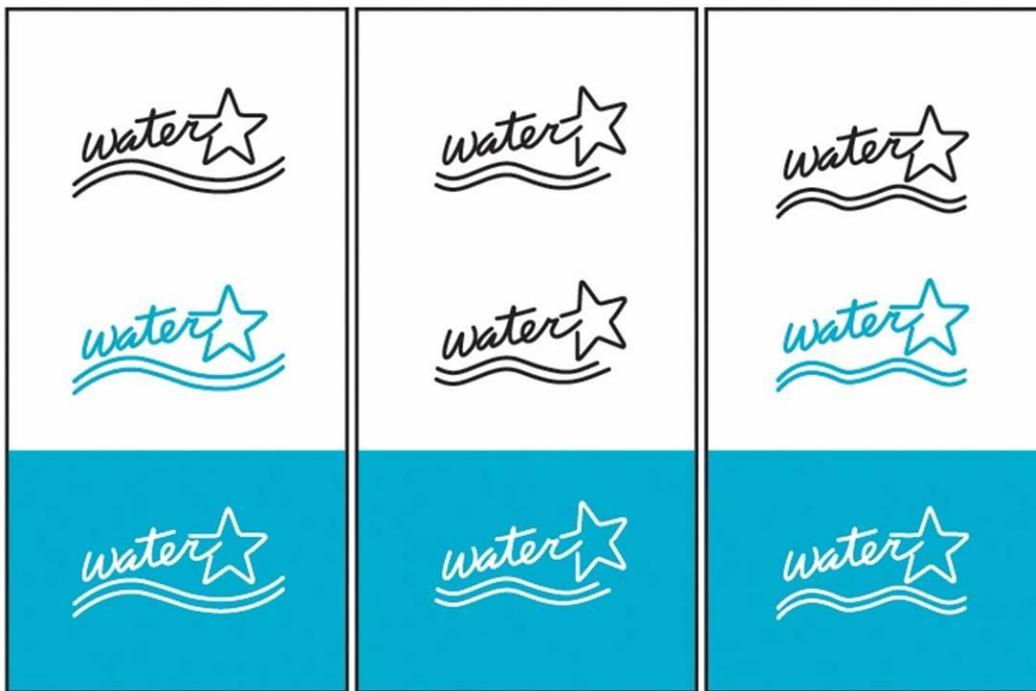


# **CALIFORNIA WATERSTAR® INITIATIVE:**

## **Water-Efficient Product Rating and Labeling Program**



**East Bay Municipal Utility District and  
California Urban Water Conservation Council**

**Proposition 50 Proposal Solicitation Package**

**January 11, 2005**

**State of California  
Proposition 50 Section B Grant Proposal**

**CALIFORNIA WATERSTAR® INITIATIVE:  
Water-Efficient Product Rating and Labeling Program**

**Submitted By:**

**East Bay Municipal Utility District (EBMUD)  
and  
California Urban Water Conservation Council (CUWCC)**

**January 11, 2005**

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## TABLE OF CONTENTS

Acknowledgements

<b>1.0</b>	<b>PROJECT DESCRIPTION AND BACKGROUND</b> .....	<b>2</b>
<b>2.0</b>	<b>STATEMENT OF WORK</b> .....	Error! Bookmark not defined.
<b>3.0</b>	<b>QUALIFICATIONS OF THE APPLICANTS AND COOPERATORS</b> .....	<b>15</b>
<b>4.0</b>	<b>OUTREACH, COMMUNITY INVOLVEMENT AND ACCEPTANCE</b> .....	<b>16</b>
<b>5.0</b>	<b>INNOVATION</b> .....	<b>22</b>
<b>6.0</b>	<b>PROJECT BENEFITS</b> .....	<b>24</b>
<b>7.0</b>	<b>PROJECT COSTS</b> .....	<b>25</b>
<b>8.0</b>	<b>REGULATORY COMPLIANCE</b> .....	<b>26</b>
<b>9.0</b>	<b>FUNDING PLAN AND BOARD RESOLUTION</b> .....	<b>26</b>

## APPENDICES

**APPENDIX A – Project Information Form**

**APPENDIX B – Signature Page**

**APPENDIX C – Project Costs**

**APPENDIX D – Letters of Support**

**APPENDIX E – Statement of Qualifications/Resumes**

**APPENDIX F – Detailed Project Schedule**

**APPENDIX G – WaterStar Partners Matrix**

**APPENDIX H – Initial and Priority Candidate WaterStar Product Lists**

**APPENDIX I – Example WaterStar Rating/Labeling Tiers (Australia/New Zealand)**

**APPENDIX J – Potential Water Savings From High Priority WaterStar Products**

## **Acknowledgements**

The East Bay Municipal Utility District (EBMUD) and California Water Conservation Council (CUWCC) would like to acknowledge and thank the local, state and federal agency staff, their consultants and the many interested stakeholders including utilities, manufacturers, environmental organizations and more that have worked on and contributed toward advancing a national water-efficient product rating and labeling program. Much of the information contained in this proposal has been generated over a number of years and in many discussions among stakeholders in outlining concepts and best practice in evaluating the merits of such a program. These stakeholders will be invited to participate in the development of the California WaterStar Initiative in conjunction with a national initiative or as a stand alone regional program. This proposal is being submitted on behalf of this broader stakeholder community to continue the research and dialogue needed to advance a water-efficiency market enhancement program.

## **1.0 PROJECT DESCRIPTION AND BACKGROUND**

In this proposal, EBMUD, CUWCC and their partners, collectively referred to herein as WaterStar Partners (WSP), are proposing a general strategy of reducing water demand through the development of a statewide water efficient product rating and labeling program. This strategy is based on experience gained from national and international energy efficiency fields, national U. S. Environmental Protection Agency (USEPA)-conducted stakeholder meetings and consultant work products, and recent developments in international water conservation, such as the Australian Water Rating System. The suite of steps described in this document and listed in the Appendices describes the methodology and approximate timeline for establishing ratings and labeling for each product and/or end use. Different technologies, end uses, geographic markets and consumer preferences will guide the development process at different speeds and with different priorities and outcomes. It is envisioned that WSP will be able to promote and adopt different steps in the general process.

The objective of the California WaterStar Initiative is to support and compliment the national product rating and labeling initiative currently being investigated by the USEPA. This proposal summarizes much of the stakeholder input and consultant work, of which EBMUD and CUWCC among others, contributed to, in describing the benefit to a regional approach in California. The proposal is designed to compliment and further advance the work completed to date on a water-efficiency market enhancement program.

As discussed in the proposal, the designation of the term “WaterStar” has been adopted as the placeholder program name due to its similarity with the USEPA’s Energy Star program. The research conducted to date by the EBMUD, CUWCC, USEPA staff, consultants, and other interested parties has confirmed that more funding, research, and stakeholder input is required to achieve many of the initiative’s goals and objectives. The national WaterStar program has a current annual budget of \$800,000 as compared to Energy Star’s \$60 million. The need for more funding is apparent to advance and accelerate program development at the state/national level.

## **2.0 STATEMENT OF WORK**

### **2.1. Section One: Relevance and Importance**

California’s water situation is unique in scope and scale. California’s tremendous investment in water system infrastructure has produced an unprecedented array of reservoirs, levees, aqueducts, pumping stations and related transportation facilities. However, California continues to use water at unsustainable rates. California has one of the highest embedded energy costs in the nation. Embedded energy in water includes energy used for pumping, distribution, and treatment of water, which accounts for 6.5% of annual electricity use in California<sup>1</sup> compared to 3% of annual U.S. electricity use<sup>2</sup>. California’s large population and growth rate and relative distance between supply and demand makes water conservation even more important. California’s projected population growth over the next 20 years is expected to be far larger than any other state.

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<sup>1</sup> “Energy Use in the Supply, Use, and Disposal of Water in California”, Carrie Anderson, Process Energy Group for CEC

<sup>2</sup> Franklin L. Burton, 1996, “Water and Wastewater Industries: Characteristics and Energy Management Opportunities”

In terms of water efficiency, California, including CUWCC member agencies, has instituted urban water conservation programs that are projected to save more than 770,000 acre-feet of water annually by 2010. The vast majority of these savings can be attributed to aggressive conservation Best Management Practices (BMPs) relating to water use surveys, shower heads, aerators, toilets, pre-rinse spray nozzles, weather based irrigation controllers, drip irrigation, waterless urinals, local “green building” standards, and new state and federal plumbing fixture water efficiency standards. While very successful, these initiatives represent the “low hanging fruit” for conservation potential. Statewide water use efficiency cannot be sustained and increased without aggressive pursuit of other fixture, appliance and market efficiency strategies.

A goal of the WaterStar program is to develop and make available the product testing and performance information need to assist state water agencies in directing limited funds for promoting conservation and efficiency most cost-effectively. Water agencies have already been devoting millions of dollars per year to promotion of water efficient products. These investments have been well timed from the perspective of preparing the way for water efficiency standards, from the perspectives of consumers, industry and energy utility partners. To address the ongoing and deepening water crisis in California--as part of a broader portfolio of aggressive water conservation strategies--a water efficient market transformation strategy is warranted.

WaterStar is key to long term California water supply reliability because it will reduce customer demand for water by encouraging the development, purchase, and use of water efficient products. It will stimulate manufacturers to develop more water efficient products and stimulate end-users to purchase those more water efficient products. WaterStar will provide a voluntary benchmark for manufacturers to compete and help water agencies direct incentives.

#### 2.1.1 Synergy with USEPA Initiatives

The USEPA Office of Water (OW) is actively seeking to develop a water efficiency market enhancement program which is supported by a consortium of stakeholders including water and wastewater utilities, municipalities, manufacturers, and consumers. The expressed purpose of this program is to address the projected municipal water and wastewater infrastructure crisis documented in the “Clean Water and Drinking Water Infrastructure Gap Analysis” (2002, USEPA) report. The program also addresses a recent GAO report which found 36 states could be facing water shortages in the next 10 years under non-drought conditions. The “Gap Report” concluded that more than \$200 billion in water and wastewater infrastructure might be required in the U.S. if present conditions persist. The troubled findings of these two reports spurred momentum for the OW’s water efficiency market enhancement program.

While the Energy Star brand has become established and recognized, it makes for a prime opportunity to capitalize on it’s foundation to expand into WaterStar. End-users have become accustomed to shopping for energy efficient products, and it is now time to offer them new criteria (water efficiency) to base their decisions on. For example, one common definition of an efficient clotheswasher is a label as an Energy Star washer. Unfortunately, Energy Star does not have minimum performance specifications for water use—only for energy consumption, and not surprisingly, some Energy Star washers have poor water efficiency.

## 2.2. Section Two: Technical/Scientific Merit, Feasibility

Figure 1 below depicts a project schematic of how the WSP proposal is intended to work in conjunction with other stakeholders and national efforts on program development. Four scenarios have been presented whereby the development of a national WaterStar program under the auspices of the USEPA may or may not progress. The scenarios define the key project goals and objectives that are required to be completed and their application to the proposal Statement of Work.

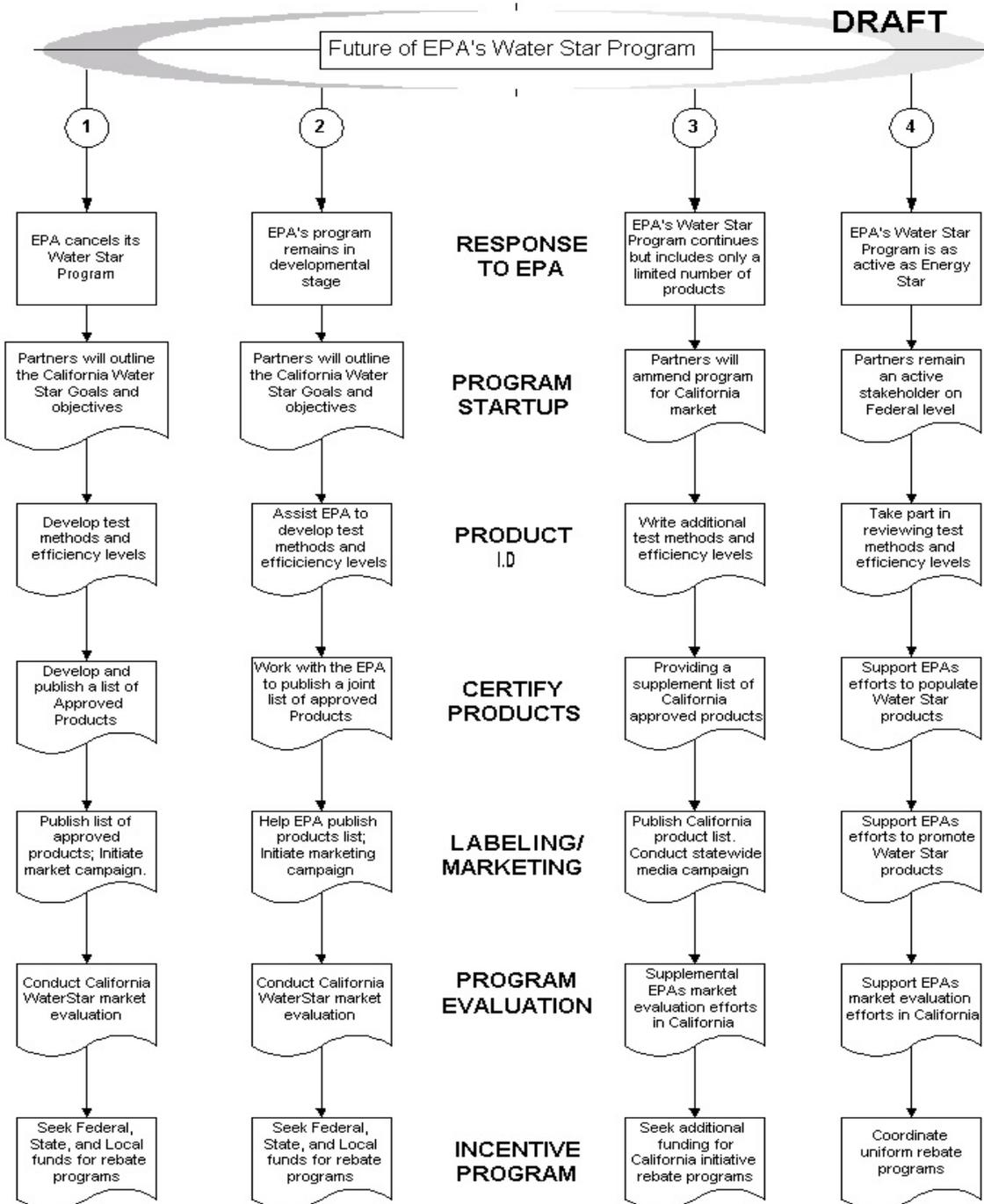


Figure 1. WaterStar Program Development Scenarios Subject to USEPA Involvement/Actions

Under Scenario #1 (the scenario assumed in this proposal), the WSP will carry forth with the work initiated by the EPA, and product evaluation and rating will be prioritized for California's needs. In Scenario #2, work would continue on the development of a more regional California WaterStar program with the cooperation of the USEPA. For Scenario#3, the WSP will use the methods of the USEPA to develop additional product ratings and labels beyond those of the national, especially products that are of particular interest to the California market. Under Scenario #4, the most ideal scenario, USEPA's program is as active as Energy Star. In this case, WSP will support the advancement of the federal program and promote its full implementation on the state level.

### Stakeholder Involvement

For a number of years, the manufacturers of water-efficient products have had close working relationships with the water utilities in developing standards, specifications and regulatory initiatives. (Although the two groups have not always been in total agreement, the results have had significant effect upon product development.) Building upon the consensus process is also a vital part of the water-efficient product market enhancement program. Manufacturers, utilities, laboratories, and other interests, working together in program and product development, will yield useful results faster and with more sensitivity to all stakeholders than will a fragmented process.

The WSP is proposing a statewide WaterStar Initiative to increase the visibility and behaviors of water conservation, facilitate greater availability and acceptance of water-efficient products in the marketplace, and to establish the WaterStar brand as a critical component of the state's reliable and high-quality water supplies.

### Project Scope and Schedule

Shown in detail in Appendix F is a 5-year 3-phase project schedule overview. The WSP intend to develop a product database and establish labels for at least two WaterStar products during the 3-year initial funding period (Phase 1), even if the USEPA's program fails to develop any further. The WSP also intend to develop a marketing and labeling program to establish the WaterStar moniker in California. We anticipate that this funding will enable us to achieve the stated goal of creating a WaterStar labeling program for the State of California with at least two products within the first funding phase. Additional funding as indicated in the schedule will allow for more product identification, testing, and certification as well as expanding marketing and outreach. Finally, with a third phase of funding, we will further expand the product development and establish the groundwork for rebate programs.

### Project Geographic Scope

For the purpose of this Proposition 50 application, the project scope encompasses all 58 counties within the state. This program will be a statewide rating and labeling program to advance development of water-efficient products which will support the California's long term supply goals. Voluntary water-efficient product certification standards will help to promote innovation in manufacturing and sales across that state to increase the market availability of water conserving products. Due to the growing national interests in water-efficiency market enhancements, the program will also have national benefits. The broad coverage area for the

program will be designed to support the CALFED Bay-Delta Program and compliment other water-efficient product labeling programs at the state, national and even international levels.

Project Goals and Objectives

The purpose of the (voluntary) WaterStar program is to promote innovation in new products to become more water efficient. The program will showcase and reward existing products that have water-saving innovations. The program will stimulate competition amongst manufacturers to develop products that save water and meet laboratory specifications and end-users standards.

The innovative California WaterStar concept borrows its inspiration from the successful Energy Star program. Although, the USEPA has studied a WaterStar program of its own, they have not advanced the program as far as the WSP proposes to do with this grant. With this approach, the WSP proposes to bring many diverse groups together to establish a successful program. WSP will address efficiency in existing products while at the same time foster an innovative environment in new areas. Table 1 list the key tasks, their duration and a cost estimate for initial phase of the WaterStar program.

**Table 1. WaterStar Program Development Duration and Cost Summary**

<b>Task</b>	<b>Duration</b>	<b>Initial Phase Cost</b>
Program Startup <ul style="list-style-type: none"> <li>○ Establish WSP Task Force and PACs</li> <li>○ Refine program goals</li> <li>○ Define administrative procedures</li> <li>○ Initiate market research</li> </ul>	6 months	\$158,500
Product Identification <ul style="list-style-type: none"> <li>○ Working with PACs</li> <li>○ Performing products costs</li> <li>○ Cost effectiveness analysis</li> </ul>	10 Months	\$138,325
Develop Test Methods <ul style="list-style-type: none"> <li>○ Assemble comprehensive product database</li> <li>○ Develop standard test methods</li> <li>○ Rank product information</li> </ul>	18 months	\$98,275
Product 1 Test Method	8 months	\$108,650
Product 2 Test Method	10 months	\$130,400
WaterStar Product Certification <ul style="list-style-type: none"> <li>○ Establish performance benchmarks</li> <li>○ Product testing and rating for first two products</li> </ul>	8 months	\$60,150
Publish List of Products and Labels <ul style="list-style-type: none"> <li>○ Develop labels, website, and flyers</li> <li>○ Conduct market research</li> <li>○ Finalize and Produce labels and flyers</li> </ul>	11 months	\$182,250
WaterStar Program Marketing <ul style="list-style-type: none"> <li>○ Product license and marketing agreements</li> <li>○ Program launch with multimedia outreach</li> <li>○ Program monitoring and evaluation</li> </ul>	7 months	\$173,450
<b>Total Proposed Cost</b>		<b>\$1,050,000</b>

## Rationale for Product Testing

To provide end-users with objective, scientifically based, and verifiable information about water use, water savings, and product performance, a rating and labeling program must rely upon a comprehensive and relevant testing protocol (test method) for each product type. The purpose of testing is to ensure that any labeled product meets the pre-determined requirements set forth by California WaterStar. Achieving the stated water savings, and doing so without sacrificing product performance, is critical to building the credibility of a labeling program, maintaining the public trust in the program and providing a reliable source of information about water-efficiency to product purchasers and end-users.

For some product categories of interest to USEPA, there are already industry-accepted test methods that would be valid for use in a WaterStar labeling program. In some cases, USEPA will need to develop new test methods or performance tests to make labeling feasible. Developing a test method will require working with industry, testing experts, and laboratories to examine requirements, potential test methods, and the challenges and costs associated with different options. As in the development of voluntary product efficiency specifications, all stakeholders – water agencies, advocacy groups, manufacturers, distributors/retailers, and others – are likely to have an interest in the test method and requirements. Developing a test method should take place at the same time product specifications are being drafted, and discussions with stakeholders can focus on both product requirements and testing. Table 2 illustrates the four options that will be considered by the testing, certification and auditing of products for the WaterStar designation.

**Table 2. Options for Testing, Certification, and Auditing of Products**

Steps to Implementation	Option 1	Option 2	Option 3	Option 4
	Manufacturer testing		Third-party testing	Testing varies as to product category
Step 1) Product specification and standard test method development	By California WaterStar	By California WaterStar	By California WaterStar	By California WaterStar
Step 2) Initial testing for product qualification	By Manufacturer	By Manufacturer	By third-party independent	By Manufacturer or third-party independent, depending upon product category
Step 3) Residency of initial test data	At Manufacturer	At California WaterStar	At California WaterStar	At Manufacturer or California WaterStar, depending upon product category
Step 4) Initial verification and qualification for label	By California WaterStar	By California WaterStar	By California WaterStar	By California WaterStar
<b>After-Market Auditing of Qualified WaterStar Products (1 option)</b>				
Step 5) <u>After-market</u> audit: testing and verification	By third-party independent			
Step 6) Residency of after-market test data	At California WaterStar			

Characteristics of an effective test method

Testing protocols must be readily understandable and repeatable, cost-effective, reflect real-world conditions or expectations, and yield results that discriminate among the products being tested. Each water-using product must deliver the expected performance and, as such, the testing protocol must include performance metrics in addition to water data.

Testing Laboratory Capabilities

In some cases, industry-accepted test methods may already exist, such as those accredited by American National Standards Institute (ANSI) or those adopted by other bodies, such as the American Society of Testing and Materials (ASTM). For most products, however, the labeling program will need to work with stakeholders and testing professionals to develop or build test methods and threshold criteria. An accredited laboratory requires an on-going demonstration of performance, evaluate through proficiency testing. A list of accredited laboratories or testing and labeling organizations is summarized in Table 3.

**Table 3. Accreditation Organizations**

	<p>American Association for Laboratory Accreditation (A2LA) is a non-profit, professional membership society committed to the success of laboratories through the administration of a broad-spectrum, nationwide laboratory accreditation system .</p>
<p><u>NRTL</u></p>	<p>Nationally Recognized Testing Laboratory (NRTL) is an organization that OSHA has "recognized" as meeting the legal requirements as an organization which has the capability of both a product safety testing laboratory and a product certification body</p>
	<p>The International Organization for Standardization (ISO) is a worldwide federation of national standards bodies from some 130 countries, one from each country. ISO is a non-governmental organization established in 1947. The mission of ISO is to promote the development of standardization and related activities in the world</p>
	<p>Underwriters Laboratories Inc. (UL) is an independent, not-for-profit product safety testing and certification organization. We have tested products for public safety for more than a century.</p>
	<p>CSA International is one of the leading standards development, certification and registration organizations in the world.</p>
<p><u>ANSI</u></p>	<p>The American National Standards Institute (ANSI) has served in its capacity as administrator and coordinator of the United States private sector voluntary standardization system for more than 80 years.</p>
	<p>Organized in 1898, ASTM (the American Society for Testing and Materials) is one of the largest voluntary standards development organizations in the world. ASTM develops standard test methods, specifications, practices, guides, classifications, and terminology in 130 areas by work done by the ASTM members located throughout the world.</p>
	<p>Envirotronics is a leader in the design, manufacture, and service of environmental test chambers and environmental testing equipment.</p>

Four laboratories have recently demonstrated the ability to measure and document water use factors. With the advent of the WaterStar program more laboratories will likely participate. Having these nationally recognized laboratories will give credence to the ability to rank water efficiency in products and provide a new standard by which product performance and value can be compared.

The National Environmental Laboratory Accreditation Conference (NELAC) is a voluntary association of State and Federal agencies with full opportunity for input from the private sector. NELAC's purpose is to establish and promote mutually acceptable performance standards for the operation of environmental laboratories. USEPA's National Environmental Laboratory Accreditation Program (NELAP) office provides support to NELAC and evaluation of the accrediting authority programs. The National Voluntary Laboratory Accreditation Program (NVLAP) for Commercial Products Testing (CPT) provides for laboratory accreditation to assure that standard test procedures for plumbing are performed properly.

#### Test requirements for an effective program

Individual test methods and requirements, such as accreditation of the test laboratories and facilities, self-certification, field testing, or post-market testing, must be established on a product-by-product basis based upon the technical and market characteristics of that industry. Following are some issues to consider for developing product-specific test methods and program requirements related to verifying product performance.

#### Testing for Both Efficiency and Product Performance

As noted above, the test method must measure both the water-use of a product under different conditions and its ability to perform the functions for which it was designed. In order to develop both efficiency and performance-based testing, performance of each product category in the program will be objectively defined so that it can be measured.

*Self-certification* is defined as a manufacturer taking responsibility for conducting product testing according to specified test methods and under specified conditions (including, in some cases, within an accredited laboratory). Even when conducted by or on behalf of a product manufacturer, California WaterStar may require that test results be documented and submitted for review prior to qualifying a product for a “label”. Self-certification will tend to be less expensive to implement and eliminates any need for California WaterStar to administer or establish a third-party testing infrastructure. For some product types, when combined with spot-checking or other periodic verification tests, self-certification may be sufficient to document product performance and efficiency.

*Third-party testing* is defined as product testing according to specified methods and conditions, with test samples chosen by the testing party or other independent organization (to avoid testing only “champion” sample products). Third-party testing and post-market testing offer the advantages of objectivity, consistency in testing across product models and brands, and a greater level of assurance that suppliers are not “cheating.” More stringent testing requirements such as third-party testing will likely be required in emerging industries, unregulated industries, or product categories where there is a potential for discrepancy between manufacturers’ claims and real-world performance. Listed in Table 4 are examples of potential WaterStar products with known laboratories capable of providing product testing.

**Table 4. Potential WaterStar Products and Test Laboratories**

<b>Product Categories</b>	<b>Laboratories</b>
<b>Household Appliances (residential clothes washers, dishwashers)</b>	Applied Research Laboratories Canadian Standards Association Intertek Testing Service NSF International TUV Rheinland Underwriters Laboratories, Inc
<b>Commercial Kitchen and Laundry Equipment (commercial dishwashers, clothes washers, pre-rinse spray valves, food steamers, ice machines, soft-serve machines)</b>	Canadian Standards Association Intertek Testing Services MET Laboratories, Inc NSF International Underwriters Laboratories, Inc Food Service Technology Center
<b>Field Testing &amp; Evaluation</b>	American Product Safety Company Canadian Standards Association ETL Testing Laboratories, Inc Factory Mutual Systems Food Service Technology Center MET Laboratories, Inc Underwriters Testing Laboratory Wyle Laboratories
<b>Specialty Products</b>	Canadian Standards Association Intertek Testing Services NFS International Underwriters Laboratories, Inc
<b>Approved for Component Testing</b>	Canadian Standards Association Underwriters Laboratories, Inc
<b>Medical Equipment (autoclaves/sterilizers)</b>	Canadian Standards Association ENTECLA Intertek Testing Services MET Laboratories, Inc TUV Rheinland Underwriters Laboratories, Inc Wyle Laboratories
<b>Plumbing products (faucets, toilets, urinals)</b>	<u>IAPMO Testing and Services, L.L.C.</u> , Ontario, CA [200460- 0] – Plumbing <u>NAHB Research Center, Inc.</u> , Upper Marlboro, MD [100104- 0] – Plumbing <u>SGS U.S. Testing Company, Inc.</u> , Tulsa, OK [100416- 0] – Plumbing <u>CSA International</u> , Toronto Ontario M9W 1R3, CANADA [100322- 0] - Plumbing <u>Underwriters Laboratories Inc.</u> – Plumbing
<b>Irrigation controllers/systems</b>	Center for Irrigation Technology, Fresno, CA <a href="http://cati.csufresno.edu/cit/">http://cati.csufresno.edu/cit/</a>

Since tests methods and requirements will be specific to product types, California WaterStar will likely incorporate the option to allow self-certification for some products, but to require more stringent third-party testing for products where assurance of test results is more questionable.

### Frequency of Testing or Re-Testing Requirements

Testing requirements for a labeling program could mandate that products be re-tested and re-qualified if there are relevant design, component, or production changes. Most design changes would result in a change in model name or number, which would require new test results for product qualification. However, manufacturers often make minor adjustments to component suppliers, production facilities, materials, or manufacturing methods – typically to adapt to changing market conditions, materials and labor costs, and new technology developments. While it would be challenging to monitor all these typical adjustments throughout a product life cycle, test methods for labeling will specify those conditions under which re-testing would be required to verify that the product continues to perform as claimed.

A second area that would encompass further testing is that of after-market audit of product water use and performance. Using the same test protocols as developed for the initial certification, post-certification audit of products would be conducted on a random basis to verify that they remain in compliance with their original certification. Unlike Energy Star, which performs such audits on only a very few selected products<sup>3</sup> (unless alerted to a compliance problem by a manufacturer or end-user), the WaterStar program makes an assumption that it is critical that after-market audits be conducted for some water-using products.

### Cost of Testing

The complexity of the test method and its associated requirements (e.g., sample size, frequency, reporting, etc) will determine the cost of testing. For some product categories, testing is already required to meet federal or state codes and/or standards. These are frequently identified as minimum compliance requirements that seldom reflect the maximum efficiency achievable. Labeling as a *WaterStar* product, however, should reflect a threshold of efficiency “better” than the minimum standard. Therefore, an additional incremental cost would be incurred for the testing associated with that higher level of efficiency. It is presumed that manufacturers will pay for testing their own product models. As such, the cost of testing should not be greater than the market benefit the manufacturer will derive from having a qualified and labeled product to offer. The market value of the water-efficiency label will vary from product to product, but will increase with recognition and awareness among consumers and with the market support by water providers and other stakeholders.

### Sample Size

It is generally cost-prohibitive to test a statistically significant sample (hundreds of units of a given product model) to qualify for a label. Instead, it is usually more practical to require testing of a smaller number of samples, and to require testing of additional models if the test results from the sample vary significantly. The number of samples required for testing will depend on the cost and complexity of the product – for less expensive and simple products such as showerheads or spray valves, it should be feasible to test a larger number of models; for complex

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<sup>3</sup> In the Energy Star program many products are self-certified, however, several products (e.g., windows, compact fluorescent lamps) require third-party testing by accredited laboratories. Some products also incorporate post-market testing of labeled products in addition to other testing requirements, sponsored by Energy Star and/or other stakeholders.

products or systems such as cooling tower control systems, it would not be feasible to test multiple units. Where there is likely to be a wide range of performance, the test requirements should require a larger sample size and more frequent testing.

The WaterStar program will evaluate alternative methods for funding product testing. An alternative to manufacturers paying directly for their own product tests is a “pay to play” structure, in which manufacturers would pay some type of fee to enter the voluntary WaterStar program, and the fees would be used to cover the costs of third-party testing. In this type of system, distributors (retailers, etc) might also be required to pay to participate, which could help to make the testing system sustainable. As in the case of direct payment for testing described above, the costs must be consistent with the market benefits of participation, or the program will not capture a sufficient portion of the market to achieve water savings goals.

Another alternative might include a combination in which a manufacturer would pay a flat fee to the WaterStar program for each product or model for which qualification is sought, as well as pay for the necessary third-party or in-house testing.

Recently, several products have emerged that result in significant water savings. The concept of WaterStar has already been demonstrated a great success with the pre-rinse spray nozzle. Because the CUWCC’s *Rinse and Save Program* has stimulated manufacturer’s participation in the development of water efficient spray valve. This is just an example of what we have seen with Energy Star products. Energy Star has already shown that you don’t need to give up product functionality for energy efficiency. Energy Star has also demonstrated significant energy savings in a short time. It is reasonable to assume that WaterStar would accomplish the same goals. Under the Rinse and Save Program, a standard test method was developed that accelerate the market transformation of an approved 1.6 gallon per minute (gpm) pre-rinse spray nozzle with the same functionality as a 5-gpm nozzle and now multiple manufacturers are designing products to introduce into the water-efficiency market. Another product recently introduced is water efficient clotheswashers that use 50% less water per load with the same performance. The WaterStar program will promote the development of more products like the two examples above.

A number of programmatic and structural issues also appear to separate the existing Energy Star program from the elements of a WaterStar program as envisioned by the water utility stakeholders. Some of these differences are significant, while others are not. A summary of the four key issues and the water utility stakeholders’ position follows:

### Efficiency Tiers

Water-using products are available in a wide array of efficiency and performance levels. It is the expressed position of the water utility stakeholders that efficiency tiers are necessary for many of the products under consideration. The stakeholders believe that incenting the manufacturers toward an increased efficiency and improved level of functional performance through tiers is an integral component of any voluntary water efficient product market enhancement program. By providing tiers, water utilities are provided with many more program implementation and customer incentive options. In addition, this could mean that tiers at the highest levels of efficiency may not yet have been achieved by industry, but with the appropriate outreach and product marketing, may provide the stimulus to industry toward that highest goal. This structure,

of course, is contrary to the current Energy Star criteria, which demands that there be at least two manufacturers with product at the specified performance level.

Table 5 indicates which products in the High Priority category appear to be suitable for tiering within the California WaterStar program. Some of the key product-related issues that would be addressed at the outset of development of the California WaterStar program are:

- Tiered vs. pass/fail product rating structure
- Component and systems issues
- Behavioral aspects and implications for product labeling
- Peak vs. annual savings potential
- Testing and compliance/enforcement
- Water and energy relationships and their influence upon product selection

**Table 5. High Priority Product Categories – Tiering and Data Availability**

<b>Product Category</b>	<b>Suitability for Water Star Tiering</b>	<b>Availability of Water Savings Data</b>
Residential Clothes Washers	Yes-based on water factor	Extensive data available
Landscape Irrigation Controllers	Yes-based on input variables	Some data available, but more may be required
Cooling Towers	No	Extensive data available
Pre-Rinse Spray Valves	Probably two tiers	Extensive data available
Commercial Dishwashers	Maybe	Moderate – more data may be necessary
Toilet Fixtures	Yes-based on water use, sustainability and performance	Extensive data available
Urinals	Yes-based on consumption and economics	Very little field data available
Food Steamers	No-only one tier likely	Minimal-studies are now underway
Ice Machines	Yes – based upon consumption	Minimal-more data is necessary
Soft-Serve Ice Cream Machines	Maybe	None
Water-Using Vacuum Systems (CII)	Maybe	Some data available – more may be necessary
Autoclaves/Steam Sterilizers	Yes-based upon consumption	Moderate – more data may be necessary
Coin- and Card-Operated Clothes Washers (Laundromats & Route Operators)	Yes – based on WF	May need more data
Multi-Load Clothes Washers	Yes – based on WF	None available – study currently underway

## **2.3. Section Three: Monitoring and Assessment**

### Measurement and Verification

Whereas the CEE and Energy Star rely upon the manufacturers to measure their products against certain defined criteria, the water utility industry believes strongly in a different approach. Independent third-party measurement and verification of product performance is preferred over the self-certification approach of Energy Star. Various laboratories and testing facilities are available for this purpose in North America and will be supplemented by additional capabilities where and when needed by the WaterStar program requirements. This approach has proven successful for some water-using products and can be extended to the entire program as the menu of WaterStar products is enlarged.

### Test Procedures

The WSP will develop test procedures and protocols that accurately characterize water use by efficient products under typical (field) and laboratory conditions. Gaining manufacturer consent to use the test procedures and protocols is desirable, but will not be a condition of adoption of the test. A third-party water use efficiency authority must control development of test procedures that are accurate and realistically reflect consumer use and behavior.

### National Directory of Certified Ratings

A directory of certified products ratings will be developed to help track, monitor and assess water-efficient product development and market transformation. Cities, water utilities and other stakeholders would benefit through access to a national registry of recommend products and practices.

### Independent Testing of Certified Ratings

The WSP and Project Advisory Committee (PAC) will work with existing and newly created voluntary testing organizations such as the International Association of Plumbing Manufacturing Organization, American Society of Mechanical Engineers, National Home Builders Association Research Center, Underwriters Laboratories and others standard test methods and certified ratings based on American National Standards Institute or international processes. Coordination with current testing agencies and trade organizations will allow the water conservation community to build on what already exists and provide the WaterStar initiative with a significant jump start on program development. Ongoing investigation of current testing practices and a certification process of test labs will help verify product performance and water savings.

Developing a partnership approach to the creation of a WaterStar labeling program is fundamental to its success. The WSP seek to develop and enhance new and existing relationships with manufacturers, retailers, utilities, state and local governments, nongovernmental organizations (NGOs), media, trades-people, consumers, and commercial purchasers. This multi-year partnership effort ensures that experts from various fields participate in the creation of the WaterStar labeling program and that all sides of the issues are covered. Included in this partnership approach is the development of WSP taskforces and Program Action Committees (PAC's). The taskforces will act as advisors to the WSP will assist in directing the specialized PAC's. These groups will be instrumental to the oversight of the program ensuring success and

achievable project goals and tasks. Having these scheduled meetings with the PAC and stakeholder group will make sure that deliverables are timely and accurate.

Each of the steps outlined herein will need to be monitored and assessed on a regular basis to make sure that they are all working as desired without unintended consequences. In addition to these steps, policies to encourage research, development and deployment of new technologies should be promoted. In addition, the marketplace will also be influenced by State and local governments, NGOs, industry groups and trade associations by bringing credibility to the program with their support and involvement. A detailed listing of potential WaterStar partners is included in Appendix D.

At the conclusion of the initial funding period, a program evaluation along with product certification auditing is planned. This evaluation is intended to measure the success of the WaterStar program in California and will help indicate branding acceptance and future program direction. However, before the end of the program, we plan to conduct numerous focus groups and market penetration studies that will assess the success of the program.

### **3.0 QUALIFICATIONS OF THE APPLICANTS AND COOPERATORS**

Both EBMUD and CUWCC have a long history of participation in state and federal grants and have been active participants in the development, promotion, and distribution of water-efficient products. EBMUD and the CUWCC have expertise in water conservation initiatives. This includes promotion of rebates (toilets and clotheswashers), pilot programs in use of new technologies (submetering, steamers, dishwashers, and ET Controllers), as well as market studies (WaterStar focus groups, end-use studies). During this history, they have demonstrated responsible project management and detailed reporting. The project team will ensure accurate progress monitoring and assessment with detailed project procedures, record keeping procedures, regular scheduled project meetings, and defined goals and objectives. Both EBMUD and CUWCC are signatories to the Position Statement for a National Water-Efficient Product Rating and Labeling Program, and each is a member of the National Steering Committee helping to guide a national effort. Combined with the expertise of participating laboratories, manufacturers, retailers, and other water utilities, this program will be backed a full spectrum of technical resources and stakeholders. Please refer to the Schedule in Appendix F for scheduled goals and milestones.

#### EBMUD Qualifications

EBMUD is a public retail water district formed in 1923 under the State Municipal Utility District Act. EBMUD serves approximately 1.3 million people in two counties and 22 cities and delivers approximately 250,000 AF of water annually. EBMUD has a staff of around 1600 employees and an annual operating budget of around \$240 million serving the water system. Since the early 1970's EBMUD and its customers have continued to make important strides in reducing water use and enhancing overall water supply reliability through demand management.

EBMUD's Water Conservation Division (WCD) has a full-time staff of 22 and an annual budget of approximately \$5 million. EBMUD is one of the first water utilities to develop a

comprehensive Water Conservation Master Plan to guide demand management programs designed to achieve an additional 39,000 acre-feet (or nearly 13 billion gallons) of water by the year 2020. In addition, EBMUD has implemented numerous conservation measures, conducted many studies and is actively involved in a number of cooperative efforts. By submitting this grant application, EBMUD has committed to providing the staff and resources necessary to work with the WSP to achieve the project goals and objectives.

EBMUD has conducted numerous water conservation and market saturation studies and places an emphasis on on-going research to investigate new technology and best practices in furthering cost-effective water efficiency. EBMUD has registered the WaterStar® Trademark (No. ) and has applied for a logo mark under Trademark Application No. . EBMUD intends to assign ownership of its registered trademark to a formally adopted regional and/or national WaterStar Product Rating and Labeling Program upon development.

#### CUWCC Qualifications

The mission of the California Urban Water Conservation Council is to improve water use efficiency statewide. Since its creation in December 1991, the California Urban Water Conservation Council has become a leading force in the promotion and implementation of water conservation programs in California. Through the execution of the Council's 14 Best Management Practices (BMPs), urban water agencies across the state are now saving an estimated 750,000 acre-feet of water annually, and all at a cost far less than the cost of procuring new water supplies.

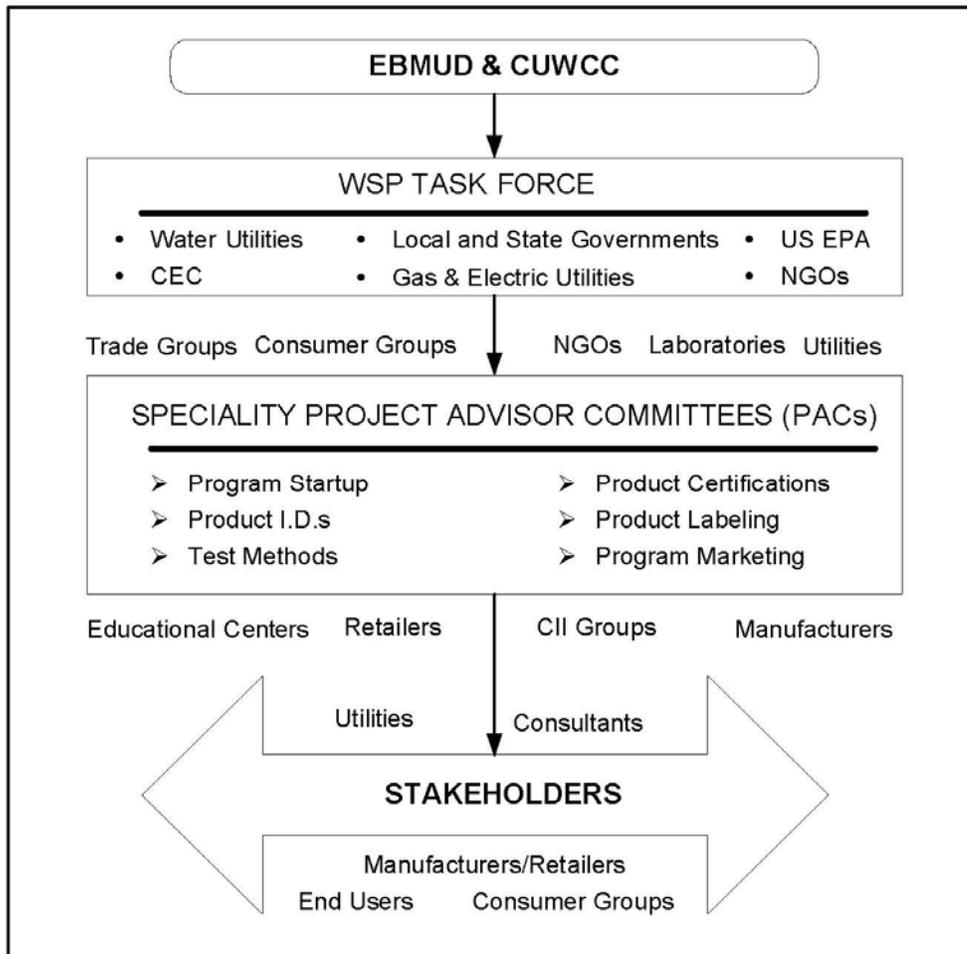
The Council is a unique organization, for its 328 members are not only water agencies, but also environmental advocacy groups as well as state agencies, academic institutions, and private consulting and product firms. In signing the Memorandum of Understanding, this assortment of entities provides the Council with a broad view of three key areas of water conservation: the needs of urban water suppliers, the development of water efficient technologies, and the impact of water usage on the environment through water conservation programs.

The needs of urban water suppliers are the primary concern of the Council. California's increasing demand for water can be met in part by successful, cost-effective conservation programs, and the Council provides training programs, manuals and technical help to assist in developing conservation programs. The Council has also directly managed – very successfully – conservation implementation programs on behalf of its members. The WaterStar Initiative will further the CUWCC's on-going CALFED technical assistance program and certification framework efforts. WaterStar program benefits are a natural compliment to the CUWCC's development of an online Virtual Water Efficient Home "H<sub>2</sub>Ouse" funded by the USEPA.

#### **4.0 OUTREACH, COMMUNITY INVOLVEMENT AND ACCEPTANCE**

As illustrated in Figure 2, during program startup a WSP Task Force and task-specific Project Advisory Committees (PACs) will be established to ensure that the WaterStar program invites the multitude of stakeholders into the process. Appendix D list the partner categories and

organizations to sign on to a position statement in support of a voluntary water-efficient product labeling program that will likely comprise portions of the WSP Task Force and PACs.



**Figure 2. WaterStar Partners Outreach and Stakeholder Involvement**

Market Enhancement and Education

An evaluation process for this type of broad program should help not only prioritize products selected for market enhancement, but select the market activities that would best achieve state goals for a specific category. Screening criteria based on a broad program definition would largely be focused on:

- Identifying products with the greatest potential for water and wastewater savings
- Prioritizing among those products, based largely on water savings potential and cost-effectiveness of the water savings
- Recommending the type of market enhancement activity most likely to lead to market success, based on technical and market characteristics specific to the product category.

Selecting the appropriate market mechanism for a product category in a broadly defined program can be challenging. Some general concepts might follow these guidelines:

- *Stand-alone activity* when other tools or mechanisms are not likely to be effective.

- *Consumer education:* Advertising or public service type education may be part of a branding campaign if EPA is trying to create an identity associated with water efficiency. Education alone might be the best approach to effect behavioral changes or practices.
- *CII customer education:* Focusing on the CII purchasers, facilities managers, or other decision-makers responsible for equipment, operations, maintenance, and capital investment decisions. They would need information on their options, costs, financial and other benefits, possibly financial and purchasing tools to make any change in practice easier to implement.
- *Intermediary stakeholder/influencer education:* For key influencers over systems design and operations that will affect water use, ranging from landscape architects and contractors to facility managers, distributors of equipment, etc. They need to see a business benefit in promoting the more efficient product, possibly sales or educational tools to work with their customers. This group tends to be numerous but highly decentralized, and reaching them will require partnerships with key associations, program supporters, and industry.

### Product Labeling

Appropriate when product differentiation is possible, high-efficiency products are attractive to the market, clear performance specifications and tests can be developed, multiple technologies or suppliers are available, efficient products are cost-effective. Labeling alone is insufficient, should be supported with education, tools for buyers/sellers, stakeholder outreach and support. In discussions about the development of the “WaterStar” program, many stakeholders have discussed and advocated product labeling. However, there is not universal agreement on what labeling entails. The criteria that define water-efficiency for a specific product category (including product performance and testing specifications) should consider:

- Voluntary label that suppliers may use to designate water-efficient products
- Product-specific information for purchasers (e.g., qualified product lists, buyers guides, procurement tools for CII purchasers)
- Outreach and education to distributors and end-users of water-using products to help create or clarify the value and benefits of the more efficient options
- Stakeholder relationship-building so that manufacturers are motivated to offer and promote their most efficient products and water-efficiency advocates and water agencies can provide market support

In some product categories – particularly those for commercial, industrial, and institutional end-users – will rely less on the actual product label and more on the technical criteria and product information that the program provides to influence purchasing decisions.

Much like the Energy Star label, the WaterStar label will be a useful and welcome tool to both commercial and residential customers in making educated and well informed purchasing decisions. It will also be an opportunity for manufacturers to showcase their more advanced products. The program is structured to select products that have the most conservation potential with the most cost effective improvements on the front end. By involving laboratories, end-users, manufacturers and other stakeholders in the product selection process we are ensuring WaterStar labeling acceptance and success.

Water-efficient products meeting current standards can reduce home water use up to 30 percent and many products on the market today exceed those standards. Water-efficient products for commercial use can save up to 20 percent, and opportunities exist in the industrial sector as well. However, there isn't a state or national, easy-to-use guide to assist consumers in locating and purchasing water-efficient products.

The WaterStar Initiative will evaluate various public information tools to help raise awareness of the importance of water conservation and the growing demands placed on the state's water supplies and water infrastructure systems. One of the tools under consideration is a water efficient product labeling program that is based on EPA's highly successful Energy Star program. There is significant support for product labeling from a broad range of stakeholders including water systems, manufacturers, retailers, municipalities, states, water industry organizations and environmental groups.

The WaterStar strategy is to build a consensus-based voluntary statewide program to promote water-efficient products among manufacturers and consumers. Both public and private sector partners will each have a stake and responsibility to promote a market-based water-efficiency program. The strategy will include brand development and testing, as well as message development and testing of themes around the "value" of water. As with overarching branding themes, the WaterStar brand must be intrinsically tied to the marketing plan as a whole.

Two specific product labeling programs have been used to illustrate the potential and help guide the implementation strategy for the California WaterStar program: Energy Star and the Australia-New Zealand water conservation labeling program. Energy Star was designed as a simple voluntary label that identifies energy-efficient products, yet does not consider relative efficiency levels among qualified products (i.e. tiers). By comparison, the Australia-New Zealand labeling system designates six levels of water efficiency thresholds to assist the consumer and businesses in their purchase decisions. Both programs use carefully defined criteria to establish their respective efficiency thresholds for each product in their program. An overview of key elements of the Australia-New Zealand structure is presented in Appendix J.

Development of the WaterStar label will consider alternative approaches such as single and multi-tiered labels to communicate water-efficiency standards, performance and cost savings. The WSP will work with state, national and international stakeholders in market testing of logos and labels. It is likely that within California WaterStar, some products will be subject to a single threshold of performance (the Energy Star structure) and others will be subject to a tiered structure of thresholds (the Australia-New Zealand structure). Factors that will be considered for each product in the evaluation process are shown in the following table.

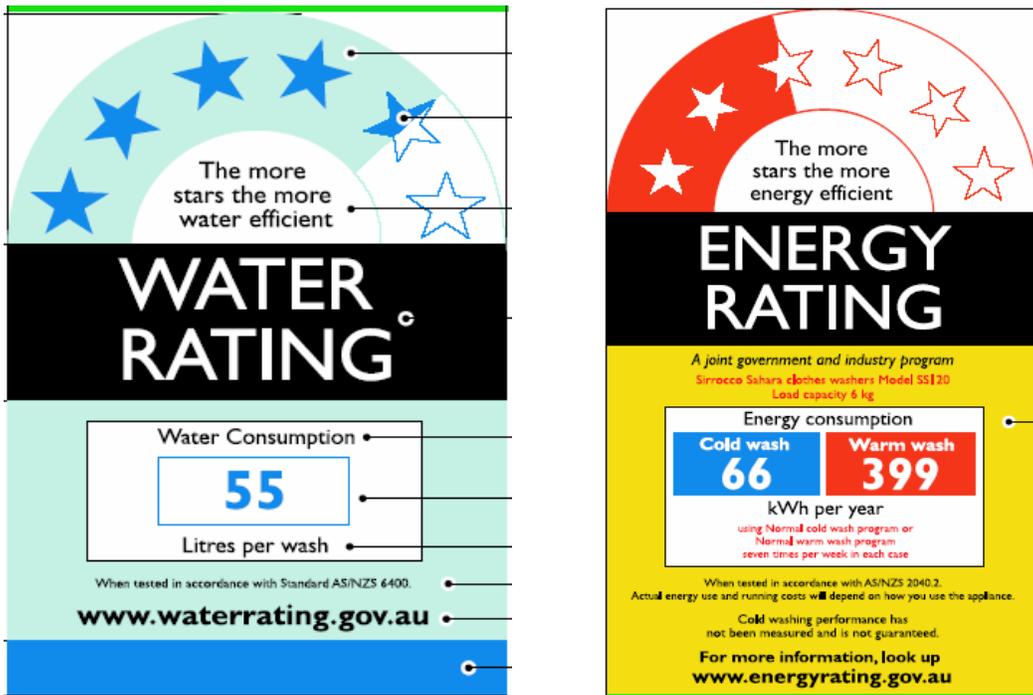
One of the relevant questions in developing a tiered labeling program is determining which product categories are most suitable to this structure. For some product types, such as residential clothes washers, there has been a strong move by both water- and energy-efficiency programs to provide higher incentives and rewards for products identified as offering the greatest efficiency levels<sup>4</sup>. For other product categories, such as irrigation controllers, there may not yet be enough

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<sup>4</sup> The Consortium for Energy Efficiency (CEE) provides information to enable de-facto tiering of water conservation program incentives by some water utilities.

products on the market to have a full complement of product offerings across all tiers. One of the advantages of a tiered structure is the ability to create efficiency tiers where no products currently exist.

As has been demonstrated in Australia, such a structure creates incentives for manufacturers to conduct the research and development necessary to elevate existing products or create new products to meet the very highest threshold of efficiency. For example, the Australia-New Zealand structure provides for six tiers of water efficiency; in most cases, the market currently has no product that yet meets the top efficiency tier (see Figure 3). However, we know that industry is working diligently to develop products that would meet those tier requirements.



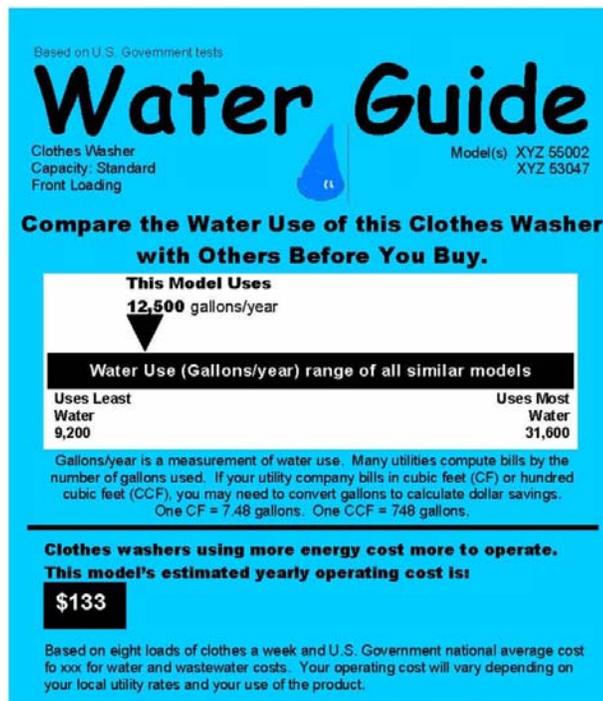
**Figure 3. Example Australia/New Zealand Tiered Water-Efficiency Labels**

Our goal is to obtain the same community acceptance and confidence in the WaterStar label as in the Energy Star label. These labels allow the end-users to be confident that the products they purchase are the most energy and water efficient available. We will establish confidence by developing real-world test methods, use certified labs, strict product certification and re-certification requirements. They will know that while these products may cost as much or a little more as other available products, they will save money and resources in the long run. Another example of a potential WaterStar label for consumers is shown in Figure 4.

#### Product Design, Research and Development Incentives

Certain product categories may be limited in meeting both water efficiency and performance requirements where technical solutions have not yet been identified or proven. Examples might include hot water distribution systems, wet cleaning systems, or even irrigation systems.

Funding or financial incentives for industry research and development will help create cooperative partnerships that can provide economies of scale and reduce the cost to any one organization. Alternative approaches may include design competitions that provide guaranteed purchasers and/or public recognition to manufacturers who deliver products meeting efficiency, performance, and design criteria specified in advance.

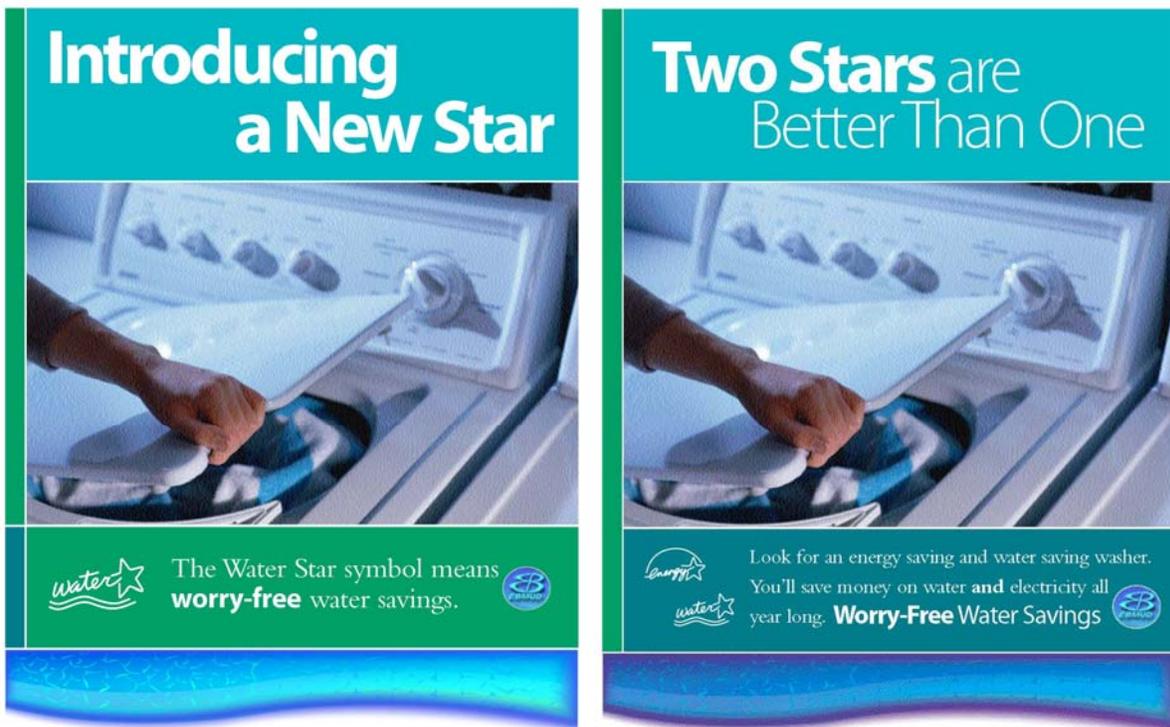


**Figure 4. Example WaterStar Consumer Appliance Label**

EBMUD has conducted a number of residential and business focus groups on the WaterStar moniker and marketing logos and concepts. Figure 5 illustrates some of the test marketing materials used in the focus groups. EBMUD was also an observer in the USEPA market enhancement focus groups conducted in late 2004. Each market study produced a strong consumer preference for the WaterStar name and logo themes presented. The WSP will also conduct numerous focus groups and market penetration studies during the course of the program development and implementation.

In addition to financial considerations, many businesses – particularly large companies or those with high levels of competition – seek positive third party recognition as an incentive for introducing new products or services. This recognition ultimately leads to more customers and increased sales/profitability. Recognition in the form of press events/releases, features in reports and articles (including web sites), awards programs, etc can serve as a significant factor in corporate decisions regarding investments in environmental water-efficiency programs. The following three groups of partners are instrumental in ensuring the success of a WaterStar labeling program:

- **Manufacturers.** By their innovation, collaboration and competition, they label and promote water-efficient products for the marketplace.
- **Retailers and Distributors.** They are the face of this program with their direct contact with residential and commercial buyers. They support the program by selling the WaterStar products, educating their staff and thus the consumers. Lastly, retailers and distributors can promote the label through advertising, marketing, and in-store promotions.
- **Utilities.** Involving utilities ensures that local programs are created to promote water-efficient labeled products and the creation of rebates and incentives to stimulate the market for consumers and businesses to buy WaterStar products.



**Figure 5. Market Focus Group Samples**

## 5.0 INNOVATION

Much like Energy Star, the purpose of the WaterStar program is to promote innovation in new products to become more water efficient. It will also showcase and reward existing products that have shown innovations leading to water savings. The voluntary program will stimulate competition amongst manufacturers to develop products that not only save water but meet laboratory specifications and end-users standards. The development of a WaterStar labeling program will provide the necessary tools for end-users to make informed and well educated water efficient purchases. This labeling program will enable the purchasers to estimate the cost recovery periods with regards to the occasional incremental cost increase for premium products.

**Table 6. Innovative Marketing Elements of a WaterStar Strategy**

<b>Solid Foundation</b>	An integrated, carefully constructed strategy will drive more manufacturers, businesses and other stakeholders to the WaterStar campaign and provide an important long-term approach to branding.
<b>Benefit Based Approach</b>	WaterStar will identify the “what’s in it for me?” message to market to various constituencies. To achieve statewide goals, it will be critical to make the logo/image/tagline personally relevant to the target audiences.
<b>Research Based</b>	By employing standard test methods, rating criteria, validation metrics, marketing focus groups, etc. among the appropriate target audiences, the WaterStar strategy will be established and implemented to answer key market questions such as: <ul style="list-style-type: none"> <li>• What logo/image/tagline/message resonates in the marketplace?</li> <li>• What kinds of incentives work in conjunction with WaterStar?</li> <li>• What types of tangible recognition reinforce the message/behavior?</li> <li>• How will consumers be swayed to patronize WaterStar products?</li> </ul>
<b>A Cohesive Effort Maximizes Returns</b>	Research findings will be incorporated into the overall WaterStar strategy to complement the branding message and the value of water efficiency messages to create a cohesive outreach methodology/plan.
<b>WaterStar messages will be designed to change behavior</b>	Messages will support the personal benefits of the WaterStar logo/image and make a relevant connection with the target audience to affect the purchase/behavior.
<b>The most effective methods for reaching target audiences</b>	WaterStar will identify the most cost-effective methods for reaching members of the target audiences and affecting their purchasing decisions and how to motivate the retailers through programs such as promotions, in-store training, bonuses and incentives, coupons, etc..

The WaterStar Initiative is the first of its kind and upon implementation will represent the single largest coordinated market transformation program for water-efficient products in California and the nation. The WaterStar program is intended to generate water savings, both naturally and within utility incentive programs. The program will also help drive the economy and jobs through competitive manufacturing and retail distribution of products. The success of the WaterStar program will bring long-term water supply and consumer benefits in perpetuity throughout the state and beyond its borders. As an innovative approach to new home buyers, EBMUD partnered with a local developer to showcase water-efficient indoor and outdoor products within a WaterStar model home (see Figure 6).



**Figure 6. Example WaterStar Homes Test Marketing Materials**

## 6.0 PROJECT BENEFITS

The WSP have identified some 14 product categories and classified them as “high priority” products and systems that would be initially considered in the California WaterStar program (refer to Appendix H). Other products would be added as warranted. Of these candidate products, 10 were selected for an assessment of their long-term water savings potential. Appendix I details the estimate of savings for each of the 10 categories, as well as that portion of the savings that could be captured through initiatives by the water industry. The California WaterStar program would be a contributor to the capture of savings by providing consumers and businesses with the information that they seek during their decision process.

Through these 10 product categories, as many as 163,000 acre-feet water could be saved each year by adopting the most water-efficient versions of the products. This represents a statewide savings “target” that reflects a reasonable projection of savings opportunities. The extent to which this level of savings can be achieved depends upon all of the stakeholders in the process: manufacturers, distributors, and retailers, as well as water utilities and the end-using consumers and businesses.

### CALFED Bay-Delta Program

The California Water Plan Update 2004 is a strategic planning document that better reflects the roles of the State and federal governments and the growing role of regionally based integrated resource planning in California water management. The Plan identifies needed science as well as research and development to commercialize promising technologies. The Bay-Delta Program is a balanced, comprehensive approach to reduce conflicts over limited water supplies and to address the program’s four objectives through eleven major program elements, one of which is water use efficiency. The Record of Decision of the Bay-Delta Program Plan<sup>5</sup> further requires that urban water suppliers be “certified” that they are incorporating all of the water conservation Best Management Practices (BMPs) into their supply planning.

The CUWCC and its membership revise these BMPs on a regular basis as needed to meet current and changing conditions. In March, 2004, the Best Management Practice for High Efficiency Clothes Washers was revised to require financial incentives for low-water-factor machines. This revision was specifically designed to encourage market transformation and to elicit the highest amount of conservation savings from these appliances. Table 7 lists example WaterStar benefits to the statewide BMPs.

A gallon of water saved in California has a worth estimated at almost 20 percent more than the national average. The economic benefits of water and energy savings in California are, therefore, far more significant in California than suggested by analyses for the nation as a whole. Reduced per capita consumption of water will help reduce the frequency and severity of California water supply and distribution crises.

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<sup>5</sup> CALFED Record of Decision, California Bay-Delta Program, August 28, 2000

**Table 7. Potential WaterStar Application to Statewide (CUWCC MOU) BMPs**

<b>BMPs 1&amp;2 Residential Surveys</b>	WaterStar will help these BMPs by providing a list of approved products that can be recommended during water use surveys.
<b>BMP 6 Clotheswashers</b>	Could provide list of WaterStar approved clotheswashers and those that meet the minimum water factor dictated by the BMP; the program will advance the development of more water efficient appliances and make it easier for customers and utilities to ascertain appliance performance in meeting this BMP.
<b>BMP 7 Public Information</b>	WaterStar will enhance the quality of simple product information that utilities can distribute to customers that is more directly related to consumer needs.
<b>BMP 9 Commercial, Industrial and Institutional (CII)</b>	WaterStar will enhance the success of CII programs by promoting more water efficient products and providing performance data on water use; more data will assist agencies in targeting cost-effective incentives; WaterStar will also promote product marketing through certified and verifiable savings calculations.
<b>BMP 10. Wholesale Agency Assistance Programs</b>	WaterStar will support this BMP by: (1) increasing the development and availability of water efficient products for incentive programs; (2) by establishing product water savings criteria or use in cost-effectiveness analyses; and (3) providing product marketing materials and labels for incentives.
<b>Proposed BMPs</b>	The WaterStar program is instrumental to the success of a number of proposed BMPs for appliances, irrigation devices, plumbing devices, and commercial and industrial processes; WaterStar will help establish standardized procedures and test methods that can fairly evaluate new products and/or BMPs.

Energy savings attributed to embodied water and water savings will contribute to longer-term reductions in the rate at which water and energy utilities increase rates. Reduced rate of growth in water demand will help defer capital investments by water agencies in additional plants and supply infrastructure, which will translate into slower growth in water rates. Rebate programs are good for “priming” the market for new technologies. Rebates provide a financial boon to the manufacturers as the markets begin to mature and initial research and production investments are well amortized. Clearly, however, rebates alone are an unsuitable long-term strategy for full market conversion as they have a much higher total cost to customers and are not likely to fully transform product markets in the foreseeable future.

There is an additional benefit that would be experienced outside of California that should be factored into the development of a statewide WaterStar program. Downward price pressure on qualified products sold in California will most likely be experienced throughout the nation. Additionally, to the extent that new product offerings are brought to market in California, they are likely to become available elsewhere as well.

## **7.0 PROJECT COSTS**

The proposed \$1,050,000 budget is for a 36-month WaterStar program that is intended to work in conjunction with a variety of stakeholders and with national USEPA efforts on program development. The WaterStar project cost summary is presented in Table 8. This table presents the cost sharing between the State and Applicant for the program at 67 percent and 33 percent, respectively. The Applicant’s matching budget consists of a \$200,000 grant that has been awarded to the CUWCC by the USEPA for the development of a national partnership on water

use efficiency. The remaining \$150,000 in matching funds will be made-up of in-kind services from the WSP. A detailed program cost proposal is presented in Appendix F.

A majority of the funds for this project fall under the administrative category which includes program project management (salaries/wages/benefits), consulting services, and supplies and equipment. The planning/design/engineering program costs primarily consist of engineering services which include test method development and laboratory testing of the WaterStar product candidates. The costs associated with equipment purchase are related to obtaining sample products for testing and product benchmarking. Materials/installation/implementation costs are associated with conducting WSP Task Force and PAC meetings, and other program development literature. The legal fees of the project are for developing: (a) the contracts for consultant services; (b) laboratory testing contracts; and (c) partner contracts and licensing agreements with product manufacturers. Reporting costs encompass quarterly reporting and annual reporting to funding partners (including CALFED, DWR, and partner water utilities). Monitoring and assessment costs are for on-going evaluation of program performance and a project final report.

**Table 8. WaterStar Project Cost Summary**

<b>Category</b>	<b>Project Cost Plus 5% Contingency</b>	<b>Applicant Share</b>	<b>State Grant Share</b>
Administration (Project Management)	\$714,000	\$300,000	\$414,000
Planning/Design/Engineering	\$131,250	\$35,000	\$96,250
Equipment Purchase /Rentals/ Rebates/Vouchers	\$52,500	\$0	\$52,500
Materials/Installations/ Implementation	\$10,500	\$0	\$10,500
Project Legal/Licenses Fees	\$5,250	\$0	\$5,250
Others (Special Consultant Tasks)	\$26,250	\$5,000	\$21,250
Monitoring and Assessments	\$78,750	\$5,000	\$73,750
Reporting Preparation	\$31,500	\$5,000	\$26,500
<b>Total Proposed Cost</b>	<b>\$1,050,000</b>	<b>\$350,000</b>	<b>\$700,000</b>

## **8.0 REGULATORY COMPLIANCE**

EBMUD will submit a “Finding of No Significant Impact (FONSI)” for this project prior to project initiation since this project will result in water savings and have a positive environmental impact. The proposed project is categorically exempt under the provisions of CEQA and the State CEQA Guidelines. The project activities would result in no possibility of significantly impacting the physical environment. As such, the proposed project qualifies under Class 1 Categorical Exemption (Section 15301 of the California CEQA Guidelines).

## **9.0 FUNDING PLAN AND BOARD RESOLUTION**

EBMUD has an approved budget for FY05 that includes funds for in kind services for WaterStar research. The Board has adopted Resolution No. 33021-02 authorizing the General Manager to submit grant applications. The proposal for funding and the terms of agreement shall be submitted to the Board of Directors for approval subsequent to grant proposal approval.



# 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):

East Bay Municipal Utility District & California Urban Water Conservation Council

4. Project Title:

California WaterStar Initiative: Water Efficient Product Rating and Labeling

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

Name, title

Dennis M. Diemer

General Manager

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Oakland, CA 94607

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Fax.

510-287-0188

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Sacramento, CA 95814

Telephone: 916-552-5885

Fax: 916-552-5877\

Email: [maryann@cuwcc.org](mailto:maryann@cuwcc.org)

6. Contact person (if different):	Name, title.	Richard Harris Manager of Water Conservation
	Mailing address.	P.O. Box 24055-MS: 48 Oakland, CA 94623
	Telephone	510-287-1675
	Fax.	510-287-1883
	E-mail	rharris@ebmud.com

7. Grant funds requested (dollar amount): **\$ 700,000**  
*(from Table C-1, column VI)*

8. Applicant funds pledged (dollar amount): **\$ 350,000**

9. Total project costs (dollar amount): **\$1,050,000**  
*(from Table C-1, column IV, row n )*

10. Percent of State share requested (%): **67%**  
*(from Table C-1)*

11. Percent of local share as match (%): **33%**  
*(from Table C-1)*

12. Is your project locally cost effective?  
*Locally cost effective means that the benefits to an entity (in dollar terms) of implementing a program exceed the costs of that program within the boundaries of that entity.*  
*(If yes, provide information that the project in addition to Bay-Delta benefit meets one of the following conditions: broad transferable benefits, overcome implementation barriers, or accelerate implementation.)*

(a) yes  
 (b) no

11. Is your project required by regulation, law or contract?  
 If no, your project is eligible.  
 If yes, your project may be eligible only if there will be accelerated implementation to fulfill a future requirement and is not currently required.  
*Provide a description of the regulation, law or contract and an explanation of why the project is not currently required.*

(a) yes  
 (b) no

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

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

District 16

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

District 9

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

California 9<sup>th</sup> District

16. County where the project is to be conducted:

Alameda

17. Location of project (longitude and latitude)

37° 48'04"N 122°

16'15"W

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

378,000

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

250,000 AF

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.)

**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.

\_\_\_\_\_  
Signature

Date\_\_\_\_\_

Dennis M. Diemer, General Manager  
Name and Title

**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;

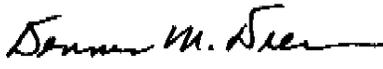
The individual signing the form has the legal authority to submit the proposal on behalf of the applicant;

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

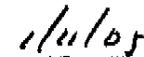
The applicant has legal authority to enter into a contract with the State.



Signature

Dennis M. Diemer, General Manager

Name and title



Date

**2004 Water Use Efficiency Proposal Solicitation Package**

**CALIFORNIA WATERSTAR® INITIATIVE:  
Water-Efficient Product Rating and Labeling Program**

**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.



---

Signature

Mary Ann Dickinson

Executive Director

*Name and title*

January 10, 2005

*Date*

Appendix C Project Costs

**APPENDIX C**

**PROJECT IMPLEMENTATION COSTS TABLE**

**APPLICANT: East Bay Municipal Utility District and the California Urban Water Conservation Council**  
**Project Title: California WaterStar Initiative: Water Efficient Product Rating and Labeling**

If using the excel tables on DWR website, complete shaded areas only.

**Section A projects must complete Life of Investment, column VII and Capital Recovery Factor, column VIII. Do not use 0.**

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

	Category	Project Costs \$	Contingency % (ex. 5 or 10)	Project Cost + Contingency \$	Applicant Share \$	State Share \$	Life of investment (Years)	Capital Recovery Factor (Table C-4)	Annualized costs \$
	(I)	(II)	(III)	(IV)	(V)	(VI)	(VII)	(VIII)	(IX)
	Administration (for initiation of project)								
	Salaries, wages	\$300,000	5	\$315,000	\$150,000	\$165,000	0	0.0000	\$0
	Fringe benefits	\$100,000	5	\$105,000	\$0	\$105,000	0	0.0000	\$0
	Supplies	\$50,000	5	\$52,500	\$0	\$52,500	0	0.0000	\$0
	Equipment	\$50,000	5	\$52,500	\$0	\$52,500	0	0.0000	\$0
	Consulting services	\$150,000	5	\$157,500	\$150,000	\$7,500	0	0.0000	\$0
	Travel	\$10,000	5	\$10,500	\$0	\$10,500	0	0.0000	\$0
	Other	\$20,000	5	\$21,000	\$0	\$21,000	0	0.0000	\$0
(a)	Total Administration Costs <sup>1</sup>	\$680,000		\$714,000	\$300,000	\$414,000	0	0.0000	\$0
(b)	Planning/Design/Engineering	\$125,000	5	\$131,250	\$35,000	\$96,250	0	0.0000	\$0
(c)	Equipment Purchases/Rentals/Rebates/Vouchers	\$50,000	5	\$52,500	\$0	\$52,500	10	0.0000	\$0
(d)	Materials/Installation/Implementation	\$10,000	5	\$10,500	\$0	\$10,500	0	0.0000	\$0
(e)	Implementation Verification	\$0	0	\$0	\$0	\$0	0	0.0000	\$0
(f)	Project Legal/License Fees	\$5,000	5	\$5,250	\$0	\$5,250	0	0.0000	\$0
(g)	Monitoring and Assessment	\$75,000	5	\$78,750	\$5,000	\$73,750	0	0.0000	\$0
(h)	Report Preparation	\$30,000	5	\$31,500	\$5,000	\$26,500	0	0.0000	\$0
(i)	Structures	\$0	0	\$0	\$0	\$0	0	0.0000	\$0
(j)	Land Purchase/Easement	\$0	0	\$0	\$0	\$0	0	0.0000	\$0
(k)	Environmental Compliance/Mitigation/Enhancement	\$0	0	\$0	\$0	\$0	0	0.0000	\$0
(l)	Construction	\$0	0	\$0	\$0	\$0	0	0.0000	\$0
(m)	Other (Specify)	\$25,000	5	\$26,250	\$5,000	\$21,250	0	0.0000	\$0
(n)	TOTAL (=a+...+m)	\$1,000,000	NA	\$1,050,000	\$350,000	\$700,000	NA	NA	\$0
(o)	Cost Share Percentage	NA	NA	NA	33	67	NA	NA	NA

<sup>1</sup> (Excludes administration O & M costs)

Appendix C Project Costs

**Table C-5: Project Annual Physical Benefits (Quantitative and Qualitative Description of Benefits)**

QUALITATIVE DESCRIPTION - REQUIRED OF ALL APPLICANTS <sup>1</sup>				QUANTITATIVE BENEFITS –(where data are available) <sup>2</sup>
Description of physical benefits (in-stream flow and timing, water quantity and water quality) for:	Time Pattern and Location of Benefit	Project Life: Duration of Benefits	State Why Project Bay-Delta benefit is Direct <sup>3</sup> Indirect <sup>4</sup> or Both	Quantified Benefits (in-stream flow and timing, water quantity and water quality)
<b>Bay-Delta:</b> WaterStar - Related savings help to reduce water diversions and timing of demand thereby improving in-stream flow, quantity & quality of water supplies at local, regional, (Bay-Delta) and state levels.	In perpetuity as WaterStar matures regional and statewide.	In perpetuity as WaterStar matures.	Indirect market transformation will eventually result in <u>direct</u> local, regional and statewide water supply benefits.	Quantifiable benefits to occur over time through WaterStar related products tied to statewide BMPs, potential BMPs, & naturally occurring savings. The first 10 “high priority” projects are estimated to save 163,000 AFY.
<b>Local:</b> Bay-Delta: WaterStar - Related savings help to reduce water diversions and timing of demand thereby improving in-stream flow, quantity & quality of water supplies at local, regional, (Bay-Delta) and state levels.	Local, regional, and statewide.	Natural and local incentive water savings over long term.	<b>Not Applicable</b>	Quantifiable benefits occur overtime through WaterStar related products tied to Statewide BMPs, potential BMPs and naturally occurring savings.

<sup>1</sup>The qualitative benefits should be provided in a narrative description. Use additional sheets to describe the benefits.

<sup>2</sup>The project benefits that can be quantified (i.e. volume of water saved or mass of constituents reduced) should be provided.

<sup>3</sup>Direct benefits are project outcomes that contribute to a CALFED objective within the Bay-Delta system during the life of the project.

<sup>4</sup>Indirect benefits are project outcomes that help to reduce dependency on the Bay-Delta system. Indirect benefits may be realized over time.





Appendix D Letters of Support

LETTERS OF SUPPORT

Flex Your Power  
Department of Water and Power the City of  
Los Angeles  
Marin Municipal Water District  
City of Santa Barbara  
Santa Fe Irrigation District  
Walnut Valley Water District  
Metropolitan Water District of Southern  
California  
Pacific Gas and Electric Company  
Southern California Edison  
Fisher Nickel, Inc.  
San Francisco Public Utilities Commission  
Contra Costa Water District  
Santa Clara Valley Water District  
Tampa Bay Water-Position Statement  
City of Seattle  
Eastern Municipal Water District  
Foothill Municipal Water District  
Coastside County Water District  
City of Escondido  
Placer County Water Agency  
Mono Lake Committee  
Goleta Water District  
City of Redwood City  
Castaic Lake Water Agency  
City of Tucson Water District  
City of Austin  
Alameda County Water District  
California Water Service Company  
Inland Empire Utilities Agency  
Municipal Water District of Orange County  
City of Napa  
Regional Water Authority  
City of Santa Rosa  
California Sod Producers Association  
The Council for Green Environment  
Falcon Waterfree Technologies  
City of Coachella  
Salt Lake City Dept. of Pubic Works

JAN-07-2005 FRI 10:16 AM MCGUIRE AND CO

FAX NO. 4157754159

P. 02



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**Saving Energy.**  
It's a way of life.

January 5, 2005

Mr. Richard Harris  
Manager of Water Conservation  
East Bay Municipal Utility District  
P.O. Box 24055  
Oakland, CA 94623

Ms. Mary Ann Dickinson  
Executive Director  
CUWCC  
455 Capitol Mall,  
Suite 703  
Sacramento, CA 95814

RE: Department of Water Resources Grant Application for California  
*Water Star™*

Dear Mr. Harris and Ms. Dickinson:

Flex Your Power supports the East Bay Municipal Utility District (EBMUD) and California Urban Water Conservation Council's (CUWCC) request for Proposition 50 funds to support development and testing of a Water Star™ program in California. Based on the success of the ENERGY STAR label in California and nationally, Flex Your Power believes that a well-known and well-understood label for water-efficient products is an important step in improving California's water use efficiency by promoting the development and purchase of water-efficient products in the marketplace.

Increasing the sale of ENERGY STAR® products is a central focus of the Flex Your Power campaign. A consistent label for water efficiency, like ENERGY STAR®, that transcends service territories and media markets can help improve consumer awareness of efficient products and allow significant private sector partnerships. Thanks in large part to these partnerships and a strong continuing public education campaign, California is among the national leaders in sales of energy-efficient products. Looking forward, many of the accomplishments of the ENERGY STAR® program could be replicated to save water as well as energy with the creation of a Water Star™ program.

While U.S. Environmental Protection Agency is considering a national water efficiency labeling program, we believe the proposed joint effort between EBMUD and CUWCC to develop and a California program will provide an outstanding foundation for a national program, reveal important "lessons learned" and even speed up the national program's development.

If the EBMUD/CUWCC proposal is approved, Efficiency Partnership intends to work with their team to shape and implement the marketing of the new label. Our statewide marketing and outreach campaign

Flex Your Power  
2183 Union Street  
San Francisco, CA 94123  
Phone: (415) 771-7571  
Fax: (415) 775-4159  
Email: [info@fypower.com](mailto:info@fypower.com)  
Web: [www.fypower.com](http://www.fypower.com)



Department of Water and Power



the City of Los Angeles

JAMES K. HAHN  
Mayor

Commission  
DOMINICK W. RUBALCAVA, *President*  
SID C. STOLPER, *Vice President*  
ANNIE E. CHO  
GERARD McCALLUM II  
SILVIA SAUCEDO  
BARBARA E. MOSCHOS, *Secretary*

RONALD E. DEATON, *General Manager*

January 6, 2005

Mr. Richard Harris  
Manager of Water Conservation  
East Bay Municipal Utility District  
P.O. Box 24055  
Oakland, California 94623

Ms. Mary Ann Dickinson  
Executive Director  
California Urban Water Conservation Council  
455 Capitol Mall, Suite 703  
Sacramento, California 95814

Dear Mr. Harris and Ms. Dickinson:

Subject: Support of Department of Water Resources Grant Application for  
California **Water Star**<sup>™</sup>

The Los Angeles Department of Water and Power (LADWP) supports the East Bay Municipal Utility District's (EBMUD) and California Urban Water Conservation Council's (CUWCC) development of a California **Water Star**<sup>™</sup> program. LADWP strongly believes that a **Water Star**<sup>™</sup> program will advance demand reduction and ensure a reliable water supply by promoting the development and use of water- and energy-efficient products in the marketplace.

A voluntary California **Water Star**<sup>™</sup> program would establish the performance criteria, industry-accepted test methods, labeling, and other requirements that will enable the most water-efficient products to clearly stand out above the competition. The program will provide consumers and businesses with objective, verifiable information about the actual water use in the products they consider for purchase. In so doing, it will also help transform the market for all products seeking a **Water Star**<sup>™</sup> certification and label. The program will establish natural incentives for products that advance water conservation goals in both the commercial and residential sectors. Finally, it will provide a new performance benchmark for manufacturers leading to more water efficient products and more intense competition.

Although LADWP recognizes the Federal Environmental Protection Agency is considering its own program, we believe EBMUD's and CUWCC's joint expertise and efforts in developing the California program is absolutely necessary to ensure that a

## Water and Power Conservation ... a way of life

111 North Hope Street, Los Angeles, California 90012-2607 Mailing address: Box 51111, Los Angeles 90051-5700  
Telephone: (213) 367-4211 Cable address: DEWAPOLA

Recycle and reuse your recycled waste.



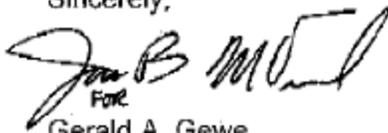
Mr. Harris and Ms Dickinson

Page 2

January 6, 2005

labeling program be implemented in the quickest and most comprehensive manner possible. A California **Water Star™** program will address the unique needs of the state's appliance and fixtures market and keep pace with the rapid growth that California and other state's water utilities are facing while remaining a natural complement to the Federal program.

Sincerely,

A handwritten signature in black ink, appearing to read "Gerald A. Gewe". The signature is stylized and includes a large, sweeping flourish at the end.

Gerald A. Gewe

Chief Operating Officer – Water System



## MARIN MUNICIPAL WATER DISTRICT

290 Nellien Avenue Corte Madera CA 94925-1168  
www.marinwater.org  
January 7, 2005

Mr. Richard Harris  
Manager of Water Conservation  
East Bay Municipal Utility District  
P.O. Box 24055  
Oakland, CA 94623

Mary Ann Dickinson  
Executive Director  
California Urban Water Conservation Council  
455 Capitol Mall, Suite 703  
Sacramento, CA 95814

### RE: SUPPORT OF DEPARTMENT OF WATER RESOURCES GRANT APPLICATION FOR CALIFORNIA WATER STAR™

Dear Mr. Harris and Ms Dickinson:

Marin Municipal Water District supports the East Bay Municipal Utility District's (EBMUD) and California Urban Water Conservation Council's (CUWCC) development of a California **Water Star™** program. Marin Municipal Water District strongly believes that a **Water Star™** program will advance demand reduction and ensure a reliable water supply by promoting the development and use of water-efficient, as well as energy-efficient, products in the marketplace.

A voluntary California **Water Star™** program would establish the performance criteria, industry-accepted test methods, labeling, and other requirements that will enable the most water-efficient products to clearly stand out above the competition. The program will provide consumers and businesses with objective, verifiable information about the actual water use in the products they consider for purchase. In so doing, it will also help transform the market for all products seeking a **Water Star™** certification and label. The program will establish natural incentives for products that advance water conservation goals in both the commercial and residential sectors. Finally, it will provide a new performance benchmark for manufacturers leading to more water efficient products and more intense competition.

Although Marin Municipal Water District recognizes the Federal EPA is considering its own program, we believe EBMUD's and CUWCC's joint expertise and efforts in developing the California program is absolutely necessary to ensure that a labeling program be implemented in the quickest and most comprehensive manner possible. A California **Water Star™** program will address the unique needs of the state's appliance and fixtures market and keep pace with the rapid growth that California and other state's water utilities are facing while remaining a natural complement to the Federal program.

Sincerely,

  
Denis J. Poggio  
Water Conservation Manager  
Marin Municipal Water District



# City of Santa Barbara

Public Works Department

www.ci.santa-barbara.ca.us

January 5, 2005

**Main Offices**

630 Garden Street  
P.O. Box 1990  
Santa Barbara, CA  
93102-1990

**Administration**

Tel.: 805.564.5377  
Fax: 805.897.2613

**Engineering**

Tel.: 805.564.5363  
Fax: 805.564.5467

**Building Maintenance/  
Street Lights**

Tel.: 805.564.5416  
Fax: 805.897.2577

**Permit Counter**

Tel.: 805.564.5388  
Fax: 805.897.1927

**Transportation Operations**

Transportation Planning  
Tel.: 805.564.5385  
Fax: 805.564.5467

**Water Maintenance**

Street Maintenance  
Tel.: 805.564.5413  
Fax: 805.564.2613

**Water Supply Management**

Water Conservation  
Tel.: 805.564.5460  
Fax: 805.897.2613

**Downtown Parking**

1115 Anacapa Street  
Santa Barbara, CA  
93101  
Tel.: 805.963.1581  
Fax: 805.963.1542

Mr. Richard Harris  
Manager of Water Conservation  
East Bay Municipal Utility District  
P.O. Box 24055  
Oakland, CA 94623

Mary Ann Dickinson, Executive Director  
California Urban Water Conservation Council  
455 Capitol Mall, Suite 703  
Sacramento, CA 95814

**SUBJECT: SUPPORT OF DEPARTMENT OF WATER RESOURCES GRANT  
APPLICATION FOR CALIFORNIA WATER STAR™**

Dear Mr. Harris and Ms Dickinson:

The City of Santa Barbara (City) supports the East Bay Municipal Utility District's (EBMUD) and California Urban Water Conservation Council's (CUWCC) development of a California Water Star™ program. The City strongly believes that a Water Star™ program will advance demand reduction and ensure a reliable water supply by promoting the development and use of water-efficient, as well as energy-efficient, products in the marketplace.

A voluntary California Water Star™ program would establish the performance criteria, industry-accepted test methods, labeling, and other requirements that will enable the most water-efficient products to clearly stand out above the competition. The program will provide consumers and businesses with objective, verifiable information about the actual water use in the products they consider for purchase. In so doing, it will also help transform the market for all products seeking a Water Star™ certification and label. The program will establish natural incentives for products that advance water conservation goals in both the commercial and residential sectors. Finally, it will provide a new performance benchmark for manufacturers leading to more water efficient products and more intense competition.

Although the City recognizes that the Federal Environmental Protection Agency is considering its own program, we believe EBMUD's and CUWCC's joint expertise and efforts in developing the California program is absolutely necessary to ensure that a labeling program be implemented in the quickest and most comprehensive manner possible. A California Water Star™ program will address the unique needs of the state's appliance and fixtures market, and keep pace with the rapid growth that California, and other state's water utilities are facing, while remaining a natural complement to the Federal program.

Sincerely,

Alison Jordan  
Water Resources Specialist

AJ/dm



# Santa Fe Irrigation District

POST OFFICE BOX 409  
RANCHO SANTA FE, CALIFORNIA 92067-0409

(858) 756-2424  
FAX (858) 756-0450

January 6, 2005

Mr. Richard Harris  
Manager of Water Conservation  
East Bay Municipal Utility District  
P.O. Box 24055  
Oakland, CA 94623

Mary Ann Dickinson  
Executive Director  
California Urban Water Conservation Council  
455 Capitol Mall, Suite 703  
Sacramento, CA 95814

RE: Support of Department of Water Resources Grant Application for California *Water Star*<sup>TM</sup>

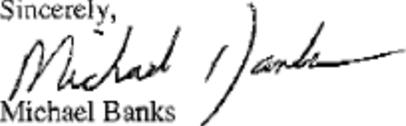
Dear Mr. Harris and Ms Dickinson:

Santa Fe Irrigation District supports the East Bay Municipal Utility District's (EBMUD) and California Urban Water Conservation Council's (CUWCC) development of a California *Water Star*<sup>TM</sup> program. Santa Fe Irrigation District strongly believes that a *Water Star*<sup>TM</sup> program will advance demand reduction and ensure a reliable water supply by promoting the development and use of water-efficient, as well as energy-efficient, products in the marketplace.

A voluntary California *Water Star*<sup>TM</sup> program would establish the performance criteria, industry-accepted test methods, labeling, and other requirements that will enable the most water-efficient products to clearly stand out above the competition. The program will provide consumers and businesses with objective, verifiable information about the actual water use in the products they consider for purchase. In so doing, it will also help transform the market for all products seeking a *Water Star*<sup>TM</sup> certification and label. The program will establish natural incentives for products that advance water conservation goals in both the commercial and residential sectors. Finally, it will provide a new performance benchmark for manufacturers leading to more water efficient products and more intense competition.

Although Santa Fe Irrigation District recognizes the Federal EPA is considering its own program, we believe EBMUD's and CUWCC's joint expertise and efforts in developing the California program is absolutely necessary to ensure that a labeling program be implemented in the quickest and most comprehensive manner possible. A California *Water Star*<sup>TM</sup> program will address the unique needs of the state's appliance and fixtures market and keep pace with the rapid growth that California and other state's water utilities are facing while remaining a natural complement to the Federal program.

Sincerely,

  
Michael Banks  
Water Conservation

## WALNUT VALLEY WATER DISTRICT


**BOARD OF DIRECTORS**

**Edward N. Layton**  
President  
Election Division III

**Edwin M. Hilden**  
Vice President  
Election Division II

**Donald L. Nettles**  
Vice President  
Election Division IV

**Keith K. Gunn**  
Assistant Treasurer  
Election Division V

**Allen L. Wu**  
Director  
Election Division I

**STAFF:**

**Karen J. Powers**  
General Manager  
Secretary / Treasurer

**LEGAL COUNSEL:**

H. Jess Senecal

271 South Brea Canyon Road • P.O. Box 508  
Walnut, California 91789-3002 • (909) 595-1268 • (626) 964-6551  
Website: www.wvwd.com • Fax: (909) 594-9532

January 7, 2005

Mr. Richard Harris  
Manager of Water Conservation  
East Bay Municipal Utility District  
P.O. Box 24055  
Oakland, CA 94623

Mary Ann Dickinson  
Executive Director  
California Urban Water Conservation Council  
455 Capitol Mall, Suite 703  
Sacramento, CA 95814

RE: Support of Dept. of Water Resources Grant Application for California *Water Star*<sup>TM</sup>

Dear Mr. Harris and Ms. Dickinson:

The District supports the East Bay Municipal Utility District's (EBMUD) and California Urban Water Conservation Council's (CUWCC) development of a California *Water Star*<sup>TM</sup> program. The District strongly believes that a *Water Star*<sup>TM</sup> program will advance demand reduction and ensure a reliable water supply by promoting the development and use of water-efficient, as well as energy-efficient, products in the marketplace.

A voluntary California *Water Star*<sup>TM</sup> program would establish the performance criteria, industry-accepted test methods, labeling, and other requirements that will enable the most water-efficient products to clearly stand out above the competition. The program will provide consumers and businesses with objective, verifiable information about the actual water use in the products they consider for purchase. In so doing, it will also help transform the market for all products seeking a *Water Star*<sup>TM</sup> certification and label. The program will establish natural incentives for products that advance water conservation goals in both the commercial and residential sectors. Finally, it will provide a new performance benchmark for manufacturers leading to more water efficient products and more intense competition.

Although the District recognizes the Federal EPA is considering its own program, we believe EBMUD's and CUWCC's joint expertise and efforts in developing the California program is absolutely necessary to ensure that a labeling program be implemented in the quickest and most comprehensive manner possible. A California *Water Star*<sup>TM</sup> program will address the unique needs of the state's appliance and fixtures market and keep pace with the rapid growth that California and other states' water utilities are facing while remaining a natural complement to the Federal program.

Very truly yours,

WALNUT VALLEY WATER DISTRICT

KAREN POWERS  
General Manager

KP:vm

**MWD**

METROPOLITAN WATER DISTRICT OF SOUTHERN CALIFORNIA

Executive Office

January 7, 2005

Ms. Mary Ann Dickinson  
Executive Director  
California Urban Water Conservation Council  
455 Capitol Mall, Suite 703  
Sacramento, CA 95814

Dear Ms. Dickinson:

Support of Department of Water Resources Grant Application for California *Water Star*<sup>TM</sup>

The Metropolitan Water District of Southern California (Metropolitan) supports the California Urban Water Conservation Council's (CUWCC) development of a California *Water Star*<sup>TM</sup> program. Metropolitan strongly believes that a *Water Star*<sup>TM</sup> program will advance demand reduction and ensure a reliable water supply by promoting the development and use of water-efficient, as well as energy-efficient, products in the marketplace.

A voluntary California *Water Star*<sup>TM</sup> program would establish the performance criteria, industry-accepted test methods, labeling, and other requirements that will enable the most water-efficient products to clearly stand out above the competition. The program will provide consumers and businesses with objective, verifiable information about the actual water use in the products they consider for purchase. In so doing, it will also help transform the market for all products seeking a *Water Star*<sup>TM</sup> certification and label. The program will establish natural incentives for products that advance water conservation goals in both the commercial and residential sectors. Finally, it will provide a new performance benchmark for manufacturers, leading to more water efficient products and more intense competition.

Metropolitan believes the CUWCC's expertise and efforts in developing the California program is absolutely necessary to ensure that a labeling program be implemented in the quickest and most comprehensive manner possible. A California *Water Star*<sup>TM</sup> program will address the unique needs of the state's appliance and fixtures market and keep pace with the rapid growth that California and other state's water utilities are facing while remaining a natural complement to the Federal program.

Sincerely,

Gilbert F. Ivey  
Interim Chief Executive Officer

ATW:adminwrm

o:\a\c\AIW\_Prop 30 Letter of Support CUWCC 7

JAN-07-2005 FRI 10:17 AM MCGUIRE AND CO

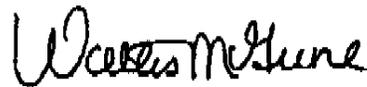
FAX NO. 4157754159

P. 03

offers numerous opportunities for cooperation with the Water Star program. For example, our campaign will promote water-efficient appliances, plants, new homes and other "products" – all of which may be eligible for the Water Star label in the future.

We look forward to successful implementation of the Water Star™ program proposed by EBMUD and CUWCC.

Sincerely,



Walter McGuire  
President, Efficiency Partnership and Flex Your Power

JAN. 6. 2005 1:26PM

NO. 227 P. 2



**Roland J. Rieker**  
 Director  
 Customer Energy Efficiency

245 Market Street, Room 869  
 San Francisco, CA 94105

*Mailing Address*  
 Mail Code N66  
 Pacific Gas and Electric Company  
 P.O. Box 770000  
 San Francisco, CA 94177

January 5, 2005

Mr. Richard Harris  
 Manager of Water Conservation  
 East Bay Municipal Utility District  
 P.O. Box 24055  
 Oakland, CA 94623

Ms. Mary Ann Dickinson  
 Executive Director  
 California Urban Water Conservation Council  
 455 Capitol Mall, Suite 703  
 Sacramento, CA 95814

415.973.8487  
 Internal: 223.8437  
 Fax: 415.972.5333  
 Internet: RJRb@pge.com

RE: Support of Department of Water Resources Grant Application for California *Water Star*<sup>TM</sup>

Dear Mr. Harris and Ms. Dickinson:

Pacific Gas and Electric Company (PG&E) supports the East Bay Municipal Utility District's (EBMUD) and California Urban Water Conservation Council's (CUWCC) development of a California *Water Star*<sup>TM</sup> program. We believe that a *Water Star*<sup>TM</sup> program will not only help ensure a reliable water supply but will also help save electricity, including peak demand. We think the program makes good sense to promote the development and use of water-efficient, as well as energy-efficient, products in the marketplace.

A voluntary California *Water Star*<sup>TM</sup> program would establish the performance criteria, industry-accepted test methods, labeling, and other requirements that will enable the most water-efficient products to clearly stand out above the competition. The program will provide consumers and businesses with objective, verifiable information about the actual water use in the products they consider for purchase. In so doing, it will also help transform the market for all products seeking a *Water Star*<sup>TM</sup> certification and label. The program will establish natural incentives for products that advance water conservation goals in both the commercial and residential sectors. Finally, it will provide a new performance benchmark for manufacturers leading to more water efficient products and more intense competition.

PG&E is aware that the Federal EPA is considering its own program. We believe that the California *Water Star*<sup>TM</sup> program should be designed such that it can dovetail with federal efforts to the maximum extent practical, fully considering the needs of all stakeholders. In the program design process, we ask that special care be taken to fully understand and mitigate against the potential for consumer confusion related to the ENERGY STAR brand vis-a-vis the *Water Star*<sup>TM</sup> brand. While acknowledging these issues, we nonetheless believe a California *Water Star*<sup>TM</sup> program will address the unique needs of the State's appliance and fixtures market and keep pace with the rapid growth that California and other state's water utilities are facing. EBMUD's and CUWCC's joint expertise and efforts in developing the California program will ensure that a labeling program be implemented in the quickest and most comprehensive manner possible.

Sincerely,

*Roland J. Rieker*  
 RJR:cb



January 5, 2005

Mr. Richard Harris  
Manager of Water Conservation  
East Bay Municipal Utility District  
P.O. Box 24055  
Oakland, CA 94623

Mary Ann Dickinson  
Executive Director  
California Urban Water Conservation Council  
455 Capitol Mall, Suite 703  
Sacramento, CA 95814

RE: Support of Department of Water Resources Grant Application for California *Water Star*<sup>™</sup>

Dear Mr. Harris and Ms Dickinson:

Southern California Edison (SCE) supports the East Bay Municipal Utility District's (EBMUD) and California Urban Water Conservation Council's (CUWCC) development of a California *Water Star*<sup>™</sup> program. SCE strongly believes that a *Water Star*<sup>™</sup> program will advance demand reduction and ensure a reliable water supply by promoting the development and use of water-efficient, as well as energy-efficient, products in the marketplace.

A voluntary California *Water Star*<sup>™</sup> program would establish the performance criteria, industry-accepted test methods, labeling, and other requirements that will enable the most water-efficient products to clearly stand out above the competition. The program will provide consumers and businesses with objective, verifiable information about the actual water use in the products they consider for purchase. In so doing, it will also help transform the market for all products seeking a *Water Star*<sup>™</sup> certification and label. The program will establish natural incentives for products that advance water conservation goals in both the commercial and residential sectors. Finally, it will provide a new performance benchmark for manufacturers leading to more water efficient products and more intense competition.

Although SCE recognizes the Federal EPA is considering its own program, we believe EBMUD's and CUWCC's joint expertise and efforts in developing the California program is absolutely necessary to ensure that a labeling program be implemented in the quickest and most comprehensive manner possible. A California *Water Star*<sup>™</sup> program will address the unique needs of the state's appliance and fixtures market and keep pace with the rapid growth that California and other state's water utilities are facing while remaining a natural complement to the Federal program.

Sincerely,

A handwritten signature in black ink, appearing to read 'J. Haiad'.

J. Carlos Haiad, P.E.  
Southern California Edison  
Design & Engineering Services



January 6, 2005

Mr. Richard Harris  
Manager of Water Conservation  
East Bay Municipal Utility District  
P.O. Box 24055  
Oakland, CA 94623

Mary Ann Dickinson  
Executive Director  
California Urban Water Conservation Council  
455 Capitol Mall, Suite 703  
Sacramento, CA 95814

RE: Support of Department of Water Resources Grant Application for California *Water Star*<sup>TM</sup>

Dear Mr. Harris and Ms. Dickinson:

Fisher-Nickel, inc. (FNI) supports the East Bay Municipal Utility District's (EBMUD) and California Urban Water Conservation Council's (CUWCC) development of a California Water Star<sup>TM</sup> program. A voluntary California Water Star<sup>TM</sup> program would establish the performance criteria, consensus-based test methods, and a labeling format that will identify water-efficient products.

As a company dedicated to promoting energy efficiency within the commercial food service sector, FNI recognizes the importance of being able to differentiate the performance (i.e., energy and water consumption) of one appliance from another at the time of specification or purchase. For many years we have advocated labeling commercial cooking appliances to recognize top energy performers. More recently, we have worked with EPA and appliance manufacturers to develop Energy Star<sup>®</sup> criteria for four categories of food service equipment based on their respective ASHRAE or ASTM Standard Test Method (commercial refrigerators/freezers, fryers, steamers and holding cabinets). We also incorporate, where applicable, water usage within the scope of our test method development work at the Food Service Technology Center (e.g., ASTM F 2324-03 Standard Test Method for Pre-Rinse Spray Valves).

Although FNI understands that EPA is planning to add water efficiency to appropriate Energy Star<sup>®</sup> specifications, we believe that a Water Star<sup>TM</sup> program can be complementary to the Federal program, particularly in California where both water and energy efficiency are so important to utilities and consumers. It is imperative that the implementation of a Water Star<sup>TM</sup> program for California builds on the strength of Energy Star<sup>®</sup> without causing confusion to the consumer. The natural synergy between energy and water suggests that accelerated market transformation can be achieved in California through a well-crafted Water Star<sup>TM</sup> initiative.

Sincerely,

Don Fisher  
President/CEO  
Fisher-Nickel, inc.

Mailing Address:  
Food Service Technology Center  
12949 Alcosta Blvd., Suite 101  
San Ramon, CA 94583



## SAN FRANCISCO PUBLIC UTILITIES COMMISSION

1156 Market St., 11th Floor, San Francisco, CA 94103 • Tel. (415) 554-3155 • Fax (415) 584-3161



January 3, 2005

Mr. Richard Harris  
 Manager of Water Conservation  
 East Bay Municipal Utility District  
 P.O. Box 24055  
 Oakland, CA 94623

Mary Ann Dickinson  
 Executive Director  
 California Urban Water Conservation Council  
 455 Capitol Mall, Suite 703  
 Sacramento, CA 95814

GAVIN NEWSOM  
 MAYOR

E. DENNIS NORMANDY  
 PRESIDENT

RICHARD SKLAR  
 VICE PRESIDENT

ANN MOLLER CAEN  
 ADAM WERBACH  
 RYAN L. BROOKS

SUSAN LEAL  
 GENERAL MANAGER

RE: Support of Department of Water Resources Grant Application for California *Water Star*<sup>TM</sup>

Dear Mr. Harris and Ms Dickinson:

The San Francisco Public Utilities Commission (SFPUC) supports the East Bay Municipal Utility District's (EBMUD) and California Urban Water Conservation Council's (CUWCC) development of a California *Water Star*<sup>TM</sup> program. The SFPUC strongly believes that a *Water Star*<sup>TM</sup> program will advance demand reduction and ensure a reliable water supply by promoting the development and use of water-efficient, as well as energy-efficient, products in the marketplace.

A voluntary California *Water Star*<sup>TM</sup> program would establish the performance criteria, industry-accepted test methods, labeling, and other requirements that will enable the most water-efficient products to clearly stand out above the competition. The program will provide consumers and businesses with objective, verifiable information about the actual water use in the products they consider for purchase. In so doing, it will also help transform the market for all products seeking a *Water Star*<sup>TM</sup> certification and label. The program will establish natural incentives for products that advance water conservation goals in both the commercial and residential sectors. Finally, it will provide a new performance benchmark for manufacturers leading to more water efficient products and more intense competition.

Although the SFPUC recognizes the Federal EPA is considering its own program, we believe EBMUD's and CUWCC's joint expertise and efforts in developing the California program is absolutely necessary to ensure that a labeling program be implemented in the quickest and most comprehensive manner possible. A California *Water Star*<sup>TM</sup> program will address the unique needs of the state's appliance and fixtures market and keep pace with the rapid growth that California and other state's water utilities are facing while remaining a natural complement to the Federal program.

Sincerely,

Susan Leal  
 General Manager

CUWCC

Fax: 916-552-5877

Jan 6 2005 8:16

P.04

**CONTRA COSTA  
WATER DISTRICT**

1331 Concord Avenue  
P.O. Box H20  
Concord, CA 94524  
(925) 688-8000 FAX (925) 688-8122

January 3, 2005

**Directors**

Joseph L. Campbell  
*President*

Elizabeth R. Anello  
*Vice President*

Bette Boatman  
John A. Burgh  
Karl L. Wandry

Walter J. Bishop  
*General Manager*

Mr. Richard Harris  
Manager of Water Conservation  
East Bay Municipal Utility District  
P.O. Box 24055  
Oakland, CA 94623

Mary Ann Dickinson  
Executive Director  
California Urban Water Conservation Council  
455 Capitol Mall, Suite 703  
Sacramento, CA 95814

**RE: Support Grant Application for California *Water Star*<sup>TM</sup>**

Dear Mr. Harris and Ms. Dickinson:

Contra Costa Water District (CCWD) supports the East Bay Municipal Utility District's (EBMUD) and California Urban Water Conservation Council's (CUWCC) development of a California *Water Star*<sup>TM</sup> program. CCWD believes that a *Water Star*<sup>TM</sup> program will advance demand reduction and improve water use efficiency by promoting the development and use of water-efficient, as well as energy-efficient, products in the marketplace.

A voluntary California *Water Star*<sup>TM</sup> program would establish the performance criteria, industry-accepted test methods, labeling, and other requirements that will enable the most water-efficient products to clearly stand out above the competition. The program will provide consumers and businesses with objective, verifiable information about the actual water use in the products they consider for purchase. In so doing, it will also help transform the market for all products seeking a *Water Star*<sup>TM</sup> certification and label. The program will establish natural incentives for products that advance water conservation goals in both the commercial and residential sectors. Finally, it will provide a new performance benchmark for manufacturers leading to more water efficient products and more intense competition.

A California *Water Star*<sup>TM</sup> program will have definite long-term water savings benefits. When customers are offered clear and consistent information on products, they are better able to make informed decisions. Also, when appliance dealers are provided clear and consistent information on products they sell, they are better able to provide their customers with accurate product information.

CCWD strongly supports the program for Proposition 50 grant funding.

Sincerely,

Chris Dundon  
Water Conservation Supervisor  
Contra Costa Water District

CUWCC

Fax:916-552-5877

Jan 6 2005 8:21

P.13

p.2

Jan 06 05 03:33a

Santa Clara Valley  
Water District

5750 ALMADEN EXPWY  
SAN JOSE, CA 95118-2686  
TELEPHONE (408) 266-2600  
FACSIMILE (408) 266-0271  
www.valleywater.org  
AN EQUAL OPPORTUNITY EMPLOYER

January 11, 2005

Mary Ann Dickinson  
Executive Director  
California Urban Water Conservation Council  
455 Capitol Mall, Suite 703  
Sacramento, CA 95814

RE: Support of Department of Water Resources Grant Application for California *Water Star*<sup>TM</sup>

Dear Ms Dickinson:

The Santa Clara Valley Water District supports the East Bay Municipal Utility District's (EBMUD) and California Urban Water Conservation Council's (CUWCC) development of a California *Water Star*<sup>TM</sup> program. Santa Clara Valley Water District strongly believes that a *Water Star*<sup>TM</sup> program will advance demand reduction and ensure a reliable water supply by promoting the development and use of water-efficient, as well as energy-efficient, products in the marketplace.

A voluntary California *Water Star*<sup>TM</sup> program would establish the performance criteria, industry-accepted test methods, labeling, and other requirements that will enable the most water-efficient products to clearly stand out above the competition. The program will provide consumers and businesses with objective, verifiable information about the actual water use in the products they consider for purchase. In so doing, it will also help transform the market for all products seeking a *Water Star*<sup>TM</sup> certification and label. The program will establish natural incentives for products that advance water conservation goals in both the commercial and residential sectors. Finally, it will provide a new performance benchmark for manufacturers leading to more water efficient products and more intense competition.

Although Santa Clara Valley Water District recognizes the Federal EPA is considering its own program, we believe EBMUD's and CUWCC's joint expertise and efforts in developing the California program is absolutely necessary to ensure that a labeling program be implemented in the quickest and most comprehensive manner possible. A California *Water Star*<sup>TM</sup> program will address the unique needs of the state's appliance and fixtures market and keep pace with the rapid growth that California and other state's water utilities are facing while remaining a natural complement to the Federal program.

Sincerely,

Hossein Ashktorab, Ph.D.  
Manager, Water Use Efficiency Unit

Jan. 7. 2005 2:52PM TAMPA BAY WATER 727.791.2340

No.7350 P. 2

Board of Directors: Robert Stewart, Ted Schrader, Rick Baker, Ann Hildebrand,  
Fam Iorio, Susan Laivola, Mark Sharpa, Ronda Storms, Dan Tipton

General Manager: Jerry L. Maxwell

General Counsel: Donald D. Conn

2535 Landmark Drive, Suite 211, Clearwater, FL 33761-3930

Phone: 727.796.2355 / Fax: 727.791.2388

www.tampabaywater.org



January 7, 2005

Mr. Richard Harris  
Manager of Water Conservation  
East Bay Municipal Utility District  
P.O. Box 24055  
Oakland, CA 94623

Ms. Mary Ann Dickinson  
Executive Director  
California Urban Water Conservation Council  
455 Capitol Mall, Suite 703  
Sacramento, CA 95814

Re: Support of California *Water Star™* Labeling Program

Dear Mr. Harris and Ms. Dickinson:

In July 2003, Tampa Bay Water formally approved the attached position statement supporting U.S. EPA's creation and maintenance of a voluntary labeling program promoting water use efficiency in appliances and other products (attached). Consistent with that support, we support efforts made by the East Bay Municipal Utility District of northern California and the California Urban Water Conservation Council's development of a California-based model *Water Star™* program. Our organization believes that creation of both a national and California-tested model *Water Star™* program will advance demand reduction programs nationally by promoting development and use of water-efficient, as well as energy-efficient, products in the marketplace.

Your voluntary *Water Star™* program would establish the performance criteria, industry-accepted test methods, labeling, and other requirements that will enable the most water-efficient products to clearly stand out above the competition. The program will provide consumers and businesses with objective, verifiable information about actual water use in the products they consider for purchase. In so doing, it will also help transform the market for all products seeking a *Water Star™* certification and label and increase the likelihood this transformation can occur throughout the nation. The program will establish natural incentives for products that advance water conservation goals in both the commercial and residential sectors.

Jan. 7. 2005 2:53PM TAMPA BAY WATER 727.791.2340

No.7350 P. 3

Mr. Richard Harris  
Ms. Mary Ann Dickinson  
January 7, 2005  
Page 2

Finally, it will provide a new performance benchmark for manufacturers, leading to more water-efficient products and more intense competition nationally.

Although we recognize and support the Federal EPA development of its own program, we believe your expertise and efforts in developing the California program is absolutely necessary in ensuring that a pilot tested national labeling program be implemented in a comprehensive manner. Additionally, this effort should accelerate the transformation of water efficiency in the appliance market nationwide.

Sincerely,



Dave Bracciano  
Demand Management Coordinator

Attachment

**POSITION STATEMENT**  
**in support of a voluntary**  
**WATER-EFFICIENT PRODUCT LABELING PROGRAM**

The public agencies, organizations, and companies listed below urge the development of a nationally recognizable label for water efficient products. Modeled after the successful voluntary *ENERGY STAR*<sup>®</sup> labeling program developed by the Environmental Protection Agency (EPA) and the U.S. Department of Energy, a water efficiency label would help protect the environment by enabling purchasers to identify and select the most water efficient products that meet their needs. Manufacturer participation would be entirely voluntary. Products would earn the right to use the water efficiency label by meeting specific efficiency criteria set by the EPA, in consultation with willing suppliers.

Currently there is no easy national consumer reference tool for water efficiency. A voluntary labeling program similar to *ENERGY STAR*<sup>®</sup> would help fill this information gap. Manufacturers, retailers, and service providers could use the water efficiency label as a marketing tool. Utilities and other groups could promote the label through information and education efforts, recommendations, advertising, and rebates.

Recent droughts affecting much of the nation have raised public awareness about the importance of conserving water supplies. Maintaining healthy aquatic ecosystems depends on adequate water remaining in springs, rivers, lakes, and estuaries, even as we supply our communities with safe and affordable drinking water. The importance of using water efficiently will expand as our increasing population and economic growth place additional burdens on limited supplies of water. Now more than ever, consumers are looking for ways to lessen their footprint on the environment while reducing their own costs for water and wastewater service.

Greater water efficiency offers substantial financial benefits for the nation's publicly funded water and wastewater infrastructure, as well as the consumers they serve. Water consumption is an important factor in determining the timing and sizing of both water and wastewater capital improvements, and more efficient use of water can help moderate these costs. The nationwide breadth of our multi-billion dollar infrastructure needs, as well as the application of federal funds to meeting these needs, combine to make water efficiency an important national objective. A nationally recognized label for water efficient products will complement and enhance the many local initiatives that now offer incentives and rebates for water conserving products to reduce the demand on their drinking water and wastewater treatment facilities.

It is recommended that the Environmental Protection Agency create and maintain a voluntary labeling program in cooperation with manufacturers and distributors of major water using appliances, plumbing products, cooling systems, irrigation devices, landscape materials, and other commonly sold water using products. It is further recommended that EPA obtain stakeholder input from public agencies, organizations, and companies on label name, logo design, product selection, efficiency criteria, and other program details.



# City of Seattle

---

Gregory J. Nickels, Mayor

## Seattle Public Utilities

Chuck Clarke, Director

January 3, 2005

Mr. Richard Harris  
Manager of Water Conservation  
East Bay Municipal Utility District  
P.O. Box 24055  
Oakland, CA 94623

Mary Ann Dickinson  
Executive Director  
California Urban Water Conservation Council  
455 Capitol Mall, Suite 703  
Sacramento, CA 95814

RE: Support of Department of Water Resources Grant Application for California *Water Star*<sup>TM</sup>

Dear Mr. Harris and Ms Dickinson:

Seattle Public Utilities supports and encourages the East Bay Municipal Utility District's (EBMUD) and California Urban Water Conservation Council's (CUWCC) to develop a California *Water Star*<sup>TM</sup> program. A *Water Star*<sup>TM</sup> program will advance demand reduction and ensure a reliable water supply by promoting the development and use of water-efficient, as well as energy-efficient, products in the marketplace. Since California has such a significant market for new products, what happens in California frequently can influence the entire West Coast marketplace.

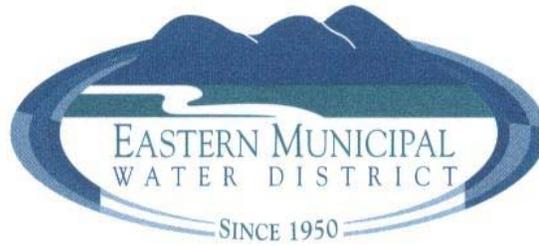
A voluntary California *Water Star*<sup>TM</sup> program would establish the performance criteria, industry-accepted test methods, labeling, and other requirements that will enable the most water-efficient products to clearly stand out above the competition. The program will provide consumers and businesses with objective, verifiable water use in the products they consider for purchase. In so doing, it will also help transform the market for all products seeking a *Water Star*<sup>TM</sup> certification and label. The program will establish natural incentives for products that advance water conservation goals in both the commercial and residential sectors. Finally, it will provide a new performance benchmark for manufacturers leading to more water efficient products and more intense competition.

In developing the *Water Star*<sup>TM</sup> program, we encourage California to continue to coordinate and complement efficient product labeling efforts at EPA, with other States, and internationally.

Sincerely,

A handwritten signature in black ink, appearing to read "Allan Dietemann".

Allan Dietemann  
Water Conservation Lead  
Seattle Public Utilities



January 5, 2005

*Board of Directors*

*President*

Richard R. Hall

*Vice President*

Randy A. Record

Rodger D. Siems  
David J. Slawson  
Ronald W. Sullivan

*Board Secretary*

Rosemarie V. Howell

*General Manager*

Anthony J. Pack

*Director of the  
Metropolitan Water  
District of So. Calif.*

Randy A. Record

*Treasurer*

Joseph J. Kuebler, CPA

*Legal Counsel*

Redwine and Sherrill

Mr. Richard Harris  
Manager of Water Conservation  
East Bay Municipal Utility District  
Conservation Council  
P.O. Box 24055  
Oakland, CA 94623

Mary Ann Dickinson  
Executive Director  
California Urban Water

455 Capitol Mall, Suite 703  
Sacramento, CA 95814

RE: Support of Department of Water Resources Grant Application for California  
**Water Star™**

Dear Mr. Harris and Ms Dickinson:

Eastern Municipal Water District (EMWD) supports the East Bay Municipal Utility District's (EBMUD) and California Urban Water Conservation Council's (CUWCC) development of a California **Water Star™** program. EMWD strongly believes that a **Water Star™** program will advance demand reduction and ensure a reliable water supply by promoting the development and use of water-efficient, as well as energy-efficient, products in the marketplace.

A voluntary California **Water Star™** program would establish the performance criteria, industry-accepted test methods, labeling, and other requirements that will enable the most water-efficient products to clearly stand out above the competition. The program will provide consumers and businesses with objective, verifiable information about the actual water use in the products they consider for purchase. In so doing, it will also help transform the market for all products seeking a **Water Star™** certification and label. The program will establish natural incentives for products that advance water conservation goals in both the commercial and residential sectors. Finally, it will provide a new performance benchmark for manufacturers leading to more water efficient products and more intense competition.

Although Eastern Municipal Water District recognizes the Federal EPA is considering its own program, we believe EBMUD's and CUWCC's joint expertise and efforts in developing the California program is absolutely necessary to ensure that a labeling program be implemented in the quickest and most

Mr. Harris and Ms. Dickinson  
January 5, 2005  
Page 2

comprehensive manner possible. A California *Water Star*<sup>TM</sup> program will address the unique needs of the state's appliance and fixtures market and keep pace with the rapid growth that California and other state's water utilities are facing while remaining a natural complement to the Federal program.

Sincerely,

A handwritten signature in cursive script that reads "Melanie Nieman".

Melanie Nieman, Director  
Community Involvement Department



## FOOTHILL MUNICIPAL WATER DISTRICT

ALTADENA • La CAÑADA FLINTRIDGE • La CRESCENTA

January 4, 2005

Mr. Richard Harris  
Manager of Water conservation  
East Bay Municipal Water Utility District  
PO Box 24055  
Oakland, Ca 94623

Ms. Mary Ann Dickinson  
Executive Director  
California UWCC  
455 Capitol Mall, Suite 703  
Sacramento, CA 95814

RE: Support of Department of Water Resources Grant Application for  
California **Water Star**<sup>™</sup>

Dear Mr. Harris and Ms. Dickinson:

Foothill Municipal Water District (FMWD) supports the East Bay Municipal Utility District's (EBMUD) and California Urban Water Conservation Council's (CUWCC) development of a California **Water Star**<sup>™</sup> program. FMWD strongly believes that a **Water Star**<sup>™</sup> program will advance demand reduction and ensure a reliable water supply by promoting the development and use of water-efficient, as well as energy-efficient, products in the marketplace.

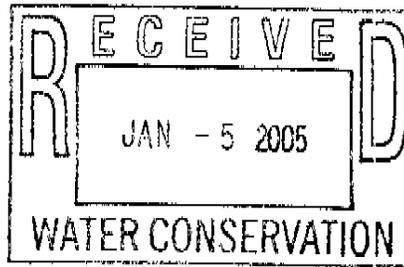
A voluntary California **Water Star**<sup>™</sup> program would establish the performance criteria, industry-accepted test methods, labeling, and other requirements that will enable the most water-efficient products to clearly stand out above the competition. The program will provide consumers and businesses with objective, verifiable information about the actual water use in the products they consider for purchase. In so doing, it will also help transform the market for all products seeking a **Water Star**<sup>™</sup> certification and label. The program will establish natural incentives for products that advance water conservation goals in both the commercial and residential sectors. Finally, it will provide a new performance benchmark for manufacturers leading to more water efficient products and more intense competition.

Although FMWD recognizes the Federal EPA is considering its own program, we believe EBMUD's and CUWCC's joint expertise and efforts in developing the California program is absolutely necessary to ensure that a labeling program be implemented in the quickest and most comprehensive manner possible. A California **Water Star**<sup>™</sup> program will address the unique needs of the state's appliance and fixtures market and keep pace with the rapid growth that California and other state's water utilities are facing while remaining a natural complement to the Federal program.

Sincerely,

A handwritten signature in black ink, appearing to read "William Peci", is written over a faint circular stamp.

William Peci  
General Manager



January 3, 2005

Mr. Richard Harris  
Manager of Water Conservation  
East Bay Municipal Utility District  
P.O. Box 24055  
Oakland, CA 94623

Mary Ann Dickinson  
Executive Director  
California Urban Water Conservation Council  
455 Capitol Mall, Suite 703  
Sacramento, CA 95814

RE: Support of Department of Water Resources Grant Application for California *Water Star*<sup>TM</sup>

Dear Mr. Harris and Ms. Dickinson:

Coastside County Water District supports the East Bay Municipal Utility District's (EBMUD) and California Urban Water Conservation Council's (CUWCC) development of a California *Water Star*<sup>TM</sup> program. Coastside County Water District strongly believes that a *Water Star*<sup>TM</sup> program will advance demand reduction and ensure a reliable water supply by promoting the development and use of water-efficient, as well as energy-efficient, products in the marketplace.

A voluntary California *Water Star*<sup>TM</sup> program would establish the performance criteria, industry-accepted test methods, labeling, and other requirements that will enable the most water-efficient products to clearly stand out above the competition. The program will provide consumers and businesses with objective, verifiable information about the actual water use in the products they consider for purchase. In so doing, it will also help transform the market for all products seeking a *Water Star*<sup>TM</sup> certification and label. The program will establish natural incentives for products that advance water conservation goals in both the commercial and residential sectors. Finally, it will provide a new performance benchmark for manufacturers leading to more water efficient products and more intense competition.

Although Coastside County Water District recognizes the Federal EPA is considering its own program, we believe EBMUD's and CUWCC's joint expertise and efforts in developing the California program is absolutely necessary to ensure that a labeling program be implemented in the quickest and most comprehensive manner possible. A California *Water Star*<sup>TM</sup> program will address the unique needs of the state's appliance and fixtures market and keep pace with the rapid growth that California and other state's water utilities are facing while remaining a natural complement to the Federal program.

Sincerely,

A handwritten signature in cursive script that reads "Ed Schmidt".

Ed Schmidt  
General Manager  
Coastside County Water District

CUWCC

Fax:916-552-5877

Jan 6 2005 8:18

P.07



January 3, 2005

Mr. Richard Harris  
Manager of Water Conservation  
East Bay Municipal Utility District  
P.O. Box 24055  
Oakland, CA 94623

Mary Ann Dickinson  
Executive Director  
California Urban Water Conservation Council  
455 Capitol Mall, Suite 703  
Sacramento, CA 95814

RE: Support of Department of Water Resources Grant Application for California *Water Star*™

Dear Mr. Harris and Ms Dickinson:

City of Escondido supports the East Bay Municipal Utility District's (EBMUD) and California Urban Water Conservation Council's (CUWCC) development of a California *Water Star*™ program. City of Escondido strongly believes that a *Water Star*™ program will advance demand reduction and ensure a reliable water supply by promoting the development and use of water-efficient, as well as energy-efficient, products in the marketplace.

A voluntary California *Water Star*™ program would establish the performance criteria, industry-accepted-test methods, labeling, and other requirements that will enable the most water-efficient products to clearly stand out above the competition. The program will provide consumers and businesses with objective, verifiable information about the actual water use in the products they consider for purchase. In so doing, it will also help transform the market for all products seeking a *Water Star*™ certification and label. The program will establish natural incentives for products that advance water conservation goals in both the commercial and residential sectors. Finally, it will provide a new performance benchmark for manufacturers leading to more water efficient products and more intense competition.

Although City of Escondido recognizes the Federal EPA is considering its own program, we believe EBMUD's and CUWCC's joint expertise and efforts in developing the California program is absolutely necessary to ensure that a labeling program be implemented in the quickest and most comprehensive manner possible. A California *Water Star*™ program will address the unique needs of the state's appliance and fixtures market and keep pace with the rapid growth that California and other state's water utilities are facing while remaining a natural complement to the Federal program.

Sincerely,

A handwritten signature in cursive script that reads "Deborah Jardin".

Deborah Jardin  
City of Escondido  
Program Coordinator/Water Conservation

CUWCC

Fax:916-552-5877

Jan 6 2005 8:20 P.10

JAN-05-2005 17:03

Placer Cnty. Water Agency

530 823 4897 P.02

# Placer County Water Agency

Business Center: 144 Ferguson Rd. • Mail: P.O. Box 6570 • Auburn, California 95604-6570  
 (530) 823-4850 800-464-0950 www.pcwa.net



A Public Agency

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January 5, 2005

Mr. Richard Harris  
 Manager of Water Conservation  
 East Bay Municipal Utility District  
 P.O. Box 24055  
 Oakland, CA 94623

Mary Ann Dickinson  
 Executive Director  
 California Urban Water Conservation Council  
 455 Capitol Mall, Suite 703  
 Sacramento, CA 95814

RE: Support of Department of Water Resources Grant Application for California *Water Star*<sup>™</sup>

Dear Mr. Harris and Ms. Dickinson:

Placer County Water Agency supports the East Bay Municipal Utility District's (EBMUD) and California Urban Water Conservation Council's (CUWCC) development of a California *Water Star*<sup>™</sup> program. Placer County Water Agency strongly believes that a *Water Star*<sup>™</sup> program will advance demand reduction and ensure a reliable water supply by promoting the development and use of water-efficient, as well as energy-efficient, products in the marketplace.

A voluntary California *Water Star*<sup>™</sup> program would establish the performance criteria, industry-accepted test methods, labeling, and other requirements that will enable the most water-efficient products to clearly stand out above the competition. The program will provide consumers and businesses with objective, verifiable information about the actual water use in the products they consider for purchase. In so doing, it will also help transform the market for all products seeking a *Water Star*<sup>™</sup> certification and label. The program will establish natural incentives for products that advance water conservation goals in both the commercial and residential sectors. Finally, it will provide a new performance benchmark for manufacturers leading to more water efficient products and more intense competition.

Although Placer County Water Agency recognizes the Federal EPA is considering its own program, we believe EBMUD's and CUWCC's joint expertise and efforts in developing the California program is absolutely necessary to ensure that a labeling program be implemented in the quickest and most comprehensive manner possible. A California *Water Star*<sup>™</sup> program will address the unique needs of the state's appliance and fixtures market and keep pace with the rapid growth that California and other state's water utilities are facing while remaining a natural complement to the Federal program.

Sincerely,

PLACER COUNTY WATER AGENCY

  
 David A. Breninger  
 General Manager

CUWCC

Fax:916-552-5877

Jan 6 2005 8:19

P.09



**MONO LAKE**

**C O M M I T T E E**

P.O. Box 29  
Hwy 395 and Third Street  
Lee Vining, CA 93541

Phone (760) 647-6595  
Fax (760) 647-6377

December 31, 2004

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Frances Spivy-Weber, Policy

**Southern California Office**

322 Culver Blvd.  
Playa Del Rey, CA 90295  
(310) 316-0041

**On the Internet**

www.monolake.org  
www.monolakeinresearch.org

Mr. Richard Harris  
Manager of Water Conservation  
East Bay Municipal Utility District  
P.O. Box 24055  
Oakland, CA 94623

Mary Ann Dickinson  
Executive Director  
CUWCC  
455 Capitol Mall, Suite 703  
Sacramento, CA 95814

**RE: Support of DWR Grant Application for California *Water Star*™**

Dear Mr. Harris and Ms Dickinson:

On behalf of our 15,000 members statewide, the Mono Lake Committee supports the East Bay Municipal Utility District's (EBMUD) and California Urban Water Conservation Council's (CUWCC) development of a California *Water Star*™ program. The Mono Lake Committee strongly believes that a *Water Star*™ program will advance demand reduction and water supply reliability by through the development and use of water-efficient, and energy-efficient, products.

A voluntary California *Water Star*™ program will establish the performance criteria, industry-accepted test methods, labeling, and other requirements that will enable the most water-efficient products to clearly stand out above the competition; provide consumers and businesses with objective, verifiable information about the actual water use in the products they consider for purchase; help transform the market for all products seeking a *Water Star*™ certification and label. The program will establish natural incentives for products that advance water conservation goals in both the commercial and residential sectors and provide a new performance benchmark for manufacturers leading to more water efficient products and more intense competition.

Although the Mono Lake Committee recognizes the Federal EPA is considering its own program, we believe EBMUD's and CUWCC's joint expertise and efforts in developing the California *Water Star*™ program will address the unique needs of the state's appliance and fixtures market and keep pace with the rapid growth that California and other state's water utilities are facing while remaining a natural complement to the Federal program.

Sincerely,

*Frances Spivy-Weber*  
Frances Spivy-Weber  
Executive Director, Policy

CUWCC

Fax:916-552-5877

Jan 6 2005 8:19

P.08



4699 HOLLISTER AVENUE  
GOLETA, CALIFORNIA 93110-1999  
TELEPHONE 805/964-6761  
FAX 805/964-7002

January 3, 2005

Mr. Richard Harris  
Manager of Water Conservation  
East Bay Municipal Utility District  
P.O. Box 24055  
Oakland, CA 94623

Mary Ann Dickinson  
Executive Director  
California Urban Water Conservation Council  
455 Capitol Mall, Suite 703  
Sacramento, CA 95814

**RE: SUPPORT OF DEPARTMENT OF WATER RESOURCES GRANT APPLICATION FOR CALIFORNIA WATER STAR™**

Dear Mr. Harris and Ms Dickinson:

The Goleta Water District supports the East Bay Municipal Utility District's (EBMUD) and California Urban Water Conservation Council's (CUWCC) development of a California Water Star™ program. The Goleta Water District strongly believes that a Water Star™ program will advance demand reduction and ensure a reliable water supply by promoting the development and use of water-efficient, as well as energy-efficient, products in the marketplace.

A voluntary California Water Star™ program would establish the performance criteria, industry-accepted test methods, labeling, and other requirements that will enable the most water-efficient products to clearly stand out above the competition. The program will provide consumers and businesses with objective, verifiable information about the actual water use in the products they consider for purchase. In so doing, it will also help transform the market for all products seeking a Water Star™ certification and label. The program will establish natural incentives for products that advance water conservation goals in both the commercial and residential sectors. Finally, it will provide a new performance benchmark for manufacturers leading to more water efficient products and more intense competition.

Although the Goleta Water District recognizes the Federal EPA is considering its own program, we believe EBMUD's and CUWCC's joint expertise and efforts in developing the California program is absolutely necessary to ensure that a labeling program be implemented in the quickest and most comprehensive manner possible. A California Water Star™ program will address the unique needs of the state's appliance and fixtures market and keep pace with the rapid growth that California and other state's water utilities are facing while remaining a natural complement to the Federal program.

Sincerely,

GOLETA WATER DISTRICT

Misty Gonzales  
Water Conservation Coordinator

CUWCC

Fax:916-552-5877

Jan 6 2005 8:20

P. 11

CITY OF REDWOOD CITY  
PUBLIC WORKS SERVICES DEPARTMENT  
WATER RESOURCES MANAGEMENT PROGRAM



1400 BROADWAY  
REDWOOD CITY, CA 94063  
PHONE: (650) 780-7468  
FAX (650) 780-7445

January 3, 2005

Mr. Richard Harris  
Manager of Water Conservation  
East Bay Municipal Utility District  
P.O. Box 24055  
Oakland, CA 94623

Mary Ann Dickinson  
Executive Director  
California Urban Water Conservation Council  
455 Capitol Mall, Suite 703  
Sacramento, CA 95814

RE: Support of Department of Water Resources Grant Application for California *Water Star*<sup>TM</sup>

Dear Mr. Harris and Ms Dickinson:

The City of Redwood City supports the East Bay Municipal Utility District's (EBMUD) and California Urban Water Conservation Council's (CUWCC) development of a California *Water Star*<sup>TM</sup> program. The City of Redwood City strongly believes that a *Water Star*<sup>TM</sup> program will advance demand reduction and ensure a reliable water supply by promoting the development and use of water-efficient, as well as energy-efficient, products in the marketplace.

A voluntary California *Water Star*<sup>TM</sup> program would establish the performance criteria, industry-accepted test methods, labeling, and other requirements that will enable the most water-efficient products to clearly stand out above the competition. The program will provide consumers and businesses with objective, verifiable information about the actual water use in the products they consider for purchase. In so doing, it will also help transform the market for all products seeking a *Water Star*<sup>TM</sup> certification and label. The program will establish natural incentives for products that advance water conservation goals in both the commercial and residential sectors. Finally, it will provide a new performance benchmark for manufacturers leading to more water efficient products and more intense competition.

Although The City of Redwood City recognizes the Federal EPA is considering its own program, we believe EBMUD's and CUWCC's joint expertise and efforts in developing the California program is absolutely necessary to ensure that a labeling program be implemented in the quickest and most comprehensive manner possible. A California *Water Star*<sup>TM</sup> program will address the unique needs of the state's appliance and fixtures market and keep pace with the rapid growth that California and other state's water utilities are facing while remaining a natural complement to the Federal program.

Sincerely,



Manny Rosas  
Superintendent, Urban Water Management Program  
City of Redwood City

CUWCC

Fax:916-552-5877

Jan 6 2005 8:15

P.02

January 5, 2006

Mr. Richard Harris  
 Manager of Water Conservation  
 East Bay Municipal Utility District  
 Council  
 P.O. Box 24055  
 Oakland, CA 94623

Mary Ann Dickinson  
 Executive Director  
 California Urban Water Conservation

455 Capitol Mall, Suite 703  
 Sacramento, CA 95814

RE: Support of Department of Water Resources Grant Application for California *Water Star*™

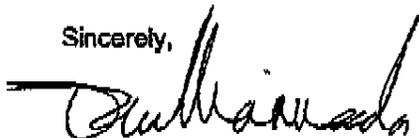
Dear Mr. Harris and Ms Dickinson:

Castaic Lake Water Agency supports the East Bay Municipal Utility District's (EBMUD) and California Urban Water Conservation Council's (CUWCC) development of a California *Water Star*™ program. CLWA strongly believes that a *Water Star*™ program will advance demand reduction and ensure a reliable water supply by promoting the development and use of water-efficient, as well as energy-efficient, products in the marketplace.

A voluntary California *Water Star*™ program would establish the performance criteria, industry-accepted test methods, labeling, and other requirements that will enable the most water-efficient products to clearly stand out above the competition. The program will provide consumers and businesses with objective, verifiable information about the actual water use in the products they consider for purchase. In so doing, it will also help transform the market for all products seeking a *Water Star*™ certification and label. The program will establish natural incentives for products that advance water conservation goals in both the commercial and residential sectors. Finally, it will provide a new performance benchmark for manufacturers leading to more water efficient products and more intense competition.

Although CLWA recognizes the Federal EPA is considering its own program, we believe EBMUD's and CUWCC's joint expertise and efforts in developing the California program is absolutely necessary to ensure that a labeling program be implemented in the quickest and most comprehensive manner possible. A California *Water Star*™ program will address the unique needs of the state's appliance and fixtures market and keep pace with the rapid growth that California and other state's water utilities are facing while remaining a natural complement to the Federal program.

Sincerely,



Dan Masnada  
 General Manager

xc: CLWA Board of Directors



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 website address: www.clwa.org



CITY OF  
TUCSON

TUCSON WATER  
DEPARTMENT

January 3, 2005

Mr. Richard Harris  
Manager of Water Conservation  
East Bay Municipal Utility District  
P.O. Box 24055  
Oakland, CA 94623

Mary Ann Dickinson  
Executive Director  
California Urban Water Conservation Council  
455 Capitol Mall, Suite 703  
Sacramento, CA 95814

RE: Support of Department of Water Resources Grant Application for California *Water Star*<sup>TM</sup>

Dear Mr. Harris and Ms. Dickinson:

The City of Tucson supports the East Bay Municipal Utility District's (EBMUD) and California Urban Water Conservation Council's (CUWCC) development of a California *Water Star*<sup>TM</sup> program. Tucson Water strongly believes that a *Water Star*<sup>TM</sup> program will advance demand reduction and ensure a reliable water supply by promoting the development and use of water-efficient, as well as energy-efficient, products in the marketplace.

A voluntary California *Water Star*<sup>TM</sup> program would establish the performance criteria, industry-accepted test methods, labeling, and other requirements that will enable the most water-efficient products to clearly stand out above the competition. The program will provide consumers and businesses with objective, verifiable information about the actual water use in the products they consider for purchase. In so doing, it will also help transform the market for all products seeking a *Water Star*<sup>TM</sup> certification and label. The program will establish natural incentives for products that advance water conservation goals in both the commercial and residential sectors. Finally, it will provide a new performance benchmark for manufacturers leading to more water efficient products and more intense competition.

Although Tucson Water recognizes the Federal EPA is considering its own program, we believe EBMUD's and CUWCC's joint expertise and efforts in developing the California program is absolutely necessary to ensure that a labeling program be implemented in the quickest and most

(Continued)



Harris/Dickinson  
*Water Star*<sup>TM</sup> program  
January 3, 2005—Page 2

comprehensive manner possible. A California *Water Star*<sup>TM</sup> program will address the unique needs of the state's appliance and fixtures market and keep pace with the rapid growth that California and other state's water utilities are facing while remaining a natural complement to the Federal program.

Sincerely,

A handwritten signature in black ink, appearing to read "Linda S. Smith". The signature is fluid and cursive, with the first name "Linda" and last name "Smith" clearly legible.

Linda S. Smith, Principal Planner  
City of Tucson Water Department

COA WATER CONSERVATION Fax:512-974-6548

Jan 4 2005 14:34

P.02

January 4, 2005

Mr. Richard Harris  
Manager of Water Conservation  
East Bay Municipal Utility District  
P.O. Box 24055  
Oakland, CA 94623

Mary Ann Dickinson  
Executive Director  
California Urban Water Conservation Council  
455 Capitol Mall, Suite 703  
Sacramento, CA 95814

RE: Support of Department of Water Resources Grant Application for California *Water Star*<sup>TM</sup>

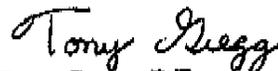
Dear Mr. Harris and Ms. Dickinson:

The City of Austin Water Conservation Program supports the East Bay Municipal Utility District's (EBMUD) and California Urban Water Conservation Council's (CUWCC) development of a California *Water Star*<sup>TM</sup> program. The City of Austin Water Conservation Program strongly believes that a *Water Star*<sup>TM</sup> program will advance demand reduction and ensure a reliable water supply by promoting the development and use of water-efficient, as well as energy-efficient, products in the marketplace.

A voluntary California *Water Star*<sup>TM</sup> program would establish the performance criteria, industry-accepted test methods, labeling, and other requirements that will enable the most water-efficient products to clearly stand out above the competition. The program will provide consumers and businesses with objective, verifiable information about the actual water use in the products they consider for purchase. In so doing, it will also help transform the market for all products seeking a *Water Star*<sup>TM</sup> certification and label. The program will establish natural incentives for products that advance water conservation goals in both the commercial and residential sectors. Finally, it will provide a new performance benchmark for manufacturers leading to more water efficient products and more intense competition. These products, once available in California, should then spread to the rest of the country, assisting the efforts of water conservation programs such as ours.

Although the City of Austin Water Conservation Program recognizes the Federal EPA is considering its own program, we believe EBMUD's and CUWCC's joint expertise and efforts in developing the California program is absolutely necessary to ensure that a labeling program be implemented in the quickest and most comprehensive manner possible. A California *Water Star*<sup>TM</sup> program will spur the development of water conserving technology at the earliest possible date while remaining a natural complement to the Federal program.

Sincerely,



Tony Gregg, P.E.  
Division Manager, Water Conservation Program  
Austin Water Utility



---

43885 SOUTH GRIMMER BOULEVARD • P.O. BOX 5110, FREMONT, CALIFORNIA 94537-5110  
(510) 659-1970 • FAX (510) 770-1793 • [www.acwd.org](http://www.acwd.org)

January 6, 2005

Mary Ann Dickinson  
Executive Director  
California Urban Water Conservation Council  
455 Capitol Mall, Suite 703  
Sacramento, CA 95814

RE: Support of Department of Water Resources Grant Application for California *Water Star*<sup>™</sup>

Dear Ms Dickinson:

The Alameda County Water District (ACWD) supports the development of a California *Water Star*<sup>™</sup> program. ACWD strongly believes that a *Water Star*<sup>™</sup> program will advance demand reduction and ensure a reliable water supply by promoting the development and use of water-efficient, as well as energy-efficient, products in the marketplace.

A voluntary California *Water Star*<sup>™</sup> program would establish the performance criteria, industry-accepted test methods, labeling, and other requirements that will enable the most water-efficient products to clearly stand out above the competition. The program will provide consumers and businesses with objective, verifiable information about the actual water use in the products they consider for purchase. In so doing, it will also help transform the market for all products seeking a *Water Star*<sup>™</sup> certification and label. The program will establish natural incentives for products that advance water conservation goals in both the commercial and residential sectors. Finally, it will provide a new performance benchmark for manufacturers leading to more water efficient products and more intense competition.

A California *Water Star*<sup>™</sup> program will address the unique needs of the state's appliance and fixtures market and keep pace with the rapid growth that California and other state's water utilities are facing.

Sincerely,

A handwritten signature in black ink, appearing to read "Paul Piraino", is written over a horizontal line.

Paul Piraino  
General Manager

**CALIFORNIA WATER SERVICE COMPANY**

1720 NORTH FIRST STREET • SAN JOSE, CA 95112-4598

(408) 367-8200

January 3, 2005

Mr. Richard Harris  
Manager of Water Conservation  
East Bay Municipal Utility District  
P.O. Box 24055  
Oakland, CA 94623

Mary Ann Dickinson  
Executive Director  
California Urban Water Conservation Council  
455 Capitol Mall, Suite 703  
Sacramento, CA 95814

RE: Support of Department of Water Resources Grant Application for California *Water Star*<sup>TM</sup>

Dear Mr. Harris and Ms Dickinson:

California Water Service Company (Cal Water) supports the East Bay Municipal Utility District's (EBMUD) and California Urban Water Conservation Council's (CUWCC) development of a California *Water Star*<sup>TM</sup> program. Cal Water strongly believes that a *Water Star*<sup>TM</sup> program will advance demand reduction and ensure a reliable water supply by promoting the development and use of water-efficient, as well as energy-efficient, products in the marketplace.

A voluntary California *Water Star*<sup>TM</sup> program would establish the performance criteria, industry-accepted test methods, labeling, and other requirements that will enable the most water-efficient products to clearly stand out above the competition. The program will provide consumers and businesses with objective, verifiable information about the actual water use in the products they consider for purchase. In so doing, it will also help transform the market for all products seeking a *Water Star*<sup>TM</sup> certification and label. The program will establish natural incentives for products that advance water conservation goals in both the commercial and residential sectors. Finally, it will provide a new performance benchmark for manufacturers leading to more water efficient products and more intense competition.

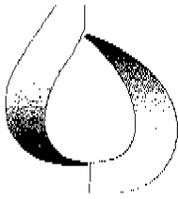
Although Cal Water recognizes the Federal EPA is considering its own program, we believe EBMUD's and CUWCC's joint expertise and efforts in developing the California program is absolutely necessary to ensure that a labeling program be implemented in the quickest and most comprehensive manner possible. A California *Water Star*<sup>TM</sup> program will address the unique needs of the state's appliance and fixtures market and keep pace with the rapid growth that California and other state's water utilities are facing while remaining a natural complement to the Federal program.

Sincerely,

A handwritten signature in black ink, appearing to read "Paul Ekstrom".

Paul Ekstrom

Vice President, Corporate Secretary  
California Water Service Company



**Inland Empire**  
UTILITIES AGENCY\*

6075 Kimball Avenue • Chino, CA 91710  
P.O. Box 9020 • Chino Hills, CA 91709  
TEL (909) 993-1600 • FAX (909) 597-8875  
www.ieua.org

\* A Municipal Water District

January 3, 2005

Mr. Richard Harris  
Manager of Water Conservation  
East Bay Municipal Utility District  
P.O. Box 24055  
Oakland, CA 94623

Mary Ann Dickinson  
Executive Director  
California Urban Water Conservation Council  
455 Capitol Mall, Suite 703  
Sacramento, CA 95814

RE: Support of Department of Water Resources Grant Application for California *Water Star*<sup>TM</sup>

Dear Mr. Harris and Ms Dickinson:

The Inland Empire Utilities Agency supports the East Bay Municipal Utility District's (EBMUD) and California Urban Water Conservation Council's (CUWCC) development of a California *Water Star*<sup>TM</sup> program. The Inland Empire Utilities Agency strongly believes that a *Water Star*<sup>TM</sup> program will advance demand reduction and ensure a reliable water supply by promoting the development and use of water-efficient, as well as energy-efficient, products in the marketplace.

A voluntary California *Water Star*<sup>TM</sup> program would establish the performance criteria, industry-accepted test methods, labeling, and other requirements that will enable the most water-efficient products to clearly stand out above the competition. The program will provide consumers and businesses with objective, verifiable information about the actual water use in the products they consider for purchase. In so doing, it will also help transform the market for all products seeking a *Water Star*<sup>TM</sup> certification and label. The program will establish natural incentives for products that advance water conservation goals in both the commercial and residential sectors. Finally, it will provide a new performance benchmark for manufacturers leading to more water efficient products and more intense competition.

Although the Inland Empire Utilities Agency recognizes the Federal EPA is considering its own program, we believe EBMUD's and CUWCC's joint expertise and efforts in developing the California program is absolutely necessary to ensure that a labeling program be implemented in the quickest and most comprehensive manner possible. A California *Water Star*<sup>TM</sup> program will address the unique needs of the state's appliance and fixtures market and keep pace with the rapid growth that California and other state's water utilities are facing while remaining a natural complement to the Federal program.

Sincerely,  
INLAND EMPIRE UTILITIES AGENCY

Richard W. Atwater  
Chief Executive Officer/  
General Manager

RWA:DH:bk



10500 Ellis Avenue  
P.O. Box 20895  
Fountain Valley, California 92728  
(714) 963-3058  
Fax: (714) 964-9389  
www.mwdoc.com

Brett R. Barbre  
*President*  
Ed Royce, Sr.  
*First Vice-President*  
Susan Hinman  
*Second Vice-President*  
Ergun Bakall  
*Director*  
Wayne A. Clark  
*Director*  
Larry D. Dick  
*Director*  
Joan C. Finnegan  
*Director*  
Kevin P. Hunt, P.E.  
*General Manager*

#### MEMBER AGENCIES

City of Brea  
City of Buena Park  
East Orange County Water District  
El Toro Water District  
Emerald Bay Service District  
City of Fountain Valley  
City of Garden Grove  
City of Huntington Beach  
Irvine Ranch Water District  
Laguna Beach County Water District  
City of La Habra  
City of La Palma  
Mesa Consolidated Water District  
Moulton Niguel Water District  
City of Newport Beach  
City of Orange  
Orange County Water District  
Orange Park Acres Mutual Water Co.  
City of San Clemente  
City of San Juan Capistrano  
Santa Margarita Water District  
Santiago County Water District  
City of Seal Beach  
Serrano Water District  
South Coast Water District  
Southern California Water Co.  
Tribunio Canyon Water District  
City of Tustin  
City of Westminster  
Yorba Linda Water District

January 5, 2005

Mr. Richard Harris  
Manager of Water Conservation  
East Bay Municipal Utility District  
P.O. Box 24055  
Oakland, CA 94623

Mary Ann Dickinson  
Executive Director  
California Urban Water Conservation Council  
455 Capitol Mall, Suite 703  
Sacramento, CA 95814

Re: Support of Department of Water Resources Grant Application for  
California *Water Star*<sup>TM</sup>

Dear Mr. Harris and Ms Dickinson:

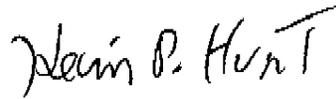
The Municipal Water District of Orange County (MWDOC) supports the East Bay Municipal Utility District's (EBMUD) and California Urban Water Conservation Council's (CUWCC) development of a California *Water Star*<sup>TM</sup> program. MWDOC strongly believes that a *Water Star*<sup>TM</sup> program will advance demand reduction and ensure a reliable water supply by promoting the development and use of water-efficient, as well as energy-efficient, products in the marketplace.

A voluntary California *Water Star*<sup>TM</sup> program would establish the performance criteria, industry-accepted test methods, labeling, and other requirements that will enable the most water-efficient products to clearly stand out above the competition. The program will provide consumers and businesses with objective, verifiable information about the actual water use in the products they consider for purchase. In so doing, it will also help transform the market for all products seeking a *Water Star*<sup>TM</sup> certification and label. The program will establish natural incentives for products that advance water conservation goals in both the commercial and residential sectors. Finally, it will provide a new performance benchmark for manufacturers leading to more water efficient products and more intense competition.

Although MWDOC recognizes the Federal EPA is considering its own program, we believe EBMUD's and CUWCC's joint expertise and efforts in developing the California program is absolutely necessary to ensure that a labeling program be implemented in the quickest and most comprehensive

manner possible. A California *Water Star*<sup>™</sup> program will address the unique needs of the state's appliance and fixtures market and keep pace with the rapid growth that California and other state's water utilities are facing while remaining a natural complement to the Federal program.

Sincerely,

A handwritten signature in black ink that reads "Kevin P. Hunt". The signature is written in a cursive style with a large, stylized "H" and "T".

Kevin P. Hunt  
General Manager  
Municipal Water District of Orange County



## CITY of NAPA

PUBLIC WORKS DEPARTMENT  
1600 First Street  
Mailing Address:  
P.O. Box 660  
Napa, California 94559-0660  
(707) 257-9520  
FAX (707) 257-9522

January 6, 2005

Mr. Richard Harris  
Manager of Water Conservation  
East Bay Municipal Utility District  
P.O. Box 24055  
Oakland, CA 94623

Mary Ann Dickinson  
Executive Director  
California Urban Water Conservation Council  
455 Capitol Mall, Suite 703  
Sacramento, CA 95814

RE: Support of Department of Water Resources Grant Application for California *Water Star*<sup>TM</sup>

Dear Mr. Harris and Ms Dickinson:

The City of Napa supports the East Bay Municipal Utility District's (EBMUD) and California Urban Water Conservation Council's (CUWCC) development of a California *Water Star*<sup>TM</sup> program. The City of Napa strongly believes that a *Water Star*<sup>TM</sup> program will advance demand reduction and ensure a reliable water supply by promoting the development and use of water-efficient, as well as energy-efficient, products in the marketplace.

A voluntary California *Water Star*<sup>TM</sup> program would establish the performance criteria, industry-accepted test methods, labeling, and other requirements that will enable the most water-efficient products to clearly stand out above the competition. The program will provide consumers and businesses with objective, verifiable information about the actual water use in the products they consider for purchase. In so doing, it will also help transform the market for all products seeking a *Water Star*<sup>TM</sup> certification and label. The program will establish natural incentives for products that advance water conservation goals in both the commercial and residential sectors. Finally, it will provide a new performance benchmark for manufacturers leading to more water efficient products and more intense competition.

Although the City of Napa recognizes the Federal EPA is considering its own program, we believe EBMUD's and CUWCC's joint expertise and efforts in developing the California program is absolutely necessary to ensure that a labeling program be implemented in the quickest and most comprehensive manner possible. A California *Water Star*<sup>TM</sup> program will address the unique needs of the state's appliance and fixtures market and keep pace with the rapid growth that California and other state's water utilities are facing while remaining a natural complement to the Federal program.

Sincerely,

Phil Brun  
General Manager, Water Division

**Regional Water Authority**  
*Building Alliances in Northern California*

Edward Winkler  
Executive Director

5620 Birdcage Street  
Suite 180  
Citrus Heights, CA 95610

Tel: (916) 967-7692  
Fax: (916) 967-7322  
www.rwah2o.org



January 5, 2005

Debra Gonzalez  
California Department of Water Resources  
1416 Ninth Street, Room 338  
Sacramento, CA 95814  
RE: Support of Department of Water Resources Grant Application for California *Water Star*<sup>TM</sup>

Dear Ms. Gonzalez:

The Regional Water Authority (RWA) supports the East Bay Municipal Utility District's (EBMUD) and California Urban Water Conservation Council's (CUWCC) development of a California *Water Star*<sup>TM</sup> program. RWA is a joint powers authority that represents the interests of more than 20 water providers in the greater Sacramento, Placer, and El Dorado County region. RWA strongly believes that a *Water Star*<sup>TM</sup> program will advance demand reduction and ensure a reliable water supply by promoting the development and use of water-efficient, as well as energy-efficient, products in the marketplace.

A voluntary California *Water Star*<sup>TM</sup> program would establish the performance criteria, industry-accepted test methods, labeling, and other requirements that will enable the most water-efficient products to clearly stand out above the competition. The program will provide consumers and businesses with objective, verifiable information about the actual water use in the products they consider for purchase. In so doing, it will also help transform the market for all products seeking a *Water Star*<sup>TM</sup> certification and label. The program will establish natural incentives for products that advance water conservation goals in both the commercial and residential sectors. Finally, it will provide a new performance benchmark for manufacturers leading to more water efficient products and more intense competition.

Although RWA recognizes the Federal EPA is considering its own program, we believe EBMUD's and CUWCC's joint expertise and efforts in developing the California program is absolutely necessary to ensure that a labeling program be implemented in the quickest and most comprehensive manner possible. A California *Water Star*<sup>TM</sup> program will address the unique needs of the state's appliance and fixtures market and keep pace with the rapid growth that California and other state's water utilities are facing while remaining a natural complement to the Federal program.

Sincerely,

A handwritten signature in black ink, appearing to read 'E. Winkler', written over a horizontal line.

Edward D. Winkler  
Executive Director



CITY OF  
SANTA ROSA

UTILITIES DEPARTMENT  
69 Stony Circle  
Santa Rosa, CA 95401  
707-543-3930  
Fax: 707-543-3936

January 5, 2005

Mr. Richard Harris  
Manager of Water Conservation  
East Bay Municipal Utility District  
P.O. Box 24055  
Oakland, CA 94623

Mary Ann Dickinson  
Executive Director  
CA Urban Water Conservation Council  
455 Capitol Mall, Suite 703  
Sacramento, CA 95814

RE: Support of Department of Water Resources Grant Application for California *Water Star*<sup>TM</sup>

Dear Mr. Harris and Ms. Dickinson:

The City of Santa Rosa supports the East Bay Municipal Utility District's (EBMUD) and California Urban Water Conservation Council's (CUWCC) development of a California *Water Star*<sup>TM</sup> program. Our utility strongly believes that a *Water Star*<sup>TM</sup> program will advance demand reduction and ensure a reliable water supply by promoting the development and use of water-efficient, as well as energy-efficient, products in the marketplace.

A voluntary California *Water Star*<sup>TM</sup> program would establish the performance criteria, industry-accepted test methods, labeling, and other requirements that will enable the most water-efficient products to clearly stand out above the competition. The program will provide consumers and businesses with objective, verifiable information about the actual water use in the products they consider for purchase. In so doing, it will also help transform the market for all products seeking a *Water Star*<sup>TM</sup> certification and label. The program will establish natural incentives for products that advance water conservation goals in both the commercial and residential sectors. Finally, it will provide a new performance benchmark for manufacturers leading to more water efficient products and more intense competition.

Although we recognize the Federal EPA is considering its own program, we believe EBMUD's and CUWCC's joint expertise and efforts in developing the California program is absolutely necessary to ensure that a labeling program be implemented in the quickest and most comprehensive manner possible. A California *Water Star*<sup>TM</sup> program will address the unique needs of the state's appliance and fixtures market and keep pace with the rapid growth that California and other state's water utilities are facing while remaining a natural complement to the Federal program.

Sincerely,

MILES A. FERRIS  
Director of Utilities



January 7, 2005

Mr. Richard Harris  
Manager of Water Conservation  
East Bay Municipal Utility District  
P.O. Box 24055  
Oakland, CA 94623

Mary Ann Dickinson  
Executive Director  
California Urban Water Conservation Council  
455 Capitol Mall, Suite 703  
Sacramento, CA 95814

RE: Support of Department of Water Resources Grant Application for California *Water Star*<sup>TM</sup>

Dear Mr. Harris and Ms Dickinson:

The California Sod Producers Association supports the East Bay Municipal Utility District's (EBMUD) and California Urban Water Conservation Council's (CUWCC) development of a California *Water Star*<sup>TM</sup> program. CSPA strongly believes that a *Water Star*<sup>TM</sup> program will advance demand reduction and ensure a reliable water supply by promoting the development and use of water-efficient, as well as energy-efficient, products in the marketplace.

Although CSPA recognizes the Federal EPA is considering its own program, we believe EBMUD's and CUWCC's joint expertise and efforts in developing the California program is absolutely necessary to ensure that a labeling program be implemented in the quickest and most comprehensive manner possible. A California *Water Star*<sup>TM</sup> program will address the unique needs of the state's appliance and fixtures market and keep pace with the rapid growth that California and other state's water utilities are facing while remaining a natural complement to the Federal program.

Sincerely,

Sarah West  
Executive Director  
California Sod Producers Association

*Turfgrass Sod: Cooling and  
Cleaning our Environment*

---

926 J Street, Suite B15  
Sacramento, CA 95814  
(916) 442-7195  
(916) 442-7198 FAX

# THE COUNCIL FOR A GREEN ENVIRONMENT



January 7, 2005

Mr. Richard Harris  
 Manager of Water Conservation  
 East Bay Municipal Utility District  
 P.O. Box 24055  
 Oakland, CA 94623

Mary Ann Dickinson  
 Executive Director  
 CUWCC  
 455 Capitol Mall, Suite 703  
 Sacramento, CA 95814

RE: Support of Department of Water Resources Grant Application for California *Water Star*<sup>TM</sup>

Dear Mr. Harris and Ms Dickinson:

The Council for a Green Environment strongly supports the East Bay Municipal Utility District's (EBMUD) and California Urban Water Conservation Council's (CUWCC) development of a California *Water Star*<sup>TM</sup> program. The CGE strongly believes that a *Water Star*<sup>TM</sup> program will advance demand reduction and ensure a reliable water supply by promoting the development and use of water-efficient, as well as energy-efficient, products in the marketplace. California's Green Industry, and its more than 150,000 employees are at risk from uncertain water supplies. Technical advances in conservation equipment will soon allow Californians to use only the water they need, including on their landscapes, not more than they need. A California *Water Star*<sup>TM</sup> program is critical to realizing that future.

Although CSPA recognizes the Federal EPA is considering its own program, we believe EBMUD's and CUWCC's joint expertise and efforts in developing the California program is absolutely necessary to ensure that a labeling program be implemented in the quickest and most comprehensive manner possible. A California *Water Star*<sup>TM</sup> program will address the unique needs of the state's appliance and fixtures market and keep pace with the rapid growth that California and other state's water utilities are facing while remaining a natural complement to the Federal program.

Sincerely,

Richard Rogers  
 Chair, Council for a Green Environment

President  
 Richard Rogers  
 Chairman of the Board,  
 Pacific Bank Resources

Vice President  
 Mike Kuncie  
 President, Armstrong Garden Centers

Secretary  
 Mickey Straus  
 President,  
 American Landscaps, Inc.  
 Past President,  
 California Landscape and Irrigation  
 Council

Jürgen Gramelow  
 Managing Partner, Southland Sod Farms

Richard Hunter  
 President and CEO,  
 Hunter Industries

Mills Rosedale  
 President, Monrovia Nursery Company

Dean L. Schenck  
 President  
 Flom Tech Landscaping Management

Susan J. Spierler  
 President,  
 Valley Crest Tree Company  
 Vice President,  
 Environmental Industries, Inc.

Irene Strubahl  
 President, Bordier's Nursery, Inc.

Steve Thigpen  
 President, Hinz Nurseries

Dale Tiglio  
 President, Hydro-Scape Products



January 10, 2005

Mr. Richard Harris  
Manager of Water Conservation  
East Bay Municipal Utility District  
P.O. Box 24055  
Oakland, CA 94623

Mary Ann Dickinson  
Executive Director  
California Urban Water Conservation Council  
455 Capitol Mall, Suite 703  
Sacramento, CA 95814

RE: Support of Department of Water Resources Grant Application for California *Water Star*<sup>TM</sup>

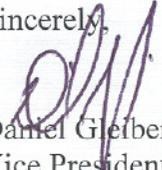
Dear Mr. Harris and Ms. Dickinson:

Falcon Waterfree Technologies supports the East Bay Municipal Utility District's (EBMUD) and California Urban Water Conservation Council's (CUWCC) development of a California *Water Star*<sup>TM</sup> program. Falcon Waterfree Technologies strongly believes that a *Water Star*<sup>TM</sup> program will advance demand reduction and ensure a reliable water supply by promoting the development and use of water-efficient, as well as energy-efficient, products in the marketplace.

A voluntary California *Water Star*<sup>TM</sup> program would establish the performance criteria, industry-accepted test methods, labeling, and other requirements that will enable the most water-efficient products to clearly stand out above the competition. The program will provide consumers and businesses with objective, verifiable information about the actual water use in the products they consider for purchase. In so doing, it will also help transform the market for all products seeking a *Water Star*<sup>TM</sup> certification and label. The program will establish natural incentives for products that advance water conservation goals in both the commercial and residential sectors. Finally, it will provide a new performance benchmark for manufacturers leading to more water efficient products and more intense competition.

Although Falcon Waterfree Technologies recognizes the Federal EPA is considering its own program, we believe EBMUD's and CUWCC's joint expertise and efforts in developing the California program is absolutely necessary to ensure that a labeling program be implemented in the quickest and most comprehensive manner possible. A California *Water Star*<sup>TM</sup> program will address the unique needs of the state's appliance and fixtures market and keep pace with the rapid growth that California and other state's water utilities are facing while remaining a natural complement to the Federal program.

Sincerely,



Daniel Gleiberman, AICP  
Vice President-Government Affairs  
Falcon Waterfree Technologies



1515 SIXTH STREET • COACHELLA, CA 92236

Fax: (760) 398-8117

Administration .....	398-3502	Grants .....	398-5110
Animal Control .....	398-4978	Housing .....	398-5110
Building .....	398-3002	Personnel .....	398-3502
City Clerk .....	398-3502	Planning .....	398-3102
City Council .....	398-3009	Public Works .....	398-3744
Code Enforcement .....	398-4978	Recreation .....	398-3502
Economic Develop. ....	398-5110	Riverside Sheriff's Office	853-8990
Engineering .....	398-5744	Sanitary .....	391-5008
Finance .....	398-3502	Senior Svcs. ....	398-0104
Fire .....	398-8895	Utilities .....	398-0702

January 7, 2005

Mr. Richard Harris  
 Manager of Water Conservation  
 East Bay Municipal Utility District  
 P.O. Box 24055  
 Oakland, CA 94623

Mary Ann Dickinson  
 Executive Director  
 California Urban Water Conservation Council  
 455 Capitol Mall, Suite 703  
 Sacramento, CA 95814

RE: Support of Department of Water Resources Grant Application for California *Water Star*<sup>TM</sup>

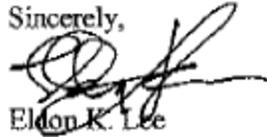
Dear Mr. Harris and Ms Dickinson:

City of Coachella supports the East Bay Municipal Utility District's (EBMUD) and California Urban Water Conservation Council's (CUWCC) development of a California *Water Star*<sup>TM</sup> program. City of Coachella strongly believes that a *Water Star*<sup>TM</sup> program will advance demand reduction and ensure a reliable water supply by promoting the development and use of water-efficient, as well as energy-efficient, products in the marketplace.

A voluntary California *Water Star*<sup>TM</sup> program would establish the performance criteria, industry-accepted test methods, labeling, and other requirements that will enable the most water-efficient products to clearly stand out above the competition. The program will provide consumers and businesses with objective, verifiable information about the actual water use in the products they consider for purchase. In so doing, it will also help transform the market for all products seeking a *Water Star*<sup>TM</sup> certification and label. The program will establish natural incentives for products that advance water conservation goals in both the commercial and residential sectors. Finally, it will provide a new performance benchmark for manufacturers leading to more water efficient products and more intense competition.

Although City of Coachella recognizes the Federal EPA is considering its own program, we believe EBMUD's and CUWCC's joint expertise and efforts in developing the California program is absolutely necessary to ensure that a labeling program be implemented in the quickest and most comprehensive manner possible. A California *Water Star*<sup>TM</sup> program will address the unique needs of the state's appliance and fixtures market and keep pace with the rapid growth that California and other state's water utilities are facing while remaining a natural complement to the Federal program.

Sincerely,



Eldon K. Lee  
Director of Public Works  
City of Coachella

January 10, 2005

Mr. Richard Harris  
Manager of Water Conservation  
East Bay Municipal Utility District  
P.O. Box 24055  
Oakland, CA 94623

Mary Ann Dickinson  
Executive Director  
California Urban Water Conservation Council  
455 Capitol Mall, Suite 703  
Sacramento, CA 95814

RE: Support of Department of Water Resources Grant Application for California *Water Star*<sup>TM</sup>

Dear Mr. Harris and Ms Dickinson:

Salt Lake City Department of Public Utilities (SLCDPU) supports the East Bay Municipal Utility District's (EBMUD) and California Urban Water Conservation Council's (CUWCC) development of a California *Water Star*<sup>TM</sup> program. SLCDPU strongly believes that a *Water Star*<sup>TM</sup> program will advance demand reduction and ensure a reliable water supply by promoting the development and use of water-efficient, as well as energy-efficient, products in the marketplace.

A voluntary California *Water Star*<sup>TM</sup> program would establish the performance criteria, industry-accepted test methods, labeling, and other requirements that will enable the most water-efficient products to clearly stand out above the competition. The program will provide consumers and businesses with objective, verifiable information about the actual water use in the products they consider for purchase. In so doing, it will also help transform the market for all products seeking a *Water Star*<sup>TM</sup> certification and label. The program will establish natural incentives for products that advance water conservation goals in both the commercial and residential sectors. Finally, it will provide a new performance benchmark for manufacturers leading to more water efficient products and more intense competition.

Although SLCDPU recognizes the US EPA is considering its own program, we believe EBMUD's and CUWCC's joint expertise and efforts in developing the California program is absolutely necessary to ensure that a labeling program be implemented in the quickest and most comprehensive manner possible. Additionally, EBMUD and CUWCC are soliciting input from water agencies throughout the West, recognizing that the combined expertise of the water industry though out the region will both enhance the quality of the program and benefit the region. A California *Water Star*<sup>TM</sup> program will address the unique needs of the state's appliance and fixtures market and keep pace with the rapid growth that California and other state's water utilities are facing while remaining a natural complement to the Federal program.

Sincerely,  
Stephanie J. Duer  
Water Conservation Program Coordinator  
Salt Lake City Department of Public Utilities  
Salt Lake City Utah 84115  
801.483.6860  
[stephanie.duer@slcgov.com](mailto:stephanie.duer@slcgov.com)

**BRIEF BIOGRAPHY**  
**FOR**  
**RICHARD W. HARRIS**  
**MANAGER OF WATER CONSERVATION**  
**EAST BAY MUNICIPAL UTILITY DISTRICT**

As Water Conservation Manager, Richard Harris oversees the development and implementation of the District's Water Conservation Master Plan in support of long-term water supply and demand management goals. With an annual budget of more than \$5 million, EBMUD's water conservation efforts represent one of the largest staffed and budgeted conservation programs among major water utilities in California. Richard has been at EBMUD for 14 years, and prior to joining the Water Conservation Division, he managed the District's Water Recycling Program. Richard continues to serve as a District spokesperson on water use efficiency. Richard came to the District in 1990 from the Metropolitan Water District in southern California and he has 20 years experience in water and energy resource management, civil engineering and environmental systems planning.

He holds a Masters in Civil Engineering from the University of California at Los Angeles and Bachelors degrees in Business Economics and Environmental Studies from the University of California at Santa Barbara.

Richard serves as a member of the CALFED Water Use Efficiency Subcommittee; former member of the California Urban Water Conservation Council Steering Committee; active member in the American Water Works Association and sits on a number of project advisory committees comprised of California urban water agencies. Mr. Harris also serves as the EBMUD Energy Conservation Coordinator to the California Flex Your Power Campaign.

**RICHARD W. HARRIS, P.E.  
MANAGER OF WATER CONSERVATION**

**EAST BAY MUNICIPAL UTILITY DISTRICT**

As Water Conservation Manager, Richard Harris oversees the development and implementation of EBMUD's Water Conservation Master Plan in support of long-term water supply and demand management goals. With an annual budget of more than \$5 million, and a total projected program budget of \$92 million, EBMUD's water conservation efforts represent one of the largest staffed and budgeted conservation programs among major water utilities in the state. Mr. Harris is a licensed civil engineer and has been at EBMUD for more than 12 years. Prior to joining the Water Conservation Division, he managed the District's Water Recycling Program. Mr. Harris continues to serve as a District spokesperson on water use efficiency. Mr. Harris currently serves on the California Urban Water Conservation Council Steering Committee. Mr. Harris also serves as the EBMUD Energy Conservation Coordinator to the California Flex Your Power Campaign. Mr. Harris has more than 18 years experience in the environmental systems planning, engineering and resource management, and worked a number of years in the private sector specifically in the environmental engineering and energy management fields for Combustion Engineering Environmental, Inc. and Guaranteed Energy Savings, Inc.

**Key Experience:**

- 4/99 – Pres. Manager of Water Conservation - EBMUD  
Responsible for managing the District's Water Conservation Division and directing the planning and implementation of the Water Conservation Master Plan to achieve 34 million gallons per day in water savings by the year 2020. Manage 19 professional staff and administer a \$92 million capital and operating program budget, totaling in excess of \$5 million annually.
- 4/98 - 4/99 Senior Civil Engineer – EBMUD, DERWA  
Supervisor of ten professional staff in the Office of Reclamation and Wastewater Planning Sections. Served as the Engineering Program Manager for the DSRSD-EBMUD Recycled Water Authority, responsible for supervising and implementing a joint \$90 million water recycling project. Served as a member of the Executive Management Board and Chair of the Finance Committee for the Bay Area Regional Water Recycling Program.
- 11/96 - 4/98 Supervising Administrative Engineer – EBMUD  
Program Manager for \$120 million Water Recycling Program. Responsible for planning and administration of new capital projects (\$7M - \$60M), operating projects (\$38M) and consultant management. District spokesperson on all water recycling matters with the community and elected officials.
- 7/87 - 7/89 Technical Engineer – Combustion Engineering Environmental, Inc.  
Conducted environmental science and engineering field operations. Participated in all phases of the Materials Damage Study for the California Air Resources Board, including site installation and monitoring, sample

preparation and processing, and report writing. A member of technical team conducting field services for the Rocketdyne Wastewater Sampling Program. Services included flow meter installation and calibration, channel design, field sampling, laboratory preparation and report writing.

1/85 - 11/86 Manager, Southern Pacific Region/Conservation Engineer - Guaranteed Energy Savings, Inc.

Responsible for field service activities in California, Arizona, New Mexico and Texas. Responsibilities included marketing, new project development, site surveys, and management support of energy conservation systems for contracts exceeding \$2 million. Performed computer system installation and complete electrical system support. Directed the work of the field electrical crews on energy savings programs; conducted contract negotiations.

**Education:**

Masters Degree, Civil Engineering, University of California, Los Angeles.  
Bachelors Degree, Business Economics, University of California, Santa Barbara.

Bachelors Degree, Environmental Studies, University of California, Santa Barbara.

**Affiliations:**

Richard serves on the Board for the California Urban Water Conservation Council and is active in the American Water Works Association, Water Environment Federation and WateReuse Association.

**RICHARD W. HARRIS, P.E.  
MANAGER OF WATER CONSERVATION**

**EAST BAY MUNICIPAL UTILITY DISTRICT**

As Water Conservation Manager, Richard Harris oversees the development and implementation of EBMUD's Water Conservation Master Plan in support of long-term water supply and demand management goals. With an annual budget of more than \$5 million, and a total projected program budget of \$92 million, EBMUD's water conservation efforts represent one of the largest staffed and budgeted conservation programs among major water utilities in the state. Mr. Harris is a licensed civil engineer and has been at EBMUD for more than 12 years. Prior to joining the Water Conservation Division, he managed the District's Water Recycling Program. Mr. Harris continues to serve as a District spokesperson on water use efficiency. Mr. Harris currently serves on the California Urban Water Conservation Council Steering Committee. Mr. Harris also serves as the EBMUD Energy Conservation Coordinator to the California Flex Your Power Campaign. Mr. Harris has more than 18 years experience in the environmental systems planning, engineering and resource management, and worked a number of years in the private sector specifically in the environmental engineering and energy management fields for Combustion Engineering Environmental, Inc. and Guaranteed Energy Savings, Inc.

**Key Experience:**

- 4/99 – Pres. Manager of Water Conservation - EBMUD  
Responsible for managing the District's Water Conservation Division and directing the planning and implementation of the Water Conservation Master Plan to achieve 34 million gallons per day in water savings by the year 2020. Manage 19 professional staff and administer a \$92 million capital and operating program budget, totaling in excess of \$5 million annually.
- 4/98 - 4/99 Senior Civil Engineer – EBMUD, DERWA  
Supervisor of ten professional staff in the Office of Reclamation and Wastewater Planning Sections. Served as the Engineering Program Manager for the DSRSD-EBMUD Recycled Water Authority, responsible for supervising and implementing a joint \$90 million water recycling project. Served as a member of the Executive Management Board and Chair of the Finance Committee for the Bay Area Regional Water Recycling Program.
- 11/96 - 4/98 Supervising Administrative Engineer – EBMUD  
Program Manager for \$120 million Water Recycling Program. Responsible for planning and administration of new capital projects (\$7M - \$60M), operating projects (\$38M) and consultant management. District spokesperson on all water recycling matters with the community and elected officials.
- 7/87 - 7/89 Technical Engineer – Combustion Engineering Environmental, Inc.  
Conducted environmental science and engineering field operations. Participated in all phases of the Materials Damage Study for the California Air Resources Board, including site installation and monitoring, sample

preparation and processing, and report writing. A member of technical team conducting field services for the Rocketdyne Wastewater Sampling Program. Services included flow meter installation and calibration, channel design, field sampling, laboratory preparation and report writing.

1/85 - 11/86 Manager, Southern Pacific Region/Conservation Engineer - Guaranteed Energy Savings, Inc.

Responsible for field service activities in California, Arizona, New Mexico and Texas. Responsibilities included marketing, new project development, site surveys, and management support of energy conservation systems for contracts exceeding \$2 million. Performed computer system installation and complete electrical system support. Directed the work of the field electrical crews on energy savings programs; conducted contract negotiations.

**Education:**

Masters Degree, Civil Engineering, University of California, Los Angeles.  
Bachelors Degree, Business Economics, University of California, Santa Barbara.

Bachelors Degree, Environmental Studies, University of California, Santa Barbara.

**Affiliations:**

Richard serves on the Board for the California Urban Water Conservation Council and is active in the American Water Works Association, Water Environment Federation and WateReuse Association.

## **Mary Ann Dickinson**

Mary Ann Dickinson is Executive Director of the California Urban Water Conservation Council, a non-profit organization composed of urban water supply agencies, environmental groups, and other entities interested in statewide water conservation in California. Created in 1991, the Council now has 328 members who have signed a Memorandum of Understanding promoting water conservation Best Management Practices, and the Council operates in a consensus manner to assist those members in reaching their water conservation goals. The Council is also the organization currently working on a program to certify water agencies for water use efficiency throughout the California Bay-Delta watershed.

Prior to joining the Council in January of 1999, Mary Ann was employed as a Branch Manager for the Metropolitan Water District of Southern California, where she worked on planning, legislative, conservation, and community outreach programs since 1992. Prior to joining Metropolitan, she served from 1989 to 1992 as Deputy Director for Public and Governmental Affairs at the South Central Connecticut Regional Water Authority. In that capacity she coordinated state and local government activities and managed a statewide water conservation program involving 63 water utilities.

Mary Ann is also a veteran resource manager, having worked at the Connecticut Department of Environmental Protection for 18 years as a coastal management regulator, planning specialist, executive assistant/speech writer, and legislative lobbyist. A graduate of the University of Connecticut with a degree in environmental planning, she has authored numerous publications on water conservation, land use planning, and natural resources management, and has co-produced two films which have aired on public television and community cable stations. She is past Chair of the American Water Works Association National Water Conservation Division and is currently Chair of the Association of California Water Agencies' Water Efficiency Committee and an appointed member of the Advisory Committee for California Statewide Water Plan.

**MARY ANN DICKINSON**

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P.O. Box 162370, Sacramento, California 95816

**PROFESSIONAL QUALIFICATIONS**

**EMPLOYMENT EXPERIENCE**

1/99 to present      **Executive Director, California Urban Water Conservation Council**

Director of California's only professional conservation organization, composed of 328 water agencies, environmental organizations, and professional firms. Responsible for the implementation of 14 Best Management Practices for water use efficiency, and for reporting to the State Water Resources Control Board and CALFED on the State's progress on these practices. Other duties include managing Council staff, preparing reports and publications, significant public speaking, technical assistance to members, and coordinating with governmental agencies.

7/93 to 1/99      **Branch Manager, Legislative and Policy Development, Metropolitan Water District of Southern California**

Manager of a Branch of 20 staff members and four technical consultants on policy and legislative initiatives. Responsibilities include developing Metropolitan's position on legislation, developing new policy initiatives and legislation in a consensus process with member agencies and other outside organizations, coordinating the District's public outreach program on planning policy issues in concert with the member agencies, and managing the Division's administrative functions.

10/92 to 7/93      **Conservation Branch, Metropolitan Water District of Southern California**

Managed a section of five employees working closely with member agencies to implement conservation programs throughout the service area. Managed a budget of \$18 million for conservation incentive programs and negotiated and mediated with member agency managers and staff.

7/89 to 10/92

**Deputy Director of Public and Government Affairs, South Central Connecticut Regional Water Authority**

Directed all Authority activities relating to state, regional and local governments, including legislative representation on water supply and water quality issues. Managed all public affairs, communications, and education programs. Handled a water quality public notification on biofilm. Supervised staff.

9/85 to 7/89

**Principal Environmental Analyst, Connecticut Department of Environmental Protection**

**Executive Assistant, Office of the Commissioner**

(10/87 to 7/89) Directed problem resolution for Commissioner of Environmental Protection and represented the Commissioner in negotiating sessions. Coordinated major policy issues and projects. Created DEP's Land Acquisition Priority Rating System, copied widely around the country. Invited as consultant on US/UK Exchange Program on public participation and land use planning. Speechwriter for Commissioner on all subjects; general executive assistance.

**Supervisor, Coastal Programs Section**

(9/85 to 10/87) Responsible for all management and regulatory functions as head of eight-person municipal coastal management section, the heart of Connecticut's coastal area management program. Supervised staff coastal site plan reviews in 36 coastal towns, provided technical and legal assistance to municipalities during the planning and zoning process, and managed policy concerns regarding coastal resource allocation, including drafting of legislation.

6/79 to 9/85

**Environmental Consultant**

- Designed and implemented for four years under contract with the Connecticut Dept. of Environmental Protection a 7-course educational workshop series for annual elected officials on land use and natural resources
- Provided focused research, writing, and public participation projects for environmental organizations such as the Farmington River Watershed Association, CT Hazardous Waste Management Service, Nature Conservancy, CT League of Women Voters, and ELECT
- Researched permit requirements for several development firms
- Designed and managed numerous resources conferences, including a major flooding conference for the U.S. Army Corps of Engineers and a week-long annual meeting of state geologists from the fifty states held in Mystic, CT
- Directed a two-year "offset" pilot air quality program composed of six staff people for the Conn. Department of Economic Development

- Authored various publications on planning and zoning law, site plan review, groundwater quality, coastal management, and hazardous materials spills.

3/78 to 6/79

**Executive Director, Connecticut Council on Environmental Quality**

Directed staff work for Governor-appointed board charged with overseeing environmental quality and resolving environmental problems. Prepared detailed annual report on the State's environment, which included recommendations on policy initiatives; investigated and assisted in resolving citizen complaints; and responded to environmental impact statements for state agency construction projects. Received special EPA grant to assist DEP in adoption of the State Implementation Plan for Air Quality, and to prepare public education materials concerning the content of the plan. Managed budget and supervised staff.

1/72 to 3/78

**Senior Environmental Analyst, Connecticut Department of Environmental Protection**

Held various positions during the six-year period, including Public Participation Coordinator for the Coastal Area Management Program (5/76-3/78); Legislative Liaison to the Commissioner of Environmental Protection (1/74-5/76); Editor, DEP Citizen's Bulletin (8-75 to 2/76); and Researcher in the Office of Planning & Research (1/72 to 1/74). Drafted legislation and regulations, prepared briefing reports and public information materials. Supervised intern staff.

**EDUCATION**

Honors graduate, Grosse Pointe High School, Grosse Pointe, Michigan  
Undergraduate coursework at University of Michigan, Ann Arbor, MI  
Bachelor's Degree in Environmental Planning, University of Connecticut, Storrs, CT  
Master's coursework in Renewable Natural Resources, Univ. of Connecticut, Storrs, CT

**GUEST LECTURES GIVEN**

Jordan University of Science and Technology, Amman, Jordan  
Yale School of Forestry and Environmental Studies, New Haven, Connecticut  
Trinity College, Hartford, Connecticut  
University of Connecticut, Storrs, Connecticut  
University of California, San Diego, California  
California Polytechnical Institute, Pomona, California  
Mount San Antonio College, Pomona, California

## PROFESSIONAL APPOINTMENTS AND AFFILIATIONS

Appointed Member, California State Water Plan Advisory Committee (Bulletin 160-2003)  
Appointed Member, CALFED Water Use Efficiency Public Advisory Committee  
Appointed Member, EPA Advisory Commission for Safe Drinking Water Act Conservation Guidelines  
Former Chair, National Water Conservation Division, American Water Works Association  
Chair, Urban Water Use Efficiency Committee, Association of California Water Agencies  
Member, Advisory Committee, California Public Officials for Water and Environmental Reform  
Former Board Member, California South Coast Wildlands Project  
Former Board Trustee, Connecticut Chapter of the Nature Conservancy  
Former Co-Chair, Steering Committee, Connecticut Earth Day 20  
Former Board Officer, Connecticut Audubon Society  
Former Treasurer and Board Member, Middlesex Land Trust  
Former President, Wallingford Land Trust  
Former Campaign Manager and Issue Advisor for 6-term Mayor of Connecticut municipality  
Former Co-Chair, Wallingford Downtown Revitalization Committee  
Former Vice-President, Wallingford League of Women Voters

## PUBLICATIONS AND TECHNICAL PAPERS AUTHORED AND AVAILABLE

***Water Conservation in California: Insurance Against Droughts and Blackouts.*** Paper presented in May, 2004 at the Dead Sea in Jordan at the International Water Demand Management Conference, which I assisted in organizing. Discusses California's experience in averting energy blackouts and water shortages through water efficiency programs.

***The California Urban Water Conservation Council: A Consensus Partnership for Water Conservation;*** and ***Proof for the Stakeholders: Water Utilities to Earn Certifications of Efficiency.*** Two papers presented in April, 2002 in Melbourne Australia at the International Water Association 2002 World Congress. Both papers discuss recent developments in California to develop water use efficiency certification involving the California Urban Water Conservation Council.

***Announcing a New Water Efficient Home Web Site: Water Conservation Information for Your Residential Customers.*** Paper presented at the Water Sources Conference in Las Vegas in January, 2002. Co-authored with Lisa Maddaus. Outlines the elements of the water-saving home web site at [www.h2ouse.org](http://www.h2ouse.org), developed and hosted by the California Urban Water Conservation Council with funding from the U.S. Environmental Protection Agency.

***Benefits of the United States Nationwide Plumbing Efficiency Standards.*** Presented in Madrid Spain in May of 2001 at the Conferencia Internacional sobre Uso y Gestion Eficiente del Agua en Abastecimientos Urbanos. Evaluates the water and cost savings to utilities and their customers from the plumbing standards enacted in the U.S. Energy Policy Act of 1992. Co-authored with Bill and Lisa Maddaus. Subsequently translated into Spanish and published.

***Water Resources Management in the Age of the Internet.*** Presented in October of 2000 in Madrid, Spain at the Congreso Sobre Recursos Hidricos. Explores evolving water resource management applications in the Internet and provides examples of Internet applications.

***Water Conservation in the United States: A Decade of Progress.*** Presented in January of 1999 in Zaragoza, Spain at the Water Efficiency in Cities International Conference. Summarizes the achievements in water conservation to date, both nationally and in California in particular. Subsequently translated into Spanish and published in a textbook.

***Southern California's Landmark Integrated Resources Plan.*** Paper presented at Conserv '96 in Orlando, Florida. Co-authored with Dan Rodrigo of Metropolitan Water District of Southern California and Paul Brown of Camp, Dresser, & McKee. Outlines the elements of the MWD plan and how it was developed to evaluate alternative water resource options for southern California.

***Successful Conservation Bidding: How to Get What You Want.*** Paper Presented at Conserv '93 in Las Vegas, an international conference on water conservation. Outlines the steps involved in preparing successful RFPs, RFQs, and product bids, both from the bidder's and the agency's perspectives. Co-authored by Thomas Pape.

***The Water Conservation Manager's Guide to Residential Retrofit.*** A 1993 guide to designing, implementing, and evaluating residential water conservation programs, published by the American Water Works Association.

***Close Coordination with Connecticut's Coastal Communities: A Prototype for Successful Land-Use Regulation.*** Paper presented in May of 1987 in Seattle at Coastal Zone '87. Describes the Connecticut coastal program and its key elements of land-use review.

***What's Legally Required? A Guide to the Legal Rules for Making Local Land-Use Decisions.*** Revised yearly since 1981 and published by the University of Connecticut and the Department of Environmental Protection. Over 5,000 copies sold in its first printing. Used by planning and zoning commissions, lawyers, and planners. Puts the general statute requirements in plain language and logical order, and offers a summary of relevant case law which would be of interest to the lay commission member.

***Protecting Connecticut's Groundwater: A Guide to Groundwater Protection for Local Officials.*** Published September, 1984 by the Department of Environmental Protection. Co-written with Ellen Harrison. Promoted by the Governor at the Northeastern Governor's Conference, September 1985 as the first northeastern state-sponsored municipal aquifer education program. Still cited and quoted by USEPA in their *Citizen's Guide to Groundwater*.

***Site Plan Review: A Guide to Evaluating Natural Resource Capacity for Development.*** Published March, 1982 by the University of Connecticut and the Department of Environmental Protection. Used by planning and zoning commissions and planners across the state.

***1978 Annual Report, Council on Environmental Quality.*** Wrote and published a 100-page analysis of the state's environmental and natural resource management programs, complete with recommendations for remedial legislative action. Well-received by the General Assembly. Air Quality Program analysis resulted in air quality grant award from the U.S. Environmental Protection Agency.

Editor, ***DEP Citizen's Bulletin***, a monthly magazine publication of the Department of Environmental Protection, 1975-1976.

***Long Island Sound: An Atlas of Natural Resources.*** Project manager and editor. Supervised design, writing, and publication of a 4-color coastal resource atlas, 1976.

***Will Your Coast Always Be There?*** Project manager and author of 13-page illustrated booklet written in layman's language on Connecticut's coastal management program. 1981.

## Appendix E Statement of Qualifications / Resume

### ***JOHN M. KOELLER, P.E.***

Mr. John Koeller, technical advisor to the CUWCC and principal of Koeller and Company, is a registered professional engineer. Mr. Koeller is currently under contract to assist the U.S. EPA in developing its Water Star product labeling and market enhancement program, bringing extensive experience to this California program. He is also a consultant to numerous North American water agencies and private sector firms on water-efficient technologies and programs.

Mr. Koeller is currently a member of six different ASME-ANSI U.S. national plumbing standards committees for plumbing fixtures, where he represents over 180 California water agencies (through the CUWCC) as well as the Cities of Seattle and Phoenix. For Canada, he is a member of the Canadian Standards Association B45 Technical Committee responsible for developing and adopting plumbing standards for that country.

Mr. Koeller is the principal liaison between water agencies and a variety of manufacturers on technical issues related to water-efficient products. In addition, he is the author of the CUWCC's on-line "WaterLogue" newsletter covering this same topic. Mr. Koeller is also vice-chair of the newly established (in 2004) LEED Water Efficiency Technical Advisory Group for the U.S. Green Building Council.

# **KOELLER AND COMPANY**

*(founded 1973)*

5962 Sandra Drive  
Yorba Linda, CA 92886-5337

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[koeller@earthlink.net](mailto:koeller@earthlink.net)

*Water-Efficient Technologies and Products  
Water Conservation Programs  
Quality Assurance and Verification Systems  
Plumbing Standards*

**JOHN M. KOELLER, P.E.**

## **EDUCATION**

M.S., University of Southern California, Industrial Engineering  
B.S., University of Southern California, Industrial Engineering  
Certificate in Real Estate, University of California Extension, Irvine

## **PROFESSIONAL LICENSES AND CERTIFICATIONS**

Registered Professional Engineer, State of California (I-2094)  
Registered Environmental Assessor, State of California (REA-04795 exp.)  
Licensed Real Estate Broker, State of California (414064)

## **NATIONAL PLUMBING STANDARDS PROJECT TEAM MEMBERSHIPS (U.S. & CANADA)**

ASME/ANSI A112.19.2 - Vitreous China Plumbing Fixtures  
ASME/ANSI A112.19.5 - Trim For Water Closet Bowls, Tanks, and Urinals  
ASME/ANSI A112.19.14 - Dual Flush for 6-liter Water Closets  
ASME/ANSI A112.4.7 - Point of Use and Branch Water Sub-Metering Systems  
ASME/ANSI A112.19.19 – Zero Consumption Urinals  
ANSI Z124.9 - Plastic Water Closet Bowls and Tanks  
CANADIAN STANDARDS ASSOCIATION B45 Technical Committee on Plumbing Fixtures

## **OTHER MEMBERSHIPS**

American Water Works Association  
California Urban Water Conservation Council  
LEED Program Water Efficiency Technical Advisory Group (Vice-Chair)

## **REPRESENTATIVE EXPERIENCE - CONSERVATION TECHNOLOGIES & PROGRAMS**

Assignment: U.S. EPA Water-Efficient Product Labeling & Market Enhancement Program  
Client: U.S. EPA through D&R Consulting and Eastern Research Group  
Description: Research products and structure for the EPA's WATER STAR program, including market and water savings data, testing profiles, efficiency tiering, implementation scenarios, and similar programs elsewhere in the world.

Assignment: WaterLogue Plumbing Products Newsletter  
Client: California Urban Water Conservation Council, Sacramento  
Description: Researcher and editor of monthly CUWCC newsletter dealing with water conserving plumbing products, equipment, and systems. See [www.cuwcc.org](http://www.cuwcc.org)

Assignment: Liaison with Plumbing Industry - New Products and Technologies  
Clients: Various (water utilities)  
Description: Providing liaison services with manufacturers and distributors of toilet fixtures and other plumbing products on behalf of water agencies and their vendors.

**John M. Koeller**

Page 2 of 4

- Assignment: National Plumbing Standards (U.S. and Canada)  
Clients: Various water utilities and municipalities  
Description: Represent water industry on U.S. national plumbing standards committees seeking cooperative effort with manufacturers and others to secure improvements in plumbing products and systems performance and durability. Also a member of Canadian Standards Association B45 technical committee on plumbing fixtures.
- Assignment: Statewide Pre-Rinse Spray Valve Replacement Program  
Client: California Urban Water Conservation Council  
Description: Technical manager of energy- and water-conservation program directed at food service operations throughout the state; includes the replacement of 41,700 pre-rinse spray valves as part of a program sponsored through the California Public Utilities Commission.
- Assignment: ULF Toilet Fixture Maximum Performance Study (MaP Testing)  
Clients: 22 water utilities and related organizations in the U.S. and Canada  
Description: Maximum performance testing of 80 different toilet fixture models on behalf of the water industry.
- Assignment: Quality Assurance for Conservation Programs  
Client: Metropolitan Water District of Southern California, Los Angeles  
Description: Designed and implemented a statistically based measurement and verification program for audit and field inspection of conservation programs.
- Assignment: Commercial Dishwashers - Water Savings Study  
Client: Metropolitan Water District of Southern California, Los Angeles  
Description: Study to ascertain water and energy savings resulting from replacement of high-volume dishwashers with water-efficient units in food service operations.
- Assignment: Ultra-Low-Flush (ULF) Toilet Technical Research - Flush Valve Seals  
Client: Metropolitan Water District of Southern California, Los Angeles  
Description: Developed and managed four technical studies of ULF toilet (1.6 gallons-per -flush) performance and durability. These studies resulted in actions by the plumbing industry directed at improving their products and initiating the development of a new national standard dealing with toilet tank trim durability.
- Assignment: ULF Toilet Fixture Performance Studies  
Clients: City of Seattle and East Bay Municipal Utility District, Oakland  
Description: Managed fixture performance testing program conducted by the National Association of Home Builders Research Center; approximately 50 different fixture models.
- Assignment: ULF Toilet Fixture Residential Consumer Research  
Client: Metropolitan Water District of Southern California, Los Angeles  
Description: Developed and managed a survey of customers installing new residential ULF toilet fixtures in Southern California. Survey 1,300 households with 13 different ULF toilet models.
- Assignment: Water Conservation Programs - Commercial, Industrial, Institutional (CII)  
Client: Metropolitan Water District of Southern California, Los Angeles  
Description: Designed innovative CII retrofit program focused on restaurants, grocery markets, distribution centers, and coin- and card-operated laundry installations. Program now underway in Southern California

**PUBLICATIONS**

- a) *Verification by Inspection - What is the Truth? 1995*
- b) *Toilet Flapper Materials Integrity Tests, 1998*
- c) *After-Market Toilet Flappers: A Study of Compatibility and Flush Volumes, 1998*
- d) *Regionwide Commercial-Industrial-Institutional Conservation Program, 1998*
- e) *ULF Toilets: Customer Satisfaction Survey, December 1999*
- f) *Toilet Flappers, Materials Integrity Tests, 2000*
- g) *Laboratory Evaluation of Selected 1.6-gpf Toilet Fixtures Using Current and Proposed Standards, 2001*
- h) *Toilet Flappers, Materials Integrity Tests, 2001*
- i) *ULF Toilets: Mechanical Durability/Life Cycle Test, 2001*
- j) *A Field Study of 4.0-liter (1.0-gallon) Toilet Fixtures, 2002*
- k) *Commercial Dishwashers - A New Frontier in Energy and Water Conservation, 2002*
- l) *Dual-flush Fixture Studies, 2002*
- m) *Water Closet Performance Testing (co-author), National Assoc. of Home Builders Research Center, 2002*
- n) *Maximum Performance Testing of Popular Toilet Models – A Cooperative North American Project Sponsored by U.S. and Canadian Partners, Third Edition Report, 2004*
- o) *Achieving Energy and Water Savings in Food Service Operations: The Pre-Rinse Spray Valve Replacement Program, 2003*
- p) *Dual-Flush Toilet Fixtures...more arriving on the next boat! 2003*
- q) *Water Savings in the Food Service Sector – Boilerless Food Steamers and Pre-Rinse Spray Valves, 2003*
- r) *Replacement Toilet Flappers....are they flushing at 1.6 gallons? 2003*
- s) *Toilet Flapper Study: Final Report. December 2004*

**POSITION STATEMENT**  
**in support of a voluntary**  
**WATER-EFFICIENT PRODUCT LABELING PROGRAM**

The public agencies, organizations, and companies listed below urge the development of a nationally recognizable label for water efficient products. Modeled after the successful voluntary *ENERGY STAR*<sup>®</sup> labeling program developed by the Environmental Protection Agency (EPA) and the U.S. Department of Energy, a water efficiency label would help protect the environment by enabling purchasers to identify and select the most water efficient products that meet their needs. Manufacturer participation would be entirely voluntary. Products would earn the right to use the water efficiency label by meeting specific efficiency criteria set by the EPA, in consultation with willing suppliers.

Currently there is no easy national consumer reference tool for water efficiency. A voluntary labeling program similar to *ENERGY STAR*<sup>®</sup> would help fill this information gap. Manufacturers, retailers, and service providers could use the water efficiency label as a marketing tool. Utilities and other groups could promote the label through information and education efforts, recommendations, advertising, and rebates.

Recent droughts affecting much of the nation have raised public awareness about the importance of conserving water supplies. Maintaining healthy aquatic ecosystems depends on adequate water remaining in springs, rivers, lakes, and estuaries, even as we supply our communities with safe and affordable drinking water. The importance of using water efficiently will expand as our increasing population and economic growth place additional burdens on limited supplies of water. Now more than ever, consumers are looking for ways to lessen their footprint on the environment while reducing their own costs for water and wastewater service.

Greater water efficiency offers substantial financial benefits for the nation's publicly funded water and wastewater infrastructure, as well as the consumers they serve. Water consumption is an important factor in determining the timing and sizing of both water and wastewater capital improvements, and more efficient use of water can help moderate these costs. The nationwide breadth of our multi-billion dollar infrastructure needs, as well as the application of federal funds to meeting these needs, combine to make water efficiency an important national objective. A nationally recognized label for water efficient products will complement and enhance the many local initiatives that now offer incentives and rebates for water conserving products to reduce the demand on their drinking water and wastewater treatment facilities.

It is recommended that the Environmental Protection Agency create and maintain a voluntary labeling program in cooperation with manufacturers and distributors of major water using appliances, plumbing products, cooling systems, irrigation devices, landscape materials, and other commonly sold water using products. It is further recommended that EPA obtain stakeholder input from public agencies, organizations, and companies on label name, logo design, product selection, efficiency criteria, and other program details.

Appendix E Statement of Qualifications – WaterStar Partner Pool

**endorsed by**

<b><i>Environmental, Consumer, and Civic Organizations</i></b>	Waterless Company, LLC
American Council for an Energy-Efficient Economy	Watermiser
American Rivers	
Anacostia Watershed Society	<b><i>State &amp; Local Agencies, Utilities, &amp; Associations</i></b>
Center for Environmental Law & Policy	American Public Works Association
Chesapeake Bay Foundation	American Water Works Association
Clean Water Action	Arlington County Environment & Energy Conservation Commission, VA
Friends of the Earth	Association of Metropolitan Sewerage Agencies
Friends of the River, CA	Association of Metropolitan Water Agencies
Homewaters Project, WA	Association of State Drinking Water Administrators
Maryland Conservation Council	City of Austin
Mono Lake Committee	Bear Valley Community Services District, CA
National Wildlife Federation	City of Blaine, WA
Natural Resources Defense Council	City of Boynton Beach Utilities, FL
Riverkeeper, NY	California Urban Water Conservation Council
South Carolina Coastal Conservation League	Castaic Lake Water Agency, CA
Southern California Watershed Alliance	Central Puget Sound Water Suppliers Forum
Washington Citizens for Resource Conservation	Central Utah Water Conservancy District
	Clackamas River Water, OR
<b><i>Manufacturing and Consulting Companies</i></b>	City of Cocoa, FL
American Standard, Inc.	City of Corvallis Public Works Dept., OR
Aquacraft, Inc.	Covington Water District, WA
AquaMetrics LLC	Delaware River Basin Commission
Best Management Partners	City of Durham Environmental Resources Dept., NC
BRICOR Conservation Products	East Bay Municipal Utility District, CA
Capizzi	El Paso Water Utilities
DS9 Plumbing	Elsinore Valley Municipal Water District, CA
Falcon Waterfree Technologies, LLC	Eugene Water & Electric Board, OR
Irrisoft, Inc.	City of Everett, WA
Irrometer Company, Inc.	Firgrove Mutual Water Co., WA
Maddaus Water Management	Florida Keys Aqueduct Authority
Maytag Corporation	Gainesville Regional Utilities, FL
Northwest Water Source	Graham Hill Mutual Water Co., WA
Rain Bird Corporation	City of Greensboro, NC
Rain Master Irrigation Systems	Hillsborough County Water Dept., FL
SBW Consulting, Inc.	City of Houston
Sloan Flushmate	Inland Empire Utilities Agency, CA
Social Marketing Services, Inc.	Jordan Valley Water Conservancy District, UT
TOTO USA, Inc.	City of Kent Public Works Dept., WA
Water Management, Inc.	

Appendix E Statement of Qualifications – WaterStar Partner Pool

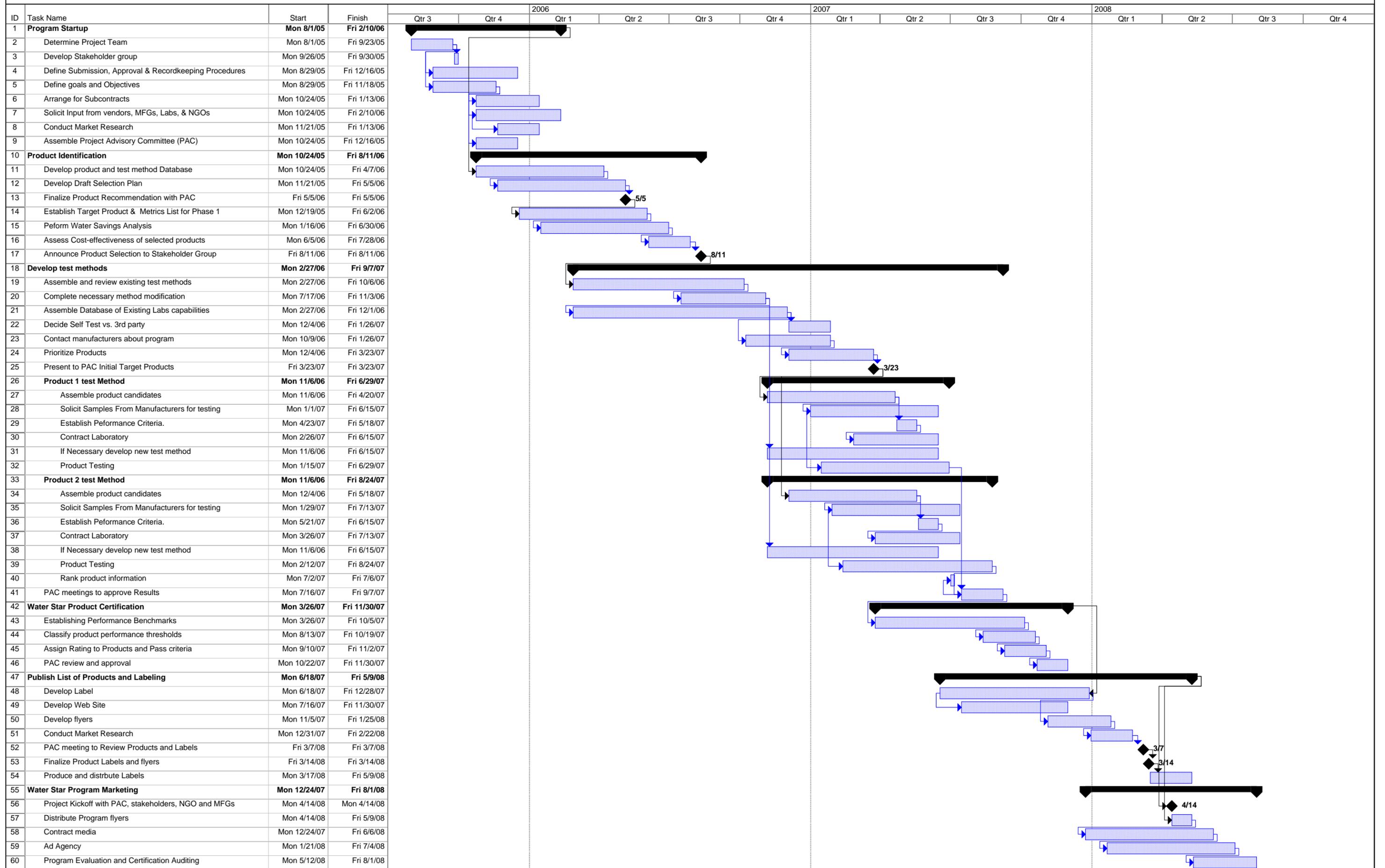
<b><i>State &amp; Local Agencies, Utilities &amp; Assocs.--cont'd.</i></b>
Lakehaven Utility District, WA
Manatee County Utility Operations, FL
Marin Municipal Water District, CA
City of Millbrae, CA
City of Moscow Water Dept., ID
New Mexico State Engineer
North Carolina WaterWise Partners
City of North Miami Beach, FL
North of the River Municipal Water District, CA
Northshore Utility District, WA
Oak Lodge Water District, OR
Okaloosa County Water & Sewer System, FL
City of Olympia, WA
Olympic View Water & Sewer District, WA
Orange Water & Sewer Authority, NC
Palouse Water Conservation Network, ID-WA
Passaic Valley Sewerage Commissioners, NJ
City of Phoenix
City of Renton, WA
Rockwood Water PUD, OR
Sammamish Plateau Water & Sewer District, WA
San Diego County Water Authority
City of San Jose
Sarasota County, FL
City of Seattle
Soos Creek Water & Sewer District, WA
Southern Nevada Water Authority
City of Spokane
Sunrise Water Authority, OR
Tacoma Water, WA
Texas Water Development Board
City of Titusville Water Resources Dept., FL
Tualatin Valley Water District, OR
City of Tukwila, WA
Utah Division of Water Resources
Washington Governor -- The Hon. Gary Locke
Water Conservation Alliance of Southern Arizona
Water Conservation Coalition of Puget Sound
Water Environment Federation

## Appendix E Statement of Qualifications / Resume

### **Table - Combined EBMUD and CUWCC Technical Research Studies and Publications**

- National Multi-Family Submetering Study
- Residential End Use Study
- Market Saturation Studies (1995, 1998, 2002)
- Digital Aerial Infrared Photography Landscape Water Budgets
- ULFT Saturation Study
- Setting Urban Water Rates for Efficiency and Conservation – A Discussion of Issues
- Designing, Evaluating, and Implementing Conservation Rates
- Guidelines for Preparing Cost Effectiveness Analyses of Urban Water Conservation BMP Practices
- BMP 5 – A Guide to Implementing Large Landscape Conservation Programs
- BMP 9 – A Handbook for Implementing Commercial, Industrial and Institutional Conservation Programs
- BMP Cost and Savings Study: A Guide to Data and Methods for Cost-Effectiveness Analysis of Urban Water Conservation Best Management Practices
- The CII/ULFT Savings Study
- Practical Plumbing Handbook – A Handbook for the Consumer
- A Guide to Customer Incentives for Water Conservation
- Ultra-Low Flush Toilets in Commercial Installations

## Appendix F Water Star Grant Schedule



APPENDIX G  
EBMUD and CUWCC's WaterStar Program Proposed Partners

Program Tasks	Utilities	PAC / NGO's (CEE)	Manufacturers / Retailers	Labs	Consultant	USEPA EnergyStar	End-users	Flex Your Power	Gov. Agency / CEC
<b>Task 1</b> Program Startup	In kind services, PAC participation	PAC created, In kind services, Pac participation	Provide data and feed-back	Provide data and feed-back	Conducts focus groups	Share data	Participate in focus groups		
<b>Task 2</b> Product Identification		Approve product recommendations, Share data	Provide product data	Provide available metrics	Water savings and cost effectiveness analysis	Share data			Share data
<b>Task 3</b> Develop Test Methods	Funding and in-kind services	Reviews test methods and results, Share data	Reviews test methods and results	Test method development and testing	Database development	Share data			
<b>Task 4</b> Publish List of Products and labeling					Develop marketing materials and research		Participate in focus groups	Development media packages	
<b>Task 5</b> WaterStar Program marketing	Project kick-off and literature distribution	Project kick-off	Project kick-off		Advertising, Program evaluation	Project kick-off and promote		Project kick-off and distribute WaterStar materials	Project kick-off
<b>Task 6</b> Rebate Program	Participate in rebate program and in-kind services		Product labeling, Promote program		Administer rebate programs	Marketing partner	Buy Buy Buy!!!		Rebate grant funding

Appendix H Initial and Priority Candidate WaterStar Product List

**PRODUCT TABLE**

<b>Technology</b>	<b>Product Categories</b>		
	<b>Residential</b>	<b>Commercial – Institutional</b>	<b>Industrial</b>
<b>Plumbing Fixtures, Devices, and Systems</b>	Toilets, showerheads, shower systems, faucets, urinals, bidets, hot water distribution systems	Toilets, showerheads, shower systems, faucets, urinals, hot water distribution systems	Toilets, showerheads, shower systems, faucets, urinals, rinse systems
<b>Appliances</b>	Clothes and dishwashers	Commercial laundry washers	Industrial clothes washers
<b>Irrigation Equipment and Systems</b>	Landscape irrigation controllers & systems	Large landscape irrigation controllers & systems	Large landscape irrigation controllers & systems
<b>Comfort Systems</b>	Coolers, misters, humidifiers	Coolers, cooling towers, conductivity controllers, boilers, misters, humidifiers	Coolers, cooling towers, conductivity controllers, boilers, humidifiers
<b>Recreation and Leisure</b>	Spas, pools	Spas, pools	
<b>Food service equipment</b>		Comm'l dishwashers, pre-rinse valves, food steamers, disposers, combi ovens, ice machines, ice cream machines	Comm'l dishwashers, pre-rinse valves, food steamers, disposers, combi ovens, ice machines, ice cream machines
<b>Medical systems &amp; equipment</b>		X-ray film processors, autoclaves/steam sterilizers	
<b>Commercial cleaning systems</b>		Clothes washers, wet cleaning systems, vehicle wash systems, water broom	Water broom, vehicle wash systems
<b>Water supply, recycling, &amp; treatment equipment and systems</b>	Rainwater harvesting, graywater systems, home water treatment & softening systems	Rainwater harvesting, graywater systems, water treatment & softening systems, condensate return systems	Rinse water re-use, rainwater harvesting, graywater systems, water treatment & softening systems, condensate return systems

**PRIORITY TABLES**

**High Priority Product Categories:**

• Residential clothes washers
• Landscape irrigation controllers (all market sectors)
• Cooling towers (CII sectors)
• Pre-rinse spray valves
• Commercial dishwashers
• Toilet fixtures
• Urinals
• Food steamers
• Ice machines
• Ice cream (soft-serve) machines
• Water-using vacuum systems (CII sectors)
• Autoclaves/sterilizers
• Coin- and card-operated clothes washers (i.e., laundromats and route operators)
• Multi-load clothes washers

**Medium Priority Product Categories:**

• Faucet controllers (eg, foot controllers, electronic sensors)
• Hot water distribution systems
• Residential dishwashers
• Combi Ovens
• Irrigation systems
• Evaporative coolers (residential)
• Humidifiers (all sectors)
• Vehicle wash systems (CII)
• Water treatment/softening
• Dental vacuums
• X-ray film processor recycling systems

**Low Priority Product Categories**

• Showerheads (performance is subjective, difficult to test)
• Shower systems
• Faucets (performance is subjective, difficult to test; for some applications, reduced flow rate does affect performance requirements)
• Bidets
• Boilers
• Misters
• Spas, pools (pool covers)
• Food disposers (CII)
• Wet cleaning systems (new process, not enough data, potential size of market unknown)
• Water brooms
• Rainwater harvesting
• Graywater systems
• Condensate return systems
• Leakage control devices
• Water features

**APPENDIX I**

**EXAMPLE OF WATERSTAR LABEL - AUSTRALIA/NEW ZEALAND**

10/10/2010

Item	Product type	Rating unit	Rating						
			0 Stars (warning)	1 Star	2 Stars	3 Stars	4 Stars	5 Stars	6 Stars
1	Showers (see Note 1)	L/min	More than 16.0 or failing the performance requirements	More than 12.0 but not more than 16.0	More than 9.0 but not more than 12.0	More than 7.5 but not more than 9.0	Not currently available	Not currently available	Not currently available
2	Dishwashers.		See Clause 4.2						
3	Washing machines		See Clause 4.3						
4	Urinal flushing control mechanisms, urinals, and urinal sets (see Note 2)	L/single stall or L/ 600mm width of continuous wall	More than 2.5 for a single stall or 4.0 for two stalls or failing the performance requirements	Not more than 4.0 for two stalls and conscious, demand-driven or smart demand operation or serving a minimum of 2 individual urinal stalls or equivalent.	Not more than 2.5 and conscious, demand-driven or smart demand operation serving a single individual stall.	Not more than 2.0 and conscious, demand-driven or smart demand operation serving a single stall.	Not more than 1.5 and smart demand operation serving a single stall.	Not more than 1.0 smart demand operation serving a single stall.	Not more than 1 L, smart demand operation with a urine sensing device servicing one stall.
5	Taps and tap outlets, flow controllers (see Notes 3 and 4)	L/min	More than 16.0	More than 12.0 but not more than 16.0	More than 9.0 but not more than 12.0	More than 7.5 but not more than 9.0	More than 6.0 but not more than 7.5	More than 4.5 but not more than 6.0	less than 4.5
6	Toilet suites or matched sets (see Notes 5 and 6)	L (average flush volume)	Not applicable	More than 4.4 but not more than 5.5	More than 4.0 but not more than 4.5	More than 3.5 but not more than 4.0	More than 3.0 but not more than 3.5	More than 2.5 but not more than 3.0	Not more than 2.5
Item	Product type	Rating unit	Rating						
			0 Stars (warning)	1 Star	2 Stars	3 Stars	4 Stars	5 Stars	6 Stars

**NOTES:**

- 1 The 4 star to 6 star limits are not specified because these ratings are currently not available. New comfort tests are under development to ensure that products with flow rates less than 7.5 L/min are effective and acceptable to consumers.
- 2 AS/NZS 3500.2 specifies that a flush of more than 2.5 L per single stall, or 600 mm length of continuous urinal wall, is not allowed.
- 3 Taps with an automatic shut-off capability include those that—
  - (a) for hand basins, require manual operation to turn the flow of water on but automatically turn the flow off after a maximum time of 15 seconds (e.g. by use of a spring loaded mechanism, a timer, volume measuring device or electronically); and
  - (b) require user input to turn the flow of water on (e.g., a sensor), but turn the water off automatically within two seconds after the end of the user input.
- 4 Flow rates specified in this Table may, in some cases, be lower than requirements for water flow rates at outlets as specified in AS/NZS 3500.1 for the flow rates to taps and cisterns. The flow rates specified in AS/NZS 3500.1 are for the sizing of water pipes for water installations to ensure adequate supply to an outlet, whereas the flow rates in this Table are the desirable levels of efficiency for use of the various outlets.
- 5 For new bathroom installations, or the replacement of a toilet suite, plumbing policies Australia-wide now either require or encourage the use of a 6/3 L dual flush cistern, or a proven and authorized equivalent.
- 6 A toilet that uses more than 5.5 L (average flush volume) exceeds the maximum water consumption allowable and cannot be supplied.

## **WATER SAVINGS OPPORTUNITIES**

Of the 14 product categories classified as “High Priority” (refer to Table PP), 10 were selected for an assessment of their long-term water savings potential. Table WS details the estimate of savings for each of the 10 categories, as well as that portion of the savings that could be captured through initiatives by the water industry. The California Water Star™ program would be a contributor to the capture of savings by providing consumers and businesses with the information that they seek during their decision process.

Through these 10 product categories, as many as 163,000 acre-feet water could be saved each year by adopting the most water-efficient versions of the products. This represents a statewide savings “target” that reflects a reasonable projection of savings opportunities. The extent to which this level of savings can be achieved depends upon all of the stakeholders in the process: manufacturers, distributors, and retailers, as well as water utilities and the end-using consumers and businesses.

## Appendix J Potential Water Savings From High Priority WaterStar Products

Item (note)	Estimated No. Installed in California (000's)	Potential candidates for replacement or retrofit in California		Savings per Unit (gallons)		Useful or Physical Life of Unit (yrs)	Total Savings <b>POTENTIAL</b> in California				Estimated California <b>"CAPTURABLE"</b> Savings		
		Percentage	Number (000's)	Amount	Measure		Gal per year (mil)	Total Gal (mil)	Acre-Ft per yr	Total AF	Percent "Capturable"	"Capturable" Acre-Ft per year	"Capturable" Gallons per year (billions)
Pre-Rinse Spray Valves-hot water only (8)	102	95%	97	50,000	per year	5	4,845	24,225	14,862	74,310	90%	13,376	4.4
Food Steamers (1)(2)(3)	15	75%	11	65,700	per year	15	739	11,087	2,267	34,009	60%	1,360	0.4
Residential Toilets (9)	20,780	100%	20,780	2,088	per year	15	43,384	650,767	133,081	1,996,219	60%	79,849	26.0
Urinals (4)	2,000	90%	1,800	3,285	per year	30	5,913	177,390	18,138	544,141	30%	5,441	1.8
Commercial Dishwashers(5)	40	50%	20	see note below		30	1,630	48,900	5,000	150,000	20%	1,000	0.3
Residential Dishwashers(6)	7,300	80%	5,840	913	per year	10	5,329	53,290	16,347	163,466	90%	14,712	4.8
Sterilizers (medical applications)(7)	8.4	98%	8	260,000	per year	20	2,140	42,806	6,565	131,308	15%	985	0.3
Landscape Irrigation Controllers-Urban (10)	2,500	90%	2,250	10,000	per year	15	22,500	337,500	69,018	1,035,276	50%	34,509	11.3
Residential Clothes washers (12)	700	100%	700	7,063	per year	14	4,944	69,217	15,166	212,323	70%	10,616	3.5
Cooling Towers - CII (11)	30	80%	24	75,000	per year	10	1,800	18,000	5,521	55,215	25%	1,380	0.5
<b>TOTAL</b>							<b>93,225</b>	<b>1,433,183</b>	<b>285,966</b>	<b>4,396,267</b>		<b>163,229</b>	<b>53.2</b>

### Footnotes & Data Sources:

<b>Boilerless Food Steamers</b>	(1) Powerpoint presentation by Energy Star, title: Energy Star Commercial Food Equipment, May 20, 2003; U.S. quantity includes electric steamers (2) "Food Service Market and Industry Research Report" by David Zabrowski, FSTC, dated June 10, 2002. (3) Water savings of boilerless steamer based upon field investigations currently underway; savings assumed at 30 gallons per hour for 6 hours per
<b>Urinals</b>	(4) Installed base of urinals taken from the PMCL Report, June 2003; savings assumes Water Star of 0.5-gpf maximum flush volume for 90% of installed base; baseline flush volume of installed urinals = 2.0-gpf; assumes 6 flushes per day per urinal. NOTE: Adoption of non-water consuming urinals not considered in this analysis.
<b>Commercial Dishwashers</b>	(5) Includes door-type, conveyor, and flight machines installed in high- and medium-volume food service categories; does NOT include undercounter machines normally found in small, low-volume food service operations; as shown in Market Conditions Report, dated July 30, 2004, an estimated 100,000 machines are installed in high-volume operations and 300,000 machines are in medium-volume operations in the U.S.; savings are estimated at 0.4 acre-feet per year in high-volume and 0.2 acre-feet per year in medium-volume.
<b>Residential Dishwashers</b>	(6) Installed base of residential dishwashers taken from the PMCL report, June 2003; savings based upon one load per day per machine with a net water use reduction of 2.5 gallons per load.
<b>Sterilizers (medical applications)</b>	(7) Installed California base and equipment savings data from CUWCC Potential Best Management Practices - Year One report, August 2004; savings for Water Star assumed to be at the low end of the savings range for WaterMizer (260,000 gallons per year), or 450,000 gallons per year.
<b>Pre-Rinse Spray Valves (PRSVs)</b>	(8) Savings data for water-efficient PRSV from California Urban Water Conservation Council Phase I Replacement Program; installed base of California valves from CUWCC report and estimates by the Food Service Technology Center, respectively; savings data is for initial valve replacement only - it does not take into account the additional savings that would result at the end of 5 years when the efficient valve is replaced with another efficient valve.
<b>Toilets - High Efficiency (HETs)</b>	(9) Current no. of installed fixtures is Calif data as of 2000 forecasted to 2004 for residential toilets only; average flush volume of today's fixtures, based upon the current "mix" of 5.0, 3.5, and 1.6 gallon fixtures, is 2.63-gpf; the savings potential results from converting ALL existing residential toilets to HETs (dual-flush only at 1.2-gpf); does not take into account future new construction which would also be equipped only with HETs; existing installed base and aggregate savings based upon California Census data and two unpublished studies by Koeller & Company and by Dr. Peter Cooke of the University of New South Wales, Australia. Does not incorporate additional savings potential of 1.0-gpf fixtures in residential applications.
<b>Irrigation Controllers</b>	(10) Current no. of installed fixtures is data from the Irrigation Association web site. Estimated total water use is from USGS National Water use survey based on penetration rates of automatic irrigation equipment and outdoor use. Water savings is based on 30% average reduction found in California and Colorado pilot studies of ET controllers.
<b>Cooling Towers</b>	(11) Current No. installed from Vickers, 2003. Savings per unit estimated from Aquacraft 2003 supermarket cooling tower study. Not a retrofit. Savings accomplished through improved management of cycles of concentration and reduced bleed (i.e. chemical control).
<b>Residential Clothes washers</b>	(12) Most information comes from ENERGY STAR, assumptions based on sales-weighted average of high-efficiency washers compared to typical washer that just meets federal standard; water savings estimated at 7,063 gallons/machine/year (14,468 gal vs 7,405 gal).