

**2004 Water Use Efficiency Proposal Solicitation Package
 Proposal Part One:
 Project Information Form**

Applying for (select one):

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

- Urban Agricultural
- (a) implementation of Urban Best Management Practice: # 1 Residential Survey; and # 5 Large Landscape
- (b) implementation of Agricultural Efficient Water Management Practice, # _____
- (c) implementation of other projects to meet California Bay-Delta Program objectives, Targeted Benefit # or Quantifiable Objective #, if applicable _____

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

- (d) Specify other: _____
- (e) research and development, feasibility studies, pilot, or demonstration projects
- (f) training, education or public information programs with statewide application
- (g) technical assistance
- (h) other

3. Principal applicant (Organization or affiliation)

California Urban Water Conservation Council

4. Project Title:

Statewide Turf Buy Back Program

5. Person authorized to sign and submit proposal and contract

Name, title Mary Ann Dickinson
 Mailing address 455 Capitol Mall, #703
 Sacramento, CA 95814
 Telephone 916-552-5885
 Fax 916-552-5877
 E-mail maryann@cuwcc.org

6. Contact person (if different):

Name, title _____
 Mailing address _____

 Telephone _____
 Fax _____
 E-mail _____

7. Funds requested (dollar amount) (from Table C-8, column II)

\$764,790

2004 Water Use Efficiency Proposal Solicitation Package
Proposal Part One:
Project Information Form (continued)

8. Applicant funds pledged (dollar amount): \$1,084,790

9. Total project costs (dollar amount *(from Table C-1, column II, row I)*) \$1,849,581

10. Is your project locally cost effective? (a) yes

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. (b) no

(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.)

11. Is your project required by regulation, law or contract? If no, your project is eligible. (a) yes
 (b) no

If yes, the project is eligible if it is not currently required? Provide a description of the regulation, law or contract and an explanation of why the project is not currently required.

2004 Water Use Efficiency Proposal Solicitation Package
Proposal Part One:
Project Information Form (continued)

12. Duration of project (month/year to month/year): 9/05 to 12/08
13. State Assembly District where the project is to be conducted: Statewide
14. State Senate District where the project is to be conducted: Statewide
15. Congressional district(s) where the project is to be conducted: Statewide
16. County where the project is to be conducted: Statewide
17. Location of project (longitude and latitude) Statewide
18. How many service connections in your service area (urban)? Statewide
19. How many acre-feet of water per year does your agency serve? Statewide
20. Type of applicant (select one):
- (a) City
 - (b) County
 - (c) City and County
 - (d) Joint Powers Authority
 - (e) Public Water District
 - (f) Tribe
 - (g) Non Profit Organization
 - (h) University, College
 - (i) State Agency
 - (j) Federal Agency
 - (k) Other
 - (i) Investor-Owned Utility
 - (ii) Incorporated Mutual Water Co.
 - (iii) Specify _____

2004 Water Use Efficiency Proposal Solicitation Package
Proposal Part One:
Project Information Form (continued)

21. Is applicant a disadvantaged community? If 'yes' include annual median household income. (a) yes, _____ median household income
 (b) no

(Provide supporting documentation.)

However, the proposal will also serve water supply agencies in disadvantaged communities.

**2004 Water Use Efficiency Proposal Solicitation Package
Proposal Part One:**

Signature Page

By signing below, the official declares the following:

The truthfulness of all representations in the proposal;

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

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

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

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

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

Signature

Mary Ann Dickinson

Executive Director
Name and title

January 11, 2005
Date

List of Contents

- ☒ Project Information Form
- ☒ Signature Page
- ☒ Executive Summary
- ☒ Statement of Work, Section One: Relevance and Importance
- ☒ Statement of Work, Section Two: Technical/Scientific Merit, Feasibility
- ☒ Statement of Work, Section Three: Monitoring and Assessment
- ☒ Qualifications of the Applicants and Cooperators
- ☒ Outreach, Community Involvement, and Acceptance
- ☒ Innovation
- ☒ Benefits
- ☒ Costs (Cost Tables and supporting documentation)

Executive Summary

The opportunity for statewide landscape conservation is perhaps best summarized in Pacific Institute's November, 2003 *Waste Not, Want Not* Report:

"While there are great uncertainties about the volume of total outdoor residential water use, our best estimate is that just under 1.5 MAF were used for these purposes in 2000....."

"We estimate that cost-effective reductions of at least 32.5% (a savings of 470,000AF/yr) could be made relatively quickly with improved practices and available irrigation technology. These improvements have the potential to substantially reduce total and peak water demand in California. Substantially larger improvements can be achieved through long-term changes in plant selection and garden design."

This is an astounding savings opportunity. However, California water agencies have generally made little advancement with landscape and irrigation conservation programs, both residential and commercial. The savings opportunity can only be achieved if the barriers to participation can be overcome.

CUWCC's Statewide Turf Buy Back Program is designed to break down participation barriers and tackle the difficult landscape market.

We believe that this program has characteristics of both Prop 50 Categories. It can fall appropriately under the Prop 50 Category A Implementation section OR the Category B Research Project. We request that DWR determine how this important initiative fits best into the state's funding portfolio. Thus, we have filed two applications, one under each Category. This is our Category A application.

As we know, the urban landscape irrigation baseline numbers in California are purely theoretical. This program will allow us to gather actual pre- and post- retrofit urban landscape irrigation data. This benefit alone brings high value to the industry. However, the program will go beyond the data gathering stage and will also deliver meaningful water savings.

The Statewide Turf Buy Back Program would offer customers an incentive to remove their existing lawn and install efficient irrigation. The program highlights are listed below:

- Statewide offering for both residential and commercial customers
- Customer payment will be based upon a per-square-foot price for the removal of turf and installation of drip irrigation.
- Each site will receive a customized water budget. Participants must agree to operate within the guidelines of the budget.

- Areas where lawn is converted must retain existing plants and/or add new plants so that the converted area will have at least 50% living plant cover when the plants are fully grown.
- Existing and new plants must be irrigated through drip or low precipitation rate irrigation.

By operating a statewide initiative we can gain the support and marketing network of large chain home improvement stores and nurseries. DWR and water agencies would also benefit from the economies of a high volume, centrally-run program.

Landscape efficiency, a market still in its infancy, carries a higher-than-average cost per acre-foot than the standard indoor equipment retrofit programs. Despite the higher cost, estimated in this application to be \$934 per acre foot, there are compelling reasons to concentrate efforts on the landscape market.

First, landscape programs provide peak demand savings to water agencies and the state. When the weather is the warmest and customers irrigate their landscapes at maximum levels, water agencies must meet those peak demands. Our supply and distribution system is built to meet the peak demand requirements, at great infrastructure expense to the state. As California's population continues to grow, so too must the infrastructure. By shaving the peak demand, we are delaying the costly need for system expansion and capital investments.

There are other important benefits as well. A reduction in the turf area means that the customer uses less fertilizer; less turf and greater water efficiency means less run off is produced; less runoff means less flow into water treatment facilities. This in turn limits the pollution that is discharged into the state's coastal waters.

The water industry has drastically reduced indoor water use through a number of successful equipment retrofit programs. Unfortunately, the plentiful "cookie cutter" retrofit opportunities of the 1990s are reaching saturation and are no longer offsetting significant volumes of water. In addition, new development, occurring at the rate of 100,000 new residential homes a year in California, already comes with code-required efficient plumbing fixtures; for these homes outdoor water use remains the only major area of savings potential.

It is time to penetrate the landscape market and reduce the excessive volumes of water used for residential and commercial irrigation. Over time, the cost per acre-foot to run landscape programs will drop as we develop landscape program experience. CUWCC would like this opportunity to transform the landscape market in the right direction.

There is much discussion within the California water efficiency industry as to the best approach to take within the state. Below are some commonly asked questions and concerns voiced within the water industry that relate to turf removal and installation of drip irrigation:

***Can't landscape efficiency be achieved by simply installing a new controller?
Why go the extra step to reduce turf as well?***

A new controller does not correct the biggest irrigation problems: 1) poor system design; and 2) large amounts of high water-consuming turf. The program's focus is to remedy these two major inadequacies in order to capture a maximum level of savings.

It's just not possible to get enough customers to re-landscape in order to make an impact on water savings. Why bother?

There is no *one-size-fits-all* solution to landscape efficiency. We recognize that this program will appeal to some customers but not to all. It is one of several pieces of the puzzle but one that has worked well for water agencies in Nevada and New Mexico.

By studying the highly successful Water Smart Program in the Las Vegas area, we have learned that there is a strong target market. Our target will be customers with non-functional or hard-to-irrigate turf. As seen in Las Vegas, these customers will likely be established members in the community and usually over forty years of age. These individuals are capable of making a significant investment in the conversion of their landscape as a personal decision.

There will also be a strong financial motivation to do so. With a rebate that covers 20% to 50% of the cost to remove turf and install new irrigation, the incentive package is generous and will help to drive response. We have learned from the Water Smart Program in Las Vegas that that the level of incentive greatly impacts the response. In the initial stages of the Las Vegas program, the customer was offered \$.40 per square foot of turf removed. Response was lukewarm. Management increased the incentive level to \$1.00 and customer response soared.

This concept is too new; there are no real savings numbers yet.

The Las Vegas Valley Water District has been operating their turf removal and drip irrigation program since 1998. In 2001 a comprehensive study was performed on the program and reliable savings estimates were created. For this proposal, we consulted a landscape and irrigation expert and have adjusted the Las Vegas study data to factor in the climate variations between the two states.

California's customers believe that water efficient landscape means cactus, rocks and sand, a very unpopular view. Why would this program work?

In California, few people understand the wide array of options available for landscape design. Through well designed and professional program materials, we will show them that there are many lush and flowering design options without the use of a single succulent or cactus. Customers will learn about the clear advantage of a drip system or low precipitation rate system over traditional in-ground designs. Through education, we will gain program interest. We will also be able to match these efforts with the Council's

existing Water Saver Home website (www.h2ouse.org), which already has an extensive section on landscape design and a low-water-using plant database.

Finally, the customer will be provided with a support system that explains *How to Get Started* and *A to Z Steps* required for program completion. Customers can utilize program-certified landscape professionals or perform the work on their own; either way there will be clear and concise instructions for the customer to follow.

Water Agencies should not be pushing their customers to rip out their lawns.

We do not intend for customers to feel forced to eliminate turf as a landscape option. It is the intention of the CUWCC and participating agencies to ask customers to minimize, not get rid of, turf -- particularly turf that isn't walked on until it is time to mow.

Why bother with such a comprehensive program? Why not focus on easier and less expensive indoor efficiency programs?

There are a number of benefits to minimizing water losses from landscape irrigation. Unlike indoor gray water, landscape water cannot be captured and reused. Therefore, landscape water is irrecoverable once used. As California's population and housing stock continues to grow at the current projected rates, it is critical that we make inroads in landscape efficiency and finally tackle this exasperating problem.

Also, landscape efficiency reduces the volume of pesticide and fertilizer-laden water running off into storm drains, meaning less chemical contamination of nearshore waters – including the Delta.

Why is Prop 50 Funding Required?

Due to the innovative nature of this program, turf retrofit and efficient irrigation is not yet cost effective on a local basis. However, a statewide program, with the economies of scale that a statewide program brings, would work to shift the market towards a more landscape efficient mindset for both contractors and customers.

Turf can easily be added back into the landscape. Doesn't this mean a potentially low persistence rate?

Unlike a faucet aerator or spray valve that can easily be replaced with a high flow model, landscaping is a major effort that is rarely modified from its existing design.

The typical customer, as seen in Las Vegas, is not removing the conversion. Once a customer takes the time and initiative to redesign their landscape through turf removal and installation of a drip system, the landscape is likely to remain in place for ten or more years. In Las Vegas only 1 customer out of 12,000 was found to have added turf back into their landscape.

This Statewide Turf Buy Back Program is targeted to upgrade 1,000 residential sites and 100 commercial sites throughout California, resulting in 1,200,000 square feet of turf removed. This will yield a savings total of 141,370 gallons per day and a lifetime savings of 2,382 acre feet. This substantial savings will aid the relief of the over-taxed Bay Delta Region as well as the water supply needs of local water agencies.

An overview of the program is shown in the chart below:

Product	<ul style="list-style-type: none"> • Removal of turf • Installation of drip or low precipitation irrigation systems
Market	<ul style="list-style-type: none"> • Residential homes with turf • Multi-family or home owner association common area turf • Small to mid-sized commercial facilities with turf • Target high use customers
Geographic Coverage	<ul style="list-style-type: none"> • Statewide • Within Service Territories of Participating Water Agencies
Production Goal	<p><u>Residential</u></p> <p>Total Customer participants = 800 Total Square Footage of Turf Removed = 800,000 sq. ft. Average of 1,000 square feet of turf removed per site</p> <p><u>Commercial</u></p> <p>Total Customer participants = 100 Total Square Footage = 200,000 sq. ft. Average of 2,000 square feet of turf removed per site</p>
Marketing Outreach	<p>Predominately through landscape service providers</p> <ul style="list-style-type: none"> • Certify landscape service providers • They market program • They conduct pre-conversion inspections <p>Also advertise through:</p> <ul style="list-style-type: none"> • Home Improvement stores • Nurseries <p>Program creates high-end marketing pieces</p> <ul style="list-style-type: none"> • Water agencies utilize pieces in local marketing campaigns including direct mail
Service Delivered to Customer	<ul style="list-style-type: none"> • Incentive Payment • Customized water budget • Approved landscape service provider list • Printed materials with a variety of sample sites • Access to demonstration gardens • Support to identify California native plants and purchase locations

Customer Requirements	<ul style="list-style-type: none"> • Remove at least 400 square feet of turf • Agree to pre- and post-inspections • Agree to guidelines of water budget • Must be a maintained and irrigated lawn being converted - under irrigated lawns will not be eligible • Must install drip or low precipitation rate irrigation • Must have existing or install new plants to cover at least 50% of area • If weed barrier is installed it must be permeable
Proposed Incentive Amount	<p>\$1.00 per square foot = \$.50 per square foot from participating water + \$.50 per square foot from DWP grant</p>
Average Customer Replacement Costs	<p>\$2 - \$5 per square foot Incentive would cover 20-50% of customer costs</p>
Innovations Relevance Importance	<ul style="list-style-type: none"> • DWR desires landscape and irrigation programs • Irrigation system removal and installation of drip irrigation ensures and plants will not be over-watered and will provide long term persistent water savings • Turf removal through a large scale statewide basis has never been offered to customers in California. Turf removal delivers large volume water reduction per site • Support market transformation for sale of California native plants
Monitoring and Assessment	<ul style="list-style-type: none"> • Las Vegas Valley Water District Study • Hire third party to conduct measurement and verification

Statement of Work, Section One: Relevance and Importance

Over the past fifteen years, the water industry has achieved millions of acre feet of residential water savings through the retrofit of ultra-low-flush toilets (ULFTs). With today's 80%+ saturation rate of ULFTs, this measure is no longer the foundation of water agency programs.

We need to create a new cornerstone program. Landscape efficiency has eluded the industry for years. It is time to focus our management of conservation initiatives by tackling this vexing market. With over seven million homes in California, millions of apartments and thousands of businesses with irrigated property, we could eliminate the irrecoverable loss of tremendous volumes of water through more efficient irrigation water application.

Poorly designed landscape systems have allowed inexcusable volumes of water to saturate California's residential neighborhoods. One major step toward outdoor water efficiency is to replace these ill-designed systems with those that operate with maximum efficiency. This program will motivate and aid customers to replace their inefficient landscape systems.

Secondly, too often turf is installed as the standard landscaping default – even when the lawn is never utilized. Turf removal is a viable option in this instance. We will market to this target customer group and show them how to reduce the turf areas without sacrificing lushness and beauty.

Thirdly, for far too long, landscape professionals and retailers have been showcasing plants that require excessive amounts of water. We will educate customers about turf and plant choices that better match local climate zones and require less maintenance.

Due to a lack of knowledge regarding landscape water efficiency and the expense to retrofit, these customers would not retrofit without the aid of this program. This program will secure 2,382 acre-feet of savings from this *hard to reach* water market.

ET Controllers are one option that is currently being explored to aid in landscape efficiency. It is our belief that this program provides additional means to achieve outdoor efficiency through 1) the correction of poorly designed systems; 2) reduction in high water consuming turf areas; and 3) plant selection that better matches local climate zones.

As an innovative model, it is our belief that this program will pave the way for additional program efforts in landscape water efficiency. The water agencies participating in this Statewide Turf Buy Back Program will provide a "replicable" design for achieving landscape efficiency.

Statement of Work, Section Two: Technical/Scientific Merit, Feasibility

The **Statewide Turf Buy Back Program** would offer customers an incentive to remove their existing lawn, provided that they install drip or low precipitation rate irrigation for remaining or new plants. This is a necessary pairing to achieve the savings expected, and is based on the successful experience of the Las Vegas program.

Unlike in Las Vegas, however, the program will be operated statewide and will cover both residential and commercial customers. Customer payment will be based upon a per-square-foot price for the removal of turf and installation of drip irrigation, and each site will be assigned a customized water budget. Participants must agree to operate within the guidelines of the budget. Areas where lawn is converted must retain existing plants and/or add new plants so that the converted area will have at least 50% living plant cover when the plants are fully grown. Existing and new plants must be irrigated through drip or low precipitation rate irrigation.

A statewide initiative would provide important benefits. First it would allow us to gain the support and marketing network of large chain home improvement stores and nurseries, who come with a built-in customer base. A second benefit of a statewide program is the economies of scale from a high volume program, as the per-unit rebate costs will be less and therefore the individual rebate incentive can be higher and therefore more attractive to the customer.

As we did in our recent statewide initiative, *The Rinse & Save Pre-rinse Spray Valve Program for Restaurants*, CUWCC will operate this program on a statewide basis on behalf of participating water agencies. CUWCC will act as the administrator of the program, responsible for overall management, reporting, and invoicing. We will issue a Request For Proposals (RFP) and select the most qualified field services vendor to operate the field portion of the work.

The major responsibilities of the project are divided into Administration and Field Management. The responsibilities and tasks within each are listed below in the following table:

Major Responsibilities

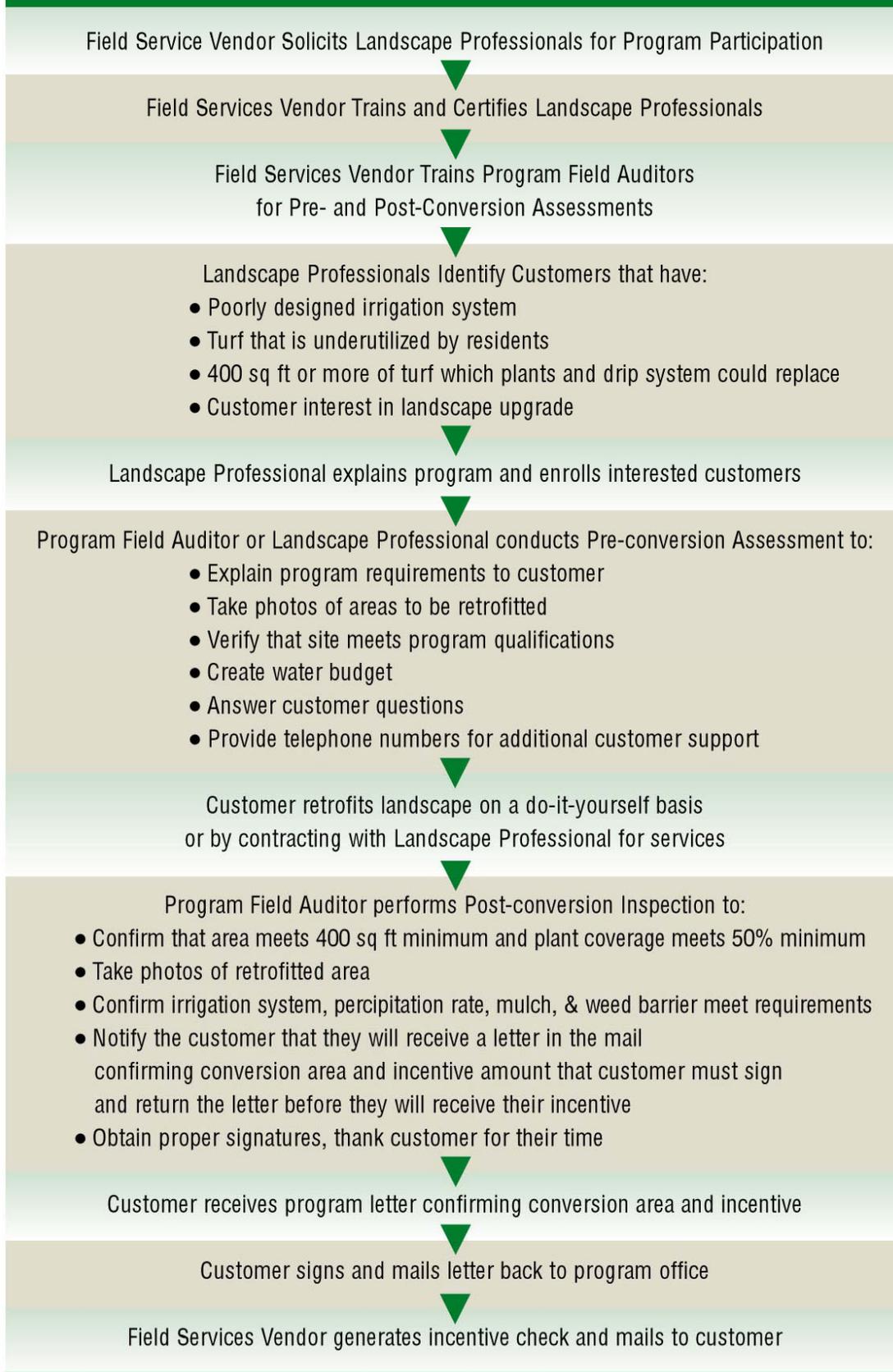
<p>Administration CUWCC</p>	<ul style="list-style-type: none"> ◆ Liaison to DWR ◆ Contracting with DWR, Water agencies and Others ◆ RFP Selection of Field Vendor ◆ Field Vendor Management ◆ Reports and Invoicing to DWR and Water Agencies ◆ Assuring Water saving Goals and Performance Milestones are Met
<p>Field Management Field Services Vendor</p>	<ul style="list-style-type: none"> ◆ Training and Certifying Landscape Professionals ◆ Marketing ◆ Pre- and Post-conversion Assessments ◆ Quality Control ◆ Customer Service ◆ Data Management ◆ Customer Incentive Payments

CUWCC has significant knowledge in program design and execution of statewide water efficiency programs. The *Rinse & Save Pre-rinse Spray Valve Program for Restaurants* has been operated successfully since 2002 and is now in its second phase of funding from the California Public Utilities Commission. 16,896 pre-rinse spray valves have been directly installed in food service establishments throughout the state in the first phase of the program. The CUWCC will be installing another 24,700 valves in the current second phase. This extended, successful experience with a statewide program has given us program management experience; in addition, the CUWCC’s Executive Director has years of experience managing statewide conservation programs in another state.

Through this combined experience we have learned that a successful program is one with streamlined procedures -- procedures designed to be simple for the customer to grasp and free from complicated requirements on the user end. We have also learned that standardizing the marketing materials into one statewide format reduces the confusion across water supplier boundaries, where one water supplier’s materials may differ from a neighboring water supplier, thereby causing confusion to the media, the nurseries and the customer. A statewide program can provide a single message and reduce that confusion.

A design overview of the Statewide Turf Buy Back Program is illustrated on the following page:

Turf Buy Back Program Flow



Administration

The first step in the program process is administrative in nature. CUWCC will allocate program personnel; solicit and select a field services vendor; and finalize contracts. The field services vendor will begin by establishing the program office, staff and systems necessary to oversee field operations. Below is a listing of administrative tasks required and the deliverable date for each:

Administrative Task List and Schedule	
	<i>Due Date</i>
Assign program management, technical support, administrative and accounting activities to internal CUWCC staff or existing contractors	October 2005
Draft water agency agreement	October 2005
Obtain authorized agreement from participating water agencies	December 2005
Draft scope of work for statewide contractor	December 2005
Draft RFP for statewide contractor	December 2005
Mail RFP to CUWCC list of service vendors	January 2006
Evaluate RFPs	January 2006
Interview top candidates	January 2006
Select vendor	January 2006
Negotiate contract with vendor	February 2006
Vendor to assign management and supervisor staff	February 2006
Draft general procedures	February 2006
Draft application and program guidelines including water budgets	February 2006
Recruit and train administrative and customer service staff	March 2006
Toll free phone number established	March 2006
Program office staffed and opened	March 2006

Marketing

CUWCC will market the program through trade allies, predominantly through landscape professionals and qualified landscape outlets. Since the service providers are already established and maintain a customer base, we can cost effectively utilize them to outreach to customers and conduct the retrofit process.

In order to properly prepare landscape professionals, CUWCC will train and certify qualifying providers. The certified landscape providers will identify prime customer targets; pitch the program to these customers; and conduct the pre-conversion inspections. The customer will have the option of utilizing the landscape professional or performing the retrofits on a do-it-yourself basis. For customers that do-it themselves or those customers using a landscape professional that is not certified, the field service vendor would conduct the pre-conversion assessment.

An upscale professional brochure will be created to support face-to-face sales efforts. The brochure will clearly outline the program's benefits and guidelines. Most importantly, the brochure will contain a variety of high resolution photos of sample landscape designs that meet program requirements. This is a key element in dispelling the misnomer that landscape efficiency must only mean cactus, rocks and sand.

Customers will also be directed to local demonstration sites that were created to provide examples of low water use plant varieties, efficient irrigation options, and design and layout ideas.

In addition we plan to work with retail home improvement stores to co-advertise the program and clearly label appropriate irrigation equipment and low water use plants. Additional marketing will be performed by the participating water agency. Agencies will elect to market the program in a wide variety of ways, including advertising in newsletters; bill stuffers for target customers; direct mail; neighborhood home shows and more.

Marketing Tasks and Timeline are detailed on the following page.

Marketing Task List and Schedule

	<i>Due Date</i>
Obtain list of Landscape Professionals within participating agencies' territories	March 2006
Mail outreach letter to Landscape Professionals regarding participation in the program	March 2006
Hold multiple landscaper training sessions in each participating water agencies' territory	May – June 2006
Landscape Professionals generate leads	May 2006 <i>Ongoing</i>
Research and document locations to purchase California native plants and drip or low volume irrigation systems per each participating agency	March – April 2006
Identify sample sites and demonstration gardens to direct customers to	March – April 2006
Generate and print a program brochure/booklet	March – April 2006
Generate HOA, MF and Commercial presentation for on-site sales	March – April 2006
Water agencies identify targets and conduct outreach including direct mail, advertisements in newsletters and on-bill	May 2006 <i>Ongoing</i>
Conduct one-on-one sales to HOAs and small commercial targets	May 2006 <i>Ongoing</i>

Pre-conversion Assessment

The purpose of the pre-conversion assessment is to ensure that the customer does not already deficit-irrigate the turf area. A standard rule of thumb states that 25% of residential sites deficit irrigate, these customers are ineligible for this program. In addition the pre-conversion assessment will make certain that customers fully understand the extent of the program requirements and the water budget assigned to their site.

At the customer site, the pre-conversion field specialist will perform the following duties:

- Confirm that area meets 400 square foot minimum;
- Verify current turf area to be removed;
- Explain that the remaining and new plants must cover 50% or more of the conversion area;
- Take photos to document conversion area;
- Confirm with the customer that an irrigation system will be used with emitters with a rate equal or less than 20 gallons per hour;

- Ensure that the customer understands that if a weed barrier will be utilized, that it must be a permeable landscape material; explain that plastic and vinyl are ineligible and will nullify the incentive;
- Explain the requirement for mulch and proper application;
- Review all other program requirements including the water budget and the need to maintain the new landscape design for at least 10 years;
- Solicit questions from the customer and provide full and clear explanations; and
- Thank the customer for their time and provide office phone number and materials as required.

Water Budget

Low-water using landscapes can still be over-watered. One way to improve the probability of long term water savings is to provide a water budget for participating sites. During the pre-conversion site visits, basic water budgets will be calculated and explained to customers. These budgets will help customers understand the importance of proper irrigation. The water budget data for each site will be transferred to the applicable participating water agencies for future monitoring and customer communication regarding their site's water efficiency.

Listed below are the program start-up tasks and timeline for Pre-conversion and Water Budget Services:

Pre-conversion Assessments & Water Budgets Task List and Schedule

	<i>Due Date</i>
Draft pre-conversion assessment procedures	February 2006
Draft pre-conversion assessment forms to include water budget formula	March 2006
Recruit pre-conversion inspectors	March 2006
Purchase materials for pre-conversion inspectors including digital cameras and/or PDAs	March 2006
Train pre-conversion inspectors and LSPs on pre-conversion requirements	April – June 2006
Set up web site for LSPs to download digital photos of pre-conversions	March – April 2006
Conduct pre-conversion assessments	May 2006 <i>Ongoing</i>

Turf Removal, New Plant & Efficient Irrigation Installation

The customer will carry the responsibility, either on a do-it-yourself basis or through a landscape professional, to remove turf, install new plants as necessary and install an efficient irrigation system. Customers will be given six months to complete their retrofit. Customers will be allowed one 2-month extension if necessary. Once the customer is finished with the retrofit, they can contact the program office and notify the staff that the project is done. A post-conversion inspection will be scheduled at that point in time.

Turf Removal, New Plant & Efficient Irrigation Installation

Customer performs turf removal, new irrigation system installation and new plant installation as necessary.

Due Date

May 2006 *Ongoing*

Post-conversion Inspections

The purpose of the post-conversion inspection is to verify that the work was performed according to the program guidelines and to obtain the area measurement that will be utilized to calculate the incentive to the customer.

At the customer site, the pre-inspection field specialist will perform the following duties during the pre-conversion site visit:

- Measure the conversion area using a measurement wheel;
- Confirm that area meets 400 square foot minimum;
- Confirm that plant area is at least 50% or more of the conversion area;
- Take photos to document problem areas, if required;
- Confirm irrigation system and emitter rate;
- Confirm that proper weed barrier is being utilized;
- Identify mulch and proper application;
- Solicit questions from the customer and provide full and clear explanations;
- Notify the customer that they will be receiving a letter in the mail confirming the conversion area and incentive amount, they must sign and return the letter before they will receive their incentive; and
- Obtain proper signatures, thank the customer for their time and provide materials.

Listed below are the tasks and due dates required to successfully implement Post-conversion services.

Post-conversion Inspections

	<i>Due Date</i>
Draft post-conversion inspection procedures including formulas for calculating square footage of odd-shaped areas	February 2006
Create plant reference guide	March – April 2006
Draft post-conversion inspection forms	March 2006
Recruit post-conversion inspectors with a background in horticulture	March 2006
Purchase materials for post-conversion inspectors including digital cameras and/or PDAs, and measurement wheels	March 2006
Train post-conversion inspectors	April – June 2006
Conduct post-conversion inspections	June 2006 <i>Ongoing</i>

Incentive Calculation and Check Generation

Once the post-conversion assessment is completed, paperwork will be returned to the program office and the incentive determined. This will be calculated utilizing CAD software. The field specialist will “draw” the site using the CAD software and label the measurements collected in the field. The system will then calculate the total square footage to be used as the basis for the incentive check. The reason the calculation is not done in the field during the post-conversion is that most landscaped areas are odd-shaped and therefore square footage is not easily determined. Use of the CAD system provides a more accurate method of determining actual square footage.

The exact square footage will be then entered into the customer work record and the incentive amount calculated. A letter will be sent to the customer requesting their signature as acceptance of the incentive amount. Once the letter is signed and returned to the program office the work order will be completed and the incentive check generated following standard rebate processing and accounting practices.

Incentive Calculation and Check Generation Task List and Schedule

	<i>Due Date</i>
Draft application processing, incentive calculation check generation procedures	February 2006
Recruit and train administrative staff	Feb. – March 2006
Mail incentive calculation letters	June 2006 <i>Ongoing</i>
Processing and generate incentive checks	June 2006 <i>Ongoing</i>

Production

CUWCC has created a production plan for each measure in order to achieve the goal of 1,000,000 square feet removed. We will carefully track Performance versus the Goal on a monthly and yearly basis.

The following is a chart of our production goals per year:

	Year 1	Year 2	Year 3*	Total
Square Feet of Turf Removed	100,000 sq ft	500,000 sq ft	400,000 sq ft	1,000,000 sq ft
Number of Customers Served	100	500	300	900 customers

**It is estimated that commercial customer will have a longer sales cycles and receive their incentives in year 3.*

Incentives

CUWCC has set the incentive level at \$1.00 per square foot. We believe this incentive amount will drive the market and motivate customers to participate. Should DWR elect, the incentive amount could be decreased to \$.80. In this case we would be testing the incentive amount and may see a lower response as a result. Based on the experience of the Las Vegas program, we recommend the \$1.00 per square foot amount as the proper incentive necessary to “tip” customer response towards participating in the program.

The \$1.00 per square foot would be split 50/50 between participating water agencies and DWR. The chart below depicts incentive amounts per year:

	Year 1	Year 2	Year 3*	Total
Incentives Generated	\$100,000	\$500,000	\$400,000	\$1,000,000
Water Agency Share	\$50,000	\$250,000	\$200,000	\$500,000
DWR Share	\$50,000	\$250,000	\$200,000	\$500,000

Water Savings

Based on savings of 43 gallons per square foot per day and a 15 year product life, the lifetime savings are projected below.

	Year 1	Year 2	Year 3*	Total
Square Feet of Turf Removed	100,000 sq ft	500,000 sq ft	400,000 sq ft	1,000,000 sq ft
Lifetime water savings (acre-feet)	198 af	990 af	792 af	1980 af

Cost per Acre-foot

Listed below are the following: estimated project cost, cost share between water agencies and DWR, and the associated cost per acre-foot.

	Estimated Project Cost	Cost per acre-foot
Total Program	\$1,849,581	\$934
Water Agency Share	\$1,084,790	\$548
DWR Share	\$764,790	\$386

Quality Assurance

Because of the level of funding to be managed in this program, it is important to maintain a high level of quality assurance and program integrity. Quality assurance is required for two major aspects of the program:

1. *Ensure that the vendor provides a high level of customer services and their work product is delivered on-time, complete and with accuracy.*
2. *Confirm that customer follows all program requirements and there is no fraudulent activity.*

This will be controlled through many means, included but not limited to:

- Providing comprehensive training for field and office staff as well as landscape professionals;
- Obtaining feedback from customer surveys, quality assurance results and monitoring and assessments, which will be incorporated into on-going training;
- Requiring the service vendor to provide electronic tracking and response to all customer inquiries and complaints within 24 hours;
- Accompanying field auditors on an ongoing, random basis;
- Conducting Random re-inspections;
- Having different inspectors for the pre- and post-conversion inspections of same site;

- Assigning of post-conversion inspection on a purely random basis;
- Providing customers with written requirements and contract;
- Requiring that the customer sign acknowledgement of requirements;
- Performing detailed quality control on 100% of all paperwork and data entry;
- Requiring the field service vendor's computer system to have validity checks and controls; and
- Requiring that at a minimum, three staff people be required to "touch" an application.

Quality Assurance

	<i>Due Date</i>
Draft quality control procedures: staff, customer service, field services, data, incentive check generation, fraud detection	February 2006
Recruit and train quality control staff	March 2006
Implement quality control office and field services	May 2006
Generate QC reports	July 2006 <i>Ongoing</i>

Data Tracking and Reporting

CUWCC understands that DWR requires clear and concise reporting. Our reporting will be submitted on time and with the appropriate level of detail on program progress, customer participation, incentives generated, and estimated water savings. We have provided similar quarterly reports to the California Public Utilities Commission, which includes this same level of data detail in the current CUWCC Pre-Rinse Spray Valve Program.

Data Tracking and Reporting

	<i>Due Date</i>
Draft tracking and reporting requirements	January 2006
Draft sample reports	February 2006
Generate program database	Feb. – April 2006
Data enter customer records	May 2006 <i>Ongoing</i>
Generate program reports	July 2006 <i>Ongoing</i>

In order to reach our site and water savings goals, we need to meticulously track each step of the program to ensure that our production levels are on target. The four major program steps of the process are:

- 1) The customer solicitation process
- 2) Completion of the Pre-conversion Assessment
- 3) Completion of the Post-conversion Assessment
- 4) Customer Incentive Payment processed and mailed

In order to meet program goals, each step of the way must be meticulously tracked. In order to confirm that production is on track, CUWCC will maintain a Production Planner for the program.

	2006				2007				2008			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Market Customers	0	0	2,000	2,000	2,000	2,000	2,000	2,000	0	0	0	0
Pre-conversion Assessments	0	0	25	50	225	225	225	225	225	0	0	0
Post-conversion Inspections	0	0	0	15	25	50	185	185	185	185	185	185
Incentive Check Generation	0	0	0	15	25	50	185	185	185	185	185	185

Statement of Work, Section Three: Monitoring and Assessment

From 1996-2001, the Southern Nevada Water Agency conducted a five year study¹ to determine the water savings achieved through the removal of turf and installation of drip irrigation for remaining and new plants. The study found that, on average, water consumption for turf areas was 79.2 gallons per square foot -- four to five times higher than xeric landscapes at 17.3 gallons per square foot. This shows a savings of 62 gallons per square foot per year on average, equal to a 75% reduction in irrigation water use overall.

Even though California has more moderate climate zones than the SNWA territory, it appears that there is an opportunity for abundant savings. While the precise savings numbers are not at this time firmly established, determining such a set of savings numbers is one of the key goals of this project.

Utilizing SNWA's savings numbers and adjusting them to accurately factor in California's evapotranspiration, we have estimated a savings of 43 gallons/sqft/yr for a similar program to be conducted in a more moderate California evapotranspiration zone.

In order to determine this number, the first step taken was to determine the current baseline...

It is estimated that a typical 1,000 square feet of turf in Metropolitan Water District's middle evapotranspiration zone (that is not deficit irrigated) will require 76.8 hcf/year or 157 gallons per day.

That calculation is shown below:

1,000 sq.ft. x 0.8 Kc x 120% Eto x 48" Eto x .623 "/gal/0.50 DU = 57,416 gallons per year.

This baseline is theoretical and will be validated as a result in this program.

This means that a 75% reduction would result in annual savings of:

43,062 gallons OR 118 gallons per day OR 43 gallons/sq ft/yr.

Irrigation equipment manufacturers state a system product life of 20 – 25 years. Additionally, landscape and irrigation professionals assert that we can safely assume a 15 – 20 year life. For this pilot it is practical to use a conservative 15 year life.

Based upon a product life of 15 years, a square foot of turf removed would save:

¹ *A Five-Year Investigation into the Potential Water and Monetary Savings of Residential Xeriscape in the Mojave Desert.* Published by the Southern Nevada Water Authority, 2001.

43 gallons/sq ft/year x 15 years = 645 gallons/ sq ft/ lifetime savings

Monitoring and Assessment Data Collection

The program would collect and track all program data within a centralized database. The database would capture the following:

- Detailed customer data;
- Customer response rates;
- Percentage of customers following program to completion;
- Average time frames for completion;
- Reasons for participating or not participating;
- Participation by water agency;
- Program cost information, incentive payments;
- Site data information pre- and post- retrofit;
- Number of customers self-installing vs contractor;
- Turf, plant, and system selections;
- Customer comments; and
- Other information required by consultant and DWR.

Post-conversion inspections will be conducted on 100% of the retrofit sites. The inspector will verify that the site was retrofitted according to the submitted application; the appropriate plantings and equipment were utilized; the equipment is in working order; and the customer met all program requirements. Relevant data will be entered into the program data base.

Program data will be summarized and included in the regular program reports submitted to DWR. Reporting will be drafted by February 2006 and submitted monthly, quarterly and annually in accordance with DWR requirements.

By project end, Six Major Questions need to be answered:

1. *What are the accurate water savings for a square foot of turf removed?*
2. *Was the baseline usage estimate accurate?*
3. *Are customers interested and open to this project?*
4. *Is the \$1.00 per foot incentive the correct amount?*
5. *Is the program cost effective?*
6. *Can we quantify the additional program benefits?*

Monitoring and Assessment Approach

To ensure program and water savings data integrity, CUWCC will hire a third party independent monitoring and assessment consultant through an RFP process. CUWCC's field vendor will provide the consultant with all necessary data, including customer records, field methodologies, customer fail rates, and incentive amounts. All companies involved in the program will sign statements of confidentiality and a code of professional ethics.

CUWCC proposes a monitoring and assessment approach that will yield the most rigorous estimates of program savings within the program budget. This approach would span multiple years, so that program effects on full irrigation seasons could be observed. Key features of CUWCC's approach may include:

- Enrolling participants from a cross-section of participating water agencies and climate zones;
- Collecting and analyzing participant billing data for at least a full irrigation season before and after program intervention;
- Installing end-use metering on a sample of participants to measure pre and post irrigation water use;
- Through a questionnaire process, collecting information about customer characteristics that may explain water use patterns;
- Gathering climate zone temperature and evapotranspiration data for pre/post periods and typical conditions, to support development of long-term estimates of water savings.

Prior to finalizing the methodology, the CUWCC consultant will search available literature and industry sources for any applicable monitoring and assessment research that can help refine the evaluation approach for this program.

Qualifications of the Applicant and Cooperators

The California Urban Water Conservation Council, as the lead agency, will provide program management, including all reporting functions. The team assembled for this program is highly experienced in the design and implementation of water efficiency programs. The specialists who have planned and will implement this program have water conservation experience with the following:

- Landscape and irrigation;
- Rebate processing;
- Trade ally marketing;
- Residential and commercial customers;
- Measurement and evaluation; and
- Implementation of statewide programs.

The CUWCC is a non-profit organization composed of 328 member urban water supply agencies, environmental groups, and other entities. The organization's goal is to implement, or aid members in implementing, California water conservation best management practices and other conservation initiatives.

Executive Director, Mary Ann Dickinson

With over 16 years of conservation experience, Mary Ann Dickinson has a diverse background in water efficiency program design, implementation, marketing, and management. She has over 30 years of experience in project management. Her goal is to bring water efficiency to its highest possible level statewide by bringing new products to market as well as implementation of statewide retrofit programs. An example of her stewardship is the CUWCC Rinse and Save Program, operating since 2002. Under Mary Ann's watchful eye the Rinse and Save Program, a statewide spray valve retrofit program, has delivered 25,850 AF of savings to 20,000 customer sites.

Mary Ann is also involved in State water policy issues. She serves on the California Bulletin 160 State Water Plan Advisory Committee, and also serves on the California Bay-Delta Water Use Efficiency Subcommittee, where she has been an active participant working closely on programs and issues benefiting the Bay Delta watershed. In particular, the issue of landscape water efficiency has been flagged in these two forums as a clear example of the multiple benefits to the Bay Delta watershed.

Prior to joining the Council in January of 1999, Mary Ann was a Branch Manager for the Metropolitan Water District of Southern California, where she worked on planning, legislative, conservation, and community conservation programs since 1992.

From 1989 to 1992 served as Deputy Director for Public and Governmental Affairs at the South Central Connecticut Regional Water Authority. In that capacity she

coordinated state and local government activities and managed a statewide water conservation program involving 63 water utilities.

Mary Ann has a depth of experience as a resource manager, having worked at the Connecticut Department of Environmental Protection for 18 years as a coastal management regulator, planning specialist, and legislative lobbyist.

CUWCC Program Manager, Maureen Erbeznik

Maureen Erbeznik has been in the water efficiency industry since 1988, first working for Honeywell DMC and later establishing her own consulting business. Implementing over 25 different projects, Maureen has run some of the nation's largest water efficiency programs. She has repeatedly demonstrated her ability to design logical and operationally superior program systems.

As an industry consultant since 2001, Maureen has designed and implemented programs for CUWCC, Pasadena Water and Power, City of Santa Monica, Metropolitan Water District of Southern California, and Redwood City, among others. She currently serves as Program Manger for CUWCC's Rinse and Save Program. Through Maureen's leadership, the program has operated on schedule and has met all major program goals, and as a result the California Public Utility Commission acknowledged that CUWCC was the only third-party cooperater to have been on schedule and within budget in phase one of the CPUC funding.

While at Honeywell DMC, Maureen managed a number of highly successful water and energy programs. Notable programs included LADWP ULFT Program, MWD CII program, and San Diego County Water Authority Voucher Rebate Program. An indication of Maureen's quality management was her extraordinarily high contract renewal percentage.

John Koeller, CUWCC Monitoring and Assessment Technical Consultant

John Koeller has been engaged as a consultant in the water and energy efficiency market since 1992. John, principal consultant with Koeller and Company, has more than 30 years of experience serving clients in both the public and private sectors. He has performed more than 230 technical assignments for a variety of clients, including Metropolitan Water District of Southern California, East Bay MUD, Municipal Water District of Orange County, SDG&E, Southern California Edison, Inland Empire Utilities Agency and Seattle Public Utilities.

John is currently a technical consultant to CUWCC handling an array of technical assignments including oversight of the measurement and verification (M&V) for the CUWCC Rinse and Save Program. Overseeing the measurement and verification consultant, John was responsible for the technical viability of the M&V methodology and ensuring the validity of the savings numbers overall.

Tom Larson, Landscape and Irrigation Technical Consultant

With 25 years as a landscape management and irrigation expert, Tom Larson is a landscape consultant with DUDEK and Associates. He has become the water industry's landscape and irrigation innovation expert by working to develop intelligent new initiatives to bring more meaningful savings to this water-use segment.

California's water agencies (Metropolitan Water District of Southern California, Municipal Water District of Orange County, San Bernardino, and many others) have heavily relied upon Tom through the years to aid them in the development and implementation of their landscape programs. An example of his work is with the City of Anaheim where Tom directed the design team responsible for the creation of the Homeowner Association Water Conservation Program. HOA landscape water use was reduced per site by 20- 60%.

For this contract, Tom will provide a variety of services including: validating savings assumptions, assisting in developing the water budget, designing the marketing materials, developing the plant reference guide and training curriculum and conducting the inspector and landscape professional training.

With a highly success rate with HOA properties, Tom will provide insight and support in the outreach process to this and other high-potential landscape customers.

Outreach, Community Involvement, and Acceptance

This initiative brings together water agencies from throughout the state of California to deliver water savings that make an impact. To show their strong interest and backing, CUWCC has included letters of support from:

1. Alameda County Water District
2. Big Bear Lake, City of
3. Coastside County Water District
4. California Water Service Company
5. Contra Costa Water District
6. Dublin San Ramon Services District
7. Eastern Municipal Water District
8. El Dorado Irrigation District
9. Escondido, City of
10. Foothill Municipal Water District
11. Goleta Water District
12. Inland Empire Utilities Agency
13. Los Angeles Dept. of Water & Power
14. Municipal Water District of Orange County
15. Napa, City of
16. Otay Water District
17. Placer County Water District
18. Redwood City, City of
19. San Diego County Water Authority
20. Santa Barbara, City of San Diego, City of
21. Santa Clara Valley Water District
22. Santa Fe Irrigation District
23. Santa Rosa, City of
24. Valley of the Moon
25. Walnut Valley Water District

CUWCC has also received strong support from environmental groups and other interested companies throughout the state including:

- ADRO Environmental
- Mono Lake Committee
- Bay Area Water Supply & Conservation Agency

- Regional Water Authority

The technical nature and pilot status of the program is not conducive to utilizing community groups at this time. Despite this, local businesses (many of them being one-man shops or small businesses) will be an integral part of the process. The program will bring business opportunity and revenues to:

- landscape designers,
- maintenance companies,
- irrigation vendors and
- nurseries

These businesses cover an array of ethnicities and economic levels. The program will bring over one million dollars of incentive money that will flow into the landscape and irrigation industry.

Innovation

The Turf Buy Back Program is a highly innovative initiative. California water agencies have been unable to implement a landscape efficiency program of any large scale consequence. CUWCC has carefully studied the programs that have worked in other states and created a design that fits the California marketplace. We strongly believe that this design will provide a major impact in the state's water industry. The rich data gained from this program will provide a new level of knowledge that will provide a future direction for landscape efficiency measures.

This program provides a level of incentive that will push the marketplace to try something new and different. We will learn who the prime customer targets are and what makes them take action. We will also learn why other customers chose not to make a change.

Nothing improves market acceptance better than positive customer testimonials. If our program delivers the expected customer benefits and positive feedback, more water agencies throughout the state will take interest, crafting their own program designs or replicating this one.

The statewide scope and participation volume of this program will seed interest with customers as well. Neighbors will talk to one another and gain a new level of awareness about landscape watering. They may even consider changes in their own backyards.

These small first steps will provide new information to many...water professionals, landscape professionals, and customers, alike.

This program is expected to secure 2,382 acre-feet of savings from this *hard to reach* water market and, most importantly, to help the water industry better understand the landscape irrigation baseline in the State of California.

Project Benefits

The multiple benefits of the Statewide Turf Buy Back Program are as follows:

- **Will provide economies of scale through a statewide program.** By combining agencies into one statewide program, small and medium sized water suppliers will be able to participate, whereas they could not afford to do so on their own. This is particularly true for those water suppliers in hard-hit economically disadvantaged communities, where often the water supply constraints are tight as well.
- **Will capture savings from a formerly hard-to-reach customer.** This highly innovative initiative is designed to capture savings from a “problem market”. Irrigation efficiency has exacerbated California water agencies for years, and this program may provide the first real key to gain entry into this market.
- **Will reduce peak demands.** Reduction of irrigation watering provides the highest value savings: peak savings. By shaving the peak demand, we are delaying the costly need for system expansion and capital investments.
- **Will minimize the need for pesticides and fertilizers.** With turf reduction, the new turf areas are smaller and therefore require less fertilizer and pesticides to be used.
- **Will reduce water use overall.** A redesigned turf and irrigation system will result in optimal water use – this means that excessive water use will be minimized. The upgraded system will be designed to apply water in the exact locations needed. This reduces run off flows.
- **Will reduce contamination of nearshore waters.** By reducing run off, less water will flow into the storm drains and directly in the Bay-Delta watershed or other receiving bodies such as the ocean. Because storm drain water contains high levels of trash, bacteria, oil and other pollutants, reduced irrigation water means less pollution discharged into these waters.
- **Will provide multiple benefits to the Bay-Delta region.** Water savings provide relief and multiple benefits to the overextended Bay-Delta region in several ways. First, demand for water from the Delta will be reduced in peak summer and fall months when flow through the Delta is lowest. Second, runoff discharges into the Delta will be reduced, thus decreasing the contaminant load or Total Maximum Daily Load (TMDL) into the Bay-Delta watershed. Third, if more flow is left in the Delta because of reduced peak demands for water, that flow can benefit fisheries and other aquatic species. Finally, reduced landscape irrigation means reducing excessive growth of turf which gets mowed and contributes to the “green waste” solid waste load within the Bay-Delta watershed.

Statewide Urban Water Agency One-Stop Rebate Program

	Water Agency Staff	CUWCC Staff	Tech Support	Proj. Mgr	Director	Consultant	Customer Rebates	Other Expenses		Subtotal	39% Admin	Project Total	Cost Share	DWR Share	
Administration Initial															
Salaries	595,200	40,000	15,000	130,000	30,000					810,200	315,978	1,126,178	860,689	265,489	
Fringe Benefits	267,840	18,000	6,750	58,500	13,500					364,590	142,190	506,780	387,310	119,470	
Supplies										0	0	0	0	0	
Equipment										0	0	0	0	0	
										Subtotal	1,174,790	458,168	1,632,958	1,247,999	384,959
Consulting Services & Processing															
Service Fees						71,000				71,000		71,000	35,500	35,500	
HE Washers						125,000				125,000		125,000	62,500	62,500	
HEW Comm.						87,500				87,500		87,500	43,750	43,750	
Water Brooms						12,500				12,500		12,500	6,250	6,250	
ULFTs Residential						100,000				100,000		100,000	50,000	50,000	
Zero-Water Urinals						87,500				87,500		87,500	43,750	43,750	
X-Ray Film						2,750				2,750		2,750	1,375	1,375	
ULFT Commercial						62,500				62,500		62,500	31,250	31,250	
										Subtotal	548,750	0	548,750	274,375	274,375
Travel															
Travel		1,200	0	14,400	3,600					19,200	7,488	26,688	9,600	17,088	
										Subtotal	19,200	7,488	26,688	9,600	17,088
Rebates															
HE Washers							1,500,000			1,500,000		1,500,000	750,000	750,000	
HEW Comm.							1,575,000			1,575,000		1,575,000	787,500	787,500	
Water Brooms							25,000			25,000		25,000	12,500	12,500	
ULFTs Residential							400,000			400,000		400,000	200,000	200,000	
Zero-Water Urinals							1,050,000			1,050,000		1,050,000	525,000	525,000	
X-Ray Film							220,000			220,000		220,000	110,000	110,000	
ULFT Commercial							750,000			750,000		750,000	375,000	375,000	
										Subtotal	5,520,000	0	5,520,000	2,760,000	2,760,000
										0	0	0	0	0	
Monitoring and Assessment															
Implement Verification						140,440				140,440	21,066	161,506	33,706	127,800	
Reporting (Contract Management)						10,000				10,000	1,500	11,500	2,400	9,100	
										Subtotal	150,440	22,566	173,006	36,106	136,900
Grand Totals	863,040	59,200	21,750	202,900	47,100	699,190	5,520,000	0	Grand Total	7,413,180	488,222	7,901,402	4,328,080	3,573,322	
													55%	45%	
													Cost per acre-foot saved	\$434	
													Water agency cost share	\$238	
													DWR cost share	\$196	

**Statewide Urban Water Agency One-Stop Rebate Program
Schedule**

Project	Budget	Year 1				Year 1 Subtotal	Year 2				Year 2 Subtotal	Year 3				Year 3 Subtotal	Total
		Q1	Q2	Q3	Q4		Q1	Q2	Q3	Q4		Q1	Q2	Q3	Q4		
Administration Initial																	
Salaries	\$265,489	\$22,124	\$22,124	\$22,124	\$22,124	\$88,496	\$22,124	\$22,124	\$22,124	\$22,124	\$88,496	\$22,124	\$22,124	\$22,124	\$22,124	\$88,496	\$265,489
Fringe Benefits	\$119,470	\$9,956	\$9,956	\$9,956	\$9,956	\$39,823	\$9,956	\$9,956	\$9,956	\$9,956	\$39,823	\$9,956	\$9,956	\$9,956	\$9,956	\$39,823	\$119,470
Supplies	\$0																
Equipment	\$0																
Administration Initial	\$384,959																
Consulting Services & Processing																	
Service Fees	\$35,500	\$2,958	\$2,958	\$2,958	\$2,958	\$11,833	\$2,958	\$2,958	\$2,958	\$2,958	\$11,833	\$2,958	\$2,958	\$2,958	\$2,958	\$11,833	\$35,500
HE Washers	\$62,500	\$5,208	\$5,208	\$5,208	\$5,208	\$20,833	\$5,208	\$5,208	\$5,208	\$5,208	\$20,833	\$5,208	\$5,208	\$5,208	\$5,208	\$20,833	\$62,500
HEW Comm.	\$43,750	\$3,646	\$3,646	\$3,646	\$3,646	\$14,583	\$3,646	\$3,646	\$3,646	\$3,646	\$14,583	\$3,646	\$3,646	\$3,646	\$3,646	\$14,583	\$43,750
Water Brooms	\$6,250	\$521	\$521	\$521	\$521	\$2,083	\$521	\$521	\$521	\$521	\$2,083	\$521	\$521	\$521	\$521	\$2,083	\$6,250
ULFTs Residential	\$50,000	\$4,167	\$4,167	\$4,167	\$4,167	\$16,667	\$4,167	\$4,167	\$4,167	\$4,167	\$16,667	\$4,167	\$4,167	\$4,167	\$4,167	\$16,667	\$50,000
Zero-Water Urinals	\$43,750	\$3,646	\$3,646	\$3,646	\$3,646	\$14,583	\$3,646	\$3,646	\$3,646	\$3,646	\$14,583	\$3,646	\$3,646	\$3,646	\$3,646	\$14,583	\$43,750
X-Ray Film	\$1,375	\$115	\$115	\$115	\$115	\$458	\$115	\$115	\$115	\$115	\$458	\$115	\$115	\$115	\$115	\$458	\$1,375
ULFT Commercial	\$31,250	\$2,604	\$2,604	\$2,604	\$2,604	\$10,417	\$2,604	\$2,604	\$2,604	\$2,604	\$10,417	\$2,604	\$2,604	\$2,604	\$2,604	\$10,417	\$31,250
Consulting Services & Processing	\$274,375																
Travel																	
Travel	\$17,088	\$1,424	\$1,424	\$1,424	\$1,424	\$5,696	\$1,424	\$1,424	\$1,424	\$1,424	\$5,696	\$1,424	\$1,424	\$1,424	\$1,424	\$5,696	\$17,088
Travel	\$17,088																
Rebates																	
HE Washers	\$750,000	\$62,500	\$62,500	\$62,500	\$62,500	\$250,000	\$62,500	\$62,500	\$62,500	\$62,500	\$250,000	\$62,500	\$62,500	\$62,500	\$62,500	\$250,000	\$750,000
HEW Comm.	\$787,500	\$65,625	\$65,625	\$65,625	\$65,625	\$262,500	\$65,625	\$65,625	\$65,625	\$65,625	\$262,500	\$65,625	\$65,625	\$65,625	\$65,625	\$262,500	\$787,500
Water Brooms	\$12,500	\$1,042	\$1,042	\$1,042	\$1,042	\$4,167	\$1,042	\$1,042	\$1,042	\$1,042	\$4,167	\$1,042	\$1,042	\$1,042	\$1,042	\$4,167	\$12,500
ULFTs Residential	\$200,000	\$16,667	\$16,667	\$16,667	\$16,667	\$66,667	\$16,667	\$16,667	\$16,667	\$16,667	\$66,667	\$16,667	\$16,667	\$16,667	\$16,667	\$66,667	\$200,000
Zero-Water Urinals	\$525,000	\$43,750	\$43,750	\$43,750	\$43,750	\$175,000	\$43,750	\$43,750	\$43,750	\$43,750	\$175,000	\$43,750	\$43,750	\$43,750	\$43,750	\$175,000	\$525,000
X-Ray Film	\$110,000	\$9,167	\$9,167	\$9,167	\$9,167	\$36,667	\$9,167	\$9,167	\$9,167	\$9,167	\$36,667	\$9,167	\$9,167	\$9,167	\$9,167	\$36,667	\$110,000
ULFT Commercial	\$375,000	\$31,250	\$31,250	\$31,250	\$31,250	\$125,000	\$31,250	\$31,250	\$31,250	\$31,250	\$125,000	\$31,250	\$31,250	\$31,250	\$31,250	\$125,000	\$375,000
Rebates	\$2,760,000																
Monitoring and Assessment																	
Implement Verification	\$127,800	\$10,650	\$10,650	\$10,650	\$10,650	\$42,600	\$10,650	\$10,650	\$10,650	\$10,650	\$42,600	\$10,650	\$10,650	\$10,650	\$10,650	\$42,600	\$127,800
Reporting (Contract Management)	\$9,100	\$758	\$758	\$758	\$758	\$3,033	\$758	\$758	\$758	\$758	\$3,033	\$758	\$758	\$758	\$758	\$3,033	\$9,100
Monitoring and Assessment	\$136,900																
Total	\$3,573,322	\$297,777	\$297,777	\$297,777	\$297,777	\$1,191,107	\$297,777	\$297,777	\$297,777	\$297,777	\$1,191,107	\$297,777	\$297,777	\$297,777	\$297,777	\$1,191,107	\$3,573,322

Applicant: California Urban Water Conservation Council
Statewide Urban Water Agency One-Stop Rebate Program

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

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

	Category (I)	Project Costs \$ (II)	Contingency % (ex. 5 or 10) (III)	Project Cost + Contingency \$ (IV)	Applicant Share \$ (V)	State Share Grant \$ (VI)	Life of investment (years) (VII)	Capital Recovery Factor (VIII)	Annualized Costs \$ (IX)
	Administration ¹								
	Salaries, wages	\$1,126,178	0	\$1,126,178	\$860,689	\$265,489	10	0.1359	\$153,048
	Fringe benefits	\$506,780	0	\$506,780	\$387,310	\$119,470	10	0.1359	\$68,871
	Supplies	\$0	0	\$0	\$0	\$0	10	0.1359	\$0
	Equipment	\$0	0	\$0	\$0	\$0	10	0.1359	\$0
	Consulting services	\$548,750	0	\$548,750	\$274,375	\$274,375	10	0.1359	\$74,575
	Travel	\$26,688	0	\$26,688	\$9,600	\$17,088	10	0.1359	\$3,627
	Indirect Costs	\$0	0	\$0	\$0	\$0	10	0.1359	\$0
(a)	Total Administration Costs	\$2,208,396		\$2,208,396	\$1,531,974	\$676,422			\$300,121
(b)	Planning/Design/Engineering	\$0	0	\$0	\$0	\$0	10	0.1359	\$0
(c)	Rebates	\$5,520,000	0	\$5,520,000	\$2,760,000	\$2,760,000	10	0.1359	\$750,168
(d)	Materials/Installation/Implementation	\$0	0	\$0	\$0	\$0	10	0.1359	\$0
(e)	Implementation Verification	\$0	0	\$0	\$0	\$0	10	0.1359	\$0
(f)	Project Legal/License Fees	\$0	0	\$0	\$0	\$0	10	0.1359	\$0
(g)	Structures	\$0	0	\$0	\$0	\$0	10	0.1359	\$0
(h)	Land Purchase/Easement	\$0	0	\$0	\$0	\$0	10	0.1359	\$0
	Environmental								
(i)	Compliance/Mitigation/Enhancement	\$0	0	\$0	\$0	\$0	10	0.1359	\$0
(j)	Construction	\$0	0	\$0	\$0	\$0	10	0.1359	\$0
(k)	Implement Verification	\$161,506	0	\$161,506	\$33,706	\$127,800	10	0.1359	\$21,949
(l)	Monitoring and Assessment	\$0	0	\$0	\$0	\$0	10	0.1359	\$0
(m)	Report Preparation	\$11,500	0	\$11,500	\$2,400	\$9,100	10	0.1359	\$1,563
(n)	TOTAL	\$7,901,402		\$7,901,402	\$4,328,080	\$3,573,322			\$1,073,801
(o)	Cost Share -Percentage				55	45			

1- excludes administration O&M.

Applicant: California Water Conservation Council

Statewide Urban Water Agency One-Stop Rebate Program

Table C-2: Annual Operations and Maintenance Costs

Operations (1) (I)	Maintenance (II)	Other (III)	Total (IV) (I + II + III)
\$7,901,402	\$0	\$0	\$7,901,402

(1) Include annual O & M administration costs here.

Table C-3: Total Annual Project Costs

Annual Project Costs (1) (I)	Annual O&M Costs (2) (II)	Total Annual Project Costs (III) (I + II)
\$1,073,801	\$7,901,402	\$8,975,203

(1) From Table C-1, row (n) column (IX)

(2) From Table C-2, column (IV)

Table C- 4: Capital Recovery Table (1)

Life of Project (in years)	Capital Recovery Factor
1	1.0600
2	0.5454
3	0.3741
4	0.2886
5	0.2374
6	0.2034
7	0.1791
8	0.1610
9	0.1470
10	0.1359
11	0.1268
12	0.1193
13	0.1130
14	0.1076
15	0.1030
16	0.0990
17	0.0954
18	0.0924
19	0.0896
20	0.0872
21	0.0850
22	0.0830
23	0.0813
24	0.0797
25	0.0782
26	0.0769
27	0.0757
28	0.0746
29	0.0736
30	0.0726
31	0.0718
32	0.0710
33	0.0703
34	0.0696
35	0.0690
36	0.0684
37	0.0679
38	0.0674
39	0.0669
40	0.0665
41	0.0661
42	0.0657
43	0.0653
44	0.0650
45	0.0647
46	0.0644
47	0.0641
48	0.0639
49	0.0637
50	0.0634

(1) Based on 6% discount rate.

Applicant: California Urban Water Conservation Council
Statewide Urban Water Agency One-Stop Rebate Program

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

	Qualitative Description - Required of all applicants ¹				Quantitative Benefits where data are available ²
	Description of physical benefits (in-stream flow and timing, water quantity and water quality) for:	Time pattern and Location of Benefit	Project Life: Duration of Benefits	State Why Project Bay Delta benefit is Direct ³ Indirect ⁴ or Both	Quantified Benefits (in-stream flow and timing, water quantity and water quality)
Bay Delta	<ul style="list-style-type: none"> *Reduced water demand throughout the year; *Avoided costs associated with demand reduction (supply, distribution, energy, etc.) *Improved reliability for Bay Delta region *Reduction of runoff nonpoint contaminants *Reduced unrecoverable water losses due to evaporation *General improvements to ecosystem related to reduced drought stress 	<ul style="list-style-type: none"> *Time pattern: year round with special emphasis during dry summer months *Location: statewide 	Estimated Project Life is 10 years.	The majority of benefits will be direct benefits in terms of reduced water withdrawals from the Bay-Delta watershed, particularly during the peak season of the hot and dry summer/fall months. Water not withdrawn for residential, commercial or industrial use is water left in the Bay-Delta watershed.	This project is designed to improve cooling system maintenance to reduce water use. At the conclusion of the project quantifiable savings and benefits will be derived in the covered service areas.
Local	<ul style="list-style-type: none"> *Reduced water demand throughout the year; *Avoided costs associated with demand reduction (supply, distribution, energy, etc.) *Improved reliability *Reduction of runoff nonpoint contaminants *General improvements to ecosystem related to reduced drought stress 	<ul style="list-style-type: none"> *Time pattern: year round with special emphasis during dry summer months *Location: statewide 	Estimated Project Life is 10 years.	The majority of benefits will be direct benefits in terms of reduced water withdrawals from the Bay-Delta watershed, particularly during the peak season of the hot and dry summer/fall months. Water not withdrawn for residential, commercial or industrial use is water left in the local water supply watershed.	This project is designed to improve cooling system maintenance to reduce water use. At the conclusion of the project quantifiable savings and benefits will be derived in the covered service areas.

¹ The qualitative benefits should be provided in a narrative description. Use additional sheet.

² Direct benefits are project outcomes that contribute to a CALFED objective within the Bay-Delta system during the life of the project.

³ Indirect benefits are project outcomes that help to reduce dependency on the Bay-Delta system. Indirect benefits may be realized over time.

⁴ The project benefits that can be quantified (i.e. volume of water saved or mass of constituents reduced) should be provided.

Applicant: California Urban Water Conservation Council

Statewide Urban Water Agency One-Stop Rebate Program

Table C-6 Project Annual Local Monetary Benefits

ANNUAL LOCAL BENEFITS	ANNUAL QUANTITY	UNIT OF MEASUREMENT	ANNUAL MONETARY BENEFITS
(a) Avoided Water Supply Costs (Current or Future Source)	0		\$0
(b) Avoided Energy Costs	0		\$0
(c) Avoided Waste Water Treatment Costs	0		\$0
(d) Avoided Labor Costs	0		\$0
(e) Avoided Cost Agv of All Water Agencies	1128 AF	\$352/AF	\$397,056
(f) Total [(a) + (b) + (c) + (d) + (e)]			\$397,056

Table C-7 Project Local Monetary Benefits and Project Costs

(a) Total Annual Monetary Benefits [(Table C-6, row (f))	\$397,056
(b) Total Annual Project Costs (Table C-3, column III)	\$8,975,203

Table C-8 Applicant's Cost Share and Description

Applicant's cost share %: (from Table C-1, row o, column V)	55
Describe how the cost share (based on relative balance between Bay-Delta and Local Benefits) is derived. (See Section A-7 for description.)	
<p>The California Urban Water Conservation Council (Council) will provide 24% of its indirect costs to this project. Our overhead rate for 2004 is 39% and includes salaries, benefits, contractors not funded by grant programs, equipment, supplies, travel, printing, telephone, rent, parking, training and other administrative expenses. Our overhead rate appears to be high since we perform many functions in-house rather than through consultants. This percentage was developed by our on-contract Chief Financial Officer. The Council utilizes a separate auditing firm to perform voluntary annual audits. We provide many services to member water agencies, state and federal agencies, and others in the areas of technical assistance, research, and information services.</p>	



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

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

RE: CALIFORNIA DEPARTMENT OF WATER RESOURCES PROP 50 GRANT APPLICATION
FOR STATEWIDE URBAN WATER AGENCY ONE-STOP REBATE PROGRAM

Dear Ms. Dickinson:

The Alameda County Water District (ACWD) wishes to convey our strong support for the California Urban Water Conservation Council's application for Proposition 50 Water Use Efficiency grant funding for Statewide Urban Water Agency One-Stop Rebate Program.

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

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

The needs of urban water suppliers are the primary concern of the Council. California's increasing demand for water can be met in part by successful, cost-effective conservation programs, and the Council provides training programs, manuals and technical help to assist in developing conservation programs. The Council has also directly managed – very successfully – conservation implementation programs on behalf of its members.

The track record of the Council has been impressive. As a result, ACWD strongly supports this application for funding under Proposition 50. We believe this proposal will provide great benefit to our urban water efficiency community in addition to providing water savings to help enhance not only our own watershed but direct benefits to the California Bay-Delta estuary.

We look forward to being a partner with the Council and other community organizations in this important and innovative water use efficiency grant proposal.

Sincerely,

A handwritten signature in black ink, appearing to read "Paul Piraino", is written over a light blue rectangular background.

Paul Piraino
General Manager

DEPARTMENT OF WATER AND POWER



January 4, 2005

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

RE: CALIFORNIA DEPARTMENT OF WATER RESOURCES PROP 50 GRANT
APPLICATION FOR STATEWIDE URBAN WATER AGENCY ONE-STOP REBATE
PROGRAM

Dear Ms. Dickinson:

City of Big Bear Lake Department of Water and Power wishes to convey our strong support for the California Urban Water Conservation Council's application for Proposition 50 Water Use Efficiency grant funding for Statewide Urban Water Agency One-stop Rebate Program.

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

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

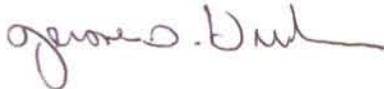
The needs of urban water suppliers are the primary concern of the Council. California's increasing demand for water can be met in part by successful, cost-effective conservation programs, and the Council provides training programs, manuals and technical help to assist in developing conservation programs. The Council has also directly managed – very successfully – conservation implementation programs on behalf of its members.

The track record of the Council has been impressive. As a result, City of Big Bear Lake Department of Water and Power strongly supports this application for funding under Proposition

50. We believe this proposal will provide great benefit to our urban water efficiency community in addition to providing water savings to help enhance not only our own watershed but direct benefits to the California Bay-Delta estuary.

We look forward to being a partner with the Council and other community organizations in this important and innovative water use efficiency grant proposal.

Sincerely,

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

Jerome D. Gruber
General Manager
City of Big Bear Lake
Department of Water and Power



CALIFORNIA WATER SERVICE COMPANY

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

January 3, 2005

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

RE: California Department of Water Resources Prop 50 Grant Application for: **Statewide Urban Water Agency One-Stop Rebate Program**

Dear Ms. Dickinson:

California Water Service Company (Cal Water) wishes to convey our strong support for the California Urban Water Conservation Council's application for Proposition 50 Water Use Efficiency grant funding for **Statewide Urban Water Agency One-Stop Rebate Program**.

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

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

The needs of urban water suppliers are the primary concern of the Council. California's increasing demand for water can be met in part by successful, cost-effective conservation programs, and the Council provides training programs, manuals and technical help to assist in developing conservation programs. The Council has also directly managed – very successfully – conservation implementation programs on behalf of its members.

The record of accomplishment of the Council has been impressive. As a result, Cal Water strongly supports this application for funding under Proposition 50. We believe this proposal will provide great benefit to our urban water efficiency community in addition to providing water savings to help enhance not only our own watershed but also direct benefits to the California Bay-Delta estuary.

We look forward to being a partner with the Council and other community organizations in this important and innovative water use efficiency grant proposal.

Sincerely,

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

Paul Ekstrom
Vice President, Corporate Secretary
California Water Service Company

January 5, 2005

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

RE: CALIFORNIA DEPARTMENT OF WATER RESOURCES PROPOSITION 50
GRANT APPLICATION FOR STATEWIDE URBAN WATER AGENCY ONE-
STOP REBATE PROGRAM

MARY ANN
Dear Ms. Dickinson:

Castaic Lake Water Agency wishes to convey its strong support for the California Urban Water Conservation Council's application for Proposition 50 Water Use Efficiency grant funding for the Statewide Urban Water Agency One-stop Rebate Program.

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

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

The needs of urban water suppliers are the primary concern of the Council. California's increasing demand for water can be met in part by successful, cost-effective conservation programs, and the Council provides training programs, manuals and technical help to assist in developing conservation programs. The Council has also directly managed – very successfully – conservation implementation programs on behalf of its members, such as CLWA.

The track record of the Council has been impressive. As a result, CLWA strongly supports this application for funding under Proposition 50. We believe this proposal will provide great benefit to our urban water efficiency community. In addition, it will provide water savings to help enhance not only our own service area but also the California Bay-Delta estuary.



DIRECTORS
E.G. "JERRY" GLADBACH
DEAN D. EFSTATHIOU
WILLIAM C. COOPER
ROBERT J. DIPRIMIO
WILLIAM PECSI
PETER KAVOUNAS
BARBARA DORE
THOMAS P. CAMPBELL
EDWARD A. COLLEY
JACQUELYN H. McMILLAN
R.J. KELLY

GENERAL MANAGER
DAN MASNADA

GENERAL COUNSEL
McCORMICK, KIDMAN &
BEHRENS, LLP

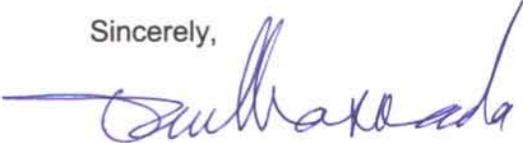
SECRETARY
MARCIA WARD

"A PUBLIC AGENCY PROVIDING RELIABLE, QUALITY WATER AT A REASONABLE COST TO THE SANTA CLARITA VALLEY"

27234 BOUQUET CANYON ROAD • SANTA CLARITA, CALIFORNIA 91350-2173 • 661 297•1600 FAX 661 297•1611
website address: www.clwa.org

We look forward to being a partner with the Council and other community organizations in this important and innovative water use efficiency grant proposal.

Sincerely,

A handwritten signature in blue ink, appearing to read "Dan Masnada". The signature is fluid and cursive, with a long horizontal stroke extending to the left.

Dan Masnada
General Manager

xc: CLWA Board of Directors



1515 SIXTH STREET • COACHELLA, CA 92236

Fax: (760) 398-8117

Administration	398-3502	Grants	398-5110
Animal Control	398-4978	Housing	398-5110
Building	398-3002	Personnel	398-3502
City Clerk	398-3502	Planning	398-3102
City Council	391-5009	Public Works	398-5744
Code Enforcement	398-4978	Recreation	398-3502
Economic Develop.	398-5110	Riverside Sheriff's Office	863-8990
Engineering	398-5744	Sanitary	391-5008
Finance	398-3502	Senior Svs.	398-0104
Fire	398-8895	Utilities	398-2702

January 7, 2005

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

RE: CALIFORNIA DEPARTMENT OF WATER RESOURCES PROP 50 GRANT
APPLICATION FOR STATEWIDE URBAN WATER AGENCY ONE-STOP REBATE
PROGRAM

Dear Ms. Dickinson:

City of Coachella wishes to convey our strong support for the California Urban Water Conservation Council's application for Proposition 50 Water Use Efficiency grant funding for Statewide Urban Water Agency one-Stop Rebate Program.

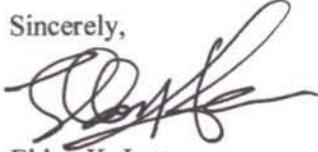
Since its creation in December 1991, the California Urban Water Conservation Council has become a leading force in the promotion and implementation of water conservation programs in California. Through the execution of the Council's 14 Best Management Practices (BMPs), urban water agencies across the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

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The track record of the Council has been impressive. As a result, City of Coachella strongly supports this application for funding under Proposition 50. We believe this proposal will provide great benefit to our urban water efficiency community in addition to providing water savings to help enhance not only our own watershed but direct benefits to the California Bay-Delta estuary. We look forward to being a partner with the Council and other community organizations in this important and innovative water use efficiency grant proposal.

Sincerely,

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

Eldon K. Lee
Director of Public Works
City of Coachella



January 3, 2005

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

RE: CALIFORNIA DEPARTMENT OF WATER RESOURCES PROP 50 GRANT APPLICATION FOR STATEWIDE URBAN WATER AGENCY ONE-STOP REABTE PROGRAM

Dear Ms. Dickinson:

Coastside County Water District wishes to convey our strong support for the California Urban Water Conservation Council's application for Proposition 50 Water Use Efficiency grant funding for the Statewide Urban Water Agency One-Stop Rebate Program.

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

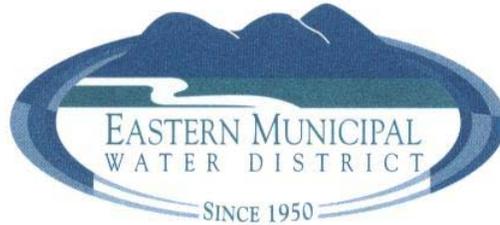
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The needs of urban water suppliers are the primary concern of the Council. California's increasing demand for water can be met in part by successful, cost-effective conservation programs, and the Council provides training programs, manuals and technical help to assist in developing conservation programs. The Council has also directly managed – very successfully – conservation implementation programs on behalf of its members.

The track record of the Council has been impressive. As a result, Coastside County Water District strongly supports this application for funding under Proposition 50. We believe this proposal will provide great benefit to our urban water efficiency community in addition to providing water savings to help enhance not only our own watershed but direct benefits to the California Bay-Delta estuary. We look forward to being a partner with the Council and other community organizations in this important and innovative water use efficiency grant proposal.

Sincerely,

Ed Schmidt
General Manager
Coastside County Water District



January 5, 2005

Board of Directors

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Vice President

Randy A. Record

Rodger D. Siems

David J. Slawson

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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

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

RE: CALIFORNIA DEPARTMENT OF WATER RESOURCES PROP 50 GRANT APPLICATIONS

Dear Ms. Dickinson:

Eastern Municipal Water District wishes to convey its support for the California Urban Water Conservation Council's application for Proposition 50 Water Use Efficiency grant funding for the following grant applications:

- Urban Water Efficiency Technical Assistance Program
- Urban Water Efficiency Agency Training Program
- Statewide Pilot Turf Buy-Back Program
- Statewide Urban Water Agency One-Stop Rebate Program
- Statewide Urban Pilot Rebate Program for Cooling Tower Conductivity
- Water Saving Home Website Customer Feedback Program

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

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The needs of urban water suppliers are the primary concern of the Council. California's increasing demand for water can be met in part by successful, cost-effective conservation programs, and the Council provides training programs, manuals and technical help to assist in developing these programs. The Council has also successfully managed conservation implementation programs on behalf of its members.

Mary Ann Dickinson
January 5, 2005
Page 2

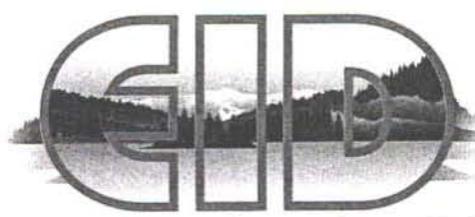
The track record of the Council has been impressive. As a result, Eastern Municipal Water District strongly supports this application for funding under Proposition 50. We believe this proposal will provide great benefits to our urban water efficiency community in addition to providing water savings to help enhance not only our own watershed but direct benefits to the California Bay-Delta estuary.

We look forward to being a partner with the Council and other community organizations in this important and innovative water use efficiency grant proposal.

Sincerely,

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

Melanie Nieman, Director
Community Involvement Department



El Dorado Irrigation District

In Reply Refer To: WP0105-30

January 6, 2005

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

**RE: CALIFORNIA DEPARTMENT OF WATER RESOURCES PROP 50 GRANT
APPLICATION FOR CALIFORNIA URBAN WATER CONSERVATION COUNCIL**

Dear Ms. Dickinson:

El Dorado Irrigation District wishes to convey our strong support for the California Urban Water Conservation Council's application for Proposition 50 Water Use Efficiency grant funds.

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

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

The needs of urban water suppliers are the primary concern of the Council. California's increasing demand for water can be met in part by successful, cost-effective conservation programs, and the Council provides training programs, manuals and technical help to assist in developing conservation programs. The Council has also directly managed – very successfully – conservation implementation programs on behalf of its members.

The track record of the Council has been impressive. As a result, El Dorado Irrigation District strongly supports this application for funding under Proposition 50. We believe this proposal will provide great benefit to our urban water efficiency community in addition to providing water savings to help enhance not only our own watershed but direct benefits to the California Bay-Delta estuary.

We look forward to being a partner with the Council and other community organizations in this important and innovative water use efficiency grant proposal.

Sincerely,

A handwritten signature in black ink, appearing to read 'David Witter', with a long horizontal flourish extending to the right.

David Witter
Director of Water Policy Coordination

DW:clr



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

January 3, 2005

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

RE: CALIFORNIA DEPARTMENT OF WATER RESOURCES PROP 50 GRANT APPLICATION FOR STATEWIDE URBAN WATER AGENCY ONE-STOP REBATE PROGRAM

Dear Ms. Dickinson:

The Goleta Water District wishes to convey our strong support for the California Urban Water Conservation Council's application for Proposition 50 Water Use Efficiency grant funding for a Statewide Urban Water Agency One-Stop Rebate Program.

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

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The track record of the Council has been impressive. As a result, the Goleta Water District strongly supports this application for funding under Proposition 50. We believe this proposal will provide great benefit to our urban water efficiency community in addition to providing water savings to help enhance not only our own watershed but also direct benefits to the California Bay-Delta estuary.

We look forward to being a partner with the Council and other community organizations in this important and innovative water use efficiency grant proposal.

Sincerely,

GOLETA WATER DISTRICT

Misty Gonzales
Water Conservation Coordinator



Inland Empire
UTILITIES AGENCY*

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

January 3, 2005

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

RE: CALIFORNIA DEPARTMENT OF WATER RESOURCES PROP 50 GRANT APPLICATION
FOR STATEWIDE URBAN WATER AGENCY ONE-STOP REBATE PROGRAM

Dear Ms. Dickinson:

The Inland Empire Utilities Agency wishes to convey our strong support for the California Urban Water Conservation Council's application for Proposition 50 Water Use Efficiency grant funding for Statewide Urban Water Agency One-Stop Rebate Program.

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

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The track record of the Council has been impressive. As a result, the Inland Empire Utilities Agency strongly supports this application for funding under Proposition 50. We believe this proposal will provide great benefit to our urban water efficiency community in addition to providing water savings to help enhance not only our own watershed but direct benefits to the California Bay-Delta estuary.

We look forward to being a partner with the Council and other community organizations in this important and innovative water use efficiency grant proposal.

Sincerely,
INLAND EMPIRE UTILITIES AGENCY

Richard W. Atwater
Chief Executive Officer/
General Manager

RWA:DH:bk



JAMES K. HAHN
Mayor

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

RONALD E. DEATON, *General Manager*

January 6, 2005

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

Dear Ms. Dickinson:

Subject: California Department of Water Resources Proposition 50 Grant
Application for the Statewide Urban Water Agency One-Stop Rebate
Program

The Los Angeles Department of Water and Power (LADWP) wishes to convey our strong support for the California Urban Water Conservation Council's application for Proposition 50 Water Use Efficiency grant funding for the Statewide Urban Water Agency One-Stop Rebate Program.

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

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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

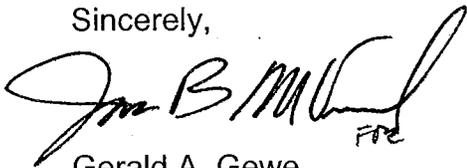
Ms. Mary Ann Dickinson
Page 2
January 6, 2005

The needs of urban water suppliers are the primary concern of the Council. California's increasing demand for water can be met in part by successful, cost-effective conservation programs, and the Council provides training programs, manuals, and technical help to assist in developing conservation programs. The Council has also directly managed, very successfully, conservation implementation programs on behalf of its members.

The track record of the Council has been impressive. As a result, LADWP strongly supports this application for funding under Proposition 50. We believe this proposal will provide great benefit to the urban water efficiency community.

We look forward to being a partner with the Council and other community organizations in this important and innovative water use efficiency grant proposal.

Sincerely,

A handwritten signature in black ink, appearing to read "Gerald A. Gewe". The signature is stylized and cursive, with a large initial "G" and "A". There is a small mark below the signature that looks like "GWE".

Gerald A. Gewe
Chief Operating Officer – Water System



MWD
METROPOLITAN WATER DISTRICT OF SOUTHERN CALIFORNIA

Executive Office

January 7, 2005

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

Dear Ms. Dickinson:

Support of Proposition 50 Water Use Efficiency Grant
Application for Statewide Urban Water Agency One-Stop Rebate Program

The Metropolitan Water District of Southern California wishes to convey our strong support for the California Urban Water Conservation Council's application for Proposition 50 Water Use Efficiency grant funding for a Statewide Urban Water Agency One-Stop Rebate Program. This program would augment, support, and be able to be run through existing local programs, which would enable higher levels of efficiency and capitalize on pre-existing customer accepted programs.

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

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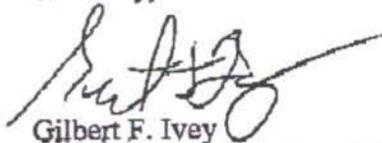
THE METROPOLITAN WATER DISTRICT OF SOUTHERN CALIFORNIA

Ms. Mary Ann Dickinson
Page 2
January 7, 2005

The track record of the Council has been impressive. As a result, Metropolitan strongly supports this application for funding under Proposition 50. We believe this proposal will provide great benefit to our urban water efficiency community in addition to providing water savings to help enhance not only our own watershed but also direct benefits to the California Bay-Delta estuary.

We look forward to being a partner with the Council and other community organizations in this important and innovative water use efficiency grant proposal.

Sincerely,



Gilbert F. Ivey
Interim Chief Executive Officer

AIW:adminwrm
o:\a\slc\AIW_Prop 50 Letter of Support CUWCC 4



10500 Ellis Avenue
P.O. Box 20895
Fountain Valley, California 92728
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Fax: (714) 964-9389
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General Manager

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Trabuco Canyon Water District
City of Tustin
City of Westminster
Yorba Linda Water District

January 5, 2005

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

RE: CALIFORNIA DEPARTMENT OF WATER RESOURCES PROP 50
GRANT APPLICATION FOR A STATEWIDE URBAN WATER
AGENCY ONE-STOP REBATE PROGRAM

Dear Ms. Dickinson:

The Municipal Water District of Orange County wishes to convey our strong support for the California Urban Water Conservation Council's application for Proposition 50 Water Use Efficiency grant funding for a Statewide Urban Water Agency One-Stop Rebate Program.

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

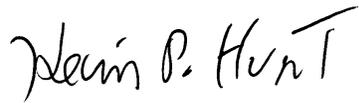
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The needs of urban water suppliers are the primary concern of the Council. California's increasing demand for water can be met in part by successful, cost-effective conservation programs, and the Council provides training programs, manuals and technical help to assist in developing conservation programs. The Council has also directly managed – very successfully – conservation implementation programs on behalf of its members.

The track record of the Council has been impressive. As a result, the Municipal Water District of Orange County strongly supports this application

for funding under Proposition 50. We believe this proposal will provide great benefit to our urban water efficiency community in addition to providing water savings to help enhance not only our own watershed but also direct benefits to the California Bay-Delta estuary. We look forward to being a partner with the Council and other community organizations in this important and innovative water use efficiency grant proposal.

Sincerely,

A handwritten signature in black ink that reads "Kevin P. Hunt". The signature is written in a cursive style with a prominent initial "K" and a stylized "H".

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

Placer County Water Agency

Business Center: 144 Ferguson Rd. • Mail: P.O. Box 6570 • Auburn, California 95604-6570
(530) 823-4850 800-464-0030 www.pcwa.net



A Public Agency

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Michael R. Lee
David A. Breninger, General Manager
Ed Tiedemann, General Counsel*

January 5, 2005

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

RE: CALIFORNIA DEPARTMENT OF WATER RESOURCES PROP 50 GRANT APPLICATION FOR STATEWIDE URBAN WATER AGENCY ONE-STOP REBATE PROGRAM

Dear Ms. Dickinson:

Placer County Water Agency wishes to convey our strong support for the California Urban Water Conservation Council's application for Proposition 50 Water Use Efficiency grant funding for Statewide Urban Water Agency One-Stop Rebate Program.

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

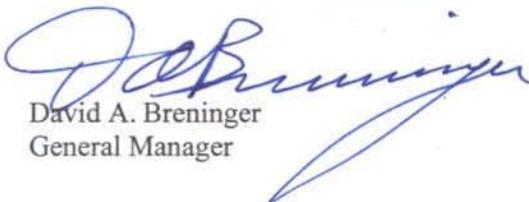
The Council is a unique organization, for its 328 members are not only water agencies, but also environmental advocacy groups as well as state agencies, academic institutions, and private consulting and product firms. In signing the Memorandum of Understanding, this assortment of entities provides the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

The needs of urban water suppliers are the primary concern of the Council. California's increasing demand for water can be met in part by successful, cost-effective conservation programs, and the Council provides training programs, manuals and technical help to assist in developing conservation programs. The Council has also directly managed – very successfully – conservation implementation programs on behalf of its members.

The track record of the Council has been impressive. As a result, Placer County Water Agency strongly supports this application for funding under Proposition 50. We believe this proposal will provide great benefit to our urban water efficiency community in addition to providing water savings to help enhance not only our own watershed but direct benefits to the California Bay-Delta estuary. We look forward to being a partner with the Council and other community organizations in this important and innovative water use efficiency grant proposal.

Sincerely,

PLACER COUNTY WATER AGENCY


David A. Breninger
General Manager

Water Conservation Is A Moral Obligation



January 3, 2005

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

**RE: CALIFORNIA DEPARTMENT OF WATER RESOURCES PROP 50 GRANT APPLICATION
FOR STATEWIDE URBAN WATER AGENCY ONE-STOP REBATE PROGRAM**

Dear Ms. Dickinson:

The City of Redwood City wishes to convey our strong support for the California Urban Water Conservation Council's application for Proposition 50 Water Use Efficiency grant funding for the **Statewide Urban Water Agency One-Stop Rebate Program**.

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

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The track record of the Council has been impressive. As a result, **The City of Redwood City** strongly supports this application for funding under Proposition 50. We believe this proposal will provide great benefit to our urban water efficiency community in addition to providing water savings to help enhance not only our own watershed but direct benefits to the California Bay-Delta estuary. We look forward to being a partner with the Council and other community organizations in this important and innovative water use efficiency grant proposal.

Sincerely,

A square image containing a handwritten signature in dark ink. The signature is cursive and appears to read 'Manny Rosas'.

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 3, 2005

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

GAVIN NEWSOM
MAYOR

E. DENNIS NORMANDY
PRESIDENT

RICHARD SKLAR
VICE PRESIDENT

ANN MOLLER CAEN
ADAM WERBACH
RYAN L. BROOKS

SUSAN LEAL
GENERAL MANAGER

RE: CALIFORNIA DEPARTMENT OF WATER RESOURCES PROP 50 GRANT
APPLICATION FOR A STATEWIDE URBAN WATER AGENCY ONE-STOP REBATE
PROGRAM

Dear Ms. Dickinson:

The San Francisco Public Utilities Commission (SFPUC) wishes to convey our strong support for the California Urban Water Conservation Council's application for Proposition 50 Water Use Efficiency grant funding for a statewide Urban Water Agency One-Stop Rebate Program.

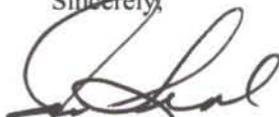
Since its creation in December 1991, the California Urban Water Conservation Council has become a leading force in the promotion and implementation of water conservation programs in California. Through the execution of the Council's 14 Best Management Practices (BMPs), urban water agencies across the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

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The track record of the Council has been impressive. As a result, The SFPUC strongly supports this application for funding under Proposition 50. We believe this proposal will provide great benefit to our urban water efficiency community in addition to providing water savings to help enhance not only our own watershed but direct benefits to the California Bay-Delta estuary. We look forward to being a partner with the Council and other community organizations in this important and innovative water use efficiency grant proposal.

Sincerely,



Susan Leal
General Manager

DIRECTOR'S OFFICE

January 6, 2005

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

RE: CALIFORNIA DEPARTMENT OF WATER RESOURCES PROP 50 GRANT APPLICATION FOR
Statewide Urban Water Agency One-Stop Rebate Program

Dear Ms. Dickinson:

The City of San Jose wishes to convey our strong support for the California Urban Water Conservation Council's application for Proposition 50 Water Use Efficiency grant funding for Statewide Urban Water Agency One-Stop Rebate Program.

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

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The track record of the Council has been impressive. As a result, the City of San Jose strongly supports this application for funding under Proposition 50. We believe this proposal will provide great benefit to our urban water efficiency community in addition to providing water savings to help enhance not only our own watershed but direct benefits to the California Bay-Delta estuary.

We look forward to being a partner with the Council and other community organizations in this important and innovative water use efficiency grant proposal.

Sincerely,

Linden Skjeie, Manager
Water Efficiency Program
City of San Jose



City of Santa Barbara

Public Works Department

www.ci.santa-barbara.ca.us

January 6, 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

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

**SUBJECT: CALIFORNIA DEPARTMENT OF WATER RESOURCES PROP 50 GRANT
APPLICATION FOR THE STATEWIDE URBAN WATER AGENCY ONE-STOP
REBATE PROGRAM**

Dear Ms. Dickinson:

The City of Santa Barbara (City) wishes to convey our strong support for the California Urban Water Conservation Council's application for Proposition 50 Water Use Efficiency grant funding for the Statewide Urban Water Agency One-Stop Rebate Program.

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

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The track record of the Council has been impressive. As a result, the City strongly supports this application for funding under Proposition 50. We believe this proposal will provide great benefit to our urban water efficiency community in addition to providing water savings to help enhance not only our own watershed, but direct benefits to the California Bay-Delta estuary. We look forward to being a partner with the Council and other community organizations in this important and innovative water use efficiency grant proposal.

Sincerely,


Alison Jordan
Water Resources Specialist

AJ/dm

H:\Group Folders\WATER\Jordan\CUWCC Prop 50 Grant Support 3.ltr.doc

January 11, 2004

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

RE: CALIFORNIA DEPARTMENT OF WATER RESOURCES PROP 50 GRANT APPLICATION FOR THE
STATEWIDE URBAN WATER AGENCY ONE-STOP REBATE PROGRAM

Dear Ms. Dickinson:

The Santa Clara Valley Water District wishes to convey our strong support for the California Urban Water Conservation Council's application for Proposition 50 Water Use Efficiency grant funding for the Statewide Urban Water Agency One-Stop Rebate Program.

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

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

The needs of urban water suppliers are the primary concern of the Council. California's increasing demand for water can be met in part by successful, cost-effective conservation programs, and the Council provides training programs, manuals and technical help to assist in developing conservation programs. The Council has also directly managed – very successfully – conservation implementation programs on behalf of its members.

The track record of the Council has been impressive. As a result, the Santa Clara Valley Water District strongly supports this application for funding under Proposition 50. We believe this proposal will provide great benefit to our urban water efficiency community in addition to providing water savings to help enhance not only our own watershed but direct benefits to the California Bay-Delta estuary.

We look forward to being a partner with the Council and other community organizations in this important and innovative water use efficiency grant proposal.

Sincerely,



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



Santa Fe Irrigation District

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

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

January 6, 2005

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

RE: CALIFORNIA DEPARTMENT OF WATER RESOURCES PROP 50 GRANTS
APPLICATION FOR Statewide Urban Water Agency One-Stop Rebate Program
Dear Ms. Dickinson:

Santa Fe Irrigation District wishes to convey our strong support for the California Urban Water Conservation Council's application for Proposition 50 Statewide Urban Water Agency One-Stop Rebate Program

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

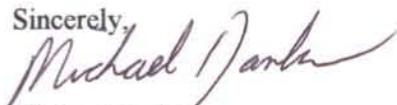
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The track record of the Council has been impressive. As a result, Santa Fe Irrigation District strongly supports this application for funding under Proposition 50. We believe this proposal will provide great benefit to our urban water efficiency community in addition to providing water savings to help enhance not only our own watershed but also direct benefits to the California Bay-Delta estuary.

We look forward to being a partner with the Council and other community organizations in this important and innovative water use efficiency grant proposal.

Sincerely,

A handwritten signature in cursive script that reads "Michael Banks". The signature is written in black ink and is positioned above the printed name.

Michael Banks
Water Conservation Specialist

January 5, 2005

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



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

**RE: CALIFORNIA DEPARTMENT OF WATER RESOURCES PROP 50 GRANT
APPLICATION FOR STATEWIDE URBAN WATER AGENCY ONE-STOP REBATE PROGRAM**

Dear Ms. Dickinson:

The City of Santa Rosa wishes to convey our strong support for the California Urban Water Conservation Council's application for Proposition 50 Water Use Efficiency grant funding for the Statewide Urban Water Agency One-Stop Rebate Program.

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

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

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The track record of the Council has been impressive. As a result, we strongly support this application for funding under Proposition 50. We believe this proposal will provide great benefit to our urban water efficiency community in addition to providing water savings to help enhance not only our own watershed but also direct benefits to the California Bay-Delta estuary. We look forward to being a partner with the Council and other community organizations in this important and innovative water use efficiency grant proposal.

Sincerely,

RICHARD DOWD
Chair, Board of Public Utilities

WALNUT VALLEY WATER DISTRICT



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271 South Brea Canyon Road • P.O. Box 508
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Website: www.wvwd.com • Fax: (909) 594-9532

January 7, 2005

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

RE: CALIFORNIA DEPARTMENT OF WATER RESOURCES PROP 50 GRANT
APPLICATION FOR STATEWIDE URBAN WATER AGENCY ONE-STOP
REBATE PROGRAM

Dear Ms. Dickinson:

The District wishes to convey its strong support for the California Urban Water Conservation Council's application for Proposition 50 Water Use Efficiency grant funding for the Statewide Urban Water Agency One-Stop Rebate Program.

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

The Council is a unique organization, comprised of 328 members who are not only water agencies, but also environmental advocacy groups as well as state agencies, academic institutions, and private consulting and product firms. In signing the Memorandum of Understanding, these entities provide the Council with a broad view of three key areas of water conservation: 1) the needs of urban water suppliers, 2) the development of water efficient technologies, and 3) the impact of water usage on the environment through water conservation programs.

The needs of urban water suppliers are the primary concern of the Council. California's increasing demand for water can be met in part by successful, cost-effective conservation programs, and the Council provides training programs, manuals and technical help to assist in developing conservation programs. The Council has also directly managed, very successfully, conservation implementation programs on behalf of its members.

Page Two
January 7, 2005

The track record of the Council has been impressive. As a result, the District strongly supports the Council's application for funding under Proposition 50 and believes this proposal will provide great benefit to our urban water efficiency community in addition to providing water savings to help enhance not only our own watershed but also direct benefits to the California Bay-Delta estuary.

The District looks forward to being a partner with the Council and other community organizations in this important and innovative water use efficiency grant proposal.

Very truly yours,

WALNUT VALLEY WATER DISTRICT

A handwritten signature in cursive script that reads "Karen Powers".

KAREN POWERS
General Manager

KP:vm



ADRO ENVIRONMENTAL, INC.

Phone: (310) 514-1400

Fax: (310) 514-1316

ADROInc@aol.com

January 4, 2005

www.adro-environmental.com

Mary Ann Dickinson

Executive Director

California Urban Water Conservation Council

455 Capitol Mall, Suite 703

Sacramento, CA 95814

RE: CALIFORNIA DEPARTMENT OF WATER RESOURCES PROP 50 GRANT
APPLICATION FOR STATEWIDE URBAN WATER AGENCY ONE-STOP REBATE
PROGRAM

Dear Ms. Dickinson:

ADRO Environmental, Inc., wishes to convey our strong support for the California Urban Water Conservation Council's application for Proposition 50 Water Use Efficiency grant funding for Urban Water Efficiency Technical Assistance Program.

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

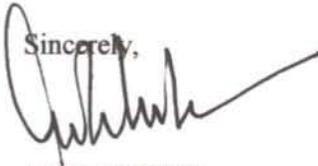
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The needs of urban water suppliers are the primary concern of the Council. California's increasing demand for water can be met in part by successful, cost-effective conservation programs, and the Council provides training programs, manuals and technical help to assist in developing conservation programs. The Council has also directly managed – very successfully – conservation implementation programs on behalf of its members.

The track record of the Council has been impressive. As a result, ADRO Environmental, Inc., strongly supports this application for funding under Proposition 50. We believe this proposal will provide great benefit to our urban water efficiency community in addition to providing water savings to help enhance not only our own watershed but direct benefits to the California Bay-Delta estuary.

We look forward to being a partner with the Council and other community organizations in this important and innovative water use efficiency grant proposal.

Sincerely,

A handwritten signature in black ink, appearing to read 'ADE ADENIJI', with a long, sweeping horizontal stroke extending to the right.

ADE ADENIJI
Chief Executive Officer
ADRO Environmental, Inc.

BAWSCA

Bay Area Water Supply & Conservation Agency

January 5, 2005

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

**RE: SUPPORT FOR CALIFORNIA URBAN WATER CONSERVATION COUNCIL'S
APPLICATIONS FOR CALIFORNIA DEPARTMENT OF WATER RESOURCES
PROPOSITION 50 GRANTS**

Dear Ms. Dickinson:

The Bay Area Water Supply and Conservation Agency (BAWSCA) wishes to convey its strong support for the California Urban Water Conservation Council's applications for Proposition 50 Water Use Efficiency grant funding for these programs:

- Statewide Urban Water Agency One-Stop Rebate Program,
- Statewide Turf Buy Back Program,
- Statewide Urban Rebate Program for Cooling Tower Conductivity Meters,
- Urban Water Efficiency Technical Assistance Program,
- Urban Water Efficiency Agency Training Program,
- Water Saving Home Website Customer Feedback Program,
- Empirical Analysis of Rate Impacts on Urban Water Consumption, and
- "Smart From the Start".

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

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

The needs of urban water suppliers are the primary concern of the Council. California's increasing demand for water can be met in part by successful, cost-effective conservation programs. The Council provides training programs, manuals and technical help to assist in

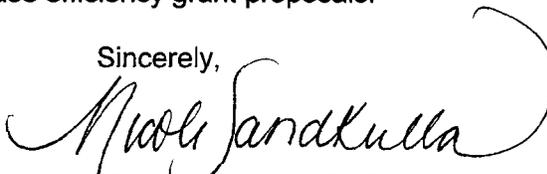
Ms. Mary Ann Dickinson
January 5, 2005
Page 2 of 2

developing conservation programs. The Council has also directly managed implementation of successful conservation programs on behalf of its members.

The track record of the Council has been impressive. As a result, BAWSCA strongly supports this application for funding under Proposition 50. We believe this proposal will provide great benefit to our urban water efficiency community in addition to providing water savings to help enhance not only our own watershed but direct benefits to the California Bay-Delta estuary.

We look forward to being a partner with the Council and other community organizations in these important and innovative water use efficiency grant proposals.

Sincerely,

A handwritten signature in cursive script that reads "Nicole Sandkulla". The signature is fluid and includes a large loop at the end of the last name.

Nicole Sandkulla, P. E.
Senior Water Resources Engineer



California Sod
Producers Association

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

January 7, 2005

RE: CALIFORNIA DEPARTMENT OF WATER RESOURCES PROP 50 GRANT
APPLICATION FOR STATEWIDE URBAN WATER AGENCY ONE-STOP REBATE
PROGRAM

Dear Ms. Dickinson:

The California Sod Producers Association wishes to convey our strong support for the California Urban Water Conservation Council's application for Proposition 50 Water Use Efficiency grant funding for Statewide Urban Water Agency One-Stop Rebate Program.

The California Urban Water Conservation Council has been a leader in the effort to promote efficient use of landscape water, something critical to the future of our industry. Through the execution of the Council's 14 Best Management Practices (BMPs), urban water agencies across the state are now saving an estimated 750,000 acre-feet of water annually, and all at a cost far less than the cost of procuring new water supplies.

The Council is a unique organization, for its 328 members are not only water agencies, but also representatives of the private sector, environmental advocacy groups as well as state agencies, and academic institutions.

California's increasing demand for water can be met in part by successful, cost-effective conservation programs, and the Council provides training programs, manuals and technical help to assist in developing conservation programs. The Council has also directly managed – very successfully – conservation implementation programs on behalf of its members.

The track record of the Council has been impressive. As a result, California Sod Producers Association strongly supports this application for funding under Proposition 50. We believe this proposal will provide great benefit to our urban water efficiency community.

We look forward to being a partner with the Council and other community organizations in this important and innovative water use efficiency grant proposal.

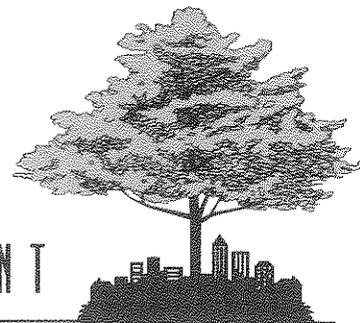
Sincerely,


Sarah West
Executive Director, CSPA

*Turfgrass Sod: Cooling and
Cleaning our Environment*

926 J Street, Suite 815
Sacramento, CA 95814
(916) 442-7195
(916) 442-7198 FAX

THE COUNCIL FOR A GREEN ENVIRONMENT



January 7, 2005

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

RE: CALIFORNIA DEPARTMENT OF WATER RESOURCES PROP 50 GRANT
APPLICATION FOR STATEWIDE URBAN WATER AGENCY ONE-STOP
REBATE PROGRAM

Dear Ms. Dickinson:

The Council for a Green Environment, the organization of California's Green Industry CEOs, wishes to convey our strong support for the California Urban Water Conservation Council's application for Proposition 50 Water Use Efficiency grant funding for Statewide Urban Water Agency One-Stop Rebate Program. California's \$12 billion Green Industry, and our 150,000 employees, are at risk from water shortage. Without better use of available water, California will begin to lose the green infrastructure so critical to mitigating the effects of intensive urban/suburban living.

The CUWCC has been a leader in promoting successful, cost-effective conservation programs. The Council provides training programs, manuals and technical help to assist in developing conservation programs. The Council has also directly managed – very successfully – conservation implementation programs on behalf of its members.

The track record of the Council has been impressive. As a result, the CGE strongly supports this application for funding under Proposition 50. We believe this proposal will provide great benefit to California's Green Industry.

We look forward to being a partner with the Council and other community organizations in this important and innovative water use efficiency grant proposal.

Sincerely,

Richard Rogers
Chair, Council for a Green Environment

President
Richard Rogers
Chairman of the Board,
Pacific Earth Resources

Vice President
Mike Kunce
President, Armstrong Garden Centers

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

Jurgen Gramckow
Managing Partner, Southland Sod Farms

Richard Hunter
President and CEO,
Hunter Industries

Miles Rosedale
President, Monrovia Nursery Company

Dean L. Schenone
President
Flora Tech Landscaping Management

Stuart J. Sperber
President,
Valley Crest Tree Company
Vice President,
Environmental Industries, Inc.

Lynn Strohsahl
President, Bordier's Nursery, Inc.

Steve Thigpen
President, Hines Nurseries

Dale Tiglio
President, Hydro-Scape Products



January 10, 2005

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

RE: CALIFORNIA DEPARTMENT OF WATER RESOURCES PROP 50 GRANT
APPLICATION FOR STATEWIDE URBAN WATER AGENCY ONE-STOP REBATE
PROGRAM

Dear Ms. Dickinson:

Falcon Waterfree Technologies wishes to convey our strong support for the California Urban Water Conservation Council's application for Proposition 50 Water Use Efficiency grant funding for Statewide Urban Water Agency One-Stop Rebate Program.

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

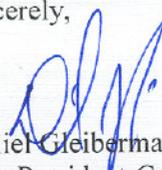
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The needs of urban water suppliers are the primary concern of the Council. California's increasing demand for water can be met in part by successful, cost-effective conservation programs, and the Council provides training programs, manuals and technical help to assist in developing conservation programs. The Council has also directly managed – very successfully – conservation implementation programs on behalf of its members.

The track record of the Council has been impressive. As a result, Falcon Waterfree Technologies strongly supports this application for funding under Proposition 50. We believe this proposal will provide great benefit to our urban water efficiency community in addition to providing water savings to help enhance not only our own watershed but direct benefits to the California Bay-Delta estuary.

We look forward to being a partner with the Council and other community organizations in this important and innovative water use efficiency grant proposal.

Sincerely,



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



MONO LAKE

COMMITTEE

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

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

January 5, 2005

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Grace de Laet
Genny Smith

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Frances Spivy-Weber, Policy

Southern California Office

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Playa Del Rey, CA 90293
(310) 316-0041

On the Internet

www.monolake.org
www.monobasinresearch.org

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

RE: CALIFORNIA DEPARTMENT OF WATER RESOURCES PROP 50
GRANT APPLICATION FOR Statewide Urban Water Agency One-Stop Rebate
Program.

Dear Ms. Dickinson:

On behalf of our 15,000 members, the Mono Lake Committee strongly supports the California Urban Water Conservation Council's application for Proposition 50 Water Use Efficiency grant funding for Statewide Urban Water Agency One-Stop Rebate Program.

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

The needs of urban water suppliers are the primary concern of the Council. California's increasing demand for water can be met in part by successful, cost-effective conservation programs, and the Council provides training programs, manuals and technical help to assist in developing conservation programs. The Council has also directly managed – very successfully – conservation implementation programs on behalf of its members.

The track record of the Council has been impressive. As a result, the Mono Lake Committee strongly supports this application for funding under Proposition 50. We believe this proposal will provide great benefit to our urban water efficiency community in addition to providing water savings to help enhance not only our own watershed but direct benefits to the California Bay-Delta estuary. We look forward to being a partner with the Council and other community organizations in this important and innovative water use efficiency grant proposal.

Sincerely,

Frances Spivy-Weber
Executive Director, Policy



January 5, 2005

Debra Gonzalez
California Department of Water Resources
1416 Ninth Street, Room 338
Sacramento, CA 95814

RE: CALIFORNIA DEPARTMENT OF WATER RESOURCES PROP 50 GRANT APPLICATION
FOR STATEWIDE URBAN WATER AGENCY ONE-STOP REBATE PROGRAM

Dear Ms. Gonzalez:

The Regional Water Authority (RWA) supports the California Urban Water Conservation Council's (Council) application for Proposition 50 Water Use Efficiency grant funding for Statewide Urban Water Agency One-Stop Rebate Program. RWA is a joint powers authority that represents the interests of more than 20 water providers in the greater Sacramento, Placer, and El Dorado County region. RWA and 10 of its member agencies are members of the Council.

Since its creation in December 1991, the California Urban Water Conservation Council has become a leading force in the promotion and implementation of water conservation programs in California. Through the execution of the Council's 14 Best Management Practices (BMPs), urban water agencies across the state are now saving hundreds of thousands of acre-feet of water annually.

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

The needs of urban water suppliers are the primary concern of the Council. California's increasing demand for water can be met in part by successful, cost-effective conservation programs, and the Council provides training programs, manuals and technical help to assist in developing conservation programs. The Council has also successfully managed conservation implementation programs on behalf of its members.

The track record of the Council has been impressive. As a result, RWA supports this application for funding under Proposition 50. We believe this proposal will provide great benefit to California's urban water efficiency community in addition to providing water savings to help enhance not only our own watershed but also the California Bay-Delta estuary.

We look forward to coordinating with the Council and other community organizations in this important and innovative water use efficiency grant proposal.

Sincerely,

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

Edward D. Winkler
Executive Director