

Flex
your



POWER
at the Tap

COPY

January 11, 2005

Proposal Submitted by:
Efficiency Partnership



Table of Contents

Project Information Form	Appendix A
Signature Page.....	Appendix B
Flex Your Power at the Tap Proposal	
Statement of Work	
Section 1: Relevance and Importance	1
Section 2: Technical/Scientific Merit, Feasibility.....	8
Section 3: Monitoring and Assessment	19
Section 4: Qualifications of Efficiency Partnership and Cooperators.....	21
Section 5: Outreach, Community Involvement and Acceptance.....	24
Section 6: Innovation	25
Section 7: Benefits	26
Section 8: Costs.....	27
Budget and Timeline of Tasks	Appendix C
Water Agency Letters of Support.....	Appendix D
Residential Sector Materials/Website.....	Appendix E
Retail Point-of-Purchase Appliance Rebate Clings	
Retail Point-of-Purchase Sales Guide and Savings Card (Spanish)	
New Homes Brochure	
New Homes Website Locator (www.FYPower.org)	
Appliance Repair “Leave Behind” Brochure (English and Spanish)	
Constituent Brochure produced for State legislative district offices	
Earth Day Partner’s List (water agencies and nonprofits)	
Water Programs and Incentives (www.FYPower.org)	
Retail Store Locator (www.FYPower.org)	
E-Newswire	
Commercial/Industrial Sector Materials/Website	Appendix F
Congratulations Ad (Cinema)	
Congratulations Ad (Beach)	
Commercial Programs and Incentives Search Page (www.FYPower.org)	
Commercial Rebates (www.FYPower.org)	
Best Practice Guide and Case Study	
Flex Your Power Silicon Valley Brochure and Pledge Card	
Small Business Energy Consultation and Audit Worksheet	

2004 Water Use Efficiency Proposal Solicitation Package
APPENDIX A: Project Information Form

<u>Applying for:</u>	<input checked="" type="checkbox"/> Urban <input type="checkbox"/> Agricultural
1. (Section A) Urban or Agricultural Water Use Efficiency Implementation Project	<input type="checkbox"/> (a) implementation of Urban Best Management Practice, # _____ <input type="checkbox"/> (b) implementation of Agricultural Efficient Water Management Practice, # _____ <input type="checkbox"/> (c) implementation of other projects to meet California Bay-Delta Program objectives, Targeted Benefit # or Quantifiable Objective #, if applicable _____ <input type="checkbox"/> (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	<input type="checkbox"/> (e) research and development, feasibility studies, pilot, or demonstration projects <input checked="" type="checkbox"/> (f) training, education or public information programs with statewide application <input checked="" type="checkbox"/> (g) technical assistance (Best Practice Guides) <input checked="" type="checkbox"/> (h) other (outreach, leveraged partnerships)
3. Principal applicant (Organization or affiliation):	Efficiency Partnership

4. Project Title: Flex Your Power at the Tap

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

Name, title	Walter McGuire, President
Mailing address	2183 Union Street San Francisco, CA 94123
Telephone	Tel: 415-771-7571 ext. 315
Fax.	Fax: 415-775-4159
E-mail	Email: wmcguire@efficiencypartnership.org

6. Contact person (if different):	Name, title.	SAME
	Mailing address.	_____

	Telephone	_____
	Fax.	_____
	E-mail	_____
7. Grant funds requested (dollar amount): <i>(from Table C-1, column VI)</i>		\$3,450,000 (Over 3-Years)
8. Applicant funds pledged (dollar amount):		\$23,543,726
9. Total project costs (dollar amount): <i>(from Table C-1, column IV, row n)</i>		\$26,995,231 (Over 3-Years)
10. Percent of State share requested (%) <i>(from Table C-1)</i>		12.8%
11. Percent of local share as match (%) <i>(from Table C-1)</i>		87.2%
12. Is your project locally cost effective? <i>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.</i> <i>(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.)</i>		<input checked="" type="checkbox"/> (a) yes It is extremely cost-effective for an entity (a 10-to-1 match in its favor - large water savings) but only if the entity participates in Flex Your Power at the Tap. Regardless, the program has broad transferable benefits, overcomes implementation barriers and accelerates implementation. <input checked="" type="checkbox"/> (b) no It would not be cost-effective for a single entity to implement all the aspects of this campaign on its own.

13. Is your project required by regulation, law or contract?
 If no, your project is eligible. (a) yes
 If yes, your project may be eligible only if there will be accelerated implementation to fulfill a future requirement and is not currently required. (b) no
Provide a description of the regulation, law or contract and an explanation of why the project is not currently required.
14. Duration of project (month/year to month/year): January 2006 to December 2008
15. State Assembly District where the project is to be conducted: All
16. State Senate District where the project is to be conducted: All
17. Congressional district(s) where the project is to be conducted: All
18. County where the project is to be conducted: All
19. Location of project (longitude and latitude) Statewide, California
20. How many service connections in your service area (urban)? Not Applicable
21. How many acre-feet of water per year does your agency serve? Not Applicable
22. 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 _____
23. 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

Walter McGuire

Name

Date

President

Title

SECTION 1: RELEVANCE AND IMPORTANCE

Efficiency Partnership, which designed and runs the State's Flex Your Power energy conservation and efficiency campaign, in cooperation with the California Urban Water Conservation Council (CUWCC)¹ and individual water agencies, proposes a three-year, statewide marketing/public education and outreach campaign to reduce water use in the Bay Delta and to support all programs designed to encourage water conservation and efficiency.

Broadly speaking, this campaign will:

1. Leverage and extend California's historically successful energy conservation campaign by issuing a call to action to the general public, businesses, institutions and governmental entities to save water – and educate them about the measures and programs to help them do so;
2. Utilize Flex Your Power's extensive partnerships with manufacturers and retailers of water-efficient products, businesses and non-profits to design and implement water conservation and efficiency initiatives, particularly targeted to commercial and outdoor water use;
3. Design replicable programs that both utilize Flex Your Power's overarching messages and can be localized and undertaken by individual water agencies to strengthen the specific programs of each agency.

Following the successful branding of Flex Your Power's other extension campaigns – the gasoline use reduction campaign, Flex Your Power at the Pump, and the summer peak energy load reduction campaign, Flex Your Power Now! – the tentative name for the water conservation and efficiency campaign is *Flex Your Power at the Tap*. With this title, the water campaign can take advantage of the nearly universal awareness and support for the Flex Your Power campaign, in addition to its existing staffing and networks across all sectors.

By reducing water use across all sectors, by supporting individual programs and by advancing the overall objectives of CALFED's Water Use Efficiency Program, *Flex Your Power at the Tap* will directly and indirectly benefit water supply reliability, improve water quality, and bring other environmental quality and economic benefits to the Bay-Delta System. Backed by an effective media campaign, each element of *Flex Your Power at the Tap* can be easily tailored and replicated throughout the state. The resulting efficiencies in design, consistent and clear messaging, and leveraged partnerships with the private sector create a cost-efficient and highly effective campaign in support of all water management practices.

Need for Flex Your Power at the Tap

The State of California has long recognized the necessity of reducing water use. CALFED's groundbreaking water use efficiency program, the urban and agricultural Memorandum of Understanding and resultant best management practices, and the scores of other state and local policies and programs are testimony to the wide support for water-use efficiency and conservation measures. However, there is no single or simple mechanism the State can use to

¹ CUWCC virtually all California urban water agencies.

reduce water use. As we learned in the energy crisis, successfully reducing water use will take the actions of virtually all residents, businesses, governments and other entities. The challenge facing the State is to implement a comprehensive, well-executed public education and outreach campaign to encourage behavioral change and drive water users to the programs and products that will help them save water.

Survey research shows that conserving water is not that high on most Californians' priority lists. Additionally, most Californians do not know the measures to reduce water use; are generally not aware of the economic, environmental and societal benefits of reducing water; and are not aware of the many programs offered by government and water agencies alike. In fact, a September 2004 study prepared for California Urban Water Agencies calls building awareness of the need for water conservation "a necessary first step," and cites "attitude of the community" as a significant hurdle that must be overcome. California faced a similar situation at the onset of the energy crisis when more than 90% of Californians believed they were "already conserving" and "had enough information on how to conserve" despite an enormous projected electricity shortfall that proved otherwise. Once educated and motivated, 33% of all residents and 27% of businesses cut energy use by 20% or more.

However, marketing and customer communication represent two of the top three challenges water agencies face in implementing water-use efficiency programs.² Part of the problem is that individual water agencies are simply not in a position to implement cost-effective and proven effective marketing strategies. There are a number of reasons for this structural barrier, including:

1. Water agency service territories do not coincide with media markets. Particularly with broadcast advertising and earned media, a water agency would waste large sums of money advertising because they would be paying to reach people outside their service area.
2. Water agency service territories do not coincide with the market territories of manufacturers and retailers of water-efficient products. Therefore, cooperative and privately leveraged marketing promotions are nearly impossible. Clear and consistent messaging, and consistency of programs are vital to joint marketing and outreach with the private sector. National companies advertise by media market (the Los Angeles media market, for instance, covers nearly 50% of the entire state's population) and cannot promote mixed messages on a variety of products or programs. Companies such as Maytag, Sears, Home Depot and Lowe's, for instance, will not commit substantial marketing and educational dollars to promoting water-efficient products unless, and until, there is a coordinated and consistent statewide effort to promote such products.
3. Water agencies lack the resources to break through the "noise" in the public consciousness and their intermittent efforts to promote specific programs do not provide the continuity needed to build and sustain significant public awareness. Designing and implementing outreach strategies within the complex commercial, industrial and residential new construction markets requires the establishment of relationships that are

² Program design was the third. September 2004 study for California Urban Water Agencies.

strengthened over time. Additionally, because the planning, manufacturing, promotion and budget cycles of manufacturers and retailers often extend out several years, these entities require long-term planning horizons to maximize the marketing and outreach opportunities. The promotion of individual programs by multiple agencies can also create customer confusion.

4. Water agencies are often not located near or in touch with the corporate headquarters of major commercial and industrial facilities. They are therefore handicapped in their attempts to induce the satellite facilities located in their service territories to adopt water-use efficiency measures.

While these structural barriers do not preclude individual agencies from implementing more targeted campaigns in support of their individual programs – which they should continue to do – the barriers limit the tools the agencies can use and prevent success.

As a statewide campaign not restricted to service territories and markets and with a history of working with hundreds of entities, the Flex Your Power campaign is well positioned to deliver clear, compelling and consistent information across water agency service territories through strategies and means of communications not available to individual water agencies. Using mass media, the Internet, partnerships, educational materials and other outreach strategies, *Flex Your Power at the Tap* will inspire significant voluntary actions by residents, businesses and institutions to save water immediately and lock in the savings for years to come.

Proceeding into its fifth year, the Flex Your Power campaign brings unique resources, support, and networks to the *Flex Your Power at the Tap* campaign. Unlike individual water agencies, the *Flex Your Power at the Tap* campaign can call upon Flex Your Power's existing relationships with manufacturers and retailers, businesses, governments and other organizations to increase the reach and impact of its initiatives. Also, as a multi-year effort, *Flex Your Power at the Tap* can buy media well in advance and therefore, at a much lower cost, and can develop public education and outreach initiatives that include substantial and long-term public sector investments. For example, Flex Your Power's 2004 Earth Day promotion involved a partnership with local water agencies, nonprofits and a major manufacturer, which donated 40 sets of Energy Star washers and dryers to deserving entities. The new washer sets (20 washers with gas hook ups and 20 with electric hook ups) will save California 1,143,800 gallons of water, 9599.40 kWhs and 1131.31 therms annually.³ (Additional examples of Flex Your Power's successful cooperative partnerships are described in Section 3.) Commitments from these entities, as well as new home builders and commercial businesses, are only possible if they are confident that the marketing and outreach effort will be there to support their increased efforts.

The campaign will work with water agencies and governmental entities to develop coordinated water use efficiency initiatives that will reduce duplication of public education and outreach efforts, and take advantage of economies of scale.

³ Savings numbers refer to clothes washers only, per load for 2004 models when compared to pre- 1993 models.

Flex Your Power will also convene national manufacturers and retailers of water-efficient products and other interested parties (e.g. the investor-owned and municipal utilities often have rebates on dishwashers or clothes washers) that would benefit from coordinated promotions and provide an ongoing forum for coordinating and improving water-use efficiency programs.

With a vast network of large and small businesses and building owners/managers encompassing approximately 600 million square feet of commercial space, *Flex Your Power at the Tap* will help water agencies reach the commercial sector regardless of where the company is headquartered. The energy campaign has been very successful in helping all utilities talk to corporate headquarters.

The campaign's broad messaging and awareness will also significantly increase the impact of water-use efficiency programs and other Prop 50-funded programs, thereby significantly increasing California taxpayers' and ratepayers' return-on-investment in water-use efficiency. These efficiencies will enable water agencies to focus more of their resources on providing water services and programs.

Goals and Objectives

Specifically, the *Flex Your Power at the Tap* campaign will:

- Increase public awareness of, and commitment to, reduce water use.
- Educate Californians about specific ways they can save water at home, at work and in their communities, and motivate them to take action.
- Increase awareness of, and participation in, water-use efficiency programs offered by the State, water agencies and other entities – with particular attention to programs funded by Prop 50.
- Identify and overcome market and other barriers to greater water-use efficiency, in collaboration with water agencies and the public and private sector.

***Flex Your Power at the Tap* is designed to Achieve CALFED's Objectives**

Flex Your Power meets all of the criteria of the request for proposals by:

1. Substantially reducing water use. By cutting water consumption through its various strategies, the campaign will reduce existing irrecoverable losses of water and water losses that currently return to the water system.
2. Preserving and enhancing local flexibility of implementing water use management and efficiency improvements. The campaign's over-arching messages and strategies, which require local and regional partnerships and execution, not only preserve, but also enhance local flexibility in implementing water use management and efficiency improvements. Local programs will profit from the campaign's materials, networks and vehicles of communication that would be cost prohibitive if undertaken alone. Like a private-sector franchisee, each local water agency receives the benefits of *Flex Your Power at the Tap's* umbrella advertising and outreach while retaining ownership of its programs and the flexibility to customize the materials to best meet local needs. In energy, entities as diverse as the Building Owners and Managers Association (BOMA), grocery and retail chains, Anaheim Public Utility, City of Sacramento Water Department, the Department

of General Services and the State Legislature, have all adapted Flex Your Power's materials for their own public education needs.

3. Reducing water use through market transformation strategies. Flex Your Power has been highly successful in leveraging private resources to augment energy efficiency marketing and outreach. Over the past years, these investments by the private sector have led to the sale and installation of energy-efficient products at a rate of more than ten times that attributable to product sales aided by rebates and other programs. Flex Your Power is confident these same strategies will increase sales of water-efficient technologies. Each of the campaign's initiatives will encourage those entities that manufacture, sell and install water-efficient equipment, products, appliances, and landscaping to increase their resources committed to marketing water-use efficiency. Additionally, the campaign's partner, CUWCC, has a 14-year track record of bringing urban water agencies to consensus and commitment about specific water-use efficiency programs. Together, the Flex Your Power and CUWCC proposal promises a powerful campaign.
4. Building on existing water-use efficiency programs. For the past four years, Flex Your Power has worked with water agencies on a "save water-save energy" initiative. In 2004, we worked extensively with more than 40 water agencies on a public education campaign that involved non-profits, appliance retailers and Maytag. *Flex Your Power at the Tap* will continue to work with water agencies on every aspect of the campaign, from marketing/public education strategy and message development to web content and water conservation and efficiency award winner selection, and ensure that all initiatives expand upon – not duplicate – California's existing water-use efficiency resources. In fact, the proposed 2006-08 campaign was developed in dialogue with water agencies and other interested parties. In the course of our outreach, dozens of agencies have already expressed their desire to partner with Flex Your Power and CUWCC in this campaign. (Support letters are in Appendix D. We anticipate that the remaining water agencies will also join once the outreach effort begins in earnest.) Through a Water Efficiency Advisory Board (described in more detail below), Efficiency Partnership and CUWCC will fully integrate the water agencies' expertise, experience and ongoing programs into the ongoing development and implementation of the statewide marketing and outreach campaign.
5. By building on existing energy efficiency programs. As stated above, the water-use reduction campaign, *Flex Your Power at the Tap*, will benefit greatly from the State's investment of over \$100 million over the past four years in the Flex Your Power brand, message, infrastructure, network and resources. This network includes virtually all cities and counties, water agencies, schools and universities, the federal government, non-profits, thousands of businesses large and small, more than 1,200 appliance and product retailers and manufacturers, and building owners/managers encompassing some 600 million square feet of commercial space. We are able to efficiently and effectively utilize this network to dramatically increase the number of organizations broadcasting our message and call to action. These influential, independent channels of communication carry great weight and augment the campaign's general public education campaign.

Also, Flex Your Power has capacity and financial resources to package water and energy efficiency together. When it makes sense to combine energy and water-use efficiency marketing and outreach, all parties achieve significant efficiencies especially in advertising buys, educational material design and printing, outreach, partner relationships and administration.

Flex Your Power at the Tap is designed to transfer its messages and strategies to other regions and entities.

In addition to Flex Your Power's proven success in reducing energy use, supporting utility programs, and building broad support, the campaign's strategies and partnerships are broadly transferable. A range of entities – the State, municipal utilities, non-profit organizations, water agencies and local governments – currently rely on the campaign for outreach. The Schwarzenegger administration, for instance, asked the Flex Your Power campaign to provide the Governor's outreach response to high gasoline prices and high summer peak electricity use, fostering the creation of Flex Your Power at the Pump and Flex Your Power NOW! respectively.

Flex Your Power at the Tap is designed to reach “hard-to-reach” communities.

Language barriers are cited frequently in the recent the California Urban Water Agency's (CUWA) study of efficiency program implementation barriers, for both residential and commercial programs. One of the primary objectives of *Flex Your Power at the Tap* is to ensure that all Californians have access to water-use efficiency information and relevant, motivating messages. While all aspects of the residential campaign help to educate California's ethnic and low-income residents, we also have developed several targeted and effective ways to reach deep into ethnic communities where annual median household income is historically less than 80% of the statewide annual median income.

Over the past several years, Flex Your Power had produced materials in multiple languages. The campaign has also built solid, mutually beneficial and respectful relationships with California's ethnic media organizations. We have met and established relationships with more than one hundred ethnic media editors, publishers and reporters to enlist their participation in educating their audiences on the importance and benefits of using energy and water wisely. Education strategies include a combination of paid advertising and editorial content for 100 ethnic publications in 13 languages, and outreach partnerships such as co-sponsored workshops to help restaurants, Laundromats and other entities save energy. *Flex Your Power at the Tap* will bring these successful strategies to the promotion of water savings.

Flex Your Power at the Tap is consistent with local, regional and other water management plans.

The Efficiency Partnership is intimately familiar with local and regional water programs and plans. Its president, Walter McGuire, was an original signatory to the CUWCC's Memorandum of Understanding on behalf of the Efficiency Partnership's predecessor organization, the Environmental Policy Center (EPC). Indeed, one of the ten handbooks written by the EPC in its *Building Sustainable Communities* series included case studies of became CUWCC's Best Management Practices (BMP). EPC subsequently designed the online BMP reporting database still in use by CUWCC today.

The proposed campaign will support all the BMPs and other water management programs by increasing public awareness of water use efficiency. In addition, we will develop and publicize best practice guides that water agencies can distribute to customers to facilitate their implementation of the BMPs. For example, *Flex Your Power at the Tap* will work with CUWCC and water agencies to develop and publicize a best practice guide for commercial landscaping to help CUWCC members inform new commercial customers about water-saving landscaping (climate-appropriate landscape design, efficient irrigation equipment and management, etc.). As CUWCC continues to add new BMPs, we will expand and update our customer-focused best practice guides accordingly.

***Flex Your Power at the Tap* will further existing water management activities and initiate new ones.**

As an independent entity dedicated to advancing water and energy efficiency through public education and stakeholder collaboration, Efficiency Partnership will continue to build a strong network of marketing and funding partners in the public and private sectors to permanently sustain a statewide water awareness campaign. The effort will entail forging mutually beneficial partnerships and garnering true stakeholder engagement in water-use efficiency.

SECTION 2: TECHNICAL/SCIENTIFIC MERIT, FEASIBILITY

A successful public education and outreach campaign must have a clear view of the challenge, understand the situation and the issues, know the key people and the decision-making process, and follow a clear set of principles in the design and execution of the campaign strategies. An example of this process has been the design and execution of the historically successful and ongoing Flex Your Power energy conservation campaign.

For *Flex Your Power at the Tap*, the communication challenge is to persuade a diverse range of people and organizations to expend public, private and political capital to reduce water use. The *Flex Your Power at the Tap* campaign outlined below is based on ten central principles.

Principle #1: You must have a campaign plan.

A strategic and tactical plan is necessary for a successful public education and outreach campaign of this scale and importance, especially when a wide array of organizations are involved. A plan enables diverse entities to ensure coordination and to maximize their efforts. The *Flex Your Power at the Tap* campaign plan will be the first deliverable of the effort. The key elements of that plan are:

1. **Assumptions:** The short- and long-term strategies and decisions will be based on what the key players assume to be true. The assumptions include public opinion and leader attitudes, water-use efficiency measures including emerging technologies, water-use efficiency resources and the timing of these resources.
2. **Objectives:** The short-term tactical public education and outreach objectives must be in sync and supportive of the long-term strategic goals of CALFED and those of participating water agencies, businesses and others.
3. **Strategies:** *Flex Your Power at the Tap*'s strategies will be developed in conjunction with the many partners of the Flex Your Power campaign – the same entities that are central to the campaign's success – and will be measured against the State's water use reduction goals.
4. **Target audiences:** Targeting is the first of the essential “three-Ts” of a public education campaign. The ability to effectively communicate a variety of carefully targeted messages, using the appropriate medium and messenger is essential to the success of a communications program. *Flex Your Power at the Tap* will target the same sectors as the Flex Your Power energy campaign—affectionately known as the “CIGAR” targets: commercial, industrial, governmental, agriculture and residential. Although the proposed water-use efficiency campaign primarily focuses on urban water use, the campaign's media buy and business partners cover agricultural parts of the state and therefore its strategies will also benefit agricultural programs.
5. **Tools:** The various campaign tools—a campaign's second essential “T”—are chosen for their cost effectiveness and ability to motivate action. Success will be achieved only if these tools work with one another and with the existing tools of the water agencies. Each effort must amplify and leverage – rather than compete with – each other.
6. **Timeline:** The third “T” of a statewide public education campaign, timing, is critical to build support and momentum. This water campaign will be synchronized with the promotions of the private sector, with the Flex Your Power energy campaign, and with

events and seasons that provide leveraging opportunities. It is too early to know the exact pacing of the water-use efficiency campaign, but *Flex Your Power at the Tap* will develop a rhythm that fits with the situation and overall objectives. The energy campaign, for instance, began by defusing tensions and demonstrating how easy it was to save energy. Once the initial stage was set, the energy campaign brought a wide variety of organizations together under the tagline, “together we get through the energy crisis.” Finally, as the urgency of the crisis subsided, Flex Your Power built on the collective efforts, urging everyone to “make conservation a way of life.”

7. **Budget:** Allocation of limited resources is a final and important step of the planning process. *Flex Your Power at the Tap* will have the added benefit of leveraged resources from the Flex Your Power energy campaign, the private sector and a variety of individual water agencies.

Principle #2: Public education and outreach campaigns are dynamic...things change.

Circumstances change and evolve. A successful campaign must be flexible enough to meet emerging needs and disciplined enough to stay on course. The iterative process of updating the campaign plan is often as important as the plan itself. Program assumptions and strategies must be continually reviewed and assessed and the messages must be refined to respond to new opportunities. All participants in the campaign – the State, water agencies, businesses, local governments, and non-profits – as well as the key audiences must be involved and brought up to date on a regular basis. As such, *Flex Your Power at the Tap* will:

1. **Revise and update the *Flex Your Power at the Tap* work plan.** Progress on the campaign will be monitored and assessed with the help of the campaign’s Water Advisory Board (described in more detail in Section 3). We will adapt our strategies and messages as needed, but stay on course.
2. **Measure the results.** The campaign will measure progress and success against the stated campaign goals and benchmarks, as well as the State’s water-use goals.

Principle #3: The campaign should frame the issues and communicate in a single voice.

In today’s complex society, with the interplay between press, government, business, and community groups, and where the average person is exposed to hundreds of commercial messages every day, a successful public education campaign must communicate a clear and consistent voice to get the message through to the general public. Consistency is achieved not only through advertising and outreach, but also through the campaign’s regular communications with the public and media. Consistency in communication can be difficult when an issue is so vulnerable to political dialogue, or when a campaign has diverse players from different sectors and geographies. *Flex Your Power at the Tap* will ensure internal consistency by:

1. **Developing a “Question and Answer” document.** *Flex Your Power at the Tap*, with help from water agencies and others, will develop an internal Q&A binder that clearly identifies the issues and presents the campaign’s messages. We will anticipate the questions that will be directed at the campaign, and develop clear answers, arguments and data to support the campaign messages. This Q&A document will also include an agreed upon “message track,” which crystallizes the campaign’s most important messages into a few crisp bullets. The document will allow new partners to be immediately brought up-

to-speed and each member of the diverse coalition to continually build the strong case for action. The Flex Your Power NOW! campaign, for example, developed a Q&A document so that the diverse campaign players – investor-owned and participating municipal utilities, the California Independent System Operator (ISO), state agencies and businesses – could communicate consistently to the general public.

Principle #4: The diverse entities participating in the campaign will benefit financially and be more effective by “singing off the same sheet of music.”

To further ensure that the messages and materials that water agencies, the State and other key campaign participants use reinforce and amplify each other, *Flex Your Power at the Tap* will:

1. Develop template public education and outreach materials. Using proven messages and taking advantage of Flex Your Power’s well-known and respected brand, the water campaign will produce sector-specific educational materials that can be “localized” with water agencies’ or participating businesses’ identification and contact information. To extend the water campaign’s budget and impact, some of the *Flex Your Power at the Tap* materials will contain both water-saving and energy-saving messages, allowing a sharing of costs with the energy campaign. For example, brochures for businesses may have water-saving messages on one side and energy-saving messages on the other. The materials will be distributed through our business partners.
2. Statewide campaign website. To reduce confusion, maximize limited financial resources, and ensure that water users have access to all relevant water-use information, resources and programs (offered by water agencies, utilities, the State and others), *Flex Your Power at the Tap* will collect, organize and display this information in an easily searchable format on the Flex Your Power website.

Water agencies and other entities will, of course, have their own websites. As we found in energy, however, individual agency websites do not list all of the programs that may apply to their customers such as those offered by private companies, the State or power utilities. Also, companies with multiple branch offices have to search several different sites to find programs that apply to them.

Having a central location for all water-use information overcomes several barriers and reduces inefficiencies in marketing water conservation and water-use programs. First of all, public funding is often allocated to develop redundant or competing websites. This not only wastes resources, but also creates confusion for visitors. Secondly, water agencies and other entities rarely have budgets like Flex Your Power’s to promote traffic to their websites. And third, advertising, free media stories, educational materials, and most business and other entity websites can only direct people to a single site.

The well-known and statewide Flex Your Power website will prominently display the *Flex Your Power at the Tap* campaign logo on its homepage and lead visitors to an extensive water section with links to water agencies and other water campaigns. Working with the CUWCC, ACWA, water agencies and the State, we will develop content, collect information on all water-use programs and display information in searchable formats. In

the end, visitors to the *Flex Your Power at the Tap* website will receive the same benefits as visitors to the Flex Your Power energy site: they will find tips on saving water; guides describing water-saving products and technologies including landscaping and irrigation; rebates and other programs available in all service territories; stores that sell water-saving appliances or products including discount retailers and gardening stores; water-use efficiency articles and other resources.

4. Electronic newswire. A lesson of the past decade has been that most Internet traffic is e-mail rather than visits to websites. In response to this lesson, Flex Your Power developed an electronic newsletter, “e-Newswire”. The newsletter reaches out to people on a regular basis, drives traffic to the Flex Your Power website in one click of the mouse, brings subscribers up-to-date on developments in policy, programs, and products and inspires them to take action. The e-Newswire currently reaches more than 8,000 leaders, program implementers, facility managers, reporters and government officials twice a month (this number should double by the beginning of the *Flex Your Power at the Tap* campaign). The subscribers consist of energy efficiency decision-makers and opinion-leaders and all of the campaign’s partners. The current subscriber base includes many people who are also involved in water-use efficiency (e.g., facility managers of office buildings.) For the *Flex Your Power at the Tap* campaign, we will increasingly communicate water conservation and efficiency messages in the e-Newswire and add a separate e-Newswire focused solely on water conservation and efficiency.
5. Common and universally recognized, respected and understood “brand.” Almost all Californians know and favorably view the Flex Your Power logo and name. The logo has become a powerful call-to-action and shorthand reminder to reduce the use of natural resources – energy, and to some degree, fuel and water. The name was devised to convey to all Californians that they had the power to make a difference: “Flex YOUR power.” The brand also supports the messages of the public and private partners that use it. Investor-owned and municipal utilities, for instance, have recognized the value of using the logo to support their energy efficiency messages and have placed it on their websites, materials and advertising. The new *Flex Your Power at the Tap* logo and brand, with almost identical graphics to the original Flex Your Power logo, extends the empowerment theme to water use and will benefit from Flex Your Power’s major success over the past years.

Principle #5: Aim for the center of the target and set benchmarks for water users.

An important strategy of a behavioral change campaign is to identify and persuade key decision makers and influencers to become the campaign’s messengers and “third party supporters.”

Malcolm Gladwell, in his book the Tipping Point, breaks this critical target audience into three groups:

- “Mavens,” are the people ‘in the know’ who share information readily and are considered by others as experts in their field.
- “Connectors” are individuals who link us to their circle and others conjoined in circles.
- “Salespeople” are the persuaders, the positive promoters of ideas, products, programs and places.

Journalists knit news stories together with quotes from these people. Politicians turn to them for support for their decisions. The private sector refers to this group as the “early adopters.” Business leaders look to them for signals as to how and what to be doing. Flex Your Power has identified and built relationships with many of these people over the past four years. In the coming year, and as a critical part of the outreach for *Flex Your Power at the Tap*, we intend to initiate several new initiatives to advance the objectives of the water campaign.

1. Organize regional leadership groups in each sector to make water-use commitments.

Water agencies cite “apparent low status of water cost among business owners’ business priorities” as a significant barrier to successful implementation of water-use efficiency programs. With the support and urging of governmental and business leaders, *Flex Your Power at the Tap* will change this dynamic. As mentioned, Flex Your Power has strong relationships with business leaders and associations, which have enabled us to gain top-level buy-in and participation in the initiatives of the campaign. At the beginning of the energy crisis, for example, we were able to encourage nearly 300 CEOs and all major business associations to commit to immediately reduce energy consumption by 20% by raising room temperatures to 78 degrees and de-lamping one of four lights. (It was determined that if all businesses in the state implemented these two measures, California would save 5000 MWs– enough energy to prevent blackouts.)

A more current example of this strategy is Flex Your Power’s new partnership with the Silicon Valley Manufacturers Group, the non-profit Sustainable Silicon Valley and the Governor’s office. Together, we are recruiting 90 of the most influential CEOs (50 have committed in the first several months of the partnership) to ask their fellow businesses to pledge to achieve ambitious energy-saving goals, monitor and report their results, sign up for programs, and undertake other activities in support of the campaign’s goals. This effort, “Flex Your Power Silicon Valley”, will be replicated statewide with the help of the Governor’s office and other business association partners. The *Flex Your Power at the Tap* campaign proposes to build upon this strategy and relationships, and work with local water agencies to replicate the effort for water conservation and efficiency. Additionally, Flex Your Power Silicon Valley participants have expressed interest in integrating water-use reduction goals and programs into the commitments.

2. Develop tools to help business leaders communicate to employees and customers. While facility managers typically control the energy or water use of a company, they are not in a position to commit capital expenses necessary for major energy or water-use efficiency improvements. Additionally, company executives – those that can commit capital – often do not appreciate the benefits of saving energy and water, do not know what programs are available and do not know the energy or water use of their own companies. To educate business leaders and empower facility managers to take action, *Flex Your Power at the Tap* will create a Business Leader Internal Policy Memo. The memo will encourage business leaders to communicate to their facility managers and department heads the need to conserve water, convey the company’s policy to undertake measures to meet this need, and continually question how the company is responding to this need and policy. Additionally, *Flex Your Power at the Tap* will develop materials – brochures, posters, etc. – to help employers educate employees and customers about water

conservation at home and at work. Each company can personalize the materials if desired. Both of these strategies are used by the Flex Your Power energy campaign.

3. Encouraging action by other business and other entities by awarding leadership. Leadership and examples by peers are proven to be effective in moving corporate behavior. Throughout *Flex Your Power at the Tap's* outreach, the campaign will uncover success stories and publicize leadership through the most effective channels, including:
 - a. Congratulatory newspaper ads. Flex Your Power will place newspaper advertisements acknowledging the leadership of companies that are making major energy/water-use efficiency commitments, and provide information on how other companies could cost-effectively accomplish the same goals. Many organizations upped their commitments and shared what they were doing to receive the recognition. Other organizations asked what they could do next year to be included. We intend to extend the congratulatory ad effort to the *Flex Your Power at the Tap* campaign. In 2004, this effort had great success. As a test, we included water agencies in 2004 and had an outstanding response. (See Appendix F for two examples of the 2004 congratulatory ad.)
 - b. Flex Your Power Awards. Those businesses and organizations that have done an outstanding job reducing energy use by implementing innovative programs or technologies, educating employees, or through other means receive a Flex Your Power award. We propose to develop a similar program for *Flex Your Power at the Tap* to recognize leaders in water-use efficiency.
 - c. Best Practice Guides. The campaign will support and document the leaders and benchmarks in water-use efficiency through best practice guides. Where appropriate, the water-use best practice guides will be coordinated with the energy efficiency best practice guides. Flex Your Power's current guides, targeted to each sector and sub-sector, are the campaign's most frequently requested materials and are highlighted in the e-Newswire, on the website and in printed materials.
 - d. Convening leaders. The campaign has periodically convened leaders capable of initiating energy and water-use efficiency measures. Starting in 2005, Efficiency Partnership will launch an annual, high-level summit. Because of the close connection between energy and water-use and efficiency, we recommend integrating water into the energy summit topics as appropriate, as well as develop a separate water element.

Principle #6: Leverage every opportunity through partnerships.

The audience of water users in the state of California is diverse and massive – more than 10% of the entire United States population. To make a significant impact within a limited budget, *Flex Your Power at the Tap* will leverage the communications opportunities and activities of a wide range of partners in the campaign. We will expand the scope and scale of the campaign by:

1. Developing partnerships with manufacturers and retailers of water-efficient products. Retailers and manufacturers of water-saving products play an important role in a water-use efficiency campaign because they can communicate with individuals at the point of purchase – when people are making the decision to purchase a product. Marketing at this

critical juncture, including product availability, product placement and point-of-purchase messaging is a highly targeted way of influencing purchase decisions and increasing sales of water-efficient products. In the past, California has left substantial sums of money on the table by its failure to have a coordinated and consistent water-use efficiency campaign. As stated above, Flex Your Power can bring consistency and coordination to water-use efficiency necessary for private sector involvement. *Flex Your Power at the Tap* can call upon its existing relationships with major manufacturers and retailers, and develop new relationships with manufacturers and retailers of water-saving products, such as plumbing and water-heating systems, native or climate-appropriate plants ("California Friendly," "Bay Friendly"), and irrigation systems to create leveraged promotions.

Additionally, *Flex Your Power at the Tap* will continue Flex Your Power's success in gaining commitments from manufacturers and retailers increase the market share of efficient products in California. In 2004, for example, we obtained a commitment from Sears to increase its sales of energy- and water-efficient appliances in California by 20% in just one year. We will work directly with retailers to put more water-saving products on store shelves. We have discussed with a major retail chain the possibility of replicating our partnership with them for substantial shelf space, educational messages, and great placement for energy efficient lighting by doing the same thing for water efficient products.

2. Partnerships with individual water agencies. The campaign proposes to work closely with individual water agencies to market and augment their resources with the campaign's resources and networks. We have had discussions with the "Bay Friendly" project, Metropolitan Water District's "California Friendly" initiative, and other individual water agencies projects about coordinated promotions and rollouts for their projects. The goal of these partnerships is to help the each agency succeed, and help other water agencies replicate this success. Using the website, e-Newswire, best practice guides and case studies, *Flex Your Power at the Tap* will communicate these proven-effective initiatives and resources to other water agencies.
3. Newsletter and industry magazine partnerships. From the Chamber of Commerce and the League of California Cities to associations representing hotels or Laundromats, major users of water have organized themselves and developed respected means of communication. The campaign will partner with these associations to develop water-use reduction editorial content and ads for their internal newsletters, magazines, websites and email communications. These entities will also help the campaign identify leaders from each sector for outreach, *Flex Your Power at the Tap* Water Conservation and Efficiency awards, case studies and best practice guides, and congratulatory advertisements.

Principle #7: Emphasize the "relationship" in public relations.

An open, informative, two-way dialogue with the press enhances the "earned media" aspect of the campaign. Flex Your Power has earned a trusted and credible reputation with the press and will bring these relationships *Flex Your Power at the Tap*, yielding several benefits: well-informed reporters that ask the right questions in the right way, think to call the campaign and its

spokespeople when doing a related story (e.g., an economic or environmental story), call the campaign for a response when writing a potentially adverse story, and respond to storyline ideas. To keep the press informed on water-related issues, *Flex Your Power at the Tap* will provide the following:

1. Coordinated “earned media” strategy. The campaign will coordinate closely with our partners in the public and private sector to promote campaign events and announcements, and take advantage of opportunities such as current news coverage and feature stories.
2. Press briefing information and resources. The “press room” section of the Flex Your Power website will be expanded to include water-use conservation and efficiency information, resources, measures, programs, product guides and the “Tipping Point” leaders.
3. Ethnic media partnerships. As mentioned, Flex Your Power has established a working relationship with more than one hundred ethnic media over the past several years. Through the relationship, Flex Your Power provides public education advertisements and editorial coverage to sixteen ethnic groups in thirteen languages. *Flex Your Power at the Tap* will broaden the coverage to include water-use conservation and efficiency.

Principle #8: Timing is everything in a coordinated campaign.

The campaign will design the flow of communications to take advantage of major events and seasons, organizing much of the public education and outreach efforts around a few initiatives that are coordinated with hundreds of businesses, local governments, water agencies, and non-profits. These “campaigns-within-a-campaign” provide a focal point for participants to organize their activities around. Much like a major retailer’s sale, these events add an element of urgency to the ongoing sector-specific outreach initiatives. The three main focal points are:

1. Earth Day: The first of three umbrella and partner coordinated initiatives, Earth Day provides a natural opportunity to highlight the environmental benefits of using natural resources wisely at home, at work and in our communities. With a positive tone – essentially, “Together, we can make the state a better place” – we will use Earth Day as an organizing vehicle to recruit businesses, local governments, water agencies, utilities, and non-profits to sponsor large public events in communities around the state. Prop 50 funding will enable the campaign to add water-efficient products not covered in the original 2004 effort and recruit new partners such as gardening retailers including national giants like K-Mart, smaller chains like Yard birds, and independent gardening stores.

During the four-week buildup and follow-through to the Earth Day initiative, we will develop a wide variety of integrated advertising and outreach including: point-of-purchase educational materials, in-store displays and signage; television, newspaper and radio advertising; bill-stuffers for water agencies and utilities; new website content; and a coordinated media relations effort. The Flex Your Power energy efficiency campaign will air Earth Day commercials urging people to think about energy and water-use efficiency when purchasing appliances. The television ads will maximize impact and support for water agency and utility clothes washer programs (as well as appliance recycling programs). Longer radio spots will frame the Earth Day message, support local Earth Day

events, and include specific water-saving measures. Spring, for instance, is a perfect time to educate people about landscaping with climate-appropriate plants and a properly maintained irrigation system. The “obligatory” press stories on Earth Day will be shaped by educational events occurring throughout the state. Finally, we will work with water agencies and home improvement/gardening stores to kick off a retail promotion and negotiate the donation of water-efficient products to deserving community organizations. The campaign will record the savings from these donated products to educate others about the benefits of water and energy saving appliances and products.

2. Summer Peak Season: The hot summer months provide the second opportunity for an umbrella, partner-coordinated initiative. With both water and energy use hitting their peaks, the campaign will strive to focus as much public attention as possible on using these resources wisely. Flex Your Power will be very visible on the issues of energy through all media. By coordinating the energy and water campaigns, we can leverage and amplify both messages. The energy efficiency media campaign will focus primarily on cooling, and at the urging of the administration, peak-load conservation. We propose that *Flex Your Power at the Tap* use less expensive radio to expand the message to include water conservation. For instance, the television energy ads will most likely include messages to shift load off-peak and use major appliances after 7 PM. The water radio ads, using the same creative, could remind people to buy water-efficient appliances and run them only with full loads and after peak hours. We also propose that the newspaper advertising, including ethnic media, include water-use conservation and efficiency messaging at an incremental cost to the water campaign.
3. Year-End Congratulations: Throughout the year, the outreach effort pushes and prods businesses, local governments, and non-profits throughout the state to make commitments and take actions to save energy (and with this campaign, to save water.) As mentioned above, one of the major motivators, in addition to the obvious need and cost benefits of conserving energy and water is recognition. As such, the campaign plans to continue to publicize and support major commitments and successes by all sectors through a coordinated campaign in the late Fall/winter. The effort includes an Awards Ceremony for the stellar leaders, release of best practice guides with case studies of the best examples, and newspaper ads in major daily newspapers honoring the accomplishments. In 2004, we placed full-page ads in 30 major newspapers around the state describing the commitments and achievements of 42 leading organizations and governments. We also awarded 20 Flex Your Power Awards and publicized these organizations on our website, through the e-Newswire, and through press releases. We expect to continue this approach annually and, as part of the *Flex Your Power at the Tap* campaign, add a section specifically for the best examples in water-use efficiency.

Principle # 9: Use every appropriate medium to communicate your message.

As described above, in today’s complex society, a successful public education campaign must use a variety of media to get its message across to the public. To accomplish this large task on a limited budget, the *Flex Your Power at the Tap* campaign will rely on the matching support of the State’s energy conservation and efficiency campaigns and leveraged communication vehicles of our public and private partners. The melding of the water and energy makes it possible to

conduct a multi-media marketing and outreach campaign that utilizes, at a much lower cost, television, radio, and newspaper advertising, websites and electronic newsletters, direct mail and brochures, and free or earned media.

1. Earned media and educational materials. As described above, we will extensively use free press, events and educational materials, distributed by the campaign's many partners, to communicate the campaign's messages.
2. Paid media. The Flex Your Power campaign, born at the onset of the energy crisis near the end of 2000, was funded in 2001 and 2002 at more than \$100 million. With broad support, the campaign has been continued with more modest, but nevertheless adequate funding. To maximize the impact of its media budget, the campaign will air television, radio and print advertising in three, three-week or longer "mini-campaigns": Earth Day, Summer Peak Season, and Lighting/Year-End Congratulations. These media buys provide the overall awareness and messaging around which the outreach activities of the campaign are organized. The paid media element of *Flex Your Power at the Tap* will include:
 - a. General market television. Given the Prop 50 funding levels – about 1/15th that of the energy campaign – and the high cost of television, we have chosen to focus *Flex Your Power at the Tap*'s funding primarily on radio, newspaper, educational materials and outreach campaign. However, *Flex Your Power at the Tap*, at no cost to the campaign, will benefit directly from the Earth Day, "save water, save energy" television ads. *Flex Your Power at the Tap* will also benefit indirectly from its association with the Flex Your Power campaign, which will run several 30-second energy efficiency television spots (urging the purchase of energy-efficient products) during the second and third media buys. The television spots in all three mini-campaigns energy efficiency spots will reach 94.5% of the target population approximately 19.2 times. Water agencies can also benefit from the opportunity to brand the first, "save water-save energy" television spot and air it on local cable stations, paying only the incremental cost of "personalizing" the spot and buying cable time. Univision, the entity awarded funding to run energy efficiency television outreach to the Hispanic population, uses the Flex Your Power logo and brand for its advertising.
 - b. General market radio. During each of the mini-campaigns described above, the Flex Your Power campaign will air 60-spots. The radio spots in the first mini-campaign will have the "save water-save energy" message, which will benefit the *Flex Your Power at the Tap* campaign. We propose to expand the purchase of these radio ads with a relatively small match from the Flex Your Power at the Pump campaign. Additionally, we propose to create and air a water conservation radio ad targeting landscaping. During the summer, less-costly traffic reports will reinforce the water-saving landscaping message and remind residents to plant the right landscaping and to not over water lawns. As with television, the ties to the broader Flex Your Power mini-campaigns in the summer and fall will augment the impact of the *Flex Your Power at the Tap* radio buys. Moreover, *Flex Your Power at the Tap* will benefit from Flex Your Power's established creative and production team, and receive lower ad costs by being part of a larger media buy.

- c. Hispanic radio. The energy campaign will run 60-second spots targeting Hispanic listeners during each of its mini-campaigns. We propose to expand the buy of the Hispanic language water-energy spots during the Earth Day in the San Francisco/San Jose, Fresno and Los Angeles markets.
 - d. General market newspaper. Flex Your Power will run newspaper ads during the each of the three mini-campaigns. We propose that approximately one-quarter of each ad be dedicated to water conservation and efficiency. While only funding the incremental cost for each ad, *Flex Your Power at the Tap* will benefit from inclusion in the overall creative (full- or nearly full-page ads) and placement savings.
 - e. Ethnic newspaper. Flex Your Power will place ads in more than one hundred ethnic newspapers, in thirteen languages, paralleling the general market placements and themes in each of its mini-campaigns. We propose the same, one-quarter split for these ads. The *Flex Your Power at the Tap* ethnic media campaign will also include the extra benefit of water conservation and efficiency editorial content and media-sponsored events.
 - f. Co-op newspaper, direct mail and brochures. The Flex Your Power energy campaign intends to continue the highly successful cooperative partnerships with manufacturers and retailers (cost-shared newspaper, direct mail, signage and materials), and proposes to use some Prop 50 funding to develop water conservation and efficiency cooperative marketing and outreach for each of these.
3. Websites, e-Newswire, bill inserts, signage, materials, mailings, etc.: We propose to use Prop 50 funding to create a variety of *Flex Your Power at the Tap* educational materials targeted to all sectors. As described above, some of these materials will include both water- and energy-saving messages to take advantage of synergies where possible and share the costs with the energy campaign.
 4. Partner communication channels: The campaign will design materials, produce them, and use its full array of partners – businesses (e.g., commercial building owners and operators) and retail outlets (e.g., appliance and home improvement retail stores), local governments and nonprofits – to distribute them.

Principle #10: Chose highly qualified people and organizations to plan and run the public education and outreach campaign.

Section 4 below will describe in more detail why the people, organizations and ongoing partnership opportunities presented in this proposal make Flex Your Power uniquely qualified to perform the public education and outreach campaign in support of CALFED’s goals and objectives. Essentially, we are already organized and staffed. We have a proven strategy that is continually updated. We have built thousands of relationships appropriate to a water campaign. We have a long track record of designing and implementing marketing and outreach campaigns, dating years before the Flex Your Power campaign. We have a long-term understanding of water conservation and efficiency issues. And, we have relationships of trust and cooperation with the major water organizations and water agencies statewide.

SECTION 3: MONITORING AND ASSESSMENT

The *Flex Your Power at the Tap* campaign will be monitored and assessed in two ways:

1. **Water Advisory Board.** Through regular meetings, the Water Advisory Board, comprised of representatives from the State, water agencies, and other participating organizations in the campaign, will measure the success of the campaign in meeting its agreed upon goals, objectives and benchmarks. The board will also review and update the water campaign taking into consideration current circumstances such as weather-driven needs and opportunities for joint promotions. The members have already been approached and are ready to start work immediately.
2. **Formal Evaluation.** To evaluate *Flex Your Power at the Tap's* success, Efficiency Partnership will measure the reach, frequency and effectiveness of its messages using the same tools commonly used by the private sector for marketing and outreach efforts. The State and the CPUC approved these tools for the Flex Your Power energy conservation and efficiency campaign. *Flex Your Power at the Tap* also proposes to use Research 360, the same outside consultant approved by the CPUC to evaluate Flex Your Power. Combining evaluation efforts will dramatically cut costs, adding only incrementally to the already-funded evaluation of the energy campaign. The components of the formal evaluation are:
 - a. **Reach and Frequency:** In order for the campaign to be effective, we need to maximize the reach and frequency of advertising and other marketing initiatives, in terms of the target audiences. The evaluation will utilize established third-party advertising reach and frequency analytic tools and documentation of partner participation, including commitment forms. We will keep tear sheets from all advertising, including ethnic media, and station printouts for television and radio spots. We will also document all of the successes from cooperative partnerships with manufacturers and retailers.
 - b. **Motivation and Impact:** Focus groups will be used to test the persuasiveness of the key messages, mediums and communicators. The evaluation will also delve into how the campaign can effectively improve awareness and increase voluntary actions through its messages and images. We plan to conduct six to eight focus groups with residential customers and commercial customers. The focus groups will assess a range of energy and water-use efficiency messages against a series of communication objectives. Evaluation criteria will include:
 - i. Convey clear, compelling water-use efficiency messages and information to Californians.
 - ii. Motivate Californians to include efficiency considerations in their purchase decisions.

A statewide public education, or marketing and outreach campaign is quite different from water (and energy for that matter) programs that focus on the actual installation of water-use efficiency measures or equipment. Rather than just targeting one product or action, a public education and outreach campaign supports the success of all water-use efficiency programs and leads to increased purchases of all water-efficient products and appliances by heightening public understanding of the benefits of water-use efficiency. Given the broad nature of the campaign

and the several integrated factors motivating water users to purchase products, it is too difficult, and too expensive, to try to attribute specific water savings a marketing and outreach program.

That is not to say however, that marketing and outreach does not lead to energy or water savings. A campaign is perhaps the most effective, and certainly the most cost-effective way to reduce use. In fact, many manufacturers rank marketing and outreach far above rebates for their effectiveness in generating sales. Industry sales figures of energy-efficient products show that, for all the money electric utilities expend on product rebates, the vast percentage of energy-efficient products are purchased without the financial incentive provided by these rebates. In 2002, for example, electricity savings through rebate programs as reported to the CPUC by the investor-owned utilities, account for only 9% of the total saving from sales of new ENERGY STAR qualified dishwashers and only 6% of the total savings from sales of new ENERGY STAR qualified clothes washers in California. The sales of both products has grown through each year of the Flex Your Power campaign, despite a decrease in campaign funding – the funding available for rebates has remained basically flat during this period.

Other examples of water savings stimulated by the marketing and outreach campaign include those achieved through Flex Your Power's cooperative partnerships with Sears, Maytag, Lowe's and other retailers and manufacturers:

- Retailer's sales of energy-efficient appliances doubled during one week in December 2003 after running three co-op ads with Flex Your Power.
- Co-op brochure developed with retailer and Flex Your Power, which was distributed by retailer's service technicians and included a "10% off ENERGY STAR appliances coupon," produced an estimated 1,300 coupon redemptions in just three weeks (plus numerous secondary sales of ENERGY STAR products).
- Manufacturing partner's co-op direct mail piece with Flex Your Power led to a 70% increase in wholesale orders of high-efficiency clothes washers in California over two months. One store reported that they sold more during the single Flex Your Power promotion weekend than they usually sell in one month.
- Retail partner sales of energy-efficient lighting jumped over 400% during an off-peak sales period due to header board displays and ads developed jointly with Flex Your Power and a major energy-efficient lighting manufacturer.
- Flex Your Power's 2004 Earth Day promotion, during which a major manufacturer donated 40 sets of ENERGY STAR washers and dryers to non-profits that were selected by local water agencies, will save California 1,143,800 gallons of water, 9599.40 kWhs and 1131.31 therms annually (20 washers w/ gas hook ups).⁴

Generated primarily through private sector investments, these savings represent an incredible rate-of-return on ratepayer and taxpayer funding.

⁴ Savings numbers refer to clothes washers only, per load for 2004 models when compared to pre- 1993 models.

SECTION 4: QUALIFICATIONS

This proposal is being presented by the same organization that planned and continues to manage the Flex Your Power energy conservation and efficiency public education and outreach campaign. The proposal anticipates applying many of the proven strategies and using the relationships established during that campaign to reduce water use in California. The results achieved by Flex Your Power speak volumes about the potential of all Californians to use water and other natural resources much more wisely *if* given the right motivation, relevant information, and access to the tools they need.

Flex Your Power was created during the 2001 and 2002 energy crisis and is considered by many as the most successful public education campaign in history. The campaign integrated and leveraged advertising with thirteen sector-specific outreach initiatives to recruit thousands of businesses, local governments, and non-profits to reduce energy use. As a result, Flex Your Power motivated Californians to reduce peak electricity consumption by 14%, reduce overall use by 7% and prevent blackouts. More than 80% of Californians reported they conserved energy. One-third of residents and nearly 30% of businesses reduced energy use by at least 20%. With broad, multi-sector support Flex Your Power has become an ongoing campaign, now in its fifth year.

Qualifications of Efficiency Partnership

Walter McGuire – President, Efficiency Partnership; Director, Flex Your Power Walter McGuire will direct the proposed water campaign. He is uniquely qualified to run the campaign. As President and Founder of the Efficiency Partnership, he planned and continues to direct the Flex Your Power campaign. He, and the staff, have a long history in public education, marketing and outreach campaigns, as well as extensive relationships throughout California government, business, institutions and nonprofit organizations (including all of the state's investor-owned utilities, many municipal utilities and water agencies). He is also President and Founder of the Environmental Policy Center, the entity that developed the online BMP reporting database for CUWCC and published the seminal, 10-volume handbook series for local governments entitled *Building Sustainable Communities*. The handbooks included volumes on energy efficiency and water-use efficiency. He was an original signatory to the Memorandum of Understanding of the CUWCC, and still participates in that organization. In the mid-1990s, the Environmental Policy Center convened a major water conference, wrote forty water-use efficiency case studies under a grant from the U.S. Environmental Protection Agency, and built an online database of approximately one thousand water conservation and efficiency programs with foundation funding.

Mr. McGuire has been asked by the governments of Canada, New Zealand and Australia and the International Energy Agency in Paris, which represents a dozen countries, to advise them on how to plan and run social marketing campaigns for energy. He has gained national and international attention for the design and management of world-class organizational efforts. Each of these enterprises involved extensive work with governments, businesses and the press. Examples include the 1984 Olympic Torch Relay (covering 9,000 miles in 84 days), the 1996 Olympic Torch Relay (even longer), the 1994 World Cup Soccer Legacy Tour and the 1990 worldwide celebration of the 20th Anniversary of Earth Day, which in the United States included events in

3,200 cities and towns and an estimated worldwide participation of over 200 million people in 140 countries. Previously, Mr. McGuire served as Chief of Staff to the Lieutenant Governor of California and Chief Lobbyist for the State in Washington, D.C. For four years he planned and set up international trips for the White House under President Carter, including the Camp David Shuttle. Mr. McGuire, an attorney by training, also practiced and taught law, and was the Associate Dean at Hastings College of the Law.

The *Flex Your Power at the Tap* 15 staff members and outside consultants have been working on the Flex Your Power campaign for the several years. They will continue to recruit and work with leaders throughout the state in the commercial, industrial, and governmental sectors, water agencies and non-profits. The resumes of some key staff are below:

Carolyn Brown – Strategic Planning, Efficiency Partnership

Carolyn Brown joined Efficiency Partnership in 2004 from the Flex Your Power campaign. She manages new strategic initiatives for the organization as well as fundraising and program development. She brings to the effort more than twenty years experience in marketing, communications and public affairs. She has worked on California water issues since 1991 when as Vice President of Government Relations for Bank of America she helped shepherd the Central Valley Water Project Improvement Act to passage and was a founding member of the corporation's Environmental Team. As Acting Publisher of *Bay Nature* magazine, she managed the creation of a full-color guide to gardening with native plants – funded and distributed by Bay Area water agencies. She has served on the board of Save the Bay for eight years, spearheading major changes in the organization's priorities and communications. She has created and managed major marketing and advertising campaigns for McDonald's, Health Net and Metropolitan Transportation Commission, and has helped launch numerous start-up companies. Carolyn has a masters degree in writing, graduate training in finance and an A.B. from Princeton University, magna cum laude, in Politics and Economics.

Dan Wasserman – Flex Your Power Water-use efficiency Project Manager

Dan Wasserman joined Flex Your Power in 2003 and is currently Project Manager for water-use efficiency outreach and coordination with California's water agencies and water-related organizations. He coordinated the 2004 Earth Day promotions involving 40 water agencies and community organizations as well as Maytag – who donated 80 appliances. He managed the 2004 Flex Your Power Awards and a variety of other projects. Prior to joining Flex Your Power, Dan served as Deputy District Director to U.S. Congresswoman Jane Harman and managed her re-election campaign in 2002. Dan's focus in Congresswoman Harman's district office included clean energy technologies, local water quality issues and Superfund. Dan graduated Magna Cum Laude from Dickinson College.

Qualifications of Cooperators

California Urban Water Conservation Council (CUWCC)

Flex Your Power at the Tap will continue its long-term relationship with the CUWCC, and will closely with them on the execution of this campaign. A Memorandum of Understanding, signed in 1991 by over 100 signatories, formed the CUWCC. The purpose of the Memorandum was to establish a commitment on the part of water agencies to undertake a set of "best management practices" for urban water conservation. An outgrowth of the Bay-Delta hearings in the late

1980s, the Memorandum was a joint consensus effort of environmental public advocacy groups and water agencies, all pledging a “good faith effort” to minimize demands on the Delta by pursuing effective demand management and water-use efficiency opportunities. The sixteen practices adopted in the original document have since been revised to fourteen, and now 328 water agencies, environmental groups and other interested organizations have become signatories to the Council.

Grey Worldwide, Los Angeles

While holding open the option to re-bid the advertising contract, at the current time, it is our intent to contract with the agency with which we have worked over the last four years on the Flex Your Power campaign, Grey Worldwide. Grey Worldwide is one California's largest full-service advertising agencies. It provides comprehensive and fully integrated communication services. Other Grey Worldwide clients include two of the state government’s largest advertisers: the Department of Consumer Affairs and the California State Lottery.

We have worked well with them on an approach of combining strategic thinking and creative execution in one continuous process to achieve results in the marketplace. Grey works to get these results by soliciting continuous feedback. Some sample successes for the Flex Your Power advertising campaign over the last four years include:

- Outstanding media cost efficiencies that average 37% below industry standards;
- Proven, effective creative that has helped the State exceed its conservation goals;
- Outstanding record of negotiating media added value: \$10 to \$12 million annually in PSAs during the energy crisis;
- Keen understanding of public attitudes about the environment, with an eye on developing the correct tone for the communications.

New California Media

New California Media (NCM) is a nationwide association of more than 700 ethnic media organizations. Founded in 1996 by Pacific News Service, NCM currently has a contract with us to design, translate and place newspaper advertisements in more than one hundred ethnic newspapers in thirteen languages. They also work with the campaign to write and translate culturally sensitive and compelling editorial copy for news releases and features. And finally, they work with the campaign to convene the publishers and editors with local community leaders and businesses to design advertising and outreach strategies. Because of their unique role with this increasingly influential segment of California’s population, the campaign proposes to continue working with them on the *Flex Your Power at the Tap* campaign.

Research 360

Research 360 specializes in strategically driven qualitative research and evaluation in conventional and online environments. Research 360 Inc. was selected from a range of companies, and approved by the CPUC, to perform the evaluation of the Flex Your Power campaign. It offers research on the design, execution and effectiveness of advertising and outreach. Other clients include advertising agencies and Fortune 500 companies across the United States, such as Virgin, American Express, Disney and Nestlé.

SECTION 5: OUTREACH, COMMUNITY INVOLVEMENT, AND ACCEPTANCE

The goal of the campaign is to involve the community in the conservation of water and to encourage them to invest in water-use efficiency. As described in detail above, much of *Flex Your Power at the Tap's* program design is based on leveraging advertising and creating partnerships to facilitate outreach to all sectors. In most instances, partners make a written commitment to undertake measures to reduce use, to continue to work with us on the execution of those commitments and to assist the campaign in the dissemination of educational materials and messages. Because of the recognized need to conserve and because the campaign has, and will, recognize these commitments in a wide variety of ways, this approach has been widely accepted and participation is strong and growing.

Below are examples of the kinds of materials and other outreach for the residential and business sectors that will be produced as part of the water outreach effort. (Note: the examples in Appendixes E and F were created for the energy campaign, but are illustrative of the materials that will be produced with a water focus for *Flex Your Power at the Tap*. Most of the materials were printed in multiple languages.)

Residential Sector

- Retail point-of-purchase materials (water-efficient product clings, sales guide)
- New home builders brochures and a water-efficient new homes locator on website (to include landscaping, pumping, etc.)
- Appliance repair person brochure
- Constituent brochure produced for State legislative district offices
- Website with interactive program and store finder and other information
- Electronic newsletter

Commercial/Industrial Sector (including small businesses)

- Best practice guides and case studies
- Electronic newsletter and e-News sector-specific updates
- Website with interactive program finder and other resources
- Flex Your Power Awards
- Educational materials (Flex Your Power Silicon Valley brochure with pledge)
- Small business audit form

SECTION 6: INNOVATION

Flex Your Power is a major break-through from prior approaches to energy and water-use efficiency. The campaign transcends limitations inherent in water agency outreach (e.g. service territories do not coincide with advertising media markets, retail/manufacturer territories and policy-making boundaries). While supporting existing programs, the campaign will move water agencies beyond rebate and incentive programs that rely on dollar-for-dollar investments to meet efficiency targets and bring a higher rate-of-return to taxpayer and ratepayer funding.

Key innovations of this proposed campaign for water-use efficiency include:

- Dual use of advertising. The campaign uses advertising to not only drive public demand for water-use efficiency, but also as a tool to leverage private sector resources and garner long-term water-use efficiency commitments.
- Amplification of the message and outreach resources. By implementing a “save water-save energy” initiative and combining water and energy messages where appropriate, *Flex Your Power at the Tap* will receive matching funding benefits and additional partners.
- Brand. Public education campaigns are learning the power of a well-known “brand” that serves as a shorthand signal to conserve. The Flex Your Power brand is already well established and, as we learned in the Flex Your Power at the Pump campaign, is transferable to other resources such as fuel.
- Power of “Franchise-style” organizational structure. Local agencies benefit greatly from the association with an umbrella public awareness campaign with consistent, compelling messages.
- Emphasis on partnerships. The State is too large and it is too expensive to move public behavior without coordination and the active help of partners. This campaign builds “win-win” partnerships with entities like manufacturers and retailers of water-efficient products to expand the reach of the campaign. The campaign will integrate water agencies into the network of businesses, manufacturers and retailers of water-efficient products, and other stakeholders in this arena.
- Multiple voices. By calling on the support of the Governor, local officials, business, non-profit leaders and ethnic press publishers, the campaign is able to convey the reality that all Californians are participating in the effort to achieve common goals.
- Emphasis on leadership. Using advertisements, awards, and best practices, the campaign will publicize leaders and set a high benchmark for all sectors to achieve.

SECTION 7: BENEFITS

The campaign provides benefits to water conservation and efficiency.

As discussed in Section 3, a marketing and outreach campaign is quite different from other water conservation and efficiency programs even though they all are aimed at influencing the behavior—whether through incentives, mandates, audits, and the other strategies. A public education and outreach campaign supports the success of all water-use efficiency programs – if someone does not know about a water agency program they will not take advantage of it. Heightened public understanding of the benefits of water-use efficiency, particularly at the point-of-purchase, leads to increased purchases of water-efficient products. As noted above, actual sales figures for water-efficient dishwashers and clothes washers show that less than 10% of these appliances are purchased because of rebates.

Due to California’s strong commitment to energy efficiency, the campaign has also been able to negotiate commitments from retailers to increase sales of products by up to 20% as well as major commitments from businesses, new homebuilders and contractors to increase their efficiency.

Flex Your Power at the Tap provides unique benefits to CALFED not offered by anyone else.

The matching funds offered by the Flex Your Power energy campaign exceed \$5 for every dollar requested in this proposal. This number does not include the funding and resources Flex Your Power’s partners bring to the table.

As described in detail above, only Flex Your Power has:

- An extensive network of public and private organizations and a long history of leveraging these entities resources for the benefit of the campaign.
- A respected and recognizable brand that is strongly associated with efficient use of natural resources.
- Consistent, proven messaging (based on market research) to effectively motivate California’s diverse population and varied businesses.
- Statewide promotions developed and honed over four years with retailers and manufacturers of efficient products and appliances.
- Partnerships with new homes builders to build and promote water- and energy-efficient housing.
- High-quality, sector-specific, co-brandable educational materials.
- Statewide website including comprehensive, searchable database of water-use efficiency rebates/incentives.
- Fourteen years of experience in developing water-use efficiency best practice guides and case studies for each sector.
- Web content and materials translated real time into Spanish and Chinese.
- An established electronic newsletter for water-use efficiency with a subscriber list of leaders at 8,000 and growing.
- Regular meetings with business and governmental leaders to address specific market or program barriers.
- An established recognition and publicity program to award leadership in water conservation and efficiency (the annual Flex Your Power Awards).

SECTION 8: COSTS

A campaign to communicate a water-use efficiency message and “call to action” and motivate behavior change, even with a brand as well known as Flex Your Power, requires a significant budget in a state the size of California—a budget beyond that anticipated by Prop 50 funding. Only by using the matching resources of the well-established Flex Your Power energy campaign and those of participating water agencies, can a limited budget change public behavior. The ongoing Flex Your Power energy campaign will augment the Prop 50 funding and keep the conservation message on people’s mind and outreach to and leverage the resources of thousands of entities. Flex Your Power’s overall budget will exceed \$20 million between the energy efficiency campaign and the summer peak electricity demand reduction campaign. The Flex Your Power brand and message also bring value not found in any other existing outreach campaign. The detail of the cost-sharing budget is attached at Table C-1, but the highlights are as follows:

Total staffing, consultants and direct staff expenses (e.g., travel by outreach staff) for the 15 staff members and consultants in the overall Flex Your Power campaign will be approximately \$2 million annually. A portion of all of staff work will focus on water-use efficiency. In other words, as we contact businesses, water-use efficiency will be part of the request. When we talk to home improvement stores, we will ask them to also promote water-efficient products. The Flex Your Power campaign and participating water agencies will cover 87.2% of these costs, or \$5,273,741 and \$58,839 respectively over the three years. The request for Prop 50 funding in this proposal is for 12.8% or \$527,133 for the three-year campaign. This is almost a 10-to-1 match.

Educational materials: We propose to combine the “save water “ messages, tips and programs with the “save energy” messages in most of the overall campaign’s educational materials. Over three years, the total cost of the educational materials, including production and distribution, will be \$610,805, of which the Flex Your Power campaign will cover \$458,104 when both water and energy messages are present. The template materials will be designed and distributed by the campaign, but water agency partners will cover the entire incremental cost of printing any materials they want to localize. Prop 50 funding will cover the costs of any purely water-use conservation and efficiency material (e.g., landscaping) and a portion of the “save water-save energy” materials. Total Prop 50 funding for the water campaign materials would be \$152,701. This represents a 4-to-1 match.

Advertising: Although overall Flex Your Power advertising costs is high, the portion dedicated to either a “save water-save energy” message, or purely a save-water message is \$6,361,620 in the first year, rising slightly with inflation in the following two years. In other words, the water-use conservation and efficiency campaign will have \$20,055,008 worth of advertising to promote water-saving messages over the three years of the campaign. Prop 50 funding, however, will cover only \$2,633,758 of the advertising budget. Flex Your Power and participating water agencies will fund the remainder of the budget. This is a 10-to-1 match. The detail breaking out television, radio and newspaper can be seen at Table C-1.

Other outreach tools: The cost of the other water-use efficiency outreach tools including the e-News wire, water-use efficiency website, the awards program, best practice guides, events and the evaluation are likewise shared. The estimated annual cost of these elements for the overall Flex Your Power campaign is \$320,562 over the three years. Of this, Flex Your Power will cover 84% or \$269,272, with participating water agencies will covering \$3,206. The Prop 50 request is for \$48,084, or 15%. This represents more than a 5-to-1 match.

In sum, Prop 50 funding is requested to create a three-year, water-use conservation and efficiency public education and outreach campaign with matching funding of \$3,450,000 over three years. The matching funding represents approximately 12.7% of the entire budget for the water conservation and efficiency campaign, or almost a 10-to-1 match. There will be significant resources, financial and otherwise applied to this campaign, by the private sector, particularly the manufacturers and retailers who participate with co-op advertising and other programs. While it cannot be said this far in advance what the value of this contribution will be, it would not be a stretch to estimate a value in excess of \$1 million per year from them to this campaign.

2004 Water Use Efficiency Proposal Solicitation Package
APPENDIX C: Timeline of Tasks

Activity Description	Target Completion Date
Finalize campaign plan with partners, Water Advisory Board	Within first month of program approval
Planning and coordination workshops with water agencies and other stakeholders	Within first quarter after program approval and throughout campaign
Website updates	Ongoing
e-Newswire	Ongoing
Awards – solicitation and identification throughout year – announcement in winter	Winter 2006, 2007 and 2008
Water Advisory Board meetings	Bi-Monthly
Earth Day mini-campaign (advertising, educational materials, outreach, partnerships)	Spring 2006, 2007 and 2008
Summer Peak Season Promotion (advertising, educational materials, partnerships)	Summer 2006, 2007 and 2008
Year-End Congratulations mini campaign (advertising, educational materials, outreach partnerships)	Winter 2006, 2007 and 2008
Outreach to sector leaders (commercial, industrial, government, agricultural, residential) – sector specific campaigns, materials, ads	Ongoing
Outreach to new home builders, contractors, nonprofits, utilities, and others) – sector specific campaigns, materials, ads	Ongoing

APPLICANT: Efficiency Partnership/ Flex Your Power (FYP)

PROJECT: Flex Your Power at the Tap

Table C-1: Water Campaign Project Costs (3-Year Budget)

Category	2006 Water Campaign Costs	2007 Water Campaign Costs	2008 Water Campaign Costs	Total 3-Year Project Costs	3-Yr FYP Match	3-Yr Water Agency Match	Prop 50 State Share
Percent of Total Budget				100%	87.2%		12.8%
Staffing & Expenses							
Administrative Staff	35,549	38,037	40,700	114,286	102,858	1,143	10,286
Salaries/Wages & Consultants	1,741,918	1,829,014	1,920,465	5,491,396	4,942,257	54,914	494,226
Office supplies, copying, postage, phone	25,904	26,681	27,482	80,067	72,060	0	8,007
Planning Retreat	9,000	9,270	9,548	27,818	25,036	2,782	0
Travel	47,282	48,700	50,161	146,144	131,530	0	14,614
Total Staffing & Expenses	1,859,653	1,951,703	2,048,356	5,859,712	5,273,741	58,839	527,133
Materials (including template materials for partner use)	197,614	203,542	209,649	610,805	458,104	0	152,701
Media Support							
Market research, focus groups, public opinion survey	75,595	79,375	83,343	238,313	178,735	35,747	23,831
Television ads	2,341,955	2,459,053	2,582,006	7,383,014	7,383,014	0	0
Radio ads General Market	199,487	209,461	219,934	628,883	528,262	6,289	94,332
Localized Traffic Radio ads	174,995	183,745	192,932	551,672	0	275,836	275,836
Hispanic Radio ads	220,133	231,140	242,697	693,969	582,934	6,940	104,095
Newspaper/Print ads	2,628,918	2,760,364	2,898,382	8,287,664	6,215,748	414,383	1,657,533
Trade magazines, directories	48,717	51,153	53,710	153,580	115,185	7,679	30,716
Hard-to-Reach Newspaper	747,415	784,786	824,025	2,356,226	1,767,169	117,811	471,245
Total Media	6,361,620	6,679,701	7,013,686	20,055,008	16,592,313	828,938	2,633,758
Outreach							
e-Newswire	7,150	7,508	7,883	22,540	18,934	225	3,381
Website, Database, Translation Contractors	23,979	25,178	26,437	75,594	63,499	756	11,339
Awards	4,704	4,939	5,186	14,829	12,457	148	2,224
Annual Summit	18,815	19,756	20,744	59,314	49,824	593	8,897
Earth Day Events	47,037	49,389	51,858	148,284	124,559	1,483	22,243
Total Outreach	101,685	106,769	112,108	320,562	269,272	3,206	48,084
Evaluation	23,519	24,695	25,930	74,144	55,608	3,707	14,829
Contingency**	25,000	25,000	25,000	75,000	0	0	75,000
TOTAL	\$ 8,569,091	\$ 8,991,411	\$ 9,434,728	\$ 26,995,231	\$ 22,649,037	\$ 894,689	\$ 3,451,505
Total Applicant Share					23,543,725.97		
					TOTAL REQUEST-->>		\$ 3,450,000

** Campaign expense for work with individual water agency programs that partner with the campaign.

2004 Water Use Efficiency Proposal Solicitation Package
APPENDIX C: Timeline of Tasks

Activity Description	Target Completion Date
Finalize campaign plan with partners, Water Advisory Board	Within first month of program approval
Planning and coordination workshops with water agencies and other stakeholders	Within first quarter after program approval and throughout campaign
Website updates	Ongoing
e-Newswire	Ongoing
Awards – solicitation and identification throughout year – announcement in winter	Winter 2006, 2007 and 2008
Water Advisory Board meetings	Bi-Monthly
Earth Day mini-campaign (advertising, educational materials, outreach, partnerships)	Spring 2006, 2007 and 2008
Summer Peak Season Promotion (advertising, educational materials, partnerships)	Summer 2006, 2007 and 2008
Year-End Congratulations mini campaign (advertising, educational materials, outreach partnerships)	Winter 2006, 2007 and 2008
Outreach to sector leaders (commercial, industrial, government, agricultural, residential) – sector specific campaigns, materials, ads	Ongoing
Outreach to new home builders, contractors, nonprofits, utilities, and others) – sector specific campaigns, materials, ads	Ongoing

January 11, 2005

Mr. Wally McGuire
President
Flex Your Power & Efficiency Partnership
2183 Union Street
San Francisco, CA 94133

Dear Mr. McGuire:

The Santa Clara Valley Water District is pleased to join Flex Your Power and the California Urban Water Conservation Council in implementing California's comprehensive statewide water-use efficiency marketing and outreach campaign. The campaign will be modeled after, and coordinate closely with, the highly successful Flex Your Power campaign for energy efficiency. The existing infrastructure of businesses, non-profits and governmental partners and the favorable recognition of the Flex Your Power conservation message will greatly leverage our resources and make our efforts more successful. There is great need for consistent statewide messaging and strategy to support all water-use efficiency efforts throughout the state and increase return on investment of water agency conservation and efficiency dollars.

Flex Your Power will be the lead agency on the application and campaign, and as a participant in the effort, we will benefit from:

- Higher awareness of water efficiency in every sector, throughout the state.
- Consistent, proven messaging (based on market research to identify effective outreach strategies for California's diverse population)
- Statewide advertising campaign educating and motivating Californians to save water at home, at work and in their communities.
- Co-brandable radio and print ads (e.g., adding your logo and contact information)
- Sector specific co-brandable educational materials (e.g., materials to be used by Building Owners and Managers Association (BOMA) members, home builders, grocery bag stuffers)
- Website, including statewide comprehensive, searchable database of water agency rebates.
- Electronic newsletter on water efficiency
- Extensive partnerships with retailers and manufacturers of water-efficient appliances and products
- Partnerships with over 75 of the state's top new-home builders, including an online home-finder directing buyers to water- and energy-efficient housing developments.
- Collaboration with other supportive programs, such as the Governor's Green Building Initiative, the Green Lodging Program, the Sustainable Silicon Valley Water Initiative and so on.

The Santa Clara Valley Water District will support the Flex Your Power/California Urban Water Conservation Council campaign through a proportional cost-share agreement for those aspects of the campaign we will formally implement in our service territory and additional non-financial resources such as staff support and customer communications. This public education campaign will improve the quality of life, environment and economy for all Californians and we are pleased to offer our support.

Sincerely,

 Ashktorab

Hossein Ashktorab, Ph. D.

Manager, Water Use Efficiency Unit

January 5, 2005

Mr. Wally McGuire
President
Flex Your Power & Efficiency Partnership
2183 Union Street
San Francisco, CA 94133



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

Dear Mr. McGuire:

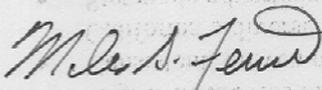
The City of Santa Rosa is pleased to join Flex Your Power and the California Urban Water Conservation Council in implementing California's comprehensive statewide water-use efficiency marketing and outreach campaign. The campaign will be modeled after, and coordinated closely with, the highly successful Flex Your Power campaign for energy efficiency. The existing infrastructure of businesses, non-profits and governmental partners and the favorable recognition of the Flex Your Power conservation message will greatly leverage our resources and make our efforts more successful. There is great need for consistent statewide messaging and strategy to support all water-use efficiency efforts throughout the state and increase return on investment of water agency conservation and efficiency dollars.

Flex Your Power will be the lead agency on the application and campaign, and as a participant in the effort, we will benefit from:

- Higher awareness of water efficiency in every sector, throughout the state.
- Consistent, proven messaging (based on market research to identify effective outreach strategies for California's diverse population)
- Statewide advertising campaign educating and motivating Californians to save water at home, at work and in their communities.
- Co-brandable radio and print ads (e.g., adding your logo and contact information)
- Sector specific co-brandable educational materials (e.g., materials to be used by Building Owners and Managers Association (BOMA) members, home builders, grocery bag stuffers)
- Website, including statewide comprehensive, searchable database of water agency rebates.
- Electronic newsletter on water efficiency
- Extensive partnerships with retailers and manufacturers of water-efficient appliances and products
- Partnerships with over 75 of the state's top new-home builders, including an online home-finder directing buyers to water- and energy-efficient housing developments.
- Collaboration with other supportive programs, such as the Governor's Green Building Initiative, the Green Lodging Program, the Sustainable Silicon Valley Water Initiative and so on.

The City of Santa Rosa will support the Flex Your Power/California Urban Water Conservation Council campaign through a proportional cost-share agreement for those aspects of the campaign we will formally implement in our service territory and additional non-financial resources such as staff support and customer communications. This public education campaign will improve the quality of life, environment and economy for all Californians and we are pleased to offer our support.

Sincerely,



MILES A. FERRIS
Director of Utilities



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 F. DEATON, *General Manager*

January 7, 2005

Mr. Wally McGuire
President
Flex Your Power & Efficiency Partnership
2183 Union Street
San Francisco, California 94133

Dear Mr. McGuire:

The Los Angeles Department of Water and Power is pleased to join Flex Your Power and the California Urban Water Conservation Council in implementing California's comprehensive statewide water-use efficiency marketing and outreach campaign. The campaign will be modeled after, and coordinate closely with, the highly successful Flex Your Power campaign for energy efficiency. The existing infrastructure of businesses, non-profits and governmental partners, and the favorable recognition of the Flex Your Power conservation message will greatly leverage our resources and make our efforts more successful. There is great need for consistent statewide messaging and strategy to support all water-use efficiency efforts throughout the state and increase return on investment of water agency conservation and efficiency dollars.

Flex Your Power will be the lead agency on the application and campaign, and as a participant in the effort, we will benefit from:

- Higher awareness of water efficiency in every sector, throughout the state.
- Consistent, proven messaging (based on market research to identify effective outreach strategies for California's diverse population)
- Statewide advertising campaign educating and motivating Californians to save water at home, at work, and in their communities.
- Co-brandable radio and print ads (e.g., adding your logo and contact information)
- Sector specific co-brandable educational materials (e.g., materials to be used by Building Owners and Managers Association members, home builders, grocery bag stuffers)
- Website, including statewide comprehensive, searchable database of water agency rebates.
- Electronic newsletter on water efficiency

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

Mr. Wally McGuire
Page 2
January 7, 2005

- Extensive partnerships with retailers and manufacturers of water-efficient appliances and products
- Partnerships with over 75 of the state's top new-home builders, including an online home-finder directing buyers to water- and energy-efficient housing developments.
- Collaboration with other supportive programs, such as the Governor's Green Building Initiative, the Green Lodging Program, the Sustainable Silicon Valley Water Initiative, and so on.

The Los Angeles Department of Water and Power is interested in supporting the Flex Your Power/California Urban Water Conservation Council campaign through a proportional cost-share agreement for those aspects of the campaign we will formally implement in our service territory and additional non-financial resources such as staff support and customer communications. This public education campaign will improve the quality of life, environment, and economy for all Californians, and we are pleased to offer our support.

Sincerely,

A handwritten signature in blue ink, appearing to read "G. Gewe". Below the signature, the initials "GAG" are written in a smaller, more legible font.

Gerald A. Gewe
Chief Operating Officer – Water System

DEPARTMENT OF WATER AND POWER



December 27, 2004

Mr. Wally McGuire
President
Flex Your Power & Efficiency Partnership
2183 Union Street
San Francisco, CA 94133

Dear Mr. McGuire:

The City of Big Bear Lake Department of Water and Power is pleased to join Flex Your Power and the California Urban Water Conservation Council in implementing California's comprehensive statewide water-use efficiency marketing and outreach campaign. The campaign will be modeled after, and coordinate closely with, the highly successful Flex Your Power campaign for energy efficiency. The existing infrastructure of businesses, non-profits and governmental partners and the favorable recognition of the Flex Your Power conservation message will greatly leverage our resources and make our efforts more successful. There is great need for consistent statewide messaging and strategy to support all water-use efficiency efforts throughout the state and increase return on investment of water agency conservation and efficiency dollars.

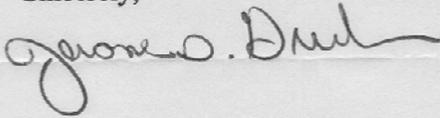
Flex Your Power will be the lead agency on the application and campaign, and as a participant in the effort, we will benefit from:

- Higher awareness of water efficiency in every sector, throughout the state.
- Consistent, proven messaging (based on market research to identify effective outreach strategies for California's diverse population)
- Statewide advertising campaign educating and motivating Californians to save water at home, at work and in their communities.
- Co-brandable radio and print ads (e.g., adding your logo and contact information)
- Sector specific co-brandable educational materials (e.g., materials to be used by Building Owners and Managers Association (BOMA) members, home builders, grocery bag stuffers)
- Website, including statewide comprehensive, searchable database of water agency rebates.
- Electronic newsletter on water efficiency
- Extensive partnerships with retailers and manufacturers of water-efficient appliances and products

- Partnerships with over 75 of the state's top new-home builders, including an online home-finder directing buyers to water- and energy-efficient housing developments.
- Collaboration with other supportive programs, such as the Governor's Green Building Initiative, the Green Lodging Program, the Sustainable Silicon Valley Water Initiative and so on.

The City of Big Bear Lake Department of Water and Power will support the Flex Your Power/California Urban Water Conservation Council campaign through a proportional cost-share agreement for those aspects of the campaign we will formally implement in our service territory and additional non-financial resources such as staff support and customer communications. This public education campaign will improve the quality of life, environment and economy for all Californians and we are pleased to offer our support.

Sincerely,

A handwritten signature in black ink, appearing to read "Jerome Gruber". The signature is written in a cursive style with a large initial "J" and a long horizontal stroke extending to the right.

Jerome Gruber
General Manager

Directors

PHILIP L. ANTHONY
WES BANNISTER
KATHRYN L. BARR
DENIS R. BILODEAU
RICHARD CHAVEZ
PAUL COOK
JAN DEBAY
BRETT FRANKLIN
SHAWN NELSON
ROGER C. YOH



ORANGE COUNTY WATER DISTRICT

Orange County's Groundwater Authority

Officers

PHILIP L. ANTHONY
President

JAN DEBAY
First Vice President

KATHRYN L. BARR
Second Vice President

—

VIRGINIA GREBBIEN
General Manager

January 6, 2004

Mr. Wally McGuire
President
Flex Your Power & Efficiency Partnership
2183 Union Street
San Francisco, CA 94133

Dear Mr. McGuire:

Orange County Water District is pleased to join Flex Your Power and the California Urban Water Conservation Council in implementing California's comprehensive statewide water-use efficiency marketing and outreach campaign. The campaign will be modeled after, and coordinate closely with, the highly successful Flex Your Power campaign for energy efficiency. The existing infrastructure of businesses, non-profits and governmental partners and the favorable recognition of the Flex Your Power conservation message will greatly leverage our resources and make our efforts more successful. There is great need for consistent statewide messaging and strategy to support all water-use efficiency efforts throughout the state and increase return on investment of water agency conservation and efficiency dollars.

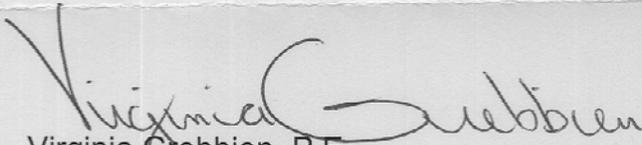
Flex Your Power will be the lead agency on the application and campaign, and as a participant in the effort, we will benefit from:

- Higher awareness of water efficiency in every sector, throughout the state.
- Consistent, proven messaging (based on market research to identify effective outreach strategies for California's diverse population)
- Statewide advertising campaign educating and motivating Californians to save water at home, at work and in their communities.
- Co-brandable radio and print ads (e.g., adding your logo and contact information)
- Sector specific co-brandable educational materials (e.g., materials to be used by Building Owners and Managers Association (BOMA) members, home builders, grocery bag stuffers)
- Website, including statewide comprehensive, searchable database of water agency rebates.
- Electronic newsletter on water efficiency
- Extensive partnerships with retailers and manufacturers of water-efficient appliances and products

- Partnerships with over 75 of the state's top new-home builders, including an online home-finder directing buyers to water- and energy-efficient housing developments.
- Collaboration with other supportive programs, such as the Governor's Green Building Initiative, the Green Lodging Program, the Sustainable Silicon Valley Water Initiative and so on.

Orange County Water District supports the Flex Your Power/California Urban Water Conservation Council campaign and will provide staff support and customer communications as necessary. This public education campaign will improve the quality of life, environment and economy for all Californians and we are pleased to offer our support.

Sincerely,



Virginia Grebbien, P.E.
General Manager



Elsinore Valley Municipal Water District

Board of Directors

President

W. Ben Wicke

Vice President

Kristine Anderson

Treasurer

Christine Hyland

Board Members

George G. Alongi

Phil Williams

General Manager

Ronald E. Young

Board Secretary

Terese Quintanar

Legal Counsel

Best Best & Krieger

January 3, 2005

Mr. Wally McGuire, President
Flex Your Power & Efficiency Partnership
2183 Union Street
San Francisco, CA 94133

Dear Mr. McGuire:

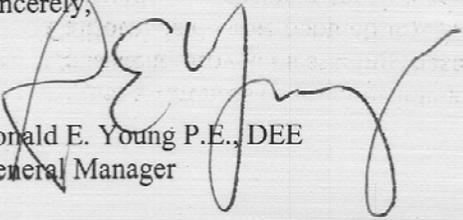
Elsinore Valley Municipal Water District is pleased to join Flex Your Power and the California Urban Water Conservation Council in implementing California's comprehensive statewide water-use efficiency marketing and outreach campaign. The campaign will be modeled after, and coordinate closely with, the highly successful Flex Your Power campaign for energy efficiency. The existing infrastructure of businesses, non-profits and governmental partners and the favorable recognition of the Flex Your Power conservation message will greatly leverage our resources and make our efforts more successful. There is great need for consistent statewide messaging and strategy to support all water-use efficiency efforts throughout the state and increase return on investment of water agency conservation and efficiency dollars.

Flex Your Power will be the lead agency on the application and campaign, and as a participant in the effort, we will benefit from:

- Higher awareness of water efficiency in every sector, throughout the state.
- Consistent, proven messaging (based on market research to identify effective outreach strategies for California's diverse population)
- Statewide advertising campaign educating and motivating Californians to save water at home, at work and in their communities.
- Co-brandable radio and print ads (e.g., adding your logo and contact information)
- Sector specific co-brandable educational materials (e.g., materials to be used by Building Owners and Managers Association (BOMA) members, home builders, grocery bag stuffers)
- Website, including statewide comprehensive, searchable database of water agency rebates.
- Electronic newsletter on water efficiency
- Extensive partnerships with retailers and manufacturers of water-efficient appliances and products
- Partnerships with over 75 of the state's top new-home builders, including an online home-finder directing buyers to water- and energy-efficient housing developments.
- Collaboration with other supportive programs, such as the Governor's Green Building Initiative, the Green Lodging Program, the Sustainable Silicon Valley Water Initiative and so on.

Elsinore Valley Municipal Water District will support the Flex Your Power/California Urban Water Conservation Council campaign through a proportional cost-share agreement for those aspects of the campaign we will formally implement in our service territory and additional non-financial resources such as staff support and customer communications. This public education campaign will improve the quality of life, environment and economy for all Californians and we are pleased to offer our support.

Sincerely,


Ronald E. Young P.E., DEE
General Manager



CITY OF SANTA MARIA
UTILITIES DEPARTMENT

Business Services • Fleet Services
Flood Control • Regulatory Compliance
Solid Waste Services
Water Resources • Wastewater Resources

2065 EAST MAIN STREET • SANTA MARIA, CALIFORNIA 93454-8026 • 805-925-0951, EXT. 7270 • FAX 805-928-7240
January 5, 2005

Mr. Wally McGuire
President
Flex Your Power & Efficiency Partnership
2183 Union Street
San Francisco, CA 94133

Dear Mr. McGuire:

The City of Santa Maria Utilities Department is pleased to join Flex Your Power and the California Urban Water Conservation Council in implementing California's comprehensive statewide water-use efficiency marketing and outreach campaign. The campaign will be modeled after, and coordinate closely with, the highly successful Flex Your Power campaign for energy efficiency. The existing infrastructure of businesses, non-profits and governmental partners and the favorable recognition of the Flex Your Power conservation message will greatly leverage our resources and make our efforts more successful. There is great need for consistent statewide messaging and strategy to support all water-use efficiency efforts throughout the state and increase return on investment of water agency conservation and efficiency dollars.

Flex Your Power will be the lead agency on the application and campaign, and as a participant in the effort, we will benefit from:

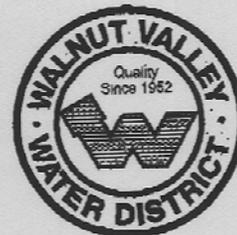
- Higher awareness of water efficiency in every sector, throughout the state.
- Consistent, proven messaging (based on market research to identify effective outreach strategies for California's diverse population)
- Statewide advertising campaign educating and motivating Californians to save water at home, at work and in their communities.
- Co-brandable radio and print ads (e.g., adding your logo and contact information)
- Sector specific co-brandable educational materials (e.g., materials to be used by Building Owners and Managers Association (BOMA) members, home builders, grocery bag stuffers)
- Website, including statewide comprehensive, searchable database of water agency rebates.
- Electronic newsletter on water efficiency
- Extensive partnerships with retailers and manufacturers of water-efficient appliances and products
- Partnerships with over 75 of the state's top new-home builders, including an online home-finder directing buyers to water- and energy-efficient housing developments.
- Collaboration with other supportive programs, such as the Governor's Green Building Initiative, the Green Lodging Program, the Sustainable Silicon Valley Water Initiative and so on.

The City of Santa Maria Utilities Department will support the Flex Your Power/California Urban Water Conservation Council campaign through a proportional cost-share agreement for those aspects of the campaign we will formally implement in our service territory and additional non-financial resources such as staff support and customer communications. This public education campaign will improve the quality of life, environment and economy for all Californians and we are pleased to offer our support.

Sincerely,

DWAYNE K. CHISAM, P. E.
Director of Utilities

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 5, 2005

Mr. Wally McGuire
President
Flex Your Power & Efficiency Partnership
2183 Union Street
San Francisco, CA 94133

Dear Mr. McGuire:

The District is pleased to join Flex Your Power and the California Urban Water Conservation Council in implementing California's comprehensive statewide water-use efficiency marketing and outreach campaign. The campaign will be modeled after, and coordinate closely with, the highly successful Flex Your Power campaign for energy efficiency. The existing infrastructure of businesses, non-profits and governmental partners and the favorable recognition of the Flex Your Power conservation message will greatly leverage our resources and make our efforts more successful. There is great need for consistent statewide messaging and strategy to support all water-use efficiency efforts throughout the state and increase return on investment of water agency conservation and efficiency dollars.

Flex Your Power will be the lead agency on the application and campaign, and as a participant in the effort, the District will benefit from:

- Higher awareness of water efficiency in every sector throughout the state.
- Consistent, proven messaging (based on market research to identify effective outreach strategies for California's diverse population).
- Statewide advertising campaign educating and motivating Californians to save water at home, at work and in their communities.
- Co-brandable radio and print ads (e.g., adding our logo and contact information).
- Sector specific co-brandable educational materials (e.g., materials to be used by Building Owners and Managers Association (BOMA) members, home builders, grocery bag stuffers).
- Website, including statewide comprehensive, searchable database of water agency rebates.
- Electronic newsletter on water efficiency.

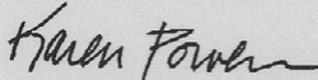
Page Two
January 5, 2005

- Extensive partnerships with retailers and manufacturers of water-efficient appliances and products.
- Partnerships with over 75 of the state's top new-home builders, including an online home-finder directing buyers to water- and energy-efficient housing developments.
- Collaboration with other supportive programs, such as the Governor's Green Building Initiative, the Green Lodging Program, and the Sustainable Silicon Valley Water Initiative.

As a sub-agency of the Metropolitan Water District of Southern California, the District will support the Flex Your Power/California Urban Water Conservation Council campaign. This public education campaign will improve the quality of life, environment and economy for all Californians and we are pleased to offer our support.

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

Mr. Wally McGuire
President
Flex Your Power & Efficiency Partnership
2183 Union Street
San Francisco, CA 94133

Dear Mr. McGuire:

Support of Proposition 50 Water Use Efficiency Grant Application for Flex Your Power Campaign

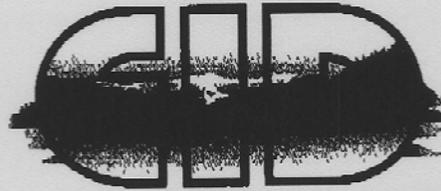
The Metropolitan Water District of Southern California is pleased to join Flex Your Power and the California Urban Water Conservation Council in implementing a comprehensive statewide water use efficiency marketing and outreach campaign. We recognize the great potential synergies of coordinating our existing outdoor water conservation outreach and marketing campaign, now in its third year, with a statewide effort led by Flex Your Power and CUWCC. We appreciate that the campaign will be modeled after, and coordinate closely with, the highly successful Flex Your Power campaign for energy efficiency. To fully realize the potential synergies, we also look forward to ensuring consistency with our own regional campaign, conducted under the aegis of "The Family of Southern California Water Agencies," and pledge to work with you to achieve that result. Further, we believe that transparency about where campaign funds will be spent by Flex Your Power will maintain maximum support and participation from local and regional agency partners such as Metropolitan.

Metropolitan will support the Flex Your Power/California Urban Water Conservation Council campaign through a proportional cost-share agreement for those aspects of the campaign we will formally implement in our service territory and additional non-financial resources such as staff support and customer communications. We will endeavor to maximize the mutual benefit with our own water conservation outreach and marketing campaign. This public education campaign will improve the quality of life, environment and economy for all Californians, and we are pleased to offer our support.

Sincerely,

Gilbert F. Ivey
Interim Chief Executive Officer

AIW:adminwrm
o:\a\slc\AIW_0500107_FYP-support_Prop50



El Dorado Irrigation District

January 10, 2005

Mr. Wally McGuire, President
 Flex Your Power & Efficiency Partnership
 2183 Union Street
 San Francisco, CA 94133

Dear Mr. McGuire:

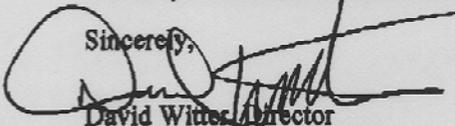
El Dorado Irrigation District is pleased to join Flex Your Power and the California Urban Water Conservation Council in implementing California's comprehensive statewide water-use efficiency marketing and outreach campaign. The campaign will be modeled after, and coordinate closely with, the highly successful Flex Your Power campaign for energy efficiency. The existing infrastructure of businesses, non-profits and governmental partners and the favorable recognition of the Flex Your Power conservation message will greatly leverage our resources and make our efforts more successful. There is great need for consistent statewide messaging and strategy to support all water-use efficiency efforts throughout the state and increase return on investment of water agency conservation and efficiency dollars.

Flex Your Power will be the lead agency on the application and campaign, and as a participant in the effort, we will benefit from:

- Higher awareness of water efficiency in every sector, throughout the state.
- Consistent, proven messaging (based on market research to identify effective outreach strategies for California's diverse population)
- Statewide advertising campaign educating and motivating Californians to save water at home, at work and in their communities.
- Co-brandable radio and print ads (e.g., adding your logo and contact information)
- Sector specific co-brandable educational materials (e.g., materials to be used by Building Owners and Managers Association (BOMA) members, home builders, grocery bag stuffers)
- Website, including statewide comprehensive, searchable database of water agency rebates.
- Electronic newsletter on water efficiency
- Extensive partnerships with retailers and manufacturers of water-efficient appliances and products
- Partnerships with over 75 of the state's top new-home builders, including an online home-finder directing buyers to water- and energy-efficient housing developments.
- Collaboration with other supportive programs, such as the Governor's Green Building Initiative, the Green Lodging Program, and the Sustainable Silicon Valley Water Initiative and so on.

El Dorado Irrigation District will support the Flex Your Power/California Urban Water Conservation Council campaign through a proportional cost-share agreement for those aspects of the campaign we will formally implement in our service territory and additional non-financial resources such as staff support and customer communications. This public education campaign will improve the quality of life, environment and economy for all Californians and we are pleased to offer our support.

Sincerely,


 David Witter, Director
 Water Policy Coordination



CITY OF OCEANSIDE

WATER UTILITIES DEPARTMENT

January 6, 2005

Mr. Wally McGuire
 President
 Flex Your Power & Efficiency Partnership
 2183 Union Street
 San Francisco, CA 94133

Dear Mr. McGuire:

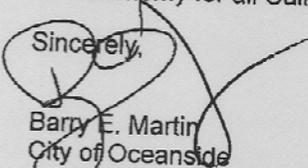
The City of Oceanside is pleased to join Flex Your Power and the California Urban Water Conservation Council in implementing California's comprehensive statewide water-use efficiency marketing and outreach campaign. The campaign will be modeled after, and coordinate closely with, the highly successful Flex Your Power campaign for energy efficiency. The existing infrastructure of businesses, non-profits and governmental partners and the favorable recognition of the Flex Your Power conservation message will greatly leverage our resources and make our efforts more successful. There is great need for consistent statewide messaging and strategy to support all water-use efficiency efforts throughout the state and increase return on investment of water agency conservation and efficiency dollars.

Flex Your Power will be the lead agency on the application and campaign, and as a participant in the effort, we will benefit from:

- Higher awareness of water efficiency in every sector, throughout the state.
- Consistent, proven messaging (based on market research to identify effective outreach strategies for California's diverse population)
- Statewide advertising campaign educating and motivating Californians to save water at home, at work and in their communities.
- Co-brandable radio and print ads (e.g., adding your logo and contact information)
- Sector specific co-brandable educational materials (e.g., materials to be used by Building Owners and Managers Association (BOMA) members, home builders, grocery bag stuffers)
- Website, including statewide comprehensive, searchable database of water agency rebates.
- Electronic newsletter on water efficiency
- Extensive partnerships with retailers and manufacturers of water-efficient appliances and products
- Partnerships with over 75 of the state's top new-home builders, including an online home-finder directing buyers to water- and energy-efficient housing developments.
- Collaboration with other supportive programs, such as the Governor's Green Building Initiative, the Green Lodging Program, the Sustainable Silicon Valley Water Initiative and so on.

The City of Oceanside will support the Flex Your Power/California Urban Water Conservation Council campaign through a proportional cost-share agreement for those aspects of the campaign we will formally implement in our service territory and additional non-financial resources such as staff support and customer communications. This public education campaign will improve the quality of life, environment and economy for all Californians and we are pleased to offer our support.

Sincerely,


 Barry E. Martin
 City of Oceanside
 Water Utilities Director



San Diego County Water Authority

4677 Overland Avenue • San Diego, California 92123-1233
 (858) 522-6600 FAX (858) 522-6568 www.sdcwa.org

January 4, 2005

MEMBER AGENCIES

Carlsbad
Municipal Water District

City of Del Mar

City of Escondido

City of National City

City of Oceanside

City of Poway

City of San Diego

Fallbrook
Public Utility District

Halix Water District

Olivewood
Municipal Water District

Oray Water District

Padre Dam
Municipal Water District

Camp Pendleton
Marina Corps Base

Rainbow
Municipal Water District

Ranona
Municipal Water District

Rincon del Diabio
Municipal Water District

San Diegoito Water District

Santa Fe Irrigation District

South Bay Irrigation District

Vallejas Water District

Valley Center
Municipal Water District

Vista Irrigation District

Yuma
Municipal Water District

OTHER REPRESENTATIVE

County of San Diego

Mr. Wally McGuire, President
 Flex Your Power & Efficiency Partnership
 2183 Union Street
 San Francisco, CA 94133

RE: Statewide Water & Energy Efficiency Advertising Campaign – Prop 50 Proposal

Dear Mr. McGuire:

The San Diego County Water Authority (Water Authority) is pleased to support the Flex Your Power and the California Urban Water Conservation Council (CUWCC) Prop 50 proposal. The Water Authority anticipates becoming an implementing partner in this statewide comprehensive water-use efficiency marketing and outreach campaign once approved. The campaign will be modeled after, and coordinate closely with, the highly successful Flex Your Power campaign for energy efficiency. The existing infrastructure of businesses, non-profits and governmental partners and the favorable recognition of the Flex Your Power conservation message will greatly leverage our resources and make our efforts more successful. There is great need for consistent statewide messaging and strategy to support all water-use efficiency efforts throughout the state and increase return on investment of water agency conservation and efficiency dollars.

Flex Your Power will be the lead agency on the application and campaign, and as a participant in the effort, we will benefit from:

- Higher awareness of water efficiency in every sector, throughout the state.
- Consistent, proven messaging (based on market research to identify effective outreach strategies for California's diverse population).
- Statewide advertising campaign educating and motivating Californians to save water at home, at work and in their communities.
- Co-brandable radio and print ads (e.g., adding your logo and contact information).
- Sector specific co-brandable educational materials (e.g., materials to be used by Building Owners and Managers Association (BOMA) members, home builders, grocery bag stuffers).
- Website, including statewide comprehensive, searchable database of water agency rebates.
- Electronic newsletter on water efficiency.

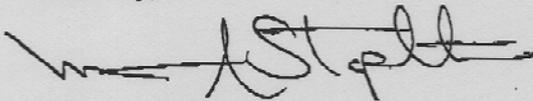
A public agency providing a safe and reliable water supply to the San Diego region

Mr. Wally McGuire
Page 2
January 4, 2005

- Extensive partnerships with retailers and manufacturers of water-efficient appliances and products.
- Partnerships with over 75 of the state's top new-home builders, including an online home-finder directing buyers to water- and energy-efficient housing developments.
- Collaboration with other supportive programs, such as the Governor's Green Building Initiative and San Diego Green Business Program.

The Water Authority will support the Flex Your Power/California Urban Water Conservation Council campaign through a proportional cost-share agreement for those aspects of the campaign we will formally implement in our service territory and additional non-financial resources such as staff support and customer communications. This public education campaign will improve the quality of life, environment and economy for all Californians and we are pleased to offer our support.

Sincerely,



Maureen A. Stapleton
General Manager

cc: Dan Wasserman, Flex Your Power
Rose M. Smutko, SDCWA



THE CITY OF SAN DIEGO

January 5, 2005

Mr. Wally McGuire
President
Flex Your Power & Efficiency Partnership
2183 Union Street
San Francisco, CA 94133

Dear Mr. McGuire:

The City of San Diego is pleased to join Flex Your Power and the California Urban Water Conservation Council in implementing California's comprehensive statewide water-use efficiency marketing and outreach campaign. The campaign will be modeled after, and coordinate closely with, the highly successful Flex Your Power campaign for energy efficiency. The existing infrastructure of businesses, non-profits and governmental partners and the favorable recognition of the Flex Your Power conservation message will greatly leverage our resources and make our efforts more successful. There is great need for consistent statewide messaging and strategy to support all water-use efficiency efforts throughout the state and increase return on investment of water agency conservation and efficiency dollars.

Flex Your Power will be the lead agency on the application and campaign, and as a participant in the effort, we will benefit from:

- Higher awareness of water efficiency in every sector, throughout the state.
- Consistent, proven messaging (based on market research to identify effective outreach strategies for California's diverse population)
- Statewide advertising campaign educating and motivating Californians to save water at home, at work and in their communities.
- Co-brandable radio and print ads (e.g., adding your logo and contact information)
- Sector specific co-brandable educational materials (e.g., materials to be used by Building Owners and Managers Association (BOMA) members, home builders, grocery bag stuffers)
- Website, including statewide comprehensive, searchable database of water agency rebates.
- Electronic newsletter on water efficiency
- Extensive partnerships with retailers and manufacturers of water-efficient appliances and products
- Partnerships with over 75 of the state's top new-home builders, including an online home-finder directing buyers to water- and energy-efficient housing developments.
- Collaboration with other supportive programs, such as the Governor's Green Building Initiative, the Green Lodging Program, the Sustainable Silicon Valley Water Initiative and so on.

Customer Support Division • Water Department

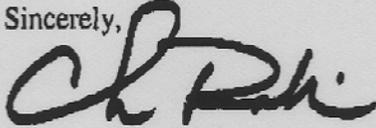
- Division Administration • 600 B Street, Suite 1150, MS 911A • San Diego, CA 92101-4588
- Customer Services Office • 600 B Street, Suite 1100, MS 911 • San Diego, CA 92101-4588
- Field Services & Investigations • 600 B Street, Suite 1200, MS 912 • San Diego, CA 92101-4588
- Water Resources • 600 B Street, Suite 1200, MS 912 • San Diego, CA 92101-4588
- Meter Services • 2797 Cominito Chollas, MS 43 • San Diego, CA 92105-5097



Page 2
Mr. Wally McGuire
January 5, 2005

The City of San Diego will support the Flex Your Power/California Urban Water Conservation Council campaign for the various aspects of the campaign. We will formally implement in our service territory additional non-financial resources such as staff support and customer communications. This public education campaign will improve the quality of life, environment and economy for all Californians and we are pleased to offer our support.

Sincerely,

A handwritten signature in black ink, appearing to read "Chris Robbins". The signature is stylized with a large, sweeping initial "C" and "R".

Chris Robbins
Water Conservation Program Supervisor

jkv



City of Santa Barbara

Public Works Department

www.ci.santa-barbara.ca.us

January 3, 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. Wally McGuire, President
Flex Your Power and Efficiency Partnership
2183 Union Street
San Francisco, CA 94133

**SUBJECT: STATEWIDE WATER AND ENERGY CONSERVATION MARKETING AND
OUTREACH CAMPAIGN**

Dear Mr. McGuire:

The City of Santa Barbara is pleased to join Flex Your Power and the California Urban Water Conservation Council in implementing California's comprehensive statewide water-use efficiency marketing and outreach campaign. The campaign will be modeled after, and coordinate closely with, the highly successful Flex Your Power campaign for energy efficiency. The existing infrastructure of businesses, non-profits and governmental partners, and the favorable recognition of the Flex Your Power conservation message will greatly leverage our resources, and make our efforts more successful. There is great need for consistent statewide messaging and strategy to support all water-use efficiency efforts throughout the state, and increase return on investment of water agency conservation and efficiency dollars.

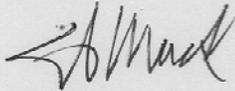
Flex Your Power will be the lead agency on the application and campaign, and as a participant in the effort, we will benefit from:

- Higher awareness of water efficiency in every sector, throughout the state;
- Consistent, proven messaging (based on market research) to identify effective outreach strategies for California's diverse population;
- Statewide advertising campaign educating and motivating Californians to save water at home, at work and in their communities;
- Co-brandable radio and print ads (e.g., adding your logo and contact information);
- Sector specific co-brandable educational materials (e.g., materials to be used by Building Owners and Managers Association (BOMA) members, home builders, grocery bag stuffers);
- Website, including statewide comprehensive, searchable database of water agency rebates;

- Electronic newsletter on water efficiency;
- Extensive partnerships with retailers and manufacturers of water-efficient appliances and products;
- Partnerships with over 75 of the state's top new-home builders, including an online home-finder directing buyers to water- and energy-efficient housing developments; and
- Collaboration with other supportive programs, such as the Governor's Green Building Initiative, the Green Lodging Program, the Sustainable Silicon Valley Water Initiative and so on.

The City of Santa Barbara will support the Flex Your Power/California Urban Water Conservation Council campaign through a proportional cost-share agreement for those aspects of the campaign we will formally implement in our service territory, and additional non-financial resources, such as staff support and customer communications. This public education campaign will improve the quality of life, environment and economy for all Californians, and we are pleased to offer our support.

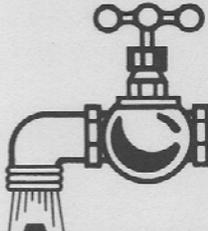
Sincerely,



Steve Mack
Acting Water Resources Manager

AJ/dm

cc: Bill Ferguson, Water Supply Planner



5005 EL CAMINO REAL • P.O. BOX 6075 • ATASCADERO, CA 93423 • (805) 466-2428

ATASCADERO MUTUAL WATER COMPANY

ESTABLISHED 1913

Mr. Wally McGuire, President
Flex Your Power & Efficiency Partnership
2183 Union Street
San Francisco, CA 94133

December 29, 2004

Dear Mr. McGuire:

The Atascadero Mutual Water Company is pleased to consider joining Flex Your Power and the California Urban Water Conservation Council in implementing California's comprehensive statewide water-use efficiency marketing and outreach campaign. The campaign will be modeled after, and coordinate closely with, the highly successful Flex Your Power campaign for energy efficiency. The existing infrastructure of businesses, non-profits and governmental partners and the favorable recognition of the Flex Your Power conservation message will greatly leverage our resources and make our efforts more successful. There is great need for consistent statewide messaging and strategy to support all water-use efficiency efforts throughout the state and increase return on investment of water agency conservation and efficiency dollars.

Flex Your Power will be the lead agency on the application and campaign, and as a participant in the effort, we understand that we may benefit from:

- Higher awareness of water efficiency in every sector, throughout the state.
- Consistent, proven messaging (based on market research to identify effective outreach strategies for California's diverse population)
- Statewide advertising campaign educating and motivating Californians to save water at home, at work and in their communities.
- Co-brandable radio and print ads (e.g., adding your logo and contact information)
- Sector specific co-brandable educational materials (e.g., materials to be used by Building Owners and Managers Association (BOMA) members, home builders, grocery bag stuffers)
- Website, including statewide comprehensive, searchable database of water agency rebates.
- Electronic newsletter on water efficiency
- Extensive partnerships with retailers and manufacturers of water-efficient appliances and products
- Partnerships with over 75 of the state's top new-home builders, including an online home-finder directing buyers to water- and energy-efficient housing developments.
- Collaboration with other supportive programs, such as the Governor's Green Building Initiative, the Green Lodging Program, the Sustainable Silicon Valley Water Initiative and so on.

The Atascadero Mutual Water Company will consider supporting the Flex Your Power/California Urban Water Conservation Council campaign through a proportional cost-share agreement for those aspects of the campaign we will formally implement in our service territory and additional non-financial resources such as staff support and customer communications. We feel this public education campaign will improve the quality of life, environment and economy for all Californians and we are pleased to offer our support.

Sincerely,

John Neil, General Manager



CALIFORNIA WATER SERVICE COMPANY
1720 NORTH FIRST STREET • SAN JOSE, CA 95112-4598 • (408) 367-8200

December 27, 2004

Mr. Wally McGuire
President
Flex Your Power & Efficiency Partnership
2183 Union Street
San Francisco, CA 94133

Dear Mr. McGuire:

California Water Service Company (Cal Water) is pleased to join Flex Your Power and the California Urban Water Conservation Council in implementing California's comprehensive statewide water-use efficiency marketing and outreach campaign. The campaign will be modeled after, and coordinate closely with, the highly successful Flex Your Power campaign for energy efficiency. The existing infrastructure of businesses, non-profits and governmental partners and the favorable recognition of the Flex Your Power conservation message will greatly leverage our resources and make our efforts more successful. There is great need for consistent statewide messaging and strategy to support all water-use efficiency efforts throughout the state and increase return on investment of water agency conservation and efficiency dollars.

Flex Your Power will be the lead agency on the application and campaign, and as a participant in the effort, we will benefit from:

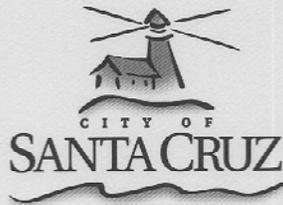
- Higher awareness of water efficiency in every sector, throughout the state.
- Consistent, proven messaging (based on market research to identify effective outreach strategies for California's diverse population)
- Statewide advertising campaign educating and motivating Californians to save water at home, at work and in their communities.
- Co-brandable radio and print ads (e.g., adding your logo and contact information)
- Sector specific co-brandable educational materials (e.g., materials to be used by Building Owners and Managers Association (BOMA) members, home builders, grocery bag stuffers)
- Website, including statewide comprehensive, searchable database of water agency rebates.
- Electronic newsletter on water efficiency
- Extensive partnerships with retailers and manufacturers of water-efficient appliances and products
- Partnerships with over 75 of the state's top new-home builders, including an online home-finder directing buyers to water- and energy-efficient housing developments.
- Collaboration with other supportive programs, such as the Governor's Green Building Initiative, the Green Lodging Program, the Sustainable Silicon Valley Water Initiative and so on.

Cal Water will support the Flex Your Power/California Urban Water Conservation Council campaign through a proportional cost-share agreement for those aspects of the campaign we will formally implement in our service territory and additional non-financial resources such as staff support and customer communications. This public education campaign will improve the quality of life, environment and economy for all Californians and we are pleased to offer our support.

Sincerely,

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

Paul Ekstrom
Vice President, Corporate Secretary
California Water Service Company



W A T E R D E P A R T M E N T

January 4, 2005

Mr. Wally McGuire, President
Flex Your Power & Efficiency Partnership
2183 Union Street
San Francisco, CA 94133

Dear Mr. McGuire:

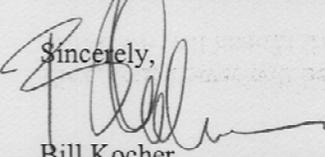
The City of Santa Cruz Water Department is pleased to join Flex Your Power and the California Urban Water Conservation Council in implementing California's comprehensive statewide water-use efficiency marketing and outreach campaign. The campaign will be modeled after, and coordinate closely with, the highly successful Flex Your Power campaign for energy efficiency. The existing infrastructure of businesses, non-profits and governmental partners and the favorable recognition of the Flex Your Power conservation message will greatly leverage our resources and make our efforts more successful. There is great need for consistent statewide messaging and strategy to support all water-use efficiency efforts throughout the state and increase return on investment of water agency conservation and efficiency dollars.

Flex Your Power will be the lead agency on the application and campaign, and as a participant in the effort, we will benefit from:

- Higher awareness of water efficiency in every sector, throughout the state.
- Consistent, proven messaging (based on market research to identify effective outreach strategies for California's diverse population)
- Statewide advertising campaign educating and motivating Californians to save water at home, at work and in their communities.
- Co-brandable radio and print ads (e.g., adding your logo and contact information)
- Sector specific co-brandable educational materials (e.g., materials to be used by Building Owners and Managers Association (BOMA) members, home builders, grocery bag stuffers)
- Website, including statewide comprehensive, searchable database of water agency rebates.
- Electronic newsletter on water efficiency
- Extensive partnerships with retailers and manufacturers of water-efficient appliances and products
- Partnerships with over 75 of the state's top new-home builders, including an online home-finder directing buyers to water- and energy-efficient housing developments.
- Collaboration with other supportive programs, such as the Governor's Green Building Initiative, the Green Lodging Program, the Sustainable Silicon Valley Water Initiative and so on.

The City of Santa Cruz Water Department will support the Flex Your Power/California Urban Water Conservation Council campaign through a proportional cost-share agreement for those aspects of the campaign we will formally implement in our service territory and additional non-financial resources such as staff support and customer communications. This public education campaign will improve the quality of life, environment and economy for all Californians and we are pleased to offer our support.

Sincerely,


Bill Kocher
Water Director

City of



Water Division
Water Conservation • 559-621-5480 FAX (559) 498-4228
1910 East University Avenue • Fresno, California 93703-2988
www.fresno.gov

January 6, 2005

Mr. Wally McGuire
President
Flex Your Power & Efficiency Partnership
2183 Union Street
San Francisco, CA 94133

Dear Mr. McGuire:

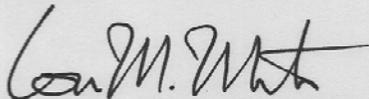
The City of Fresno Water Division is pleased to join Flex Your Power and the California Urban Water Conservation Council in implementing California's comprehensive statewide water-use efficiency marketing and outreach campaign. The campaign will be modeled after, and coordinate closely with, the highly successful Flex Your Power campaign for energy efficiency. The existing infrastructure of businesses, non-profits and governmental partners and the favorable recognition of the Flex Your Power conservation message will greatly leverage our resources and make our efforts more successful. There is great need for consistent statewide messaging and strategy to support all water-use efficiency efforts throughout the state and increase return on investment of water agency conservation and efficiency dollars.

Flex Your Power will be the lead agency on the application and campaign, and as a participant in the effort, we will benefit from:

- Higher awareness of water efficiency in every sector, throughout the state.
- Consistent, proven messaging (based on market research to identify effective outreach strategies for California's diverse population)
- Statewide advertising campaign educating and motivating Californians to save water at home, at work and in their communities.
- Co-brandable radio and print ads (e.g., adding your logo and contact information)
- Sector specific co-brandable educational materials (e.g., materials to be used by Building Owners and Managers Association (BOMA) members, home builders, grocery bag stuffers)
- Website, including statewide comprehensive, searchable database of water agency rebates.
- Electronic newsletter on water efficiency
- Extensive partnerships with retailers and manufacturers of water-efficient appliances and products
- Partnerships with over 75 of the state's top new-home builders, including an online home-finder directing buyers to water- and energy-efficient housing developments.
- Collaboration with other supportive programs, such as the Governor's Green Building Initiative, the Green Lodging Program, the Sustainable Silicon Valley Water Initiative and so on.

The City of Fresno Water Division will support the Flex Your Power/California Urban Water Conservation Council campaign through a proportional cost-share agreement for those aspects of the campaign we will formally implement in our service territory and additional non-financial resources such as staff support and customer communications. This public education campaign will improve the quality of life, environment and economy for all Californians and we are pleased to offer our support.

Sincerely,

A handwritten signature in black ink, appearing to read "Lon M. Martin". The signature is fluid and cursive, with a long horizontal stroke at the end.

Lon Martin, Water Division Manager

C: Nora Laikam, Water Conservation Supervisor



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

January 6, 2005

Mr. Wally McGuire
President
Flex Your Power & Efficiency Partnership
2183 Union Street
San Francisco, CA 94133

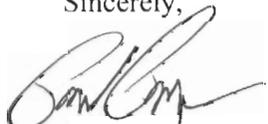
Dear Mr. McGuire:

The Alameda County Water District supports Flex Your Power and the California Urban Water Conservation Council in implementing California's comprehensive statewide water-use efficiency marketing and outreach campaign. The campaign will be modeled **after, and coordinate closely with, the** highly successful Flex Your Power campaign for energy efficiency.

The existing infrastructure of businesses, non-profits and governmental partners **and the favorable** recognition of the Flex Your Power conservation message will **make efforts more successful**. There is need for consistent statewide messaging and strategy to support all **water-use efficiency efforts** throughout the state and increase return on investment of water agency **conservation and efficiency** dollars.

This public education campaign will improve the quality of life, environment and economy for all Californians and we are pleased to offer our support.

Sincerely,



Paul Piramo
General Manager



**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. Wally McGuire, President
Flex Your Power & Efficiency Partnership
2183 Union Street
San Francisco, CA 94133

Dear Mr. McGuire:

Contra Costa Water District (CCWD) is pleased to support Flex Your Power and the California Urban Water Conservation Council (CUWCC) in implementing a comprehensive statewide water-use efficiency marketing and outreach campaign. The campaign will be modeled after the highly successful Flex Your Power campaign. The existing infrastructure of businesses, non-profits and governmental partners, and the favorable recognition of the Flex Your Power conservation message will leverage our resources and make our efforts more successful. Statewide water conservation efforts will benefit from a consistent and clear message.

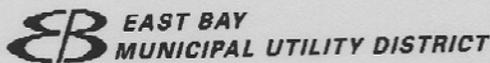
Flex Your Power will be the lead agency on the campaign. As a participant in the effort, we will benefit from:

- Higher awareness of water efficiency in every sector
- Consistent, proven messaging
- Statewide advertising campaign educating and motivating Californians to save water at home, at work and in their communities
- Radio and print ads that allow us to add our logo and contact information
- Sector-specific educational materials
- Website, including statewide comprehensive, searchable database of water agency rebates
- Electronic newsletter on water use efficiency
- Partnerships with retailers and manufacturers of water-efficient appliances and products
- Collaboration with other programs, such as the Governor's Green Building Initiative

With Board approval of our budget, CCWD will support the Flex Your Power/CUWCC campaign through a proportional cost-share agreement for those aspects of the campaign we will formally implement in our service area, and/or additional non-financial resources, such as staff support and customer communications. This public education campaign will improve the quality of life, environment and economy for all Californians, and we are pleased to offer our support.

Sincerely,

Chris Dundon
Water Conservation Supervisor
Contra Costa Water District



January 6, 2005

Walter McGuire
President, Efficiency Partnership and Flex Your Power
2183 Union Street
San Francisco, CA 94123

Dear Mr. McGuire:

Re: Flex Your Power and CUWCC Statewide Water-Use-Efficiency Marketing Campaign

The East Bay Municipal Utility District (EBMUD) is pleased to support Flex Your Power and the California Urban Water Conservation Council (CUWCC) in implementing California's comprehensive statewide water-use-efficiency marketing and outreach campaign. EBMUD understands the campaign will be modeled after, and coordinate closely with, the highly successful Flex Your Power campaign for energy efficiency.

EBMUD and the CUWCC are also teaming up on a California WaterStar Initiative to advance a statewide voluntary water-efficient product rating and labeling program. The WaterStar Initiative will be modeled around many of the successful Energy Star market enhancement strategies. EBMUD sees a tremendous opportunity for collaboration between a California WaterStar program, and a marketing and outreach campaign to promote the development, awareness and purchase of water-efficient products in the marketplace.

The existing infrastructure of businesses, non-profits and governmental partners and the favorable recognition of Flex Your Power, CUWCC and California water utilities will greatly leverage the resources and efforts needed to achieve greater statewide water conservation. There is great need for consistent statewide messaging and strategy to support all water-use efficiency efforts throughout the state and increase return on investment of water agency conservation and efficiency dollars.

EBMUD supports Flex Your Power as the lead agency on the application and campaign, and as a participant in the effort, EBMUD anticipates to benefit from:

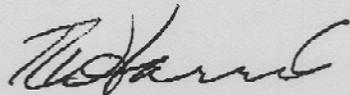
- California WaterStar Initiative marketing support;
- Higher awareness of water efficiency in every sector, within our service area and throughout the state;
- Consistent, proven water messaging (based on market research to identify effective outreach strategies for California's diverse population);
- Statewide advertising campaign educating and motivating Californians to save water at home, at work and in their communities;
- Co-brandable radio and print ads (e.g., adding EBMUD's logo and contact information);
- Sector specific co-brandable educational materials (e.g., materials to be used by Building Owners and Managers Association (BOMA) members, home builders, grocery bag stuffers);

Walter McGuire
January 6, 2005
Page 2

- Website with cross-links to EBMUD's and individual water agency sites including statewide comprehensive, searchable database of water agency rebates/incentives;
- Electronic newsletter on water efficiency;
- Models and case studies that water agencies can use to promote their programs;
- Extensive partnerships with retailers and manufacturers of water-efficient appliances and products;
- Partnerships with over 75 of the state's top new-home builders, including an online home-finder directing buyers to water- and energy-efficient housing developments;
- Collaboration with other supportive programs, such as the Governor's Green Building Initiative, the Green Lodging Program, the Sustainable Silicon Valley Water Initiative and so on; and
- Participation in a statewide water- and energy-efficiency summit (tentatively scheduled for mid-2005).

EBMUD will support the Flex Your Power/CUWCC campaign through non-financial resources such as staff support and customer communications and consideration of a proportional cost-share agreement, estimated at less than \$10,000, for those aspects of the campaign we will formally implement within our service territory. By improving the public and market awareness, and adoption, of water-efficiency messages, including helping to brand a consistent WaterStar label, this public education campaign will improve the quality of life, our environment and the economy for all Californians.

Sincerely,



Richard W. Harris
Manager of Water Conservation

RWH:db

Chron



January 3, 2005

Mr. Wally McGuire
President
Flex Your Power & Efficiency Partnership
2183 Union Street
San Francisco, CA 94133

Dear Mr. McGuire:

The City of Redwood City is pleased to join Flex Your Power and the California Urban Water Conservation Council in implementing California's comprehensive statewide water-use efficiency marketing and outreach campaign. The campaign will be modeled after, and coordinate closely with, the highly successful Flex Your Power campaign for energy efficiency. The existing infrastructure of businesses, non-profits and governmental partners and the favorable recognition of the Flex Your Power conservation message will greatly leverage our resources and make our efforts more successful. There is great need for consistent statewide messaging and strategy to support all water-use efficiency efforts throughout the state and increase return on investment of water agency conservation and efficiency dollars.

Flex Your Power will be the lead agency on the application and campaign, and as a participant in the effort, we will benefit from:

- Higher awareness of water efficiency in every sector, throughout the state.
- Consistent, proven messaging (based on market research to identify effective outreach strategies for California's diverse population)
- Statewide advertising campaign educating and motivating Californians to save water at home, at work and in their communities.
- Co-brandable radio and print ads (e.g., adding your logo and contact information)
- Sector specific co-brandable educational materials (e.g., materials to be used by Building Owners and Managers Association (BOMA) members, home builders, grocery bag stuffers)
- Website, including statewide comprehensive, searchable database of water agency rebates.
- Electronic newsletter on water efficiency
- Extensive partnerships with retailers and manufacturers of water-efficient appliances and products
- Partnerships with over 75 of the state's top new-home builders, including an online home-finder directing buyers to water- and energy-efficient housing developments.
- Collaboration with other supportive programs, such as the Governor's Green Building Initiative, the Green Lodging Program, the Sustainable Silicon Valley Water Initiative and so on.

The City of Redwood City will support the Flex Your Power/California Urban Water Conservation Council campaign through a proportional cost-share agreement for those aspects of the campaign we will formally implement in our service territory and additional non-financial resources such as staff support and customer communications. This public education campaign will improve the quality of life, environment and economy for all Californians and we are pleased to offer our support.

Sincerely,

A handwritten signature in black ink, consisting of several overlapping, slanted strokes that form a cursive-like name.

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



SAN FRANCISCO PUBLIC UTILITIES COMMISSION

1155 Market St., 11th Floor, San Francisco, CA 94103 • Tel. (415) 554-3155 • Fax (415) 554-3161



January 10, 2005

Mr. Wally McGuire
 President
 Flex Your Power & Efficiency Partnership
 2183 Union Street
 San Francisco, CA 94133

GAVIN NEWSOM
 MAYOR

E. DENNIS NORMANDY
 PRESIDENT

RICHARD SKLAR
 VICE PRESIDENT

ANN MOLLER CAEN
 ADAM WERBACH
 RYAN L. BROOKS

SUSAN LEAL
 GENERAL MANAGER

Dear Mr. McGuire:

The San Francisco Public Utilities Commission (SFPUC) is pleased to join Flex Your Power and the California Urban Water Conservation Council in implementing California's comprehensive statewide water-use efficiency marketing and outreach campaign. The campaign will be modeled after, and coordinate closely with, the highly successful Flex Your Power campaign for energy efficiency. The existing infrastructure of businesses, non-profits and governmental partners and the favorable recognition of the Flex Your Power conservation message will greatly leverage our resources and make our efforts more successful. There is great need for consistent statewide messaging and strategy to support all water-use efficiency efforts throughout the state and increase return on investment of water agency conservation and efficiency dollars.

Flex Your Power will be the lead agency on the application and campaign, and as a participant in the effort, we will benefit from:

- Higher awareness of water efficiency in every sector, throughout the state.
- Consistent, proven messaging (based on market research to identify effective outreach strategies for California's diverse population)
- Statewide advertising campaign educating and motivating Californians to save water at home, at work and in their communities.
- Co-brandable radio and print ads (e.g., adding your logo and contact information)
- Sector specific co-brandable educational materials (e.g., materials to be used by Building Owners and Managers Association (BOMA) members, home builders, grocery bag stuffers)
- Website, including statewide comprehensive, searchable database of water agency rebates.
- Electronic newsletter on water efficiency
- Extensive partnerships with retailers and manufacturers of water-efficient appliances and products
- Extensive partnerships with retailers and manufacturers of water-efficient appliances and products
- Partnerships with over 75 of the state's top new-home builders, including an online home-finder directing buyers to water- and energy-efficient housing developments.

The SFPUC is pleased to support and participate in the Flex Your Power/California Urban Water Conservation Council campaign. This public education campaign will improve the quality of life, environment and economy for all Californians and we are pleased to offer our support.

Sincerely,

Susan Leal
 General Manager





Sustainable Silicon Valley
224 Airport Parkway, Suite 620
San Jose, California 95110

January 10, 2005

Mr. Wally McGuire
 President
 Flex Your Power & Efficiency Partnership
 2183 Union Street
 San Francisco, CA 94133

Dear Mr. McGuire:

Sustainable Silicon Valley (SSV) is pleased to join Flex Your Power and the California Urban Water Conservation Council in implementing California's comprehensive statewide water-use efficiency marketing and outreach campaign. The campaign will be modeled after, and coordinate closely with, the highly successful Flex Your Power campaign for energy efficiency. The existing infrastructure of businesses, associations, and organizations that have been successful in delivering water conservation messages will greatly leverage our resources and make our efforts more successful. There is great need for consistent statewide messaging and strategy to support all water-use efficiency efforts throughout the state and increase return on investment of water agency conservation and efficiency dollars.

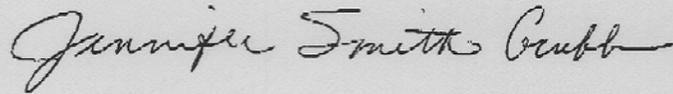
SSV is already working with Flex Your Power and Efficiency Partnership to integrate our energy and water initiatives into the Flex Your Power statewide marketing and outreach campaign to benefit from their expertise and leverage resources. As a participant in the Flex Your Power statewide marketing and outreach campaign for water use efficiency, SSV will benefit from:

- Higher awareness of water efficiency in every sector, throughout the state.
- Consistent, proven messaging (based on market research to identify effective outreach strategies for California's diverse population)
- Statewide advertising campaign educating and motivating Californians to save water at home, at work and in their communities.
- Co-brandable radio and print ads
- Sector specific co-brandable educational materials (e.g., materials to be used by Building Owners and Managers Association (BOMA) members, home builders, grocery bag stuffers)
- Website, including statewide comprehensive, searchable database of water agency rebates.
- Electronic newsletter on water efficiency
- Extensive partnerships with retailers and manufacturers of water-efficient appliances and products
- Partnerships with over 75 of the state's top new-home builders, including an online home-finder directing buyers to water- and energy-efficient housing developments.
- Collaboration with other supportive programs, such as the Governor's Green Building Initiative, the Green Lodging Program and so on.

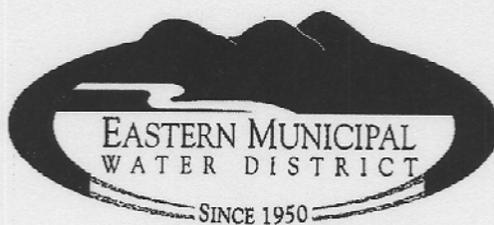
Mr. Wally McGuire
January 10, 2005
Page 2 of 2

This public education campaign will improve the quality of life, environment and economy for all Californians and we are pleased to offer our support.

Sincerely,

A handwritten signature in cursive script that reads "Jennifer Smith Grubb". The signature is written in black ink and is positioned above the typed name and title.

Jennifer Smith Grubb
Executive Director
Sustainable Silicon Valley

**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

January 5, 2005

Mr. Wally McGuire
 President
 Flex Your Power & Efficiency Partnership
 2183 Union Street
 San Francisco, CA 94133

Dear Mr. McGuire:

Eastern Municipal Water District is pleased to join Flex Your Power and the California Urban Water Conservation Council in implementing California's comprehensive statewide water-use efficiency marketing and outreach campaign. The campaign will be modeled after, and coordinate closely with, the highly successful Flex Your Power campaign for energy efficiency. The existing infrastructure of businesses, non-profits and governmental partners and the favorable recognition of the Flex Your Power conservation message will greatly leverage our resources and make our efforts more successful. There is great need for consistent statewide messaging and strategy to support all water-use efficiency efforts throughout the state and increase return on investment of water agency conservation and efficiency dollars.

Flex Your Power will be the lead agency on the application and campaign, and as a participant in the effort, we will benefit from:

- Higher awareness of water efficiency in every sector, throughout the state.
- Consistent, proven messaging (based on market research to identify effective outreach strategies for California's diverse population)
- Statewide advertising campaign educating and motivating Californians to save water at home, at work and in their communities.
- Co-brandable radio and print ads (e.g., adding your logo and contact information)
- Sector specific co-brandable educational materials (e.g., materials to be used by Building Owners and Managers Association (BOMA) members, home builders, grocery bag stuffers)
- Website, including statewide comprehensive, searchable database of water agency rebates.
- Electronic newsletter on water efficiency
- Extensive partnerships with retailers and manufacturers of water-efficient appliances and products
- Partnerships with over 75 of the state's top new-home builders, including an online home-finder directing buyers to water- and energy-efficient housing developments.
- Collaboration with other supportive programs, such as the Governor's Green Building Initiative, the Green Lodging Program, the Sustainable Silicon Valley Water Initiative and so on.

Mailing Address: Post Office Box 8300 Perris, CA 92572-8300 Telephone: (951) 928-3777 Fax: (951) 928-6177
Location: 2270 Trumble Road Perris, CA 92570 Internet: www.emwd.org

Mr. Wally McGuire
January 5, 2005
Page 2

Eastern Municipal Water District will support the Flex Your Power/California Urban Water Conservation Council campaign through a proportional cost-share agreement for those aspects of the campaign we will formally implement in our service territory and additional non-financial resources such as staff support and customer communications. This public education campaign will improve the quality of life, environment and economy for all Californians and we are pleased to offer our support.

Sincerely,



Anthony J. Pack
General Manager

2004 Water Use Efficiency Proposal Solicitation Package
APPENDIX E: Residential (Point-of-Purchase Clings)

2004 Water Use Efficiency Proposal Solicitation Package
APPENDIX E: Residential (Point-of-Purchase Sales Guide)

2004 Water Use Efficiency Proposal Solicitation Package
APPENDIX E: Residential (New Home Brochure)

2004 Water Use Efficiency Proposal Solicitation Package

APPENDIX E: Residential (Efficient Homes Locator)

www.fypower.org



Saving Energy. It's a Way of Life.

[Home](#) | [FAQ](#) | [Briefing Room](#) | [News](#) | [About Us](#)

RESIDENTIAL	COMMERCIAL	INDUSTRIAL	INSTITUTIONAL	AGRICULTURAL
<p>PROMOTION FOR NEW HOME DEVELOPERS</p> <p>BENEFITS? Free listing in Flex Your Power's ads and New Homes locator, and free Flex Your Power brochures</p> <p>HOW? Build energy-efficient new homes and contact Flex Your Power's New Homes Initiative now!</p> <p style="text-align: right; color: white;">Learn More</p>				<p>Are you looking for CUSTOM BUILDERS of energy-efficient NEW HOMES?</p> <p>Learn about the Flex Your Power Partners</p>

Residential > Efficient New Homes >

Find an Energy-Efficient New Home



- | | |
|-----------------|--|
| Alameda | |
| Alpine | |
| Amador | |
| Butte | |
| Calaveras | |
| Colusa | |
| Contra Costa | |
| Del Norte | |
| El Dorado | |
| Fresno | |
| Glenn | |
| Humboldt | |
| Imperial | |
| Inyo | |
| Kern | |
| Kings | |
| Lake | |
| Lassen | |
| Los Angeles | |
| Madera | |
| Marin | |
| Mariposa | |
| Mendocino | |
| Merced | |
| Modoc | |
| Mono | |
| Monterey | |
| Napa | |
| Nevada | |
| Orange | |
| Placer | |
| Plumas | |
| Riverside | |
| Sacramento | |
| San Benito | |
| San Bernardino | |
| San Diego | |
| San Francisco | |
| San Joaquin | |
| San Luis Obispo | |
| San Mateo | |
| Santa Barbara | |
| Santa Clara | |
| Santa Cruz | |
| Shasta | |
| Sierra | |
| Siskiyou | |
| Solano | |
| Sonoma | |
| Stanislaus | |
| Sutter | |
| Tehama | |
| Trinity | |
| Tulare | |
| Tuolumne | |
| Ventura | |
| Yolo | |
| Yuba | |



For more information on the California ENERGY STAR Homes program, contact the investor-owned utility in your service area:



2004 Water Use Efficiency Proposal Solicitation Package
APPENDIX E: Residential (Appliance Repair “Leave Behind”)

2004 Water Use Efficiency Proposal Solicitation Package
APPENDIX E: Residential (Constituent Brochure)

<p>2004 Water Use Efficiency Proposal Solicitation Package APPENDIX E: Residential (2004 Earth Day Partner List)</p>

Water Agencies/Government Partners

Alameda Power and Telecom
 Arcata Water Department
 Burbank Water and Power
 California Water Service Company
 Calleguas Municipal Water District
 City of Anaheim
 City of Beverly Hills Water Department
 City of Fairfield Water Department
 City of Fresno Water Department
 City of Huntington Beach Water Department
 City of Long Beach Water Department
 City of Modesto
 City of Oakland Department of Environment
 City of Oceanside Water Department
 City of Pasadena Water and Power
 City of Redding Water Department
 City of Sacramento Water Department
 City of San Diego Water Department
 City of Santa Cruz Water Department
 City of Santa Monica Water Department
 City of Thousand Oaks Water Department
 City of Watsonville Water Department
 Coachella Valley Water District
 Contra Costa Water District
 East Bay Municipal Utility District
 Eastern Municipal Water District
 El Dorado Irrigation District
 Elsinore Valley Metropolitan Water Department
 Helix Water District
 Humboldt Bay Metropolitan Water District
 Inland Empire Utilities Agency
 Irvine Ranch Water District
 Los Angeles Department of Water and Power
 Metropolitan Water District of Southern California
 Municipal Water District of Orange County
 Modesto Irrigation District
 Sacramento Metropolitan Utility District
 San Diego County Water Authority
 San Francisco Public Utilities Commission
 Santa Barbara, Water Department
 Santa Clara Valley Water District
 Southern California Water Company

Three Valley Metropolitan Water Department
 West and Central Basin Metropolitan Water Department
 Western Municipal Water District

Nonprofit/Community Partners

Asian American Drug Youth Rehab House (Los Angeles)
 Bay Area Crisis Nursery (Concord)
 Beverly Hills Earth Day
 Brother Beno's (Oceanside)
 Burbank Temporary Aid Center
 Campus Center for Appropriate Technology (Humboldt)
 Community Connections (Lake Elsinore)
 Cornucopia Environmental Display Home (Malibu)
 David & Margaret Home (La Verne)
 Dorado Youth Services (El Dorado)
 Families Forward Program (Irvine)
 Habitat for Humanity
 Haven Child Crisis Center (Modesto)
 Head Start (Alameda)
 Henry Robinson Multi Service Center (Oakland)
 Hillview Acres Children's Home
 Huntington Youth Shelter
 Keep Bakersfield Beautiful
 Living Desert Volunteer of the Year (Palm Desert)
 Long Beach Aquarium
 Marjaree Mason Center (Fresno)
 Next Door Solutions to Domestic Violence (Santa Clara)
 Paint Your Heart Out Anaheim
 Sacramento Area Earth Day Network
 Safe Quest, Women's Shelter (Fairfield)
 San Diego Earth Works
 San Diego Rescue Mission
 San Francisco Power Cooperative
 Santa Cruz Community Counseling Center
 Settlement House (Corona)
 Shasta County Women's Refuge (Redding)
 St. Madeleine Sophie's Center (La Mesa)
 Thousand Oaks Area Housing/Many Mansions
 Transition House (Santa Barbara)
 United Way
 Vista Nova Homes for the Blind (Pasadena)
 Watsonville Earth Day

**2004 Water Use Efficiency Proposal Solicitation Package
APPENDIX E: Residential (Website – Water Programs)
www.fypower.org**



Saving Energy. It's a Way of Life.

[Home](#) | [FAQ](#) | [Briefing Room](#) | [News](#) | [About Us](#)



Residential >

Rebates, Grants & Loans

Your search found 6 rebates, grants & loans.

This information has been submitted by utility companies and water agencies. Unless indicated otherwise, incentive programs are ongoing, or available until funding is depleted. Click on the links under the column "Products" to learn about the efficiency benefits of each product or appliance, as well as purchasing tips.

Service Area: Pacific Gas & Electric (PG&E)

Displaying results 1 - 6 of 6 records.

Product	Incentive	Description	Provider(s)
Water Efficiency			
<u>Toilets</u>			
	Free toilet replacement	Low-Flow toilet. Residential, commercial, industrial and institutional sites which have older toilets that use more than 1.6 gallons per flush or older urinals that use more than 1 gallon per flush are eligible for free replacement.	Napa, City of
<u>Aerators</u>			
	\$1.25 rebate/unit	Faucet Aerators. Available to property owners and managers of existing residential buildings that contain five or more units. Install in tenant units and common areas of residential apartments, mobile-home parks and condominium complexes.	Pacific Gas & Electric (PG&E) Southern California Edison (SCE) San Diego Gas & Electric (SDG&E) Southern California Gas Company (SCG)
	Free devices	Water saving devices. Eligible residents (lower and moderate income renters in Berkeley, Oakland, Albany, Emeryville, Richmond and El Cerrito) will receive free direct installation of lamp as part of comprehensive home audit from California Youth Energy Services program.	Berkeley, City of
	Free	Kitchen Sink Aerator. One free kitchen sink aerator given out in each energy kit. Available to businesses and low-income homes in six San Francisco communities/zip codes: Tenderloin (94102), South of Market (94103), Potrero (94107), Mission (94110), Bayview-Hunters Point (94124), Visitacion Valley, Portola, and Excelsior (94134).	San Francisco Community Power Cooperative
<u>Showerheads</u>			
	\$5 rebate/unit	Low-flow showerheads. Available to property owners and managers of existing residential buildings that contain five or more units. Install in tenant units and	Pacific Gas & Electric (PG&E) Southern California Edison (SCE) San Diego Gas & Electric (SDG&E)

2004 Water Use Efficiency Proposal Solicitation Package
APPENDIX E: Residential (Website – Store Locator)
www.fypower.org



Saving Energy. It's a Way of Life.

[Home](#) | [FAQ](#) | [Briefing Room](#) | [News](#) | [About Us](#)



Residential >
Find a Store

Energy-efficient products can cut your energy bill by 30%. Use the locator below to find a store near you that sells energy-saving appliances, lighting and other facility improvement products. Then, use Flex Your Power's [rebate locator](#) to find utility rebates for many of these products.

Step 1: Where do you want to search for stores?

Enter Your Zip Code

Find Stores Within:

Step 2: Which products would you like to purchase?

- | | |
|--|---|
| <p>Lighting (ENERGY STAR Qualified)</p> <p><input type="checkbox"/> All Lighting Products</p> <p><input type="checkbox"/> Compact Fluorescent Lamps (CFLs)</p> <p><input type="checkbox"/> Light Fixtures</p> | <p>Appliances (ENERGY STAR Qualified)</p> <p><input type="checkbox"/> All Appliances</p> <p><input type="checkbox"/> Clothes Washers</p> <p><input type="checkbox"/> Dishwashers</p> <p><input type="checkbox"/> Refrigerators</p> <p><input type="checkbox"/> Room Air Conditioners</p> <p><input type="checkbox"/> Water Heaters</p> |
| <p>Heating & Cooling</p> <p><input type="checkbox"/> All Heating & Cooling Products</p> <p><input type="checkbox"/> Ceiling Fans</p> <p><input type="checkbox"/> Central Air Conditioners</p> <p><input type="checkbox"/> Evaporative Coolers</p> <p><input type="checkbox"/> Furnaces</p> <p><input type="checkbox"/> Heat Pumps</p> <p><input type="checkbox"/> Programmable Thermostats</p> <p><input type="checkbox"/> Room Air Conditioners</p> <p><input type="checkbox"/> Whole House Fans</p> | <p>Home Envelope</p> <p><input type="checkbox"/> All Home Envelope Products</p> <p><input type="checkbox"/> Home Sealing Products</p> <p><input type="checkbox"/> Windows</p> |

[Clear Selections](#) [Find a Store >>](#)

Highlights

Find ENERGY STAR Product Manufacturers
 If specifying ENERGY STAR appliances and products for a new home, remember that your choices and rebates are not limited to the brands carried in the stores.
 > [Find ENERGY STAR product manufacturers](#)

Flex Your Power 2004 Retail Promotion
 Flex Your Power is working with your local utility and more than 1,500 retail stores across California to make energy savings quick and easy. Make your next energy-efficient purchase from a Flex Your Power retailer and get back \$75 on clothes washers, \$50 on dishwashers and room air-conditioners, and \$20 on programmable thermostats.

Keep your eyes open for Flex Your Power savings cards, also available in [Spanish](#), [Chinese](#), [Korean](#) and [Vietnamese](#)!

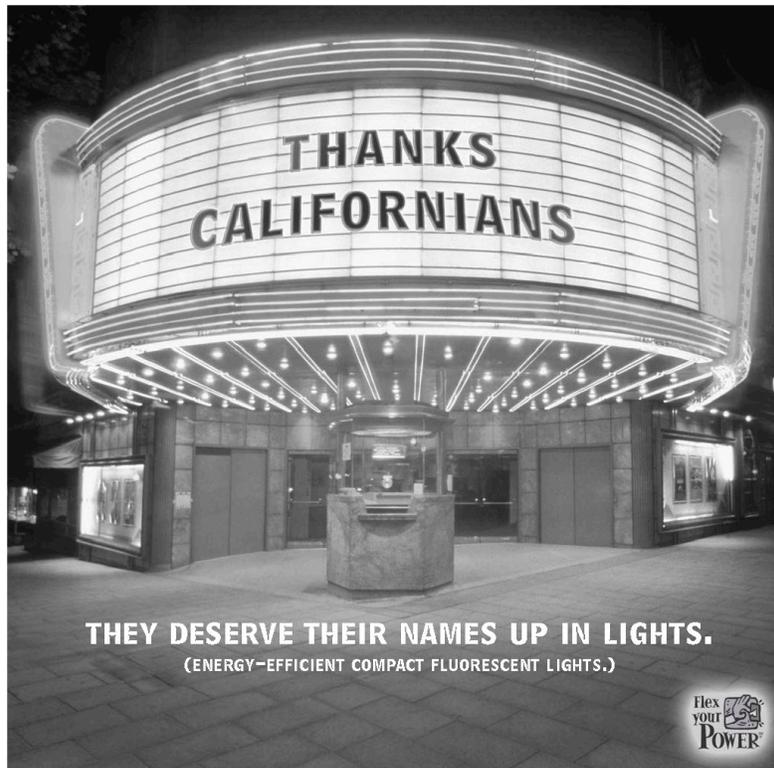


2004 Water Use Efficiency Proposal Solicitation Package
APPENDIX E: Residential (Website – eNewswire)
www.fypower.org

	
www.FYPower.org	CALIFORNIA'S ENERGY EFFICIENCY RESOURCE October 13, 2004
<p>Fast Fact Water meters, when used in conjunction with volumetric pricing, yield water savings of about 20%. (California Urban Water Conservation Council) More Facts</p>	<p>CPUC Finalizes Nation's Most Aggressive Energy Saving Goals California Public Utilities Commission (CPUC) has officially adopted energy savings goals for the state's investor-owned utilities that will more than double current electricity and gas savings by 2013. Natural Resources Defense Council has analyzed the benefits of the new goals. For example, the new electricity saving goals will avoid the need for 10 new 500-megawatt power plants over the next decade, cut California's projected growth in power consumption and peak demand through 2013 in half, and restore California's national leadership on percent of annual electricity load avoided through energy efficiency. CPUC's natural gas saving goals will triple annual gas savings within 10 years, saving enough gas every year to serve a community the size of Orange County. (PDF, 192 KB) CPUC news release ACEEE report on effectiveness of public goods -funded energy efficiency programs (PDF, 8.5 MB)</p>
	<p>State Water Official Warns of Future Water Supply Crisis, Urges Conservation Lester Snow, director of California Department of Water Resources, said in a recent speech in Simi Valley that his department's worst-case scenario projections show water shortfalls of as much as six million acre-feet in the state by 2030 (enough water to supply 12 million average California homes' indoor and outdoor water needs for a year). Snow urged water agencies around the state to conserve water as much as possible and seek to develop many water sources. Snow added that there has been a steady change in the amount and type of precipitation falling on California in recent years, with more water falling as rain and less as snow, causing runoff patterns that the state's current storage system is not equipped to handle.</p>
<p>Key Resources in FYP Resource Library Waste Not, Want Not: The Potential for Urban Water Conservation in California, by Pacific Institute</p> <p>Search Resource Library Articles, research reports and other resources about energy efficiency Search now</p>	<p>Governor Schwarzenegger Signs Water Metering Bill Governor Schwarzenegger has signed a bill requiring water meters on all urban area water service connections in California by 2025. AB 2572, authored by Assemblywoman Christine Kehoe (D-San Diego) also mandates volumetric pricing -- water bills that reflect the amount of water used, rather than a flat rate. According to the California Urban Water Conservation Council, water meters result in an average 20% reduction in per capita water use, when used in conjunction with volumetric pricing. At a cost of \$300 per acre-foot, the water saved through meters and volumetric pricing is less expensive than the average cost of securing new urban water supplies (\$600 per acre-foot according to the Pacific Institute). Currently, 90% of single-family homes in California and 99% of industrial customers are already metered, the most notable exceptions being Sacramento and Fresno.</p>
<p>Events & Conferences Emerging Energy Efficiency Technologies Summit ACEEE October 14-15 San Francisco -- NEW LOCATION</p>	<p>New Tools from Business Roundtable Help Service-Sector Companies Improve Energy Efficiency and Manage Greenhouse Gas Emissions Business Roundtable, an association of CEOs of leading U.S. corporations with a combined workforce of more than 10 million employees in the United States, has launched an initiative to help businesses improve energy efficiency in their commercial office buildings. The association has published a guide for non-manufacturing companies that outlines the business case for making energy efficiency investments, describes the elements of successful energy management</p>

2004 Water Use Efficiency Proposal Solicitation Package

APPENDIX F: Commercial/Industrial (Congratulations Ad - Cinema)



THEY DESERVE THEIR NAMES UP IN LIGHTS.
(ENERGY-EFFICIENT COMPACT FLUORESCENT LIGHTS.)



Flex Your Power salutes the following organizations for their commitment and investments in energy efficiency... saving energy, saving money and saving the environment for all Californians. Working together, we can all help to ensure reliable and affordable energy.

HOMES In California use one-third of our state's total electricity — mostly for lighting, appliances and air conditioning. These companies are leading the way to help us all save energy and money at home.

ADVANCED ENVIRONMENTAL BUILDING CONSTRUCTION (AEBC) is fully committed to the construction of affordable Zero-Energy New Homes. These homes are designed to be energy-self-sufficient by coupling solar power with an energy-efficient design that can be as much as 70% more energy efficient than California's tough building standards require. In 2005, AEBC plans to build 25 custom Zero-Energy New Homes.

WESTERN APPLIANCE consistently sells approximately 25% more ENERGY STAR® qualified clothes washers and dishwashers and almost 50% more ENERGY STAR qualified refrigerators than the average sales of these appliances within the state. Even though more than half of Western Appliance's sales are ENERGY STAR qualified, it has joined the challenge to increase sales of energy-efficient appliances by 20% in 2005.

BUSINESSES account for more than half of California's total electricity consumption. Business leaders across the state are enhancing their bottom line while helping California keep the lights on.

BANK OF AMERICA, a leader in peak-electricity-use reduction since 2001, has set a goal of reducing total annual energy use by 3% through energy-efficiency-enhanced building operations and employee education throughout its more than 17 million sq. ft. of office space. During the last three years, the financial institution installed energy-efficient lighting at 25 properties, introduced energy-management controls at more than 100 facilities and installed energy-efficient heating and cooling equipment and motor controls at several others. Through 2004, B of A has been on pace to reduce energy use by more than 4%.

KAISER PERMANENTE in 2003 installed more than 700 energy-efficient T-5 High Output (HO) high-bay light fixtures and more than 600 occupancy sensors (which turn off lights in unoccupied rooms) at its 300,000-sq.-ft. distribution warehouse in Northern California. These changes have reduced total site energy use by more than the projected 22% and have substantially improved lighting quality for employees. This year, Kaiser added a cool roof and timers to outside lighting. For 2005, Kaiser has plans to install efficient air-conditioning and energy-management systems.

GOVERNMENT and other institutions are saving taxpayer and ratepayer money by using energy more efficiently.

CITY OF SAN FRANCISCO aims to reduce peak demand at least 16,000 kW by 2005 and 107,000 kW by 2012 through energy efficiency and demand response. Programs include a Leadership in Energy and Environmental Design (LEED™) Silver-certification requirement for government facilities and cash incentives — provided in partnership with PG&E — for businesses that make energy-efficient lighting, refrigeration and HVAC (heating, ventilation and air-conditioning) upgrades. Among City-sponsored improvements is the retrofit of aeration mixers at the San Francisco Public Utilities Commission's southeast water-pollution control plant, saving roughly 1.5 million kWh annually.

UNIVERSITY OF CALIFORNIA (UC) AT MERCED, in an effort to meet and exceed UC's systemwide goals, is building all facilities at its new campus to be at least 20% more efficient than California's tough energy-efficiency building standards require and to receive the LEED Silver certification. To date, the first 15 buildings — part of the phase-one construction effort — are all on track to exceed the 20% goal. All future projects will be at least 30% more efficient than those standards. The UC system has also set an overall goal of reducing energy use in existing buildings 10% or more by 2014, saving up to 60 million kWh.

WATER pumping and treatment are the largest electricity end users in California, accounting for roughly 10% of our state's total demand. Using water efficiently saves three precious resources — water, energy and money.

CITY OF SANTA CRUZ WATER DEPARTMENT, which serves 90,000 customers, promotes the use of water- and energy-efficient toilets, clothes washers and other products and has saved 120 million gallons annually and a total of more than 122,000 kWh since 2000. The department has set an aggressive goal of reducing annual customer water demand 282 million gallons by 2010.

METROPOLITAN WATER DISTRICT OF SOUTHERN CALIFORNIA, a water wholesaler serving nearly 18 million customers, is rolling out a new "California Friendly" program to help area residents make smart water decisions for gardens and for new-home searches. The program aims to reduce home water use 20-40%, which, ultimately, will also reduce energy use.

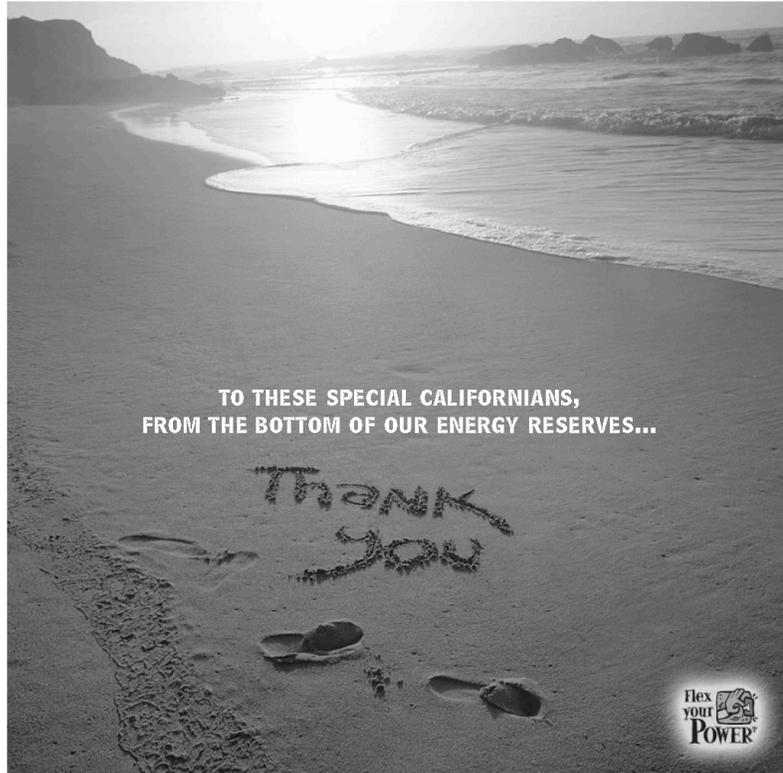
 Flex Your Power Award Winner

Visit www.FYPower.org to learn about all the Flex Your Power Award Winners, to nominate an organization for a future award, and to find energy-saving tips, case studies, rebate information, and more — to help you save energy, save money and help the environment.

Funded by the California ratepayers under the auspices of the California Public Utilities Commission.

2004 Water Use Efficiency Proposal Solicitation Package

APPENDIX F: Commercial/Industrial (Congratulations Ad - Beach)



**TO THESE SPECIAL CALIFORNIANS,
FROM THE BOTTOM OF OUR ENERGY RESERVES...**

Flex Your Power salutes the following organizations for their commitment and investment in energy efficiency... saving energy, saving money and saving the environment for all Californians. Working together, we all help to ensure reliable and affordable energy.

HOMES in California use one-third of our state's total electricity — mostly for lighting, appliances, and air conditioning. These companies are leading the way to help us all save energy and money at home.

MAYTAG spearheaded an educational energy-saving campaign in 2004 that included donating 40 energy-efficient clothes washers to California's community nonprofit organizations. These washers alone are saving more than 1 million gallons of water, 10,000 kilowatt hour (kWh) and 1,000 therms each year, freeing nonprofit funds for other needed programs.

PARDEE HOMES is committed to building all new homes to ENERGY STAR® standards — surpassing California's tough energy-efficiency building standards by at least 15%. In 2004, Pardee introduced homes that met or exceeded U.S. Department of Energy's Zero Energy Homes program requirements, achieving energy savings of 50% or more.

BUSINESSES account for more than half of California's total electricity consumption. Business leaders across the state are enhancing their bottom line while helping California keep the lights on.

DPR CONSTRUCTION INC. increased efficiency by 27.2% in its Sacramento headquarters in 2004 by installing lighting controls, high-performance glazing, a reflective cool roof, and an energy-efficient heating, ventilation, and air conditioning system. The facility also maximized use of natural daytime lighting and is the first privately held Leadership in Energy and Environmental Design (LEED™)-certified building in the Central Valley.

TOYOTA MOTOR SALES installed a reflective cool roof, high-efficiency insulation and thermally insulated glass at its headquarters in Torrance. The building's design maximizes use of natural daytime lighting and exceeds California's tough energy-efficiency building standards by 56.6%. It is the largest privately developed office building to receive the LEED™ gold certification.

GOVERNMENT and other institutions are saving taxpayer and ratepayer money by using energy more efficiently.

CALIFORNIA ENVIRONMENTAL PROTECTION AGENCY HEADQUARTERS exceeds California's tough energy-efficiency building standards by more than 35%. Building managers have instituted energy-efficient janitorial and maintenance practices and incorporated energy efficiency into equipment replacement decisions in its 25-story tower. The building won the 2004 Building Owners and Managers Association (BOMA) International Earth Award.

CITY OF BERKELEY, in partnership with the nonprofit Community Energy Services Corporation, created the SmartLights program and retrofit lighting in nearly 900 businesses in 2002 and 2003. During this period, businesses saved a total of 4.8 million kWhs and more than \$800,000 in energy costs. In 2004-2005, the program will serve additional businesses through the East Bay Energy Partnership.

WATER pumping and treatment are the largest electricity end uses in California, accounting for roughly 10% of our state's total demand. Using water efficiently saves three precious resources — water, energy and money.

ALPAUGH IRRIGATION DISTRICT, which provides irrigation water for Central Valley farms, retrofit four pumps in 2004 and cut annual energy use by approximately 1.2 million kWhs. The District is exploring improvements to deep-well pumps that could save an additional \$125,000 in energy costs.

LOS ANGELES DEPARTMENT OF WATER AND POWER (LADWP) serves 3.6 million water and electric customers and achieved a 17% reduction in annual water demand in 2003 — keeping demand at 1985 levels despite a population increase of more than 700,000. Looking forward, LADWP is committed to reducing total water demand by at least 15% and reducing total peak energy demand by 14,100 kW in 2005.

Flex Your Power Award Winner



Visit www.FYPower.org to learn about all the Flex Your Power Award Winners, to nominate an organization for a future award and to find energy-saving tips, case studies, rebate information and more to help you save energy, save money and help the environment.

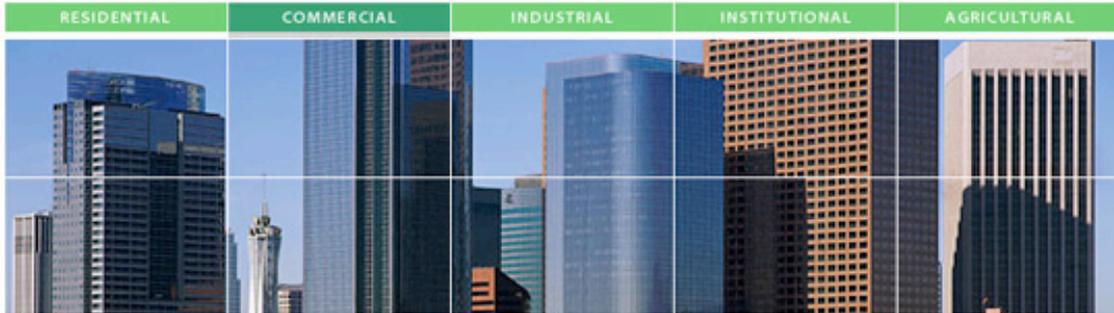
Funded by the California ratepayers under the auspices of the California Public Utilities Commission.

2004 Water Use Efficiency Proposal Solicitation Package
APPENDIX F: Commercial/Industrial Rebates
www.fypower.org



Saving Energy. It's a Way of Life.

[Home](#) | [FAQ](#) | [Briefing Room](#) | [News](#) | [About Us](#)



Commercial >
Rebates, Grants & Loans

Many utility companies, water agencies, and public and private organizations offer financial incentives for energy-efficient products and projects. Select a utility or water service area, then choose a product or "Select All" to see what offers are available.

Or, [view a summary of all Public Goods Charge funded programs](#) offered in the service territories of PG&E, SDG&E, SCE and SoCalGas. (PDF, 133 KB)

Step 1: What is your utility or water service area?

Select a Utility Below

Step 2: Choose one or more product categories

Select All

Appliances	<input type="text" value="Clothes Washers"/>
Building Envelope	<input type="text" value="Insulation"/>
Heating & Cooling	<input type="text" value="HVAC Systems"/>
Lighting	<input type="text" value="Indoor Lighting"/>
Food Service Equipment	<input type="text" value="Refrigeration Equipment/System"/>
Facilities	<input type="text" value="New Energy-Efficient Facilities"/>
Miscellaneous	<input type="text" value="Natural Gas Equipment"/>
Electronics	<input type="text" value="Computers"/>
Manufacturing & Processing Equipment	<input type="text" value="Process Equipment"/>
Motors & Drives	<input type="text" value="Drives"/>
Water Efficiency	<input type="text" value="Irrigation Systems"/>
Landscape	<input type="text" value="Swimming Pools"/>
Transportation	<input type="text" value="Electric Vehicle"/>

[Clear Selections](#) [Search for Incentives >>](#)

Copyright © 2004 Efficiency Partnership | [Terms of Use](#)

Highlights

Find Energy Efficiency Technical Assistance

Utility companies and private organizations also offer free tools, classes and services to guide you through energy efficiency projects.

[> Search for Audits, Classes & Services](#)

Can You Commit to Reduce Your Power Use During Electrical Emergencies?

Utility customers who can reduce or cut off their power use when their area's electricity supply is low may be able to receive additional incentives by participating in special 'demand response' programs.

[> Download summary of California demand response programs \(PDF, 64 KB\)](#)

Important Survey for Water Agencies

If you wish to list information on water efficiency education and financial and technical assistance programs in our searchable databases, please complete and return this [form \(2 pgs., PDF\)](#).

Questions about an Energy Efficiency Program?

Click [here](#) for links to all the utility companies and organizations that implement California's energy efficiency programs.

2004 Water Use Efficiency Proposal Solicitation Package
APPENDIX F: Commercial/Industrial Programs
www.fypower.org



Saving Energy. It's a Way of Life.

[Home](#) | [FAQ](#) | [Briefing Room](#) | [News](#) | [About Us](#)



Commercial >

Rebates, Grants & Loans

Your search found 2 rebates, grants & loans.

This information has been submitted by utility companies, water agencies and private organizations. Unless indicated otherwise, incentive programs are ongoing, or available until funding is depleted. Click on the links under the column "Product" to learn about the efficiency benefits of each product or appliance, as well as purchasing tips.

Service Area: Pacific Gas & Electric (PG&E)

Displaying results 1 - 2 of 2 records.

Product	Incentive	Description	Program Provider(s)
Heating & Cooling			
<u>Evaporative Coolers</u>			
	\$123 rebate/ton	Evaporative coolers. Must replace existing, vapor-compression system, or the existing compressor must be made inoperative. Available to nonresidential electric customers whose monthly maximum demand does not exceed 500 kilowatts (kW) per service account (typically A-1, A-6, A-10, and E-19V rate schedules). Also includes gas customers with monthly average usage of 20,800 therms or less per service account (G-NR1 rate schedule). Qualifying products purchased and installed Jan. 1, 2004, through Dec. 31, 2005.	Pacific Gas & Electric (PG&E) Southern California Edison (SCE) San Diego Gas & Electric (SDG&E) Southern California Gas Company (SCG)
Food Service Equipment			
<u>Steamers</u>			
	\$500 to \$600 rebate/unit	Connectionless (boilerless) steamers. Must replace existing electric steamer and have full load efficiency of 50% or greater. Rebate amount varies depending on size of steamer. Available to nonresidential electric customers whose monthly maximum demand does not exceed 500 kilowatts (kW) per service account (typically A-1, A-6, A-10, and E-19V rate schedules). Also includes gas customers with monthly average usage of 20,800 therms or less per service account (G-NR1 rate schedule). Qualifying products purchased and installed Jan. 1, 2004, through Dec. 31, 2005.	Pacific Gas & Electric (PG&E) Southern California Edison (SCE) San Diego Gas & Electric (SDG&E) Southern California Gas Company (SCG)

[← Search Again](#)

Displaying results 1 - 2 of 2 records.

Copyright © 2004 Efficiency Partnership | [Terms of Use](#) | [Privacy Policy](#)

2004 Water Use Efficiency Proposal Solicitation Package
APPENDIX F: Commercial/Industrial (Case Study)

2004 Water Use Efficiency Proposal Solicitation Package
APPENDIX F: Commercial/Industrial Materials (FYPSV Trifold & Pledge)

2004 Water Use Efficiency Proposal Solicitation Package
APPENDIX F: Commercial/Industrial Materials (Small Business Audit)