by Western's staff from landscape designers and water agency and city representatives to discuss initial start-up strategies and cost as well as long-term programmatic lessons learned provides clear evidence that many local communities wish they had a local landscape water conservation resource to call their own.

All signage and printed resource materials, resulting from the receipt of Proposition 50 grant funds, and select materials produced and paid for by Western Municipal Water District, will be made available to any entity that is/was eligible to receive funding through the 2004 Water Use Efficiency Proposal process. Western will make these materials available via digital means for reproduction, at the expense of the requesting entity, and use in public education projects that benefit the people of California, for example, reproduction for use in the lobby of a public library, water agency or other appropriate and publicly accessible building. Sharing professional quality materials with other public interests will result in a collective cost savings that will ultimately benefit the California taxpayers.



# Water-wise Zone Proposal

5. Qualifications of the  
Applicants & Cooperators  
[Section B-15f]

# Qualifications

Melodie D. Johnson, Public Information Officer, has been employed by Western Municipal Water District since 1990 and has more than 20 years of extensive experience in the communication field in both the public and private sectors, including sole proprietorship of a communication services company and with TRW Inc. Johnson leads the strategic communication planning efforts and programs at Western Municipal Water District in order to meet the goals of the business. She is responsible for managing the District's communication, media relations, conservation, governmental affairs and public outreach efforts. She has received numerous awards for her communication work and was selected by TRW for the YWCA Women in Achievement Award. Johnson attended the University of Utah in Salt Lake City.

Timothy T. Barr, Communication Specialist, has been employed full-time by Western Municipal Water District since 1991. Prior to 1991, he worked for two years as a college intern supporting Western's school education program and water conservation garden, *Landscapes Southern California Style<sup>SM</sup>*. Barr has spent the last 13 years refining Western's landscape water conservation message. He is responsible for ensuring that the water-wise landscape principles demonstrated in the water conservation center are applied at the District's 21 landscaped offices, reservoir sites and booster stations. Barr is also responsible for Western's residential, commercial and landscape conservation programs administering hundreds of thousands of dollars annual in water conservation incentives. He received his BS in Business Administration from the University of California, Riverside, and is certified by the American Water Works Association as a Water Conservation Practitioner. Additionally, Barr completed coursework at the Designer/Manager School of Irrigation at Cal Poly San Luis Obispo's Irrigation Training & Research Center.

Michele McKinney Underwood, Communication Specialist, has been employed by Western Municipal Water District since 2001. She is responsible for Western's public and customer communications. McKinney Underwood has worked in the public affairs arena for nearly 15 years. Prior to joining Western, she managed The Press-Enterprise newspaper's education program as well as working in their Marketing Department for several years. Michele holds a BA in Communication from the California State University, San Bernardino and an associate degree in journalism. Additionally, McKinney Underwood has been involved with a variety of organizations from the Riverside County Literacy Network to the YWCA's Women of Achievement Committee, and the Public Relations Society of America (PRSA) Inland Empire Chapter to California Newspaper In Education. She has also earned several honors for her work and involvement such as the California Reading Association's Dedicated Service award and the Chapter Excellence distinction for PRSA.

Son Bui, Graphic Artist, has been employed by Western Municipal Water District since 2001. Bui, proficient in numerous computer graphic applications on both the Macintosh and Windows platform, is responsible for generating illustrated and/or manipulating photographic images to enhance Western's messages in print and electronic formats. He studied animation at Joe Kubert's School of Cartoon and Graphic Arts in Dover, New Jersey and Fine Arts at Cerritos College in California. Before joining Western, he was employed from by VTechSoft, Incorporated, a children's software company, where he designed and developing artwork for software packaging, administered the company information technology systems and maintained the company web site. Prior to VTechSoft, Bui was a lead animator, storyboard artist and background illustrator for Running Ink Animation Productions.



# Water-wise Zone Proposal

6. Outreach, Community  
Involvement & Acceptance  
[Section B-15g]

# Community Involvement

Western has a long history of community involvement. Bringing the garden to bloom required a combination of support from the Master Gardeners and the University of California, Riverside; labor from the California Department of Forestry; donations from the landscape industry; and the leadership and resources of Western. To date, more than 175,000 people have walked the trails, viewed the beauty, gleaned the water-wise information and stopped to smell the flowers in this unique, one-acre, water conservation education garden.

Western regularly plays host to community interests. The Riverside County Waste Management Department and the Master Composters hold regular public seminars in the garden. The California Association of Nurserypersons and the Inland Regional Iris Society conduct their annual plant sales in Western water conservation center. The Riverside Chamber of Commerce and the City of Moreno Valley Leadership Group have held group meetings in the center. Western offered 11 water-wise seminars last year free-of-charge to the public. Orange Coast Community College of Orange County brings students over 40 miles to the center regularly to study water efficient plant materials. Western's water education program promotes and pays for elementary school field trips to the center. The H2O Explorer badge program encourages Girl and Boy Scouts to learn more about water and earn a merit badge for their efforts. Western's water conservation center is truly a community resource.



# Water-wise Zone Proposal

## 6. Innovation [Section B-15h]

# Innovation

Western Municipal Water District has always had an innovative approach to water use education. Western also understands the need to grow and evolve its public information projects reflecting the changing needs of the community it serves and the issues of the time.

Western's Board of Directors and staff team are proud to say that more than 15 years ago Western had the foresight to bring the concept of a water-wise garden to Southern California. Six years later, in response to visitor surveys and staff observations, the project was further refined to enhance the visitor's experience with the introduction of thematic niche gardens reflecting the different landscape style appreciations of visitors. Most recently in 2003, Western again demonstrated an innovative boldness to expand the educational experience of its now well-known demonstration garden to a full-grown water education center.

The center's mature foundation of climate-appropriate plantings and established landscape water conservation message coupled with Western's solid rooting in the Southern California community make the center an ideal location for the dissemination of information regarding the water issues that effect the state as a whole.

In the current era of the do-it-yourself credo and "extreme" home improvement, homeowners are drawn to Western Municipal Water District's water conservation garden by their desire to gather information. Capitalizing on this moment in time, providing pertinent water information to this captive audience in a pleasing non-invasive manor is truly innovative.



# Water-wise Zone Proposal

## 8. Benefits & Costs [Section B-15i]

## Project Costs

The fiscal year 2005 budget for Western's water conservation center is \$105,755. No part of this operation and maintenance budget is included in the Water-wise Zone Proposal. Western has maintained the water conservation center for over 15 years at annual costs similar to the FY 2005 budget.

The Project Costs listed in attached Table C-1 include monies for the development of water educational centers and complementary brochures for Western's Water-wise Zone. California licensed contractors will be hired to upgrade the centers electrical system facilitating interactive exhibits and sign backlighting. Western's construction contracts team will administer the contracts and inspect the work. Western has a history of working with sign and print vendors to produce professional quality output. All work will be put out to bid to ensure a fair and competitive price.

All Water-wise zone costs are directly associated with the proposed project. There are no indirect costs for this project. Per the information listed in the 2004 Prop 50 package a proposal under Section B does not require a cost share. However, Western has already received \$35,000 in grant funds from other non-state sources resulting in an effective cost share of 69-percent DWR funds to 31-percent third party funding not including Western annual maintenance cost.

**Applicant: Western Municipal Water District\_Water-wise Zone**

**Table C-1: Project Costs (Budget) in Dollars)**

	Category  (I)	Project Costs  \$ (II)	Contingency % (ex. 5 or 10)  (III)	Project Cost + Contingency  \$ (IV)	Applicant Share  \$ (V)	State Share Grant  \$ (VI)	Life of investment (years)  (VII)	Capital Recovery Factor  (VIII)	Annualized Costs  \$ (IX)
	Administration <sup>1</sup>								
	Salaries, wages	\$4,857	0	\$4,857	\$0	\$4,857	0	0.0000	\$0
	Fringe benefits	\$2,428	0	\$2,428	\$0	\$2,428	0	0.0000	\$0
	Supplies	\$0	0	\$0	\$0	\$0	0	0.0000	\$0
	Equipment	\$0	0	\$0	\$0	\$0	0	0.0000	\$0
	Consulting services	\$0	5	\$0	\$0	\$0	0	0.0000	\$0
	Travel	\$0	0	\$0	\$0	\$0	0	0.0000	\$0
	Other	\$0	0	\$0	\$0	\$0	0	0.0000	\$0
(a)	Total Administration Costs	\$7,285		\$7,285	\$0	\$7,285			\$0
(b)	Planning/Design/Engineering	\$29,000	0	\$29,000	\$0	\$29,000	0	0.0000	\$0
(c)	Equipment Purchases/Rentals/Rebates/Vouchers	\$0	0	\$0	\$0	\$0	0	0.0000	\$0
(d)	Materials/Installation/Implementation	\$30,000	0	\$30,000	\$0	\$30,000	0	0.0000	\$0
(e)	Implementation Verification	\$0	0	\$0	\$0	\$0	0	0.0000	\$0
(f)	Project Legal/License Fees	\$0	0	\$0	\$0	\$0	0	0.0000	\$0
(g)	Structures	\$0	0	\$0	\$0	\$0	0	0.0000	\$0
(h)	Land Purchase/Easement	\$0	0	\$0	\$0	\$0	0	0.0000	\$0
(i)	Environmental Compliance/Mitigation/Enhancement	\$0	0	\$0	\$0	\$0	0	0.0000	\$0
(j)	Construction	\$51,000	0	\$51,000	\$0	\$51,000	0	0.0000	\$0
(k)	Other ( <b>Grants Already Received</b> )	\$0	0	\$0	<b>\$35,982</b>	<b>-\$35,982</b>	0	0.0000	\$0
(l)	Monitoring and Assessment	\$0	0	\$0	\$0	\$0	0	0.0000	\$0
(m)	Report Preparation	\$0	0	\$0	\$0	\$0	0	0.0000	\$0
(n)	<b>TOTAL</b>	\$117,285		\$117,285	\$35,982	\$81,303			\$0
(o)	Cost Share -Percentage				31	69			

1- excludes administration O&M.



# Water-wise Zone Proposal

## 9. Attachments

# Western Municipal Water District



Western Municipal Water District provides water supply, wastewater disposal, and water resource management to the public in a safe, reliable, environmentally-sensitive, and financially-responsible manner.

### History of Western

The District was formed in 1954 under the Municipal Water District Act of 1911 for the purpose of bringing supplemental water from the Metropolitan Water District to growing western Riverside County.

### Western Today

Today, Western serves more than 18,000 retail and eight wholesale customers with water from both the Colorado River and the State Water Project.

As a member agency of the Metropolitan Water District of Southern California, Western provides supplemental water to the cities of Corona, Norco, and Riverside and the water agencies of Elsinore Valley, Rancho California and Lee Lake. Western directly serves customers in the unincorporated areas of El Sobrante, Eagle Valley, Temescal Creek, Woodcrest, Lake Mathews, as well as March Air Reserve Base and portions of the city of Riverside.

### Western's General District

Western's general district consists of...

...a 510 square mile area of western Riverside County.

...an assessed valuation of \$57 billion.

...a population of more than 600,000 people.



Western currently sells approximately 105,000 acre feet of water annually. This is equal to about 34 billion gallons. (One acre foot is enough water to cover a football field one foot deep.)

About two-thirds of the water Western sells is treated; the balance is untreated or raw water. About one-quarter of our water sales are for agricultural uses; the balance are for domestic purposes. One-quarter of our sales are to retail customers; the rest wholesale.

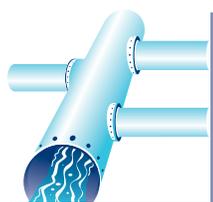
About one-fifth of the water Western purchases from the Metropolitan Water District comes from the Colorado River Aqueduct; most of our supply comes from the State Water Project, which transports water from Northern California via the California Aqueduct.

The Colorado River Aqueduct, operated by Metropolitan, runs through the District and flows into Lake Mathews, which is also physically located within Western's boundaries. In addition, Metropolitan's Henry J. Mills Treatment Plant is located within the District. The Mills plant treats State Water Project water.

The District operates 130 pumps, with a total approximate connected horsepower of 23,412. The system encompasses 422.45 miles of pipeline. The pipes range in diameter from 4 to 60 inches. The 30 water storage tanks have a capacity of 75.65 million gallons. The largest is the Orangecrest tank, which can store up to 12.5 million gallons of water. The District also has 13 sewer lift stations.

### How Western is Governed

Western is governed by a five person Board of Directors,



elected to four year terms by the registered voters in the five election divisions in the Western Municipal Water District. The Directors are responsible for policy decisions which govern the operations of the District. They meet regularly the first and third Wednesdays of each month at 9:30 AM in Western's headquarters office Board Room.

### Board of Directors

Wayne H. Holcomb  
*Division 1*

Elizabeth L. Cunnison  
*Division 2*

Kevin D. Jeffries  
*Division 3*

Donald D. Galleano  
*Division 4*

S. R. Al Lopez  
*Division 5*

Appointed by Western's Board of Directors, John M. Mylne III represents Western on the Metropolitan Water District Board of Directors.

Western's staff consists of 86 full-time employees, 38 of whom are office staff performing engineering services, clerical, administration, support, and management functions, and 48 in field operations.

John V. Rossi  
*General Manager*

### District Finance

A major portion of Western's revenue is derived from water and wastewater rates and charges, as well as general revenue taxes. During the fiscal year 2004 - 2005, Western expects its operating expenses to total approximately \$60 million.



### Wholesale Water Service

Wholesale customers that buy water from Western and in turn sell the water to their own customers are:

- Box Springs Mutual Water Co
- City of Corona
- City of Norco
- City of Riverside
- Eagle Valley Mutual Water Co
- Elsinore Valley Municipal Water District
- Lee Lake Water District
- Rancho California Water District

### Retail Water Service

Western supplies water directly to agricultural and domestic users in service areas near Woodcrest, Lake Mathews and March Air Reserve Base, Orangecrest, Mission Grove and the Hillcrest areas of Riverside.

### Water Reclamation

The District operates and maintains domestic and industrial wastewater collection and con-veyance systems for retail and contract services customers in Lake Hills, March Air Reserve Base, Home Gardens, Corona, and Norco.

### Water Resource Management

Western's provides court-appointed Watermaster duties with responsibilities for reporting compliance with water quality and quantity provisions of court orders regarding water rights issues in the Santa Ana watershed.

Western is one of the five member agencies of the Santa Ana Watershed Project Authority (SAWPA), a regional water resources planning and project implementation organization.



# Western Municipal Water District

## Contract O&M Services

Western provides contract operation and maintenance services for neighboring jurisdictions. These include SAWPA's SARI line, a 30-million gallons per day industrial brine disposal system; the Box Springs Mutual Water Co. operations and administrative support; the Western Riverside County Regional Wastewater Authority's wastewater treatment facilities operations and administrative transactions, and engineering support to the Murrieta County Water District. Western also operates a 6.7 million gallons a day reverse osmosis water treatment plant, the Arlington Desalter. The plant produces high quality potable water and is helping reclaim the groundwater in the Arlington Basin and provide high quality drinking water to the city of Norco.

## Water Conservation

Western is committed to encouraging water conservation. Visitors to our headquarters office may obtain useful free materials that will help them in their own conservation efforts. In addition, the following programs are designed to bring water resource education and conservation information to the community.

### Western's Landscapes Southern California Style<sup>SM</sup>

Since 1989, Western's Landscapes Southern California Style<sup>SM</sup>, a unique conservation education center. The goal of Landscapes Southern California Style<sup>SM</sup> is to assist in conserving California's water resources by increasing the public's acceptance, desire for, and use of, water-efficient landscaping.

The center is one acre in size with more than 250 species of water-wise plants. It is also home to the "Recycle H<sub>2</sub>O Zone", an educational pavilion dedicated to water re-use. It is located adjacent to the District's head-quarters office. Resources are available at no charge to visitors. The garden is open daily, 10:00 AM to 4:00 PM., closed holidays.

Headquarters office  
450 Alessandro Boulevard  
Riverside, CA 92508  
951.789.5000  
951.780.3837 (FAX)  
E-mail: [western@wmwd.com](mailto:western@wmwd.com)  
Web: [www.wmwd.com](http://www.wmwd.com)

Headquarters Office hours  
Monday through Friday  
8:00 AM to 5:00 PM

Operations office  
16451 El Sobrante Road  
Riverside, CA 92504  
Operations office and after-hours  
emergency number  
951.789.5100

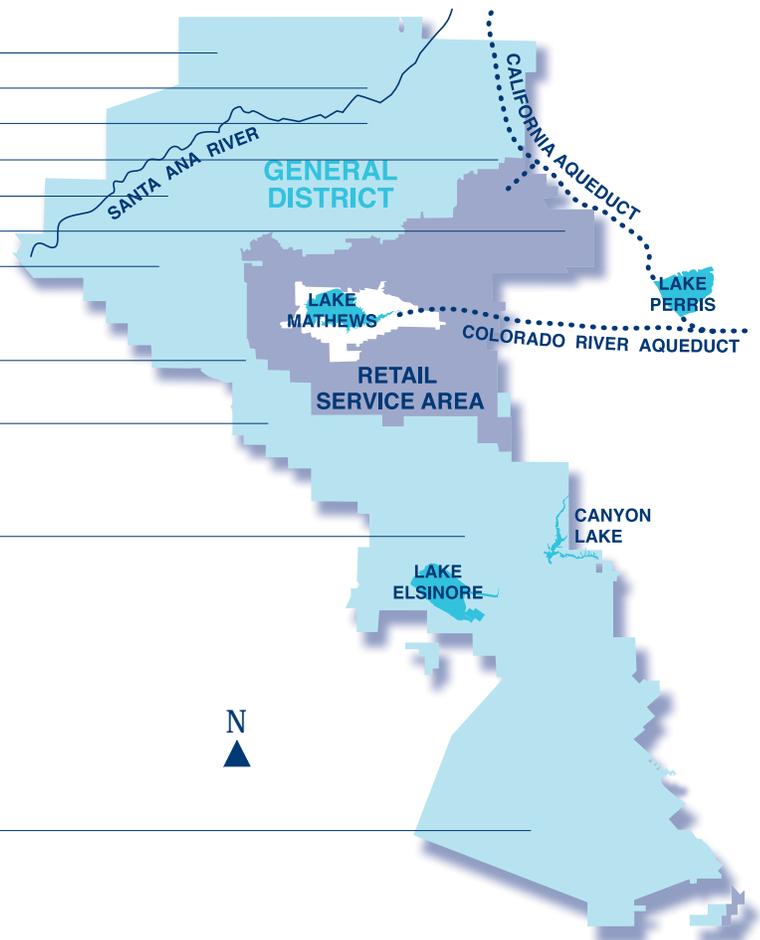
Operations office hours  
Monday through Friday  
8:00 AM to 4:30 PM

Mailing address for all offices  
P. O. Box 5286  
Riverside, CA 92517-5286



## Western Municipal Water District General District Service Area

- Jurupa Community Saervices District
- Rubidoux Community Services District
- City of Riverside
- Box Springs Mutual Water Company
- City of Norco
- March Air Reserve Base
- City of Corona
  
- Eagle Valley Mutual Water Co.
  
- Lee Lake Water District
  
- Elsinore Valley Municipal Water District



## Rancho California Water District

*A Brief History of  
The Western Municipal Water District*



*"It is the mission of the Western Municipal Water District to provide water supply, wastewater disposal, and water resource management to the public in a safe, reliable, environmentally sensitive, and financially-responsible manner."*

# *“There’s gold in them thar hills!”*



*The first Colorado River water delivery to a Western Municipal Water District of Riverside County customer took place on May 12, 1956, to the Bedford Heights Mutual Water Company*

It wasn’t gold, exactly, but it was the next best thing in Southern California: A readily-available and plentiful supply of water.

Since 1879, the easterly portion of the interior basin of the Santa Ana River was considered one of the best “watered” areas in Southern California. Water – and plenty of it – would always be there for the taking – or so certain communities in Riverside and San Bernardino counties thought.

The first hint that this might not always hold true came in the late 1920s when the State Division of Water Resources warned Riverside and San Bernardino that they would eventually run short of water.

This first warning was ignored. The next wasn’t.

A post-World War II population boom began to catch up with nature’s ability to replenish stream flow and pumped underground waters of the basin. The water tables began to recede rapidly as drought added to the ever-increasing need for water.

As a result, in early 1952, following conferences between private water companies and San Bernardino and Riverside counties, Chambers of Commerce, the Upper Santa Ana River Water Study Committee was established. The committee retained two well-known Southern California water engineers, Harold Conkling and Donald Baker, to study and report on the “Adequacy of Present Water Supply of Easterly Portion of Interior Basin of Santa Ana River.”

The Conkling-Baker Report concluded that the area’s demand for water averaged 60,000 acre feet more per year than nature had historically supplied.

Faced with a pressing need for a source of supplemental water, the study committee looked to the Metropolitan Water District of Southern California and its Colorado River Aqueduct. The Aqueduct had been constructed in the midst of the Depression to transport Colorado River water 242 miles to Metropolitan members agencies in the Southern California coastal plain. The Aqueduct’s terminal reservoir, Lake Mathews, was located in the heart of Riverside County.

To negotiate with Metropolitan, the Riverside County members of the study sponsored formation of the Western Municipal Water District Committee of Riverside County. The new District’s boundaries, if approved by the voters, would include the cities of Riverside and Corona and the habitable lands near these cities within the same watershed. Because Elsinore Valley was experiencing serious water shortages, the Elsinore Valley and Temescal Canyon portions of western Riverside County were also included.

On January 19, 1954, the electorate, by majority vote, agreed to the formation of the Western Municipal Water District of Riverside County. Once the public voted to create the District, the Citizens Committee for Water campaigned for annexation to the Metropolitan Water District. Annexation was approved by the voters the following September, and the District became a Metropolitan member agency on November 12, 1954.

Once the District joined Metropolitan, the Western Board turned its attention to the actual delivery of imported water.

The first meeting of the Board of Directors, who had been elected concurrently with the formation election, was held January 26, 1954 at the District office at 3614 Ninth Street, Riverside. The District subsequently relocated to Riverside Avenue and then, in 1986, moved to its current headquarters on Alessandro Boulevard.

In October, 1954, shortly after Western's annexation to Metropolitan, the Elsinore Valley Municipal Water District became an agency for the distribution of supplemental water within Western's boundaries. Western's first delivery of Colorado River water was made on May 12, 1956 to the Bedford Heights Mutual Water Company. This water was used for the irrigation of newly-planted citrus trees. Eventually, the District would supply irrigation water for 9,000 acres of citrus. Today, less than 3,000 acres remain.

It wasn't until the 1960s that the District began operating its own retail domestic system. Western's first system for the delivery of drinking water directly to the homeowner was constructed in the Rainbow Canyon area south of Temecula. This small area was annexed to Western in 1959 and water service started to 27 customers in 1962, as part of an agreement that allowed the Metropolitan Water District to construct a pipeline through the area.



*Construction of a potable water delivery system for the Woodcrest area of Riverside County began in 1960. This connection at the Val Verde channel on the Aqueduct allowed for the delivery of Colorado River water to the District's new retail customers*

The first major retail improvement district, ID-1, began water service to 300 customers in 1962. The property owners in this improvement district, which incorporates the Woodcrest area of Riverside County, relied on wells that had periodically run dry for their drinking water prior to Western's arrival. Along with construction of the backbone water delivery facility, the District's Cajalco Treatment Plant for purification of Colorado River water for drinking, an intake on the Colorado River Aqueduct, and three storage tanks were also built. The Cajalco Treatment Plant was used for treatment of Colorado River water for Western's retail domestic customers until 1993.

Today, the District provides retail water service to more than 16,000 customers in not only Woodcrest, but the lands surrounding Lake Mathews, as well as Orangecrest Hills, the Hillcrest area of Riverside, March Air Reserve Base, and Air Force Village West.



Until the late 1970s, the District's sole source of imported water was the Colorado River. However, because of the mineral content of this water source, many communities within Western's District had increasingly come under pressure to improve the quality of effluent discharged into the Santa Ana River Basin. One solution was to begin importing Northern California water, with its lower salt content, which had become available with construction of the State Water Project. Western began supplying Northern California water, treated at Metropolitan's Henry J. Mills Filtration Plant in Riverside, in 1979.



### *Water Resource Management*

During the years since Western was approved by the voters, the District has served a leadership role in groundwater management and water resources protection.

Western has worked to educate the public about the importance of conserving water resources.

These programs are an important component of Western's role as a supplier of imported water. Without a reliable imported supply of water, western Riverside County's homes, industry, and agriculture would not be as they are today. Yet, because this water is imported, conservation and responsible management of it and all local water resources are vital. Since 1954, Western Municipal Water District of Riverside County had provided both.

*The District has developed a variety of unique water-conservation education programs for schoolchildren in Riverside County, including many that utilize concepts demonstrated in the District's water conservation garden, Landscapes Southern California Style<sup>SM</sup>*

**Western Municipal Water District**

**450 Alessandro Boulevard**

**Riverside, California 92508**

**951.789.5000**

**[www.wmwmd.com](http://www.wmwmd.com)**

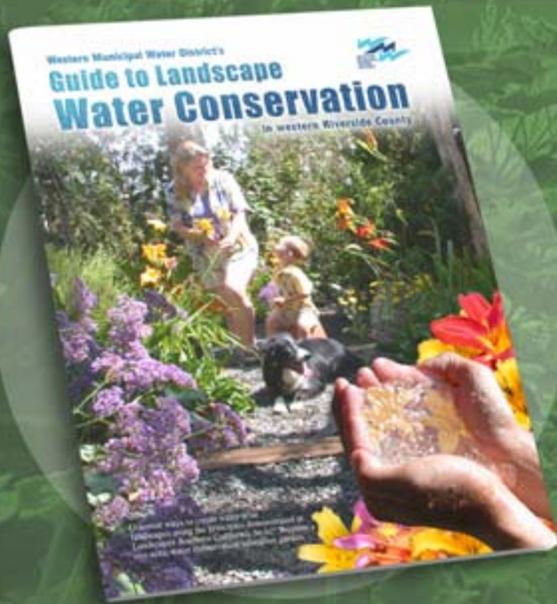


# The Principles of Water-Wise Landscaping

- Plan and design properly
- Improve the soil
- Use turf in functional areas only
- Group plants by water need
- Irrigate efficiently
- Use organic mulches
- Maintain appropriately



Western's **FREE** water-wise seminars can show you how to apply these principles in your own landscape. For a schedule of workshops, visit Western on the web at [wmwd.com](http://wmwd.com)



Visit the garden and pick up your **FREE** copy of Western's Guide to Water Conservation, designed specifically for western Riverside County.

## landscapes SOUTHERN CALIFORNIA STYLE<sup>SM</sup>

- A garden of ideas, ready to use
- Water-wise plants
- State-of-the-art irrigation methods
- Free admission & brochures
- Informational centers & kids activities
- Seasonal hands-on seminars
- School field trips
- Community group tours



450 Alessandro Blvd. Riverside, California  
(909) 789-5087 • [www.wmwd.com](http://www.wmwd.com)

From I-215

Exit onto Alessandro Boulevard. Drive west (toward Riverside) on Alessandro 2.5 miles. Turn right onto Mission Grove Parkway. It's the first driveway on the right.

From 91 Freeway

Exit onto Central Avenue. Drive 5 miles east on Central (Central changes name to Alessandro). Turn left onto Mission Grove Parkway. It's the first driveway on the right.



Western Municipal Water District

## landscapes

SOUTHERN CALIFORNIA STYLE<sup>SM</sup>

A water conservation education garden

Water-wise...



Beautiful...



See for yourself!



In Riverside  
Open to the public seven days-a-week  
10:00 a.m. - 4:00 p.m. (closed holidays)  
free-of-charge

Design

## *Visit*

Take a tour of Western's water conservation education garden Landscapes Southern California Style<sup>SM</sup>. Meander through beautiful niche gardens.



## *Learn*

See more than 250 species of water-wise plants in a natural setting and the irrigation systems that contribute to their water-efficiency.



## *Return*

Attend seminars, events and garden tours held throughout the year. Off-site presentations are also available for local community groups. An extensive education program for students and teachers is also available.



## *Create your own!*

By following the techniques demonstrated in the garden, you can save 25 to 40 percent of the water used in your landscape. You'll also save maintenance time and dollars while creating a natural water-conserving landscape well-suited to our inland climate.

# *The Garden's Story*

Western Municipal Water District opened the gates to its water conservation garden in June of 1989. The garden came to bloom because of the combined support of the Master Gardeners and the University of California, Riverside; labor from the California Department of Forestry; donations from the landscape industry; and the leadership and resources of Western. To date, more than 150,000 people have walked the paths and applied the water-wise information presented in this unique water conservation garden in their own landscapes – saving water, time, and money.

