

Regional Program
Focused on DAC's

Proven Water/Energy
Efficiency Measures

System-Specific
Energy Intensity Values

PROGRAM DESCRIPTION

Ecology Action in collaboration with the Santa Clara Vally Water District (SCVWD), proposes **WaterLink**, a water/energy savings program that will provide turnkey water/energy upgrades to Disadvantaged Communities (DAC) residents, schools, agencies, and businesses . **WaterLink** will deliver a suite of proven efficiency measures that guarantee persistent water/energy savings and produce tangible economic benefits to DAC residents by reducing their utility bills.

The program will lead to the installation of water and energy saving measures that will: produce over their lifetime while directly assisting a DAC community of more than 150,000 homes, schools, and businesses:

- 503.122 Million Gallons of water savings
- 34,348,368 kWh of energy savings
- 30,524,255 kg CO₂ equivalent in greenhouse gas reduction

WaterLink is designed to accelerate drought response in California by combining both financial incentives and the expert technical assistance that DAC residents and businesses need to take immediate action. The program will be delivered in collaboration with California Conservation Corps, providing Corps members valuable paid job training to become the next generation of conservation professionals.

The WaterLink Advantage

The **WaterLink** program has been designed to directly meet DWR's funding priorities in the following ways:

A Regional Program Primarily Serving Disadvantaged Communities: The program serves multiple DAC geographies throughout SCVWD's large and culturally diverse territory. As such, **WaterLink** meets DWR's top priority to deliver the majority of project benefit to DACs scoring 76% or higher on the CalEnviroscreen 2.0 tool and also meets the tie-breaker scoring criteria for being a regional program.



Proven Water/Energy Efficiency Measures: Ecology Action has more than thirty years of experience designing industry- leading programs that install energy and water saving measures. For **WaterLink**, our team has selected ONLY those measures that have been independently verified and have the highest potential values for water and energy savings that translate to utility bill savings for DAC residents, agencies, and business owners.

System-Specific Energy Intensity Values: The calculations in this **WaterLink** proposal are underpinned by SCVWD system-level, embedded energy and emissions values that were developed by the District and published in its Watts to Water report¹. DWR can be confident that the benefits projected herein, for saving on both sides of the customer meter, are as accurate as possible. As such **WaterLink** meets DWR's second tie-breaker criteria for using "local energy intensity and emission factors."

Leverages Local Expertise and Rebates: Ecology Action is expert in leveraging utility rebates in order to facilitate customer adoption of efficiency measures. We have administered more than \$40 million in incentives through our work with energy and water utilities since 2002² We bring this expertise to the proposed WaterWise program by leveraging all available water and energy rebates from SCVWD, City of Morgan Hill, San Jose Municipal Water Districts, San Jose Water Company, City of Gilroy, Silicon Valley Power, and PG&E. Doing so ensures that DAC residents (and state tax payers) benefit from local streams of funding.

Local Workforce Development: Our commitment to disadvantaged communities goes beyond simply choosing DAC geographies for delivery. Ecology Action has partnered with the California Conservation Corps office located in the San Jose DAC area to implement Project 3 turf replacement projects. In addition to offering a lower cost labor solution, Corpsmembers will receive job training during their paid employment opportunity on sheet mulching, irrigation installation and management and climate appropriate landscape design and installation. Additionally we will prioritize recruitment and hiring of staff and direct install contractors who are based in the DAC areas.

Multi-Lingual Outreach Team: While there are 14 languages spoken in the DAC census tracts the program will serve, 90% of residents can be reach in three languages; Spanish, English, and Vietnamese. Ecology Action and SCVWD both have extensive experience engaging residents and business owners in multiple languages. Primary program information will be delivered verbally and/or in writing in these languages to

¹ To view the full Watts to Water report, please visit the Santa Clara Valley Water District Web-site at <http://www.valleywater.org/> and search "Watts to Water" for a download link. Please see Attach,ent 2 for detailed embedded energy factors presented in the report.





reach program goals.

Ecology Action Team Advantage

The Program team at Ecology Action provides DWR unparalleled experience in the design and delivery of water and energy efficiency programs serving California. Ecology Action has significantly exceeded initial contract goals on every water and energy utility program it has been awarded. Our collaborative partner, SCVWD, is widely recognized as one of California's top providers of conservation program for its customers.

The project partners places equal priority on savings goals and customer satisfaction; both of which we achieve by using highly trained field teams and top performing independent contractors. Combining our firms' knowledge, skilled staff, vendor contacts, software capabilities, and complementary approaches creates an extremely strong team to tackle the challenging goals set by DWR. Please see "Project Partners" below for more details about Ecology Action's experience and qualifications. Between SCVWD and Ecology Action, our team has the local relationships and credibility to a quickly engage target customers and gain the trust required to assure adoption of efficiency measures (*Please see Attachment 3 Letter of Support from SCVWD*).

A key component of the proposed it's tailored to benefit public schools in the DAC regions. Ecology Action is particularly well suited for this work as we are currently under contract with multiple school districts in the Bay Area to provide Proposition 39 energy management services. Our work with San Jose Unified School District includes more than 75 schools in that district alone. (*Please see Attachment 3 SJUSD's Letter of Support below*). This ongoing Proposition 39 work with districts ideally positions Ecology Action to very quickly integrate the proposed water/energy savings measures.

Accelerating DACs' Adaptation to the Drought and Climate Change

The **WaterLink** program will implement cost effective, indoor hot water conservation measures in single family and multi-family, residential units commercial kitchens, skilled nursing facilities and hotels in the DAC program regions. It will likewise implement turf replacement and irrigation efficiency upgrades at schools and institutional facilities in DAC regions. In so doing, **WaterLink** will meet the following program goals:

- Respond to the drought and the SCVWD's long term demand reduction goals by maximizing water conservation achieved per grant dollar spent.
- Significantly reduce greenhouse gas emissions by targeting water end uses with high embedded energy.

- Provide job training and reduce utility bills to help DAC communities thrive economically while protecting the environment.
- Engage DAC residents and businesses to prepare for climate change in their community by reducing water demand indoors and in their landscapes.

WaterLink Efficiency Measure Set

To achieve significant water and energy savings, the **WaterLink** program team has designed a suite of direct installation (DI) projects that are summarized below and detailed in the work plan that follows.

Indoor Water and Energy Conservation Retrofits for Single- and Multi-family Residential

Our multi-lingual team (Spanish, English, Vietnamese) will conduct pre-arranged “sweeps,” going door-to-door to install no cost low-flow shower heads and faucet aerators at 6,000 units in DACs. Toilets will be tested for leaks and referrals made to SCVWD toilet rebate programs. Multi-family facility managers will be rewarded for achieving very high levels of tenant participation by receiving no cost high-efficiency clothes washers for their laundry facilities. Additionally for high priority locations, direct installation will be offered for 50 demand recirculation pumps and 50 water heater upgrades.



Pre-Rinse Spray Valve and Aerator Replacement in Commercial Kitchens

Multi-lingual staff will go door-to-door to 4,000 commercial kitchens and groceries to offer no cost installation of 4,800 low flow pre-rinse spray nozzles and 14,400 faucet aerators. Leak detection and measurement will be conducted on toilets and faucets. At the time of visit, appropriate referrals will be made to the proposed **WaterLink** ozone laundry and other SCVWD rebates and services.



Turfgrass Replacement with Climate-Appropriate Landscaping

California Conservation Corps members will receive on-the-job training while working side-by-side with our expert team to retrofit 50,000 ft² of thirsty non-functional turf with attractive climate-appropriate landscapes that will require little or no summer water use once established. Improved landscapes will beautify schools and institutional facilities in DAC areas, while helping them prepare to sustain their landscapes through drought and climate change.



SCVWD estimates that 55% of the water delivered in their service area is used for landscape irrigation. These demonstration projects are among the SCVWD’s top strategies for drought response and long-term demand management. If the site has irrigated areas in need of efficiency improvements not covered by the **WaterLink** Program, referrals will be made to the District’s irrigation rebate programs.



Ozone Laundry Project Systems Upgrades

Finally, the **WaterLink** program will install ozonating systems on existing commercial washers at 30 high priority facilities to eliminate the need for water heating and reduce the number of cycles required for washing.

Utility rebates will be leveraged to cover up to 70% of the project costs and the grant will provide an additional incentive up to 30% of the project costs, making the systems free for most DAC facilities. **WaterLink** staff will team with pre-screened ozone laundry contractors to serve skilled nursing facilities, hotels and assisted living facilities in DAC areas. Priority will be given to large skilled nursing facilities for two reasons; 1) these are essential human services, and 2) these facilities yield high water and energy savings due to comparatively high laundry volume and high water temperatures required by health code.

PROJECT PARTNERS

Ecology Action, WaterLink Lead: Ecology Action is a California Public Utilities Commission certified Women-Owned Business Enterprise and an award-winning nonprofit environmental consultancy. We make it easy to reduce water and energy consumption while saving money. We design and implement cutting edge energy efficiency programs, engineering services, and educational campaigns, which assist individuals, businesses, and government agencies to maximize environmental benefits and community well-being. For more than 44 years, Ecology Action has been a leader in developing pragmatic, collaborative conservation programs throughout California. Our staff of 95 full-time professionals includes experts in water and energy efficiency, program design and management, data management, engineering, market research, sales, marketing, renewable energy systems design, climate protection, and green building design and construction.

For more than three decades Ecology Action has partnered with hundreds of agencies and organizations in the course of delivering 30 business-oriented programs and more than 50 residential programs in 50 counties throughout California, including Santa Clara County. We have completed start-to-finish water and energy retrofits for more than 15,000 businesses in that time, including the installation of 4,270 pre-rinse spray valves since 2005.

These services have conserved more than 213 million gallons of water per year, reduced electricity use by more than 413 million kWh per year, and reduced 107,600 kg of related CO₂ emissions per year all while saving those customers over \$47 million on utility bills yearly over the past decade.



Ecology Action's long history of success is due in large part to our strategy of engaging collaborative partners to bring more horsepower, skill sets and resources to program design while also increasing the benefits to program participants.

Ecology Action has been honored with many awards including being the first two-time winner of the Governor's Environmental and Economic Leadership Award for 2004 and 2013. We are also a California Certified Green Business that was recognized as the CoolCalifornia 'Organization of the Year' in 2009. We have received five separate Demand Side Integration Awards for Excellent Customer Service and Client Partnership from our longstanding electric utility program partner Pacific Gas & Electric Company in 2011, 2010, and 2009.



A few of our long-term clients include:

- The US Department of Energy
- Federal EPA Region 9
- Sacramento Municipal Utility District
- Pacific Gas & Electric Company
- Southern California Edison
- Five Monterey Bay Area water districts
- State of California agencies including:
 - State and Regional Water Quality Control Boards
 - CalRecycle
 - Department of Toxics Substances Control

Ecology Action's Santa Cruz and Mountain View offices, within 15 miles of the WaterLink project region, will house and support the project team. ***Please see the WaterLink Project Team organizational chart at the end of this section.***

Ecology Action is excited to have developed project-specific collaborations with the Santa Clara Valley Water District and California Conservation Corp San Jose office to increase benefits of WaterLink program delivery to local DACs.

California Conservation Corps, Monterey Bay Chapter, San Jose Office

The California Conservation Corps is a state agency that puts together young people and the environment, to the benefit of both. The CCC, modeled after the original Civilian Conservation Corps of the 1930s, is the oldest and largest conservation corps now in operation. Created by Governor Edmund G. Brown Jr. in 1976, more than 120,000 young people have been a part of the CCC since that time.





Corpsmembers -- young men and women between the ages of 18 and 25 -- sign up for a year of service work that will improve California's natural resources. Historically Corpsmembers worked outdoors on such projects as trail establishment, habitat restoration, and emergency response services like firefighting and earthquake response. Today, Corpsmembers increasingly provide direct services to California residents to help them conserve natural resources and San Jose's office is a leading example of that. In addition to the on-the-job training they receive, Corpsmembers are provided Conservation Awareness, Career Development, and general education classes to forward their job prospects and help them pass drivers license and GED tests or take the SAT to be able to apply for college.

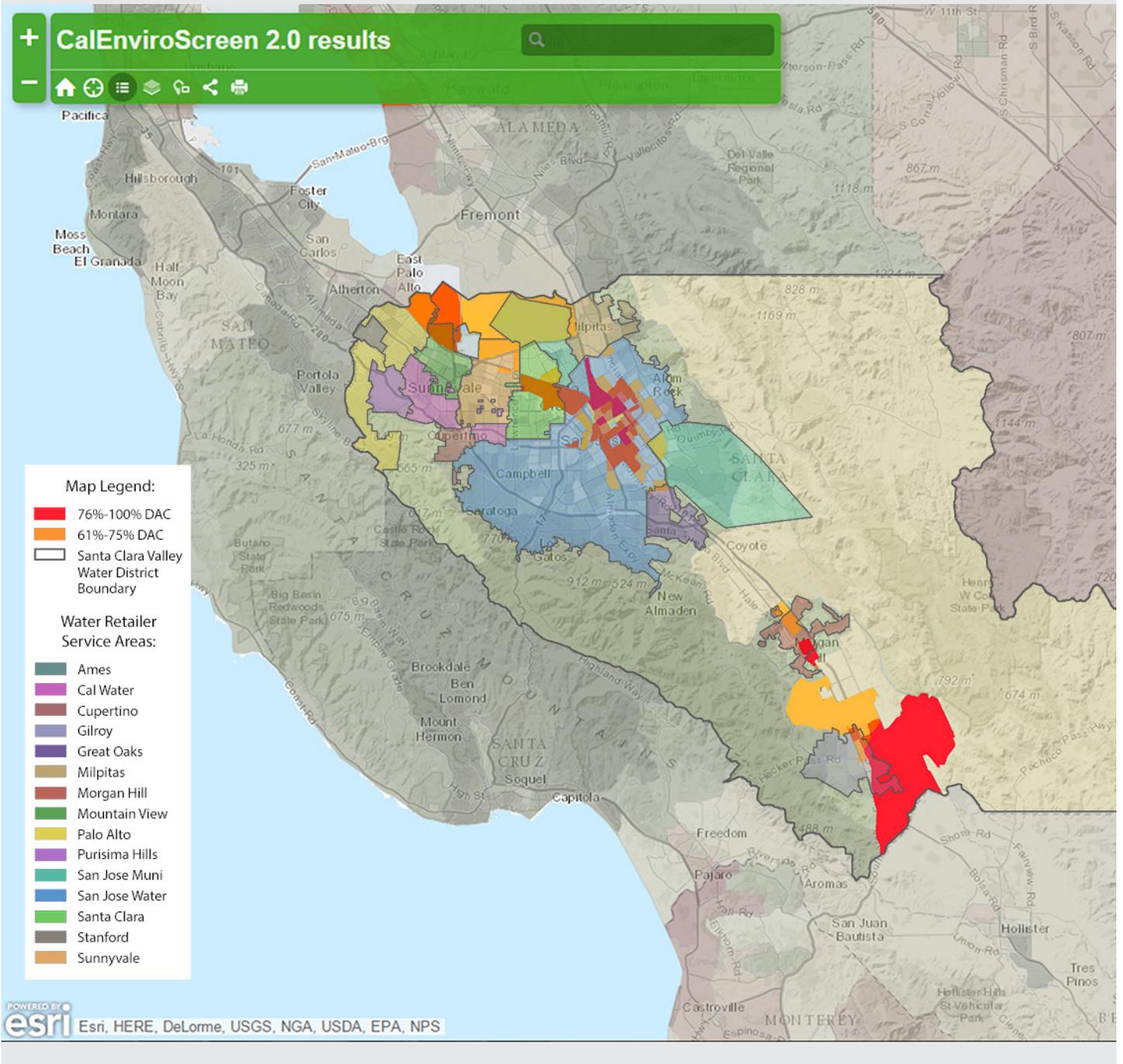
The CCC San Jose office has 80 corps members on five crews in three different communities, including San Jose and Morgan Hill where the **WaterLink** program will be delivered. These crews provide resource conservation work such as trail rehabilitation, trail construction, fire hazard reduction, tree-planting, native plant restoration, landscaping, park development and minor construction. In addition to these more traditional services, San Jose Corpsmembers train with local nonprofit Central Coast Energy Services to provide weatherization improvements for low-income residents. This direct residential service provides Corpsmembers the opportunity to learn marketable light construction and customer service skills. With this mix of experience our local CCC crews are well suited to turn their direct service experience to their role in the **WaterLink** program, which is to implement turfgrass upgrades to program participants. Local CCC leadership is eager for the opportunity for their Corpsmembers to learn new skills in drought response landscaping and irrigation techniques and implement these climate change adaptations and beautification projects in their own neighborhoods. *(Please Attachment 1 for the Letter of Support confirming the CCC partnership in the project).*



Santa Clara Valley Water District

The mission of the Santa Clara Valley Water District (SCVWD) is to provide Silicon Valley safe, clean water for a healthy life, environment, and economy. They are nationally recognized as a leading water resources management agency. SCVWD is the wholesale water provider for all the local municipalities and private water retailers who deliver drinking water directly to homes and businesses in Santa Clara County. They manage an integrated water resources system that includes the supply of clean, safe water, flood protection and stewardship of streams on behalf of Santa Clara County's 1.8 million residents. SCVWD effectively manages ten dams and surface water reservoirs, three water treatment plants, an advanced recycled water purification center, a state-of-the-art water quality laboratory, nearly 400 acres of groundwater recharge ponds, and more than 275 miles of streams.

Figure 2: Jurisdictional Boundaries overlaid with DAC boundaries.



WORK PLAN

The following detailed workplan has been developed to be contract ready, and to provide confirmation that project goals and delivery have been well thought out and calibrated to engender confidence in the fact that the requested funding sources can support successful achievement of grant targets. Please see **Attachment 5** for the detailed implementation schedule that aligns directly with the following workplan. For Projects 1 and 2, a multi-lingual Spanish/English/Vietnamese outreach team will be recruited prioritizing promotion of openings and consideration of candidates from the DAC project areas².

Task 1: Direct Project Administration and Reporting

- 1.1 Communications with grant manager to ensure compliance with grant requirements.
- 1.2 Prepare quarterly progress reports to document achievement of grant deliverables and Program successes and challenges.
- 1.3 Prepare quarterly invoices and supporting documentation.
- 1.4 Propose and implement budget and contract revisions if needed.
- 1.5 Prepare draft and final progress report.
- 1.6 Contract with Labor Compliance Contractor to write and submit a Labor Compliance Plan for all applicable direct installation projects totaling \$1,000 or more to the Department of Industrial Relations (DIR).
- 1.7 Prepare a programmatic CEQA notice of exemption (NOE) for all projects that involve minor alterations to existing structures (categorical exemption section 15301: Class 1) and minor alterations to land (categorical exemption section 15306: Class 4). Submit CEQA NOE to Santa Clara County and the State Office of Planning and Research.



Task 1 Deliverables

Preparation and submission of invoices, quarterly and final reports, DIR approved Labor Compliance Plan, CEQA Notice of Exemption filed with Santa Clara County and the state, and other deliverables as required by the grant manager.

² Census data for the 23 priority tracts that score 76% or higher on the CalEnviroScreen tool show that 46% of the residents cite Spanish as their first language, 30% report English as their primary language, and another 16% report Vietnamese as their primary language.

Task 2: (Project 1) Implement Cost Effective Indoor Water and Energy Conservation Retrofits at Residential Occupancies

This project will implement the most cost-effective retrofits to save water and energy in a quick direct install visit to residential occupancies located in and near DAC communities. The highest return-on-investment measures are hot water fixtures including high efficiency shower (1-1.5gpm), kitchen sink (1.5gpm), and lavatory (0.5-1 gpm) aerators. Additionally, as an incentive to participate in a direct install visit, high efficiency clothes washer installation will be offered to select participants, which will generate additional water and energy savings. For the high priority locations, demand recirculation pumps and efficient water heater upgrades will be offered. For the purposes of this project, residential occupancies include single-family residences, multi-family apartment houses, dormitories, assisted living facilities, and social rehabilitation facilities.

Single-Family Residential

- 2.1 Develop a field team schedule for a residential door-to-door direct installation campaign based on a census map of communities with score of CalEnviroScreen 2.0 76% or higher.
- 2.2 Utilizing water retailer customer data, create and mail resident notification mailer/ flyer explaining what measures are included during the water/energy retrofit, benefits of participating, and time frame the door-to-door retrofit visit is scheduled to take place in the resident's neighborhood.
- 2.3 Incentivize single-family households to participate in the direct installation program by offering the opportunity to be placed in a raffle to win a voucher for a free Energy Star High Efficiency clothes washer, or to receive a free direct installation of an Energy Star Water heater.
 - One clothes washer will be raffled off to a program participant household in each of the 23 priority DAC census tracts. The winner must meet the eligibility residential clothes washer rebate program requirements of the Santa Clara Valley Water District.
 - To be eligible for the Energy Star Water Heater Upgrade incentive, existing gas hot water heaters must have an energy factor of less than 0.67, and 1.0 for electric water heaters.
- 2.4 Implement water/energy retrofits of the measures described above at a minimum of 3,000 single-family homes. During each direct installation visit:
 - Document eligibility for the free High Efficiency Clothes Washer upgrade incentive. Existing clothes washers must not meet Energy Star criteria.
 - Document eligibility to receive a free Energy Star water heater upgrade direct installation and provide project agreement information.



- Document eligibility for Santa Clara Valley Water District direct install toilet program and provide information about landscape water conservation rebate programs.
- 2.5 Document outcomes from each direct installation visit by utilizing flow rate bags to document pre-installation flow rates of fixtures and what equipment was installed at each location. Enter collected data at time of field visit into Excel or database tracking system utilizing cell/data enabled tablets.
 - 2.6 Solicit qualifications from washer, pump and water heater contractors, with priority on selected vendor list for companies based in the DAC benefit area.
 - 2.7 Coordinate high-efficiency clothes washer and water heater incentive program with selected vendor(s) and provide vouchers for raffle winner locations.
 - 2.8 For residents that express interest in participating in the Energy Star water heater upgrade program, obtain 50 project agreements from property owners and refer direct installation to qualified contractors.

Multi-family Residential

- 2.9 Create a list of 100 target residential facilities in disadvantaged community areas with a CalEnviroscreen 2.0 score of 75% or higher.
- 2.10 Obtain statements of commitment from a minimum of 50 residential facility property owner/managers to collaborate on water/energy efficiency upgrades in multifamily units and laundry facilities.
- 2.11 Schedule dates for direct installation implementation with facility managers.
- 2.12 Create a template resident notification doorhanger explaining what measures are included in the water/energy retrofit, and what date and time frame a retrofit is scheduled to take place at their facility.
- 2.13 Collaborate with facility managers to notify residents of water/energy retrofit schedule via distribution of doorhangers, posting flyers in common areas, inclusion of announcement in newsletters, etc.
- 2.14 Incentivize facility managers to participate in the direct install program by coordinating free direct installation of a high-efficiency commercial clothes washer (up to five per facility) when 75% of units participate in the upgrade.
- 2.15 Implement water/energy retrofits at a minimum of 3,000 residential units. During direct installation visit:
 - Document eligibility to participate in high efficiency clothes washer direct installation according to commercial clothes washer rebate program requirements of the Santa Clara Valley Water District.



- Document eligibility to participate in demand recirculation pump control direct installation program (not dependent on 75% participation target). Any facility that does not yet have controls installed will be eligible. Provide project agreement information to facility managers if applicable.
- Document eligibility for Santa Clara Valley Water District direct installation toilet program.
- Remove and recycle old aerators when possible.
- Coordinate the commercial high-efficiency clothes washer incentive program with selected vendor(s) and Santa Clara Valley Water District.
- Obtain project agreements from facility managers/property owners and coordinate installation of high-efficiency clothes washers and/or demand recirculation pump controls.
- Refer customers to SCVWD and retailer landscape water conservation rebate programs as appropriate.

Task 2 (Project 1) Deliverables:

- List of multi-family facility addresses that sign a statement of commitment of participation.
- List of multi-family facilities receiving direct installation services including their location and the number of units, aerators, and high-efficiency clothes washers installed.
- Number of single-family residences participating in the direct installation program per census tract, including number of aerators, high efficiency clothes washers, and Energy Star hot water heaters installed.
- Installation of 25 high efficiency residential clothes washers.
- Installation of 6,000 each shower aerators, kitchen sink aerators, and faucet aerators.
- Installation of 50 project agreements with multi-family facility managers to install demand recirculation pump controls and/or 100 high-efficiency commercial clothes washers.
- Installation of 50 project agreements with single-family property owners to replace water heaters with tankless or more efficient tank or heat pump heaters.



Task 3 (Project 2): Implement Pre-Rinse Spray Valve Direct Installation Program

The purpose of this project is to replace high water use hot water fixtures in commercial kitchens and groceries with state-of-the-art low water use pre-rinse spray valves (0.65-1.07 gpm), lavatory faucet aerators (0.5-1 gpm) and other sink aerators (1.5gpm) for all but utility sinks. New fixtures will be installed through a free door-to-door direct install program at businesses and institution in and near DAC communities. Pre-rinse valves will be installed where the retrofit achieves at least a 0.49 gpm reduction. Although uncommon, shower aerators (1-1.5gpm) will also be replaced where appropriate. While onsite, installers will test for toilet tank and faucet leaks and refer businesses to the Santa Clara Valley Water District's commercial rebate programs.



- 3.0 Obtain list and account contact information for restaurants, groceries and institutions in communities with a CalEnviroScreen 2.0 score of 76% or higher. Prioritize list based on annual water use.
- 3.1 Customize and current Ecology Action Pre-Rinse Spray Valve program collateral for the WaterLink program to include:
 - A program brochure with a "we stopped by and will return [date] or contact us for an appointment" fill in field.
 - A customer take-in/liability form and tracking sheet for all fixtures replaced.
 - A leave-behind agreement outlining resources to train new employees on proper valve use and reminding owners to maintain equipment and ensure when the valve requires replacement in the future its replaced with an equal or lower gpm model.
- 3.2 Conduct door-to-door installation offerings in high concentration areas, targeting high water users with phone calls in advance where possible.
- 3.3 Secure and document owner/manager approval for services with signature on take-in/liability form.
- 3.4 Assess site to identify current gallon per minute of spray/faucet equipment utilizing flow rate measurement bags or information on the equipment. Check for toilet and faucet leaks. Review upgrade opportunities and confirm approval to switch out equipment. Conduct installations.
- 3.5 Provide bilingual training on site to dishwashing staff.
- 3.6 Document all installations on take-in/liability form and on customer leave-behind agreement. Review Leave-behind agreement with customer and provide information referrals to Santa Clara Valley Water District/retail rebate programs. Input installation data into Excel or database tracking system via cell/data enabled field tablets.

- 3.7 If applicable, refer facility to the Ozone Laundry Upgrade project (see Task 5, Project 4).
- 3.8 Remove and recycle old aerators. Remove old pre-rinse valves and store with customer contact information for a 30-day period in the event the customer calls to request the old valve be returned. Recycle old valves following the waiting period.
- 3.9 Enter customer specific baseline and upgrade installation results into tracking database.

Task 3 (Project 2) Deliverables:

- List of /numbers of businesses assessed for direct install program, and how many qualified for services.
- 4,800 low flow pre-rinse spray valves installed
- 14,400 sink aerators installed
- Number of referrals to Santa Clara Valley Water District rebate and direct install programs



Task 4 (Project 3): Implement Direct Installation (DI) Program to Replace Non-Functional Turfgrass with Climate-Appropriate Landscaping at Institutional and Multi-family Facilities.

This project will replace a total of 50,000 square feet of spray-irrigated, non-functional turfgrass with climate-appropriate landscaping and low-volume drip irrigation.



³ Ecology Action recognizes there was a statewide effort around 2002-2004 to offer a similar PSRV DI service that achieved high saturation amongst commercial kitchens around the state, and in fact Ecology Action delivered this program to the City of Santa Cruz in 2004, replacing over 200 valves in a program funded by PG&E. What has become clear is that due to businesses ownership turnover, the relatively short equipment life of the installed valves, and the improvement in high efficiency PSRV performance, these services are needed again. This has been proven in the City of Santa Cruz, which in 2013 conducted a baseline survey to inform revision of its Master Conservation Plan. Their third party researcher found that only 25% of businesses surveyed had a high efficiency PSRV in place that met the EPA WaterSense specification of 1.25 gpm or less. The City subsequently funded Ecology Action to conduct a direct install program beginning in Summer 2014. In our work year to date we have found that of the 135 businesses visited, 159 (or 85%) were in need of PRSV upgrades. The PSRVs we found in place at these facilities averaged over 2.140 gpm (sometimes as high as 7.0 gpm), which we replaced with 1.07 gpm valves in 75% of the businesses and as low as 0.65 gpm valves in 25% of the businesses with high building water pressure (as such the weighted average gpm of valves installed was 0.9gpm). We have utilized the City's research and our direct field experience to inform the need and the saturation/uptake targets for our proposed Project 2, PSRV Direct Install Program scope.

Retrofitted landscapes will require no or little summer water when established. For the purposes of this project, non-functional turf grass is defined as irrigated lawn that is maintained for aesthetic purposes only. The DI project will prioritize implementation at schools and government facilities with high public visibility and demonstration value in disadvantaged communities that could not otherwise afford to improve irrigation efficiency without financial assistance. Each facility must participate in an irrigation system evaluation to identify high priority areas for irrigation efficiency improvements before receiving implementation funding. To reduce GHG emissions during installation, the sheet-mulching method of turf removal will be used when site conditions are appropriate, and locally produced greenwaste compost and mulch materials will be applied. Project labor will be primarily provided by California Conservation Corps crews. As an engagement and education opportunity, Ecology Action offers volunteer participation opportunities to the school community members to participate in the landscape retrofit.



- 4.1 Create a template MOU allowing institutional facility managers to assign Santa Clara Valley Water District and retailer rebates to Ecology Action to streamline financing of DI turf replacement program and minimize paperwork on facility manager end.
- 4.2 Execute a scope of work with the California Conservation Corps office located in the project DAC area to provide labor and equipment for DI institutional turf replacement program. Provide job training to Corp members on sheet mulching and irrigation installation techniques.
- 4.3 Collaborate with the Santa Clara Valley Water District and participating retailers to create a target list of 40 high-visibility public facilities located in or serving disadvantaged community census tracts in the project region with a CalEnviroScreen 2.0 score of 76% or higher.
- 4.4 Schedule and conduct irrigation system evaluations with facility managers to identify irrigation efficiency improvements and high priority areas for turf-replacement with climate appropriate landscaping. During irrigation system evaluations, provide information about Santa Clara Valley Water District landscape rebate programs.
- 4.5 Secure statements of commitment (project agreements) from a minimum of 20 institutional facility managers to participate in the DI turf replacement program. Selected schools will promote the opportunity to school parent and community volunteer opportunities to participate in the retrofit. Statements of commitment shall outline specific irrigation zones to be retrofitted on a site map, anticipated work schedule, roles and responsibilities of Ecology Action and the institution

during implementation, a commitment on the part of the institution to maintain the landscape installation for the life of the project, cash contributions required by the institution for project implementation (if necessary), and an attached MOU rebate assignment (see work item 4.2).

- 4.6 Create climate appropriate landscape designs for a minimum of 20 landscapes. Obtain facility manager approval for design.
- 4.7 Collaborate with and manage the California Conservation Corps to replace a total of 50,000 square feet of turf with climate-appropriate landscapes at a minimum of 20 institutional facilities.
- 4.8 Process landscape water conservation rebate application for each project with Santa Clara Valley Water District.

Task 4 (Project 3) Deliverables

- Statements of commitment (project agreements) from 20 institutional facility managers.
- A project list, to include the address of public facilities participating in direct installation program, contact information, total turf area converted, and expected annual water savings.
- Pre-and post-installation photo documentation of DI turf replacement projects.



Task 5 (Project 4): Implement Ozone Laundry Rebate and Technical Assistance Program

The purpose of this project is to provide free assessments and financial incentives to motivate commercial customers to implement ozone laundry retrofits in their existing commercial laundering operations. Eligible customers include hotels, correctional facilities, and skilled nursing facilities. The project will prioritize nursing facilities with more than 75 beds in DAC areas where ozone laundry implementation will directly reduce water use by at least 74,800 gallons per year. Due to their medical nature nursing homes have significantly higher laundry throughput than the other types of residential occupancies and are required to heat their laundry wash water to 170 degrees rather than 120 degrees at non-medical occupancy locations.

The grant-funded incentives will leverage and complement existing customized retrofit incentives offered by (1) Pacific Gas & Electric Company (PG&E), which can fund \$1/therm or \$150/kWh savings and is capped at 50% of project cost; and (2) by the Santa Clara Valley Water District, whose measured rebate program offers \$8/ccf saved per year, also capped at 50% project cost.

Free site assessments will be offered to determine feasibility and facilities electing to go forward will receive, on top of existing rebates, a grant-funded incentive up to \$7,500 to cover the customer cost-share. Combined, the utility and grant incentives are anticipated to cover 90-100% of metering and installation costs, resulting in a return on investment for the business of less than two months at most. Rebate paperwork will be prepared by the project team to minimize work for the customer.

5.1 Project Recruitment

- 5.1.1 Update list of target facilities developed during grant proposal, and obtain account contact information for skilled nursing facilities, hotels, and correctional facilities in Santa Clara Valley Water District territory. Prioritize list based on location in DAC, if skilled nursing facility, number of beds, and annual water use.
- 5.1.2 Develop co-branded marketing materials with ozone laundry vendors describing available rebates and grant incentives.
- 5.1.3 Develop a template customer project agreement for grant incentive.
- 5.1.4 Conduct phone and in-person outreach to targeted facilities. Recruit a minimum of 30 facilities to participate in site assessments to determine implementation feasibility.

5.2 Project Implementation

- 5.2.1 Vendors complete site assessments and develop project proposals with detailed water and energy savings estimates and cost and rebate estimates. Vendors deliver project proposals to Ecology Action and the customer.
- 5.2.2 Customer signs grant project agreement with Ecology Action based on water/energy savings and rebate estimates, authorizing a specific grant payment to the selected vendor. Customer contracts directly with vendor/contractor to implement retrofit .
- 5.2.3 Vendor installs water meter on water input hose to laundry machine(s). Actual water use monitored for 30 days prior to installation.
- 5.2.4 Rebate and savings estimates finalized with actual water use data.
- 5.2.5 Vendors and contractors implement retrofits as proposed.
- 5.2.6 Vendors complete certified payroll requirements as required by the project Labor Compliance Plan.

5.3 Project Verification

- 5.3.1 Vendors conduct necessary 30 days of post-retrofit monitoring required to establish and verify water use reduction.





5.3.2 Ecology Action will verify project installation.

5.3.3 Ecology Action and/or vendors assist customer in rebate application to PG&E and Santa Clara Valley Water District.

5.4 Payment Processing

5.4.1 Customer will submit and receive rebates from utilities directly, ideally covering 70% of project costs.

5.4.2 Ecology Action will approve grant funded incentive payment amount and process payment to customer, ideally covering the remaining costs.

5.4.3 Vendor will collect customer payment for services, which ideally is 100% offset by payments from the PG&E rebate, the SCVWD rebate, and the Ecology Action grant incentive payment. If not 100% covered, the customer out-of-pocket will be the 10% of the total project costs at most, resulting in a 1-2 month return on investment maximum.

5.5 Project Monitoring

5.5.1 Ecology Action will enter customer-specific water and energy use baseline and savings results from ozone equipment installation into Salesforce tracking database.

5.5.2 Create case studies from two selected facilities to provide to DWR and post on Santa Clara Valley Water District websites.

Task 5 Deliverables

- List of facilities targeted and customer communication outcomes
- Project agreements from a minimum of 30 commercial property owners
- A project list, to include the address of facilities participating in the Rebate and Technical Assistance Program, contact information, and expected annual water and kWh savings
- Case studies of at least two top-performing facilities

Task 6: Project Monitoring and Evaluation

- 6.1 Generate reports from project tracking systems comparing pre-installation flow rates and installed equipment flow rates to generate calculated water savings and energy savings, and associated GHG reductions.
- 6.2 In collaboration with Santa Clara Valley Water District and participating retailers, evaluate customer water use records to determine water and energy savings attributed to landscape and indoor water efficiency projects. See Attachment 6, Proposal Monitoring Plan for details.

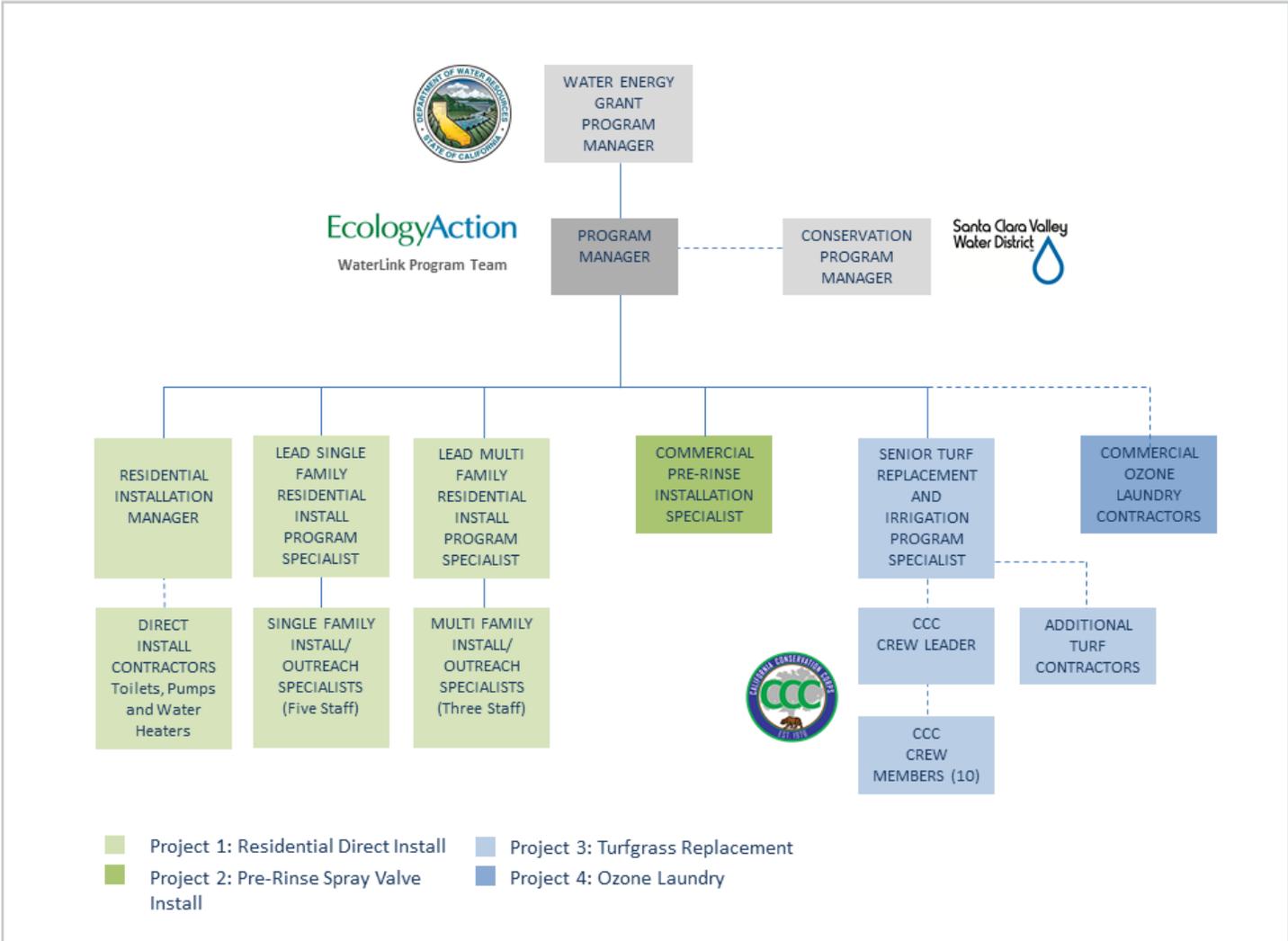
Task 6 Deliverables

- Project evaluation data summaries and discussion of successes and barriers attached to annual and final reports.

Project Team Structure

This project is contract ready. The workplan outlined above has been confirmed and vetted by our program partners. We also developed the project team organizational chart that further supports our contract readiness and preparedness to deliver the **WaterLink** program should we score highly enough to secure DWR's funding partnership in the program

The above workplan outcomes will be achieved by the following Program Team.



December 5, 2014

State of California
Department of Water Resources
1416 9th Street
Sacramento, CA 95814

**RE: Department of Water Resources 2014 Water-Energy Grant Program
Santa Clara Valley Water and Energy Conservation Incentives Program**

Dear Review Committee:

The Water District is excited to support WaterLink, Ecology Action's Water and Energy Conservation Incentives Program, the goal of which is to bring cost effective water and energy savings to customers in disadvantaged communities throughout Santa Clara County. This letter confirms the commitment of the Santa Clara Valley Water District (District) to support the project by offering the following rebates and devices, provided that these rebate programs and devices are available during the DWR grant award period (2015-2017):

- Rebates for converting turf with qualifying low water using landscape
- Rebates for high efficiency sprinkler nozzles
- Rebates for single-family residential graywater laundry to landscape systems
- Rebates for qualifying residential Energy Star Most Efficient clothes washers
- Rebates for qualifying commercial high efficiency clothes washers
- Pre-rinse spray valve nozzles
- Low-flow showerheads with shut-off valves
- Low-flow kitchen faucet aerators with shut-off valves
- Low-flow restroom faucet aerators

In addition to the programs listed above, District staff will assist in marketing that targets disadvantaged communities and customer groups. District staff will also assist in aligning the rebate reimbursement process with Ecology Action's direct installation program; arrange non-disclosure agreements with Ecology Action and participating retailers; and assist with the coordination of customer and water usage data to Ecology Action for the purpose of evaluating reductions in water use and the effectiveness of each project in order to ensure the success of the Program.

We feel confident that the proposed program will bring cost-effective water and energy savings to our customers, build upon the success of the District's existing water conservation programs, advance the goals of the District's Urban Water Management Plan and Water Supply and Infrastructure Master Plan, assist with drought response, strategically address opportunities and challenges related to the District's customer base within disadvantaged communities, and meet the goals of DWR's Water-Energy Grant Program.

The District is enthusiastic about collaborating with Ecology Action and the Department of Water Resources in implementing direct installation incentives that reduce irrigation demand and hot



water use within disadvantaged communities. In 2014, overwatering of turf-intensive landscapes remained a huge barrier in meeting our voluntary drought reduction goals. Replacement of turf with climate appropriate landscape at publicly owned facilities will demonstrate the 'new norm' in landscaping to the surrounding communities and inspire local residents and businesses to invest in change. We believe that Ecology Action's approach of offering turf replacement and irrigation efficiency direct installation services free of cost to public schools and publicly owned buildings is the only way that many of these facilities will be able to afford the investment. Likewise, the direct installation of fixtures that reduce hot water in residential occupancies not only achieves water and energy savings for the District and the customer, the direct installation process and enhanced financial incentives will provide educational opportunities in the community, emphasizing the importance and benefits of water and energy conservation and connect disadvantaged communities with other District water conservation programs.

We look forward to supporting Ecology Action and to working with the Department of Water Resources in order to achieve our common goal of reducing greenhouse gas emissions from our water system. Thank you for this opportunity.

Sincerely,



Beau Goldie
Chief Executive Officer

cc: J. Fiedler, G. Hall, J. De La Piedra

CALIFORNIA CONSERVATION CORPS**Monterey Bay Center**

757 Green Valley Road, Watsonville, CA 95076
(831) 768-0150 FAX (877) 568-8939
www.ccc.ca.gov



December 2, 2014

State of California
Department of Water Resources
1416 9th Street Sacramento, CA 95814

**Re: Department of Water Resources 2014 Water-Energy Grant Program
Santa Clara Valley Water and Energy Conservation Incentives Program**

Dear Review Committee:

The California Conservation Corps, San Jose satellite of the Monterey Bay Center is pleased to write this Letter of Support for the program proposed by Ecology Action to implement water and energy conservation in Santa Clara County. The irrigation efficiency and turf replacement projects proposed by Ecology Action are in alignment with the California Conservation Corps drought response priorities, and our Corps members are ready to serve in this capacity. The Monterey Bay Center has worked on similar projects in Watsonville doing the Watsonville Fowl Reservoir project as a part of the water reduction for all state agencies, this project work meets our requirements to help reduce water waste in our communities.

As you may know, the California Conservation Corps (CCC) is a state agency hiring young men and women, 18-25, for a year of natural resource work and emergency response. Many San Jose satellite corps members are from disadvantaged communities within the Santa Clara Valley. We rely on local contracts to keep these young people employed. Our partnership with Ecology Action will give our Corps members work serving their home community on projects that will have a lasting water conservation impact and add new skills to their job resumes. These types of projects help them network with other agencies and broaden their possibilities for different careers,

Since January 2014, CCC San Jose members have surveyed 75 school sites in the Santa Clara Valley and collected the data for analysis necessary to create Proposition 39 compliant Energy Opportunity Survey Reports. Priority is given to smaller local education agencies with high percentages of students qualifying for free and reduced price meals. We will leverage our Proposition 39 school contacts in disadvantaged communities to engage school facilities managers in participating in the proposed turf replacement and irrigation efficiency direct installation programs. Our Corps members

Dept of Water Resources

Dec 2, 2014

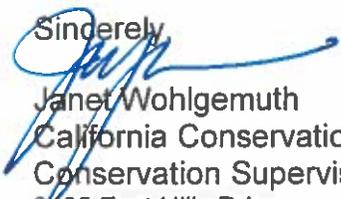
Page 2 of 2

will benefit from being trained in water conservation evaluations and ecological landscaping methods by Ecology Action staff.

The CCC will commit to contracting with Ecology Action to provide all labor, supervision, and work equipment needed to assist with at least 20 turf replacement projects and other irrigation efficiency projects at public schools and government facilities.

We hope that DWR will consider funding the proposed incentive program and help us bring these valuable workforce training opportunities to our CCC members.

Sincerely,



Janet Wohlgemuth

California Conservation Corps, San Jose Satellite

Conservation Supervisor

3485 East Hills Drive

San Jose, CA 95127

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FAX (831) 759-2961

E-MAIL
Assemblymember.Alejo@assembly.ca.gov

Assembly California Legislature



LUIS A. ALEJO
ASSEMBLYMEMBER, THIRTIETH DISTRICT

COMMITTEES
CHAIR: ENVIRONMENTAL SAFETY AND
TOXIC MATERIALS
LOCAL GOVERNMENT
JUDICIARY
LABOR AND EMPLOYMENT

December 10, 2014

Laura Peters
Senior Engineer – Water Resources
Department of Water Resources
1496 9th Street, Sacramento CA 95814

**RE: Department of Water Resources 2014 Water-Energy Grant Program
Santa Clara Valley and Energy Conversation Incentives Program**

Dear Ms. Peters:

I am pleased to write this Letter of Support for the WaterLink program proposed by Ecology Action to implement water and energy conservation in Santa Clara Valley Water District's territory. The 30th District includes portions of Gilroy and Morgan Hill, both of which include designated Disadvantaged Communities (DACs) pursuant to Senate Bill 535. The proposed program would bring valuable resources to the 30th District and provide residents access to water and energy savings that may otherwise be cost prohibitive.

The WaterLink program will help implement the most cost effective indoor hot water conservation measures in single family, multifamily, commercial kitchens and skilled nursing facilities, and hotels in the target DAC Census tracts. It will also help implement turf replacement and irrigation efficiency upgrades at schools and multifamily facilities.

Providing these selected water saving measures will leverage existing resources to maximize the amount of water and energy savings that can be realized in the program area. The majority of these efforts to the public will be offered at no cost to the participants.

In advance, I want to thank you for your attention and consideration of this request. If you have any questions or need additional information, please contact me at my District Office at (831) 759-8676 or via email at Assemblymember.Alejo@asm.ca.gov.

Sincerely,


Luis A. Alejo
Assemblymember
30th District

COMMITTEES
JUDICIARY
BUDGET
BUDGET SUBCOMMITTEE #5 ON
PUBLIC SAFETY
NATURAL RESOURCES
ENVIRONMENTAL SAFETY AND
TOXIC MATERIALS

CHAIR, SELECT COMMITTEE ON
COASTAL PROTECTION

Assembly California Legislature



MARK STONE
CHAIR, HUMAN SERVICES
ASSEMBLYMEMBER, TWENTY-NINTH DISTRICT

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MONTEREY, CA 93940
(831) 649-2832
FAX (831) 649-2935

December 8, 2014

Review Committee
California Department of Water Resources
1416 9th Street
Sacramento, CA 95814

Re: Support for Ecology Action 2014 Water-Energy Grant Program 'WaterLink' Proposal

Dear Review Committee:

I am writing in support of the proposal submitted by Ecology Action under the Department of Water Resources (DWR) 2014 Water-Energy Grant Program. This proposal seeks funding for the WaterLink Program, a project to implement water and energy conservation in Santa Clara Valley Water District's territory.

Part of the Assembly District I represent includes portions of Morgan Hill and South San Jose, both of which include designated Disadvantaged Communities (DACs) pursuant to Senate Bill 535. The proposed WaterLink Program would bring valuable resources to this area and provide residents access to water and energy saving measures that might otherwise be cost prohibitive.

The WaterLink program seeks to achieve the following two goals:

- Implementation of the most cost effective indoor hot water conservation measures in single and multi-family dwellings, hotels, commercial kitchens and skilled nursing facilities, all within the defined DAC.
- Turf replacement and installation of irrigation efficiency upgrades at schools and multifamily facilities.

The program includes carefully selected water saving measures that will leverage existing resources and maximize the amount of water and energy savings that can be realized in the program area. The majority of these measures will be offered at no cost to the participant and will bring updated and efficient equipment upgrades to households and schools that face priorities competing for limited financial resources.

I hope that DWR will consider funding the proposed program and help Ecology Action and the Santa Clara Valley Water District bring these valuable resources to our area.

Sincerely,

A handwritten signature in blue ink that reads "Mark Stone".

Mark Stone
Assemblymember
29th District



SAM FARR
17TH DISTRICT, CALIFORNIA

1126 LONGWORTH HOUSE OFFICE BUILDING
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COMMITTEE ON APPROPRIATIONS
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House of Representatives
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December 9, 2014

Mark W. Cowin, Director
California Department of Water Resources
1416 9th Street Sacramento, CA 95814

RE: Ecology Action's Grant application to the Department of Water Resources 2014 Water-Energy Grant Program: WaterLinks

Dear Director Cowin:

I would like to bring to your attention the grant application submitted by Ecology Action for the Department of Water Resources (DWR) 2014 Water-Energy Grant. Ecology Action has long been a leading provider of behavior change programs throughout California, supporting state and federal agencies in meeting their ever-increasing environmental mandates and sustainability goals.

Ecology Action's proposed grant application for its WaterLink program for the Santa Clara Valley Water District would bring valuable resources to the region, allowing residents, business owners, schools, and others the chance to implement some of the water and energy saving measures that may not make the list in the face of competing priorities. These projects will not only help conserve natural resources, but will also support specific state goals by reducing utility costs.

WaterLink is designed to directly meet DWR's funding priorities. Additionally, Ecology Action's partnership with the Santa Clara Valley Water District will reap various benefits for the residents and businesses of disadvantaged communities in Santa Clara County by diligently engaging and preparing many for the effects of drought and climate change.

I strongly urge that the California Department of Water Resources give all due consideration to Ecology Action's application for the Water-Energy Grant Program. Thank you for your time and consideration.

Sincerely,



SAM FARR
Member of Congress

SF/SC/SA



San José Unified School District

Inspiring and Preparing for Success

December 9, 2014

State of California
Department of Water Resources
1416 9th Street Sacramento, CA 95814

**Re: Department of Water Resources 2014 Water-Energy Grant Program
Santa Clara Valley Water and Energy Conservation Incentives Program**

Dear Review Committee:

The San Jose Unified School District (SJUSD) is pleased to write this Letter of Support for the program proposed by Ecology Action to implement water and energy conservation in Santa Clara Valley Water District's territory. Our School District, like so many in California, is constantly struggling to maintain safe, healthy learning environments for our students in the face of limited budgets and competing priorities. The proposed program would bring valuable resources to our District and allow us the chance to implement some of the water and energy savings measures we have wanted to install but have not been able to fund. Converting non-functional turf areas to water-wise landscaping and implementing other grant-funded irrigation efficiency measures will help reduce our District's utility costs as landscape water rates continue to rise.

SJUSD is a large urban, award-winning Pre-K-12 school system in the heart of the Silicon Valley. SJUSD is an innovative school district preparing 33,152 students for college and career success. As Silicon Valley's largest school district, San José Unified operates 42 schools serving communities from downtown San José south to the Almaden Valley. Nine of these schools are located in disadvantaged communities with a score of 75% or higher as defined by the Cal EnviroScreen 2.0, including Bachrodt Elementary School, Anne Darling Elementary School, Empire Gardens Elementary School, San Jose Community School, San Jose High School, Olinder Elementary School, Horace Mann Elementary School, Lowell Elementary School, and Washington Elementary School. The District will work with Ecology Action staff to prioritize turf replacement with climate appropriate landscaping in areas of high public visibility to maximize the educational and aesthetic benefits for the school community. The District plans to collaborate on the project, by facilitating contacts with site managers and principals and staff time contributions during the project.

We hope that DWR will consider funding the proposed incentive program and help Ecology Action and the Santa Clara Valley Water District bring these valuable resources to our community.

Sincerely,

Amy Ruffo
Manager Facilities and Construction

Amy Ruffo, Manager of Facilities and Construction
2222 Unified Way | San José, CA 95125 | 408-535-6071



Community Services Department
Corporation Yard Operation
100 Edes Court
Morgan Hill, CA 95037
(408)776-7333
www.morganhill.ca.gov

December 4, 2014

Kirsten Liske
Vice President Community Programs
EcologyAction
877 Cedar Street, Suite 240
Santa Cruz, CA 95060

**RE: Department of Water Resources 2014 Water-Energy Grant Program
Santa Clara Valley Water and Energy Conservation Incentives Program**

Dear Ms. Liske:

Thank you for your invitation to participate in the Santa Clara Valley Water and Energy Conservation Incentives Program, the goal of which is to bring cost effective water and energy savings to customers in disadvantaged communities throughout Santa Clara County. This letter confirms the commitment of the City of Morgan Hill to support the project. City of Morgan Hill staff are committed to assisting with marketing that targets our disadvantaged customer groups. City staff can also assist in providing contact information for City properties that could benefit from the turf replacement and irrigation efficiency upgrade programs, arrange non-disclosure agreements with Ecology Action, and provide customer water usage data, upon customer agreement, to Ecology Action for the purpose of evaluating reductions in water use and project effectiveness. We believe that these in-kind services will help ensure the success of the Water-Energy Grant Program.

The City of Morgan Hill receives its water from two groundwater sources: The Coyote Valley subarea of the Santa Clara Subbasin and Llagas Subbasin. All subbasins within Santa Clara County are managed and administered by the Santa Clara Valley Water District (SCVWD). Morgan Hill provides potable water service to its residential, commercial, industrial, and institutional customers within the City limits. The City's municipal water system extracts water from the underground aquifers via a series of groundwater wells distributed along the valley floor and supplies thirteen pressure zones. Water is then pumped up to service the five higher pressure zones on both east and west sides of the valley via booster stations. The City's water system facilities include 17 groundwater wells, 13 potable water storage tanks, 10 booster stations, and over 160 miles of pressured piping.

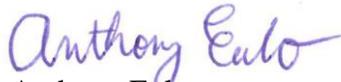
The City of Morgan Hill believes that conserving water is an important aspect of environmental protection. The City works with the Santa Clara Valley Water District to implement water conservation and reduce the total water demand throughout the City and Santa Clara County. Together, the City and SCVWD implement 13 required Demand Management Measures

(DMMs) including public education, leak detection support, and water-efficient washing machine rebate programs. The City provides residents with water conservation educational materials and equipment including Water Conservation Kits and water-efficient shower heads and faucet aerators. Morgan Hill residents may also receive a free home water use survey that helps identify water conservation opportunities through the SCVWD's Water Wise House Call program. Ecology Action's residential direct install program will ensure that many more Morgan Hill families can participate in and benefit from a Water Wise House Call.

We are enthusiastic about collaborating with Ecology Action and the Department of Water Resources to target direct installation incentives that reduce irrigation demand and hot water use in disadvantaged communities along Butterfield Blvd south of the City. The direct installation of fixtures that reduce hot water in residential and commercial occupancies not only achieves lasting water and energy savings for the City and the customer, the direct installation process and enhanced financial incentives will provide educational opportunities in the community about the importance and benefits of water and energy conservation and connect disadvantaged communities with other water conservation incentive programs.

We look forward to implementing a partnership with Ecology Action and to working with the Department of Water Resources to achieve our common goal of reducing greenhouse gas emissions from our water system. Thank you for the opportunity to respond and for considering this program.

Sincerely,



Anthony Eulo
City of Morgan Hill
Environmental Services Division
100 Edes Court
Morgan Hill, CA 95037