

2004 Water Use Efficiency Proposal Solicitation Package

APPENDIX A: Project Information Form

Applying for:

Urban

Agricultural

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

(a) implementation of Urban Best Management Practice, # _____

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

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

(d) Specify other: _____

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

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

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

(g) technical assistance

(h) other

3. Principal applicant
(Organization or affiliation):

Water Education Foundation

4. Project Title:

Water Saver Home Website Promotion & Customer Feedback Program

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

Name, title

Rita Schmidt Sudman,
Executive Director

Mailing address

717 K Street, Suite 317
Sacramento, CA 95814

Telephone

916-444-6240

Fax.

916-448-7699

E-mail

rsudman@watereducation.org

6. Contact person (if different):

Name, title.

Mailing address. _____

Telephone

Fax.

E-mail _____

7. Grant funds requested (dollar amount):

\$696,026

(from Table C-1, column VI)

8. Applicant funds pledged (dollar amount):

9. Total project costs (dollar amount):

\$696,026

(from Table C-1, column IV, row n)

10. Percent of State share requested (%)

(from Table C-1)

11. Percent of local share as match (%)

(from Table C-1)

12. Is your project locally cost effective?

Locally cost effective means that the benefits to an entity (in dollar terms) of implementing a program exceed the costs of that program within the boundaries of that entity.

(If yes, provide information that the project in addition to Bay-Delta benefit meets one of the following conditions: broad transferable benefits, overcome implementation barriers, or accelerate implementation.)

(a) yes

(b) no

See Benefit & Cost Analysis

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

If yes, your project may be eligible only if there will be accelerated implementation to fulfill a future requirement and is not currently required.

Provide a description of the regulation, law or contract and an explanation of why the project is not currently required.

- | | |
|---|---|
| 12. Duration of project (month/year to month/year): | <u>December 1, 2005 – November 30, 2008</u> |
| 13. State Assembly District where the project is to be conducted: | <u>CALFED Target Area</u> |
| 14. State Senate District where the project is to be conducted: | <u>CALFED Target Area</u> |
| 15. Congressional district(s) where the project is to be conducted: | <u>CALFED Target Area</u> |
| 16. County where the project is to be conducted: | <u>CALFED Target Area</u> |
| 17. Location of project (longitude and latitude) | <u>CALFED Target Area</u> |
| 18. How many service connections in your service area (urban)? | <u>N/A</u> |
| 19. How many acre-feet of water per year does your agency serve? | <u>N/A</u> |
| 20. Type of applicant (select one): | |
| | <input type="checkbox"/> (a) City |
| | <input type="checkbox"/> (b) County |
| | <input type="checkbox"/> (c) City and County |
| | <input type="checkbox"/> (d) Joint Powers Authority |
| | <input type="checkbox"/> (e) Public Water District |
| | <input type="checkbox"/> (f) Tribe |
| | <input checked="" type="checkbox"/> (g) Non Profit Organization |
| | <input type="checkbox"/> (h) University, College |
| | <input type="checkbox"/> (i) State Agency |

(j) Federal Agency

(k) Other

(i) Investor-Owned Utility

(ii) Incorporated Mutual Water Co.

(iii) Specify _____

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

(Provide supporting documentation.)

(a) yes,

median household income

(b) no

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

By signing below, the official declares the following:

The truthfulness of all representations in the proposal;

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

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

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

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

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


Signature

Rita Schmidt Sudman, Exec. Dir.
Name and title

1/14/05
Date

B-15c. Statement of Work, Section 1: Relevance and Importance

The **Water Education Foundation** proposes a three-year public outreach program promoting the “Water Saver Home” to increase water efficiency in the CALFED area. The program will be conducted in partnership with the **California Urban Water Conservation Council**, water districts throughout the state and specifically three water districts in a Year One pilot program: **East Bay Municipal Utility District, Marin Municipal Water District, and Los Angeles Department of Water and Power**. The Foundation also will work with **Sunset Magazine** on briefing and educational materials for water-wise gardening and landscaping. The program will reach millions of Californians by the end of three years, and during that time gain valuable information about what motivates water users to change water use behaviors.

This virtual home, hosted at www.H2Ouse.org, was developed by the California Urban Water Conservation Council (“The Council”) in conjunction with USEPA, Contra Costa Water District, and San Diego County Water Authority, with input from companies and groups. The Water Saver Home Website educates consumers about water use inside and outside the home. The site presents tips, techniques, technologies and incentives to reduce water use and increase efficiency. The site also includes the “Water Budget Calculator,” a powerful tool for tracking reductions in water use after consumers alter water-using behavior and/or install water-efficient products.



Unfortunately, the site has not been promoted and it is not widely used in California. It also lacks the ability to track how it is used and provide feedback on whether or not users are changing their water use habits. This information would prove invaluable to water districts statewide.

The **Water Education Foundation** will partner with the **California Urban Water Conservation Council** to upgrade and promote the Water Saver Home Website and Water Budget Calculator. In addition, the three districts in the pilot program have volunteered to offer water bill discounts as a further incentive for their customers who use the calculator and commit to water savings.

The program is based in information sharing and enhancement to reduce outreach costs for individual districts. It also emphasizes direct contact with water users, both electronically and in-person at community events. Program ideas and materials will be tested during a one-year Pilot Program in the Bay Area and Los Angeles, then modified for a statewide roll-out in years two and three. **All materials and messages will support the CALFED Water Use Efficiency Program goals and objectives.**

Goals and Objectives

The purpose of this program is to promote increased water use efficiency in urban homes and thereby help reduce dependency on the Bay-Delta related systems.

This goal will be pursued through a public outreach program designed to achieve these objectives:

- Increase awareness of urban, household water-use issues in the California Bay-Delta and the regions it supplies,
- Introduce techniques to modify water-using behaviors to reduce water use inside and outside the home,
- Offer effective technologies to increase water efficiency inside and outside the home, and
- Provide incentives to increase use of those techniques and technologies.

The Need for This Program

Urban home water users waste billions of gallons of water a year through leaks, outdated equipment such as clothes washing machines and toilets, poor landscape planning and watering, and many other inefficiencies.

Wasting water throughout the Bay-Delta system and parts of the state that depend on this system for drinking water has a growing impact as population continues to increase throughout California, creating more demand for a finite resource. In addition, wasting water creates burdens on water districts that must fulfill demand, and also on other agencies that must wastewater. A further impact of wasted water, specifically water wasted because of landscaping and watering, is polluted runoff entering the water supply via storm drains.

Despite these consequences, consumers need more than information to get them to take action to conserve water. They need tools to help them do so. The Water-Saver Home and Water Budget Calculator provide tools, information, resources, and incentives to make changes in water use, but it is not being promoted or used to its potential. For instance, the site gives step-by-step instruction on detecting leaks everywhere from the bathtub to the hot tub, repairing leaks, and installing new technologies. There also are how-to sections on reading the water meter, disposing used equipment and appliances, maintaining existing equipment, and buying new water-saving devices. These are highly useful tools, but if water users don't know how to find them, they remain unused.

The Water Budget Calculator helps water users understand their water use, anticipate water savings if certain change were made, make a commitment to change behaviors and/or technology, and track the results of those changes.

The site has enormous potential, particularly to water districts, not just in tracking water use and savings, but also in conducting in-home water audits, which are fairly expensive in terms of personnel and time. Water districts have expressed interest in linking the Water Budget Calculator with their own user records, a future undertaking that would require a substantial investment on the part of the California Urban Water Conservation Council and each water district.

Before any such effort can be undertaken, the Website and its tools need to be thoroughly evaluated and upgraded, for a number of deficiencies exist:

- While the H₂Ouse Website gets as many as 11,000 visitors a month (who produce about 300,000 hits/pages visited a month) from users throughout the United States, the effectiveness of the site is unknown.
- Feedback is needed to determine if the Water Budget Calculator is built correctly to work the way users want it to.
- Visits have never been analyzed in terms of use of the site or actions taken.
- The H₂Ouse is not broadly used within California, and it has not been promoted. The Council created two post card-sized direct mail pieces, and a poster, but has been unable to develop and implement any other public relations tools or programs, and its outreach is extremely limited.
- The Website is not current. CUWCC developed two newsletters in 2002, but none since. Links and other features need to be regularly maintained but presently are not because of lack of funding to do so.
- While there is a “contact us” feature on the Website, there is no mechanism such as a survey to solicit feedback to specific questions about the site and its tools.

The proposed program will address these deficiencies.

Timing, Target Audiences, and Geographic Scope

The Water Education Foundation proposes to launch this effort with a one-year pilot program that will be highly hands-on to scrutinize the effectiveness of outreach efforts, the response on the Website, and

The screenshot shows a web browser window with the URL `budgets.com/Conservation/CUWCC/DataInput.htm`. The page title is "Water Budget Calculator". The form is divided into three main sections:

- Site Information:** Fields for Name (Home Owner), Site Name (My House, with a note "(e.g., My House)"), and Zip (95825).
- Home/Interior Water Consumption Estimate:** Fields for Number of Residents (3), Number of Showerheads (2), Number of Toilets (0), and Number of Faucets (0). It also includes checkboxes for "Do you have a clothes washer?" (Yes) and "Energy Star?" (Yes).
- Landscape Water Consumption Estimate:** Fields for Grasslawn Area (200 sq.ft.) and Shrubs/Ground Cover Area (10 sq.ft.).



reaction from water users as well as the water districts that serve the users. The Foundation and the Council will collaborate to refine the program, the tools, and the Website based on consumer and district responses so that by Year Two, a statewide program can be rolled out. The Foundation and The Council will continue to upgrade and refine the program throughout years two and three of the program.

The Foundation and Council have enlisted the participation of three water districts for the Year One pilot program: **East Bay Municipal Utility District, Marin Municipal Water District, and Los Angeles Department of Water and Power.**

The Foundation and The Council chose these districts because of their geographic location, existing water metering, the demographics of the users, and the interest and enthusiasm of the districts to be involved in this program. **East Bay MUD and Marin MWD** both are in the Bay-Delta system, and their water use has a direct impact on the water supply and quality. Together they serve approximately 1.5 million people in about 40 cities and towns.



The Los Angeles district is a recipient of water from the Bay-Delta system and has different concerns about water supply and quality. **The Los Angeles Department of Water and Power**, established more than 100 years ago to provide reliable water and electricity to the city's residents and businesses, serves more than 3.8 million people in Los Angeles.



The geography and differing concerns about water supply and water quality in these districts will give The Foundation the opportunity to test the effectiveness of a variety of tools and messages.

In addition, partners were sought with water user demographic profiles that suggested individuals who are computer literate and comfortable enough and familiar enough with electronic tools to give helpful feedback. A further demographic attraction for Marin and the East Bay is that marketing studies show these areas have large numbers of “early adopters,” that is, individuals who like to try new things and even participate in programs to test technology.

Another important factor in selecting partners was existence of ongoing outreach efforts, rebates, and incentives. The Foundation chose partners who already have some incentive programs that the Water Saver Home and Water Budget Calculator programs can tie into.

In implementing the proposed program, The Foundation would work directly with its water district partners, the water districts' customers, news media that cover those districts, and public and private organization and groups concerned about and/or involved in water budgeting.

The program will incorporate key messages that reflect the mission of the California Bay-Delta Authority's CALFED Program to restore ecological health and improve water management, water quality, and water supply reliability in the Bay-Delta system.

B-15d. Statement of Work, Section 2: Technical/Scientific Merit, Feasibility

This multi-faceted program seeks to reach water users directly, through their water districts, and through mainstream as well as alternative media. Before any outreach can be undertaken, however, certain deficiencies on the Website must be addressed.

Task 1. Re-program the Water Budget Calculator to enable monitoring and tracking (\$38,475 over 3 years)
In order to have a behind-the-scenes database that can help analyze behavior changes and water savings, The Council will further develop the site to enable monitoring of use by zip code, features used, and numbers of people who take action. The Council also will set up the site for survey delivery and response.



Task 2. Review and Evaluate www.H2Ouse.org (\$2,565)
The Foundation will conduct a communications/public relations review of the site and evaluate its overall appeal, usability, features, navigation dynamics (from a user's point of view), and key messages and then recommend changes that can be made as the site is upgraded and updated.

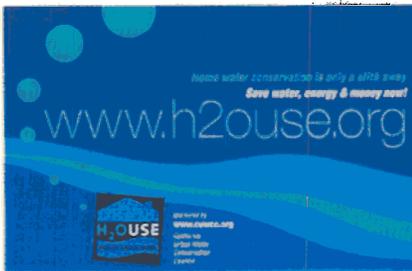
Task 3. Work with water districts and other groups to collect materials for the pilot program to publicize and promote the Water Saver Home and Water Budget Calculator. (\$22,088 over two years)
The Foundation will gather materials and evaluate programs in the pilot program districts to learn more about what these districts are doing, how they are reaching out to consumers, and the level and content of consumer response. The Foundation will determine how Water Saver Home materials and messages can be integrated into existing programs and packages.

Task 4. Community Involvement (\$15,276 over three years)
The Foundation also will work with the districts to generate ideas for public/community involvement and direct outreach activities for the Council and

the Water Saver Home. The Foundation will develop and test ideas for programs that districts can implement, e.g., neighborhood water-saver challenges, garden makeovers (which ideally would tie in with homebuilder and landscape groups).

The Foundation will work with the districts directly to evaluate each component of the program as it is introduced and further refine the materials and approaches based on feedback garnered.

Task 5. Introduce the Water Saver Home and Water Budget Calculator to existing Foundation & Council partners, water agencies, resource conservation districts, and other organizations concerned with water budgeting. (\$18,240 over three years)



The Foundation will reach out to water users via existing water agencies and organizations and their newsletters and Websites. During the pilot program, The Foundation will focus on organizations within the pilot program districts, and also lay the groundwork for broader, statewide involvement. Ideally, The Foundation would link Water Saver Home offerings with **DWR's Water Education Department** and work with staff to determine ways to incorporate their materials into the Water Saver Home outreach program.

Task 6. Create new relationships with private-sector groups and organizations that are concerned about water budgeting. (\$26,790 over three years)

The Foundation will work with the water districts to establish information-sharing and links with homebuilders, landscape architects, heritage landscape groups, particularly regional groups and organizations.

Task 7: Broaden the electronic reach of the H₂Ouse Website (\$28,643 over three years)

The Website presently is listed effectively on a variety of search engines. For instance, the first item presented from a search of "water conservation" on Google is H2ouse.org. The Foundation will work with The Council to link the site with the Websites of more groups and organizations interested in or involved in water budgeting.

Task 8. Keep the Website - H₂Ouse.org – current (\$91,770 over three years)

The Foundation will work with The Council to periodically update the Website with new offerings to give site visitors variety and incentive to return. These updates will include:

- Quarterly/seasonal newsletter which will contain feature articles, current news, updates on opportunities being developed (such as the EPA "Water

Star” labeling program), water-use tips, links to other sites and resources. The newsletter also will be available on the Water Education Foundation Website. Develop fresh information materials for the Website (e.g., water-saving tips, fact sheets, how-to guides)

Links to innovative as well as fun/interactive sites

Links to recent news stories generated through media outreach

Task 9. Create a “Water Consumer Conservation Corps” from individuals who visit the Website, tour the Water Saver Home and use the Water Budget Calculator. (\$81,994 over three years)

Development of a “Water Consumer Conservation Corps” is based on the principle that when people write down a plan or commitment, the chance of acting on that plan or commitment is higher. The proposed program will encourage water users to participate actively in water conservation and efficiency. Individuals who sign up to use the water calculator enroll in the Water Consumer Conservation Corps and receive a membership kit containing a variety of resources (described under the following task). The Water Consumer Conservation Corps members will customize their own kits from a menu of items which include Sunset reprints, Foundation booklets, a game for children, and other items. The incentive kit is one of the ways to encourage Water Calculator Users to provide a little more information about themselves. Because supplies are limited, the kit materials, specifically the Sunset and Foundation booklets, would be on a “first come” basis.

During the pilot program, The Water Consumer Conservation Corps would become the consumer test group, helping to refine the program, the Website and the water calculator. The Foundation will communicate electronically with this test group by e-mailing the newsletter (described above), periodic user surveys, and reminders to update their information on the Water Budget Calculator.

Task 10. Develop Incentives to foster greater participation in the program as outlined in the program objectives (\$43,1778): build awareness, offer tools, encourage use of technology to reduce water use and increase water efficiency inside and outside the home.

Build Awareness: Use the e-newsletter as an incentive for individuals to use the site and get ongoing information

Offer tools and techniques to decrease water use and increase water efficiency inside and outside the home, and promote those tools and techniques along with a “Water Consumer Conservation Corps.”

Individuals who sign up and use the Water Budget Calculator will make their picks from a menu of incentive materials which include:

- Reprints from **Sunset Magazine**:
 - Water-wise Gardening for California
 - Smart Water and Energy use in the West
 - How to Water Your Garden
- Booklets from the Water Education Foundation
 - Landscape Designs: Easy and Efficient
 - Landscape Design II
- An interactive educational game for children: “Hydroexplorer Comes to Your Home”

They also will receive:

- Quarterly/seasonal newsletter via e-mail
- Direct e-mail on seasonal concerns or other timely messages
- E-mail to remind consumers to continue to use the water calculator to track the results of changes they are making in their homes
- Water Consumer Conservation Corps button pin

Encourage use of technology: To provide incentives for water consumers to buy and install equipment to increase efficiency,

- The Website will inform water users about the availability and type of rebates that are available from water districts for purchase/installation of water-efficient products and technology,
- The Website will help water users calculate the savings in water, and therefore their direct savings in dollars, by installation and use of water-efficiency products,
- The Foundation will work with water districts on dollar-saving discounts on users’ water bills as incentives for installing efficient equipment and devices. All three districts in the pilot program have expressed a willingness to consider a \$10 discount on water bills, and
- The Foundation will periodically review and evaluate the incentive packages by soliciting feedback from users and also by working with water districts to track requests for rebates.

Task 11. Conduct Media Outreach in pilot program areas to increase visits to the Water Saver Home Website and use of the Water Budget Calculator (\$55,632 over three years)

For direct media outreach and placement, The Foundation will work with Lucy & Company, a public relations agency that specializes in public outreach with public agencies and which has a broad background in water issues. Lucy & Company has performed successfully in past projects with the Foundation. Program strategies will be to:

Promote the Water Saver Home, the Water Budget Calculator and available rebates through mainstream and alternative media using standard public relations tools such as news releases and customized story pitches.

Generate stories in regional media covering pilot program districts, and then later other regions and statewide media as the Water Saver Home program rolls out.

Primary targets are:

- Home and Garden newspaper sections
- Home and Garden television shows and segments, from broadcast to cable stations.
- Special market magazines, including home energy magazines, city magazines, and Sunset Magazine.

Task 12. Develop materials for use in media outreach, direct outreach to users of the Water Budget Calculator, public outreach by Water Education Foundation, CUWCC, and water district partners (\$175,474 over three years)

Media Kit

The Foundation will create a backgrounder package to introduce the Water Saver Home and the Water Budget Calculator to the news media, first in the pilot districts and later statewide. The kit will include feature articles, a backgrounder on the Water Saver Home, sample how-to and tip sheets, graphics such as H₂Ouse logo, water-use charts, diagrams of the Water Budget Calculator; a graphic that shows water use in a water-saver home in various regions of the state vs. a standard home to show savings in water use and dollars, and examples from the incentive package sent to the Water Consumer Conservation Corps members.

Consumer Packet

The Foundation will create educational and instructive materials for the general public for the Council to distribute at trade shows, home expos, county fairs, and other venues. Materials will include a simple brochure with general information about the Water Saver Home and incentives to drive water users to the site, encourage use of water calculator, and enrollment in Consumer Conservation Corps. The Foundation will develop the materials for this kit so that they can be shared (via electronic files) with other groups, profit and nonprofit.

Incentives Kit

The Foundation will create a kit of incentive materials for people who sign up for the Water Consumer Conservation Corps. New members will customize their kits by choosing between three different reprints from Sunset Magazine, two

brochures developed by the Water Education Foundation, and an interactive educational game for children:

“Hydroexplorer Comes to Your Home.” Kits will come with



a cover letter, a button pin, and Water Saver Home information and tips.

A CD collection of publications in camera-ready, electronic for water districts to use

The Foundation will pick the “best of” a number of publications, brochures, and flyers on water use efficiency and compile them in camera-ready form on CD so that districts can easily customize the brochures with their logos and addresses, and print and use in their outreach to customers. This is one way to “share the wealth” among districts and make good publications and good design broadly available.



a

To assemble this template kit, the Foundation will:

- Compile a “Best Practices” materials file by culling flyers, brochures, envelope stuffers, and other materials from the Council’s Water Saver Library and also from water districts,
- Survey and interview water district/agency public information personnel and collect materials and feedback on their most effective communication tools,
- Select the most relevant and appropriate materials,
- Where feasible and cost effective, update selected materials with Water Saver Home themes and messages,
- Gather electronic publication files from districts for publications selected for the packet, and convert others into electronic publication files, and
- Create a CD for distribution to water districts.

The Foundation also will create and include a feedback device such as a bounce-back card (tear-off or inserted cards that users can fill in and return in the mail.)

Update relevant Water Education Foundation brochures with current information and Water Saver Home themes and messages, and integrate them with information on the www.H2Ouse.org Website.

These materials include:



Landscape Designs: Easy and Efficient

New homeowners can get off to the right start in their new homes by designing efficient water saving landscapes that are easy to maintain. With consideration for function, aesthetics and water conservation, this brochure offers plans to fit an assortment of lifestyles. Choose from designs for entertaining, raising an active family, or planting gardens and small orchards. Also included are lists of water saving plants and "how to" information.



Landscape Design II

With Landscape Design II homeowners can reduce overall household water usage by renovating their landscapes. Use of the water-saving design, irrigation and maintenance techniques outlined in this brochure can cut the amount of water a homeowner uses by more than half -- often quite a savings on the monthly water bill. Landscape Design II takes the homeowner step-by-step through the landscape renovation process. It offers a "three-year plan" to accomplish a total renovation and includes a list of water thrifty plants, and a resources section of sources for more information about water conservation.

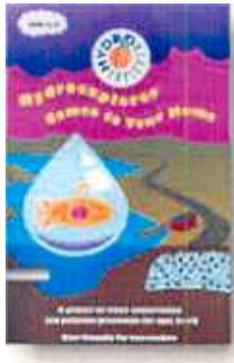
Task 13. Introduce the Water Saver Home into the Foundation's school Offerings (\$40,310 over three years)

In Year Two of the program, the Foundation will integrate Water Saver Home and Water Budget Calculator information into two of the Foundation's school programs.

Children are a critical audience for water efficiency messages. Not only do children connect with their families to help save water now, but lessons learned early in life are translated into action that often is sustained later in life.

The Foundation is the California coordinator for Project W.E.T., Water Education for Teachers, a national program. The Foundation trains approximately 1,200 educators a year, who reach approximately 300,000 students a year. During the training sessions, the Foundation will share with a Sunset reprint, a Foundation booklet, and an updated “Hydroexplorer Comes To Your Home” game.

The “Hydroexplorer Comes to Your Home” is a very popular interactive game for children aged 5-10. The game kit and supporting materials will be updated, and the game – which presently is on floppy discs in Windows 95 and older Macintosh formats – will be converted to a CD for use with current operating systems.



Hydroexplorer Comes to Your Home, the latest in the line of Hydroexplorer adventures, is a computer game designed to teach elementary students 5 to 10 years old about water conservation, pollution prevention, the hydrologic cycle and how water gets to the home. Using basic computer skills, players search for clues as they guide the mini-sub from a rain cloud through the maze of water pipes underground, through the treatment plant and into either a house or an apartment. Players tour the floor plan, seeking out opportunities to make wise water use choices. The game uses pictures and voice-overs to help children with limited reading or language skills. Field tested by educators and water conservation specialists, it includes math worksheets to reinforce water conservation concepts.

The game will integrate smoothly into this outreach program. “Hydroexplorer Comes to Your Home” teaches children about water pollution and water conservation using pictures and voice-overs to help children with limited reading or language skills guide a mini-sub from a rain cloud through the water distribution system and treatment plant and into either a house or an apartment. As they move from room to room, the players learn how to make wise water use choices.

Task 14. Update the Council’s exhibit booth so that The Water Saver Home and Water Budget Calculator are featured. (\$17,528 over three years)
The Council has a booth and exhibits a few times a year at conferences and other venues, but the booth does not feature The Water Saver Home. These

appearances give the Council an opportunity to reach greater numbers of people with Water Saver Home information. This activity also will give the council an opportunity to hear feedback on the Home and tools directly.

The Foundation will:

- Upgrade the existing booth with new graphics on the Water Saver Home and Water Budget Calculator, and
- Develop a very simple brochure that introduces the tools to consumers,
- Provide a supply of Water Consumer Conservation Corps buttons.

Task 15. Evaluation, Monitoring and Reporting (\$40,310 over three years)
Establish baseline, monitor changes in website usage, assess consumer receptivity and solicit feedback; provide quarterly and final reports of activities.

The proposed project period will be from December 1, 2005 – November 30, 2008

Ongoing activities throughout all three years of the program:

Monitor the Website use and user feedback

Support all aspects of program activity: respond to request, assemble a variety of kits, order reprints and other materials

Media outreach (talking with editors and reporters to get news coverage of the Water Saver Home and Water Budget calculator

Keeping the Website current: checking links, Website maintenance, updates, adding new links to other sites, resources, and news articles. Create, format and post new information.

Continue to broaden the reach of the H₂Ouse Website. Work with other groups to create more links and partnerships

Quarterly reporting.

1st quarter 2006: Begin to expand Website tracking capabilities
Review and evaluate the H₂Ouse Website. Conduct communications review and recommend changes to the site

Contact water districts in pilot program and establish relationships. Begin gathering collateral materials, discussing outreach activities with districts, evaluating existing programs, determining how Water Saver Home can be integrated into existing materials.

Work with water districts to develop incentives
Begin developing incentives package.

Begin developing media kit: Draft news releases, backgrounder.
Contract with designer for graphics, folders.

Begin to update Foundation landscaping brochures

Begin work on Electronic Newsletter. Work with designer to create the design template. Start research on stories and elements. Begin identifying resources for the Newsletter.

Work with designer to develop display graphics for the Council's exhibit booth. Begin writing simple brochure for booth.

2nd Quarter, 2006: Continue to expand Website tracking capabilities

Continue contact with water districts in pilot program. Continue gathering collateral materials, discussing outreach activities with districts.

Begin generating ideas for public/community involvement and outreach projects and activities

Continue working with water districts to develop incentives
Finalize incentives package.

Finalize media kit.
Print materials and folders.

Finalize update of Foundation landscaping brochures
Work with designer on changes and printing.

Finalize display graphics and materials for the Council's exhibit booth.

Begin introducing Water Saver Home and Water Budget Calculator to partners, water agencies, resource conservation districts and others

Create the Water Consumer Conservation Corps. Draft supporting materials and surveys. Launch program on the Website.

Finalize design for electronic newsletter.
Create introductory electronic newsletter: #1.1
E-mail to Water Consumer Conservation Corps.
Post on Foundation and Council Websites.

Begin working with water districts to identify private-sector groups in their districts that are concerned about water budgeting. Establish relationships. Look for tie-ins with Water Saver Home

Begin work on camera-ready publication files CD.

3rd Quarter 2006:

Continue generating ideas for public/community involvement and outreach projects and activities.

Continue working with water districts to identify private-sector groups in their districts that are concerned about water budgeting. Establish relationships. Look for tie-ins with Water Saver Home

Community involvement: Finalize ideas for outreach activities.

Send electronic letter/survey to Water Consumer Conservation Corps.
Solicit feedback.

Continuing: Work with water districts to identify private-sector groups in their districts that are concerned about water budgeting. Establish relationships. Look for tie-ins with Water Saver Home

Research and create electronic newsletter #1.2
E-mail to Water Consumer Conservation Corps.
Post on Foundation and Council Websites.

Finalize camera-ready publication files CD. Distribute with program materials including ideas for outreach activities.

4th quarter, 2006

Send a year-end note to the Water Consumer Conservation Corps with information about the program, reminder to continue to use the calculator

Research and create electronic newsletter #1.3
E-mail to Water Consumer Conservation Corps.
Post on Foundation and Council Websites.

Work with programmer to update “Hydroexplorer” game.
Work with designer on modified kit for the game.

Conduct pilot program review and analysis

Begin working on program roll-out to more districts. Begin contact with districts.

1st quarter 2007

Begin rolling out Program statewide. Communicate with additional districts. Send letter, publications template CD, sample kits, activities idea file to participating Districts

Research and create electronic newsletter #2.1
E-mail to Water Consumer Conservation Corps.
Post on Foundation and Council Websites.

Community involvement: Refine outreach programs and activities

Update the incentives package with new materials and the Hydroexplorer game

Update the media kit

2nd quarter 2007

Research and create electronic newsletter #2.2
E-mail to Water Consumer Conservation Corps.
Post on Foundation and Council Websites.

Send electronic letter/survey to Water Consumer Conservation Corps.
Solicit feedback.

Continue working with water districts to identify private-sector groups in their districts that are concerned about water budgeting. Establish relationships. Look for tie-ins with Water Saver Home

3rd quarter 2007

Research and create electronic newsletter #2.3
E-mail to Water Consumer Conservation Corps.
Post on Foundation and Council Websites.

Community involvement: Refine outreach programs and activities.
Discuss activities with several districts.

Continue to work with water districts to identify private-sector groups in their districts that are concerned about water budgeting. Establish relationships. Look for tie-ins with Water Saver Home

4th quarter 2007

Research and create electronic newsletter #2.4
E-mail to Water Consumer Conservation Corps.
Post on Foundation and Council Websites.

Update camera-ready publications file CD

Send electronic letter/survey to Water Consumer Conservation Corps.
Solicit feedback.

Conduct end of year program analysis and recommend changes/modifications to relevant program elements.

1st quarter, 2008

Research and create electronic newsletter #3.1
E-mail to Water Consumer Conservation Corps.
Post on Foundation and Council Websites

Continue rolling out Program to more districts. Communicate with additional districts. Send letter, publications template CD, sample kits, activities idea file to participating Districts

Community involvement: Revisit programs with more water districts; refine outreach programs and activities

2nd quarter, 2008

Research and create electronic newsletter #3.2
E-mail to Water Consumer Conservation Corps.
Post on Foundation and Council Websites.

Continue to work with water districts to identify private-sector groups in their districts that are concerned about water budgeting. Establish relationships. Look for tie-ins with Water Saver Home

Send electronic letter/survey to Water Consumer Conservation Corps.
Solicit feedback.

3rd quarter, 2008

Research and create electronic newsletter #3.3
E-mail to Water Consumer Conservation Corps.
Post on Foundation and Council Websites.

Continue to broaden the electronic reach of the H2Ouse Website. Work with other groups to create more links and partnerships

Begin evaluating overall program results.

4th quarter, 2008

Research and create electronic newsletter 3.4
E-mail to Water Consumer Conservation Corps.
Post on Foundation and Council Websites.

Send electronic letter/survey to Water Consumer Conservation Corps.
Solicit feedback.

Finalize program evaluation and analysis.

Send highlights report to participating districts.

B-15e. Statement of Work, Section 3: Monitoring and Assessment

In order to mark the progress of this program and determine the success of the project in relation to the stated goals and objectives, the Water Education Foundation will:

Establish a Baseline:

The Foundation will measure visits to www.H2Ouse and use of Water Budget Calculator at start of program.

Monitor changes in use:

The Foundation will measure visits to the site and how it is used, and also evaluate feedback at regular stages through the program. The Foundation will also conduct these measurements after major outreach efforts to see what impact they have on use.

Evaluate effectiveness of program against stated objectives:

This program will increase awareness of urban, household water-use issues in the California Bay-Delta. The Foundation will evaluate the media coverage in these areas:

- Numbers of clips
- Where articles appear (type of publication, geographic region)
- What is the tone of each article?
- Does article contain key messages?
- Does article give a link to the site?

The Foundation will measure this through electronic and other monitoring (e.g., clipping service), and analysis by the program manager and the public relations agency.

The Foundation will introduce techniques to modify water-using behaviors to reduce water use inside and outside the home. To evaluate this objective, the Foundation will measure visits to the

site and length of individual visits using new tracking programming that will be built into the site at the beginning of the program.

Another stated objective of the program is to offer effective technologies to increase water efficiency inside and outside the home. To evaluate this objective, the Foundation will measure visits qualitatively and look at these areas:

- Did they tour the Water Saver Home?
- Did they use the Water Budget Calculator?
- Did they visit the how-to sections?
- Did they ask for more information from CUWCC or WEF?

The Foundation will track visits directly through the Website, and also evaluate feedback provided in response to surveys, e-mail and other feedback from consumers.

The final stated objective of the program is to provide incentives to increase use of those techniques and technologies. The Foundation will evaluate Website activity, particularly on the Water Budget Calculator. A key measure will be whether or not water savings are shown by those who use the calculator, and by those who use the calculator and install new technologies. The Foundation also will evaluate feedback from water users. In addition, the Foundation will work directly with water agencies to learn whether or not consumers are using rebates, requesting them, and taking advantage of the incentives offered directly by the water districts.

Overall Program Evaluation:

The Foundation will assess consumer receptivity to information and materials via use of Website, bounce-back (mail-back postcard) comments, e-mail responses, responses to surveys, and feedback from water district partners.

Another critical component will be to assess water district receptivity to information and materials. The Foundation will do this through personal, periodic telephone calls to public information personnel to determine the ease of use and relevance of materials, and gather comments and feedback they themselves have, as well as feedback they have received from their customers.

Another component of assessing the overall program effectiveness is to evaluate the combined verbal and written feedback with data from the site to determine

- how consumer behavior is changing,
- what tools and techniques are most effective in driving change,
- what materials need to be revised further, and
- what needs to be added.

B-15f. Qualifications of the Applications and Cooperators

Background -The Water Education Foundation

The Water Education Foundation is highly respected as a dependable source of information on complicated and important water issues. The Foundation was founded in 1977 with the mission to create a better understanding of water issues and help resolve water problems through educational programs. The Foundation researches, creates, and publishes periodicals on complex issues, organizes conferences and briefings, writes and publishes brochures, guides and full-color maps, develops and produces public television programs and documentaries as well as radio advertising, organizes and conducts water tours, and develops educational/classroom programs.

The goal of each of these activities is to educate the public and decision makers, while encouraging involvement, support, and interest in discovering long term solutions to water problems.

A volunteer board of directors includes representatives of the agricultural community, environmental groups, water law, municipal agencies, and Native American tribes.

The Water Education Foundation is managed by a very committed staff. Rita Schmidt Sudman, executive director, has been with the Foundation since 1979 and is widely recognized as an expert on water policy and management. Due to this strong leadership, the Foundation has received many prestigious awards for its work, including the Governor's Award for Environmental and Economic Leadership, the national Chevron Conservation Award, the Bureau of Reclamation's highest award in the Water Conservation Awards Program, many Emmy nominations for documentaries and the receipt of two Emmy awards. (See resume.)

The Foundation's Education Director, Judy Maben, has coordinated the school education program for the Water Education Foundation since 1986 and has served as the State Coordinator for California Project WET (Water Education for Teachers) since its inception in 1993. (See resume.) She holds a lifetime credential in science education. The Project WET program will be an educational tool that will enable resource conservation districts to continue to conduct water conservation and watershed workshops long past the conclusion of the grant time period.

The Foundation's Program Director, Sue McClurg, has worked for the Foundation since 1990. A former journalist, Sue wrote the Foundation's highly acclaimed book *Water & the Shaping of California*. For eleven years she was the sole writer of the Foundation's bimonthly magazine *Western Water*, which is well respected by all water stakeholders. She now serves as editor of the magazine and the Layperson's Guide series, supervising two other writers. Sue continues to write articles for the Foundation's Colorado River newsletter, *River Report*, and special publications such as the 24-page booklet *The Water Forum Agreement: A Model for Collaborative Problem Solving* as well as overseeing grant projects and the Foundation's web site.

Previous CALFED Water Use Efficiency grant projects:

The Water Education Foundation successfully fulfilled its contractual obligations for a CALFED Water Use Efficiency project (Contract #460000-1602) entitled “Water Use Efficiency: The Water Conservation and Recycling Awareness Initiative.” This project was a comprehensive, multi-media public education campaign which raised the public’s awareness and improved understanding of two water supply stretching strategies: water conservation and recycling. The three primary components of the project were to develop, disseminate and evaluate the following products: 1) Water radio minutes; 2) Layperson’s Guide to Water Conservation; and 3) Conserve Water Educator’s Guide.

Background - The California Urban Water Conservation Council

The California Urban Water Conservation Council was created to increase efficient water use statewide through partnerships among urban water agencies, public interest organizations, and private entities. The Council's goal is to integrate urban water conservation Best Management Practices into the planning and management of California's water resources.

A historic Memorandum of Understanding was signed by nearly 100 urban water agencies and environmental groups in December, 1991. Since then the Council has grown to over 328 members. Those signing the MOU pledge to develop and implement fourteen comprehensive conservation Best Management Practices (BMPs).

The Council creates an annual report listing which districts and municipalities have successfully met their Best Management Practices (BMPs). The Council has a cooperative agreement with the Department of Water Resources, the U.S. Bureau of Reclamation, and the California Bay-Delta Authority to upgrade the BMP reporting database so that it can be used by DWR Office of Water Use Efficiency staff for information on urban water use and cumulative savings for each of the quantifiable BMPs.

Role of external cooperators

Penny Hill, APR

Penny Hill is an independent public relations counselor who will work with the Foundation and the Council to guide the development of the program, materials and surveys, contact with water districts, and evaluation. A former journalist, she brings to this project a broad background in public relations and community relations, both essential for the program. In addition to senior-level writing skills, she brings to the program expertise in two critically-needed areas: issues communication plus ascertainment and evaluation. Penny Hill has worked with the Foundation on numerous projects in the past and she researched and wrote the Foundation’s acclaimed 50-page briefing booklet on California Wetlands.

Lisa Maddaus, P.E.

Lisa Maddaus is registered civil engineer employed by Brown and Caldwell who will guide the Council in upgrading and reprogramming the Website to enable tracking and data analysis. Lisa serves a technical advisor for the California Urban Water Conservation Council and she participated in developing the Water Budget Calculator. In her role with the Council, Lisa provides advice on water conservation related issues on a daily basis with any of the member organizations including 159 urban water utilities, 28 public interest groups and 80 private entities. Lisa disseminates industry-accepted knowledge, performs research and offers guidance to assist these organizations in integrating the urban water conservation Best Management Practices into the planning and management of California's water resources.

Lucy & Company will counsel the Foundation on media outreach and community outreach. The firm has a background in water issues, public participation/stakeholder relations and outreach, and has worked successfully with the Foundation on past projects. Lucy & Company clients include the Sacramento Regional Water Authority, the Sacramento Area Water Works Association, Sacramento County Water Agency, Sacramento Groundwater Association, San Juan Water District, Solano County Water Agency, the U.S. Army Corps of Engineers, and the Citizens Utilities Company of California. The agency's owner and president is Lucy Eidam. With more than 15 years experience in public relations and meeting facilitation, Lucy Eidam has a flair for developing innovative campaigns that bring positive results. In 2000, the Sacramento Public Relations Association named her "Public Relations Professional of the Year" for her strategic vision and commitment to excellence. In 2002, Lucy was featured in *The Business Journal's* annual "Women Who Mean Business" supplement, in which Lucy & Company was ranked as the area's 23rd largest certified, women-owned business.

Curt Leipold, owner of Graphic Communications, will be responsible for the graphic design of many components of this program. He has worked for the Foundation for eight years designing *Western Water*, Layperson's Guides, school programs, posters and promotional pieces such as postcards and brochures. He also designed the Foundation's highly acclaimed book *Water & the Shaping of California*. An award-winning graphic designer with 20 years' experience, Curt is familiar with all aspects of design: logos, newsletters and other publications, and graphics for use on websites. He also has an in-depth understanding about the printing process, overseeing print operation and production.

B-15g. Outreach, Community Involvement, and Acceptance

This three-year public outreach and education program will be a collaboration between **The Water Education Foundation** and the **California Urban Water Conservation Council**. The Foundation and Council will partner with water districts statewide to increase water use efficiency in the CALFED area by promoting the Water Saver Home Website and the interactive Water Budget Calculator on that Website.

Outreach will be conducted by the Foundation, the Council, and the water districts in several ways to broaden the reach of the messages. Outreach includes direct contact with water users at

fairs and community events, electronic contact through Websites, the news media, and a school educator program.

The Foundation will conduct a pilot program in Year One to test messages, approaches, incentives, and other outreach tools and strategies, and then roll out the successful program elements in a statewide program in Year Two and Year Three.

For the pilot program, the Foundation will partner with three water districts who are within the Bay-Delta system and/or are direct users of water from the system: **East Bay Municipal Utility District, Marin Municipal Water District, and Los Angeles Department of Water and Power.**

The Foundation will promote the Website and Water Budget Calculator, as well as a **Water Consumer Conservation Corps** – people who are active on the site, commit to saving water, and use the Water Budget Calculator to track water use and savings.

A significant part of the program will be development and testing of incentives that will be offered to individuals to join the Water Consumer Conservation Corps. These incentives will include materials ranging from a game for children to landscaping and water use booklets from the Foundation and **Sunset Magazine**. Sunset Magazine plans to have a new booklet available on water use by the time the pilot program is launched.

Another incentive is direct contact, giving users the sense of a more personal connection to the Water Saver Home. The Website will be programmed to allow tracking of site use and interaction with members of the Water Consumer Conservation Corps. The Foundation will communicate with these members in a variety of ways including electronically in quarterly newsletters, periodic updates, and surveys. Feedback from users will be a critical element in evaluating not only the program elements, but also in evaluating the Website and determining what additional changes need to be made to make it a stronger tool.

The water districts in the pilot program also will offer incentives to the Water Consumer Conservation Corps to reduce water use and increase water efficiency. East Bay MUD, Marin MWD, and LADWP – all have expressed an interest in offering discounts on the water bills of these active Website users.

Educational materials are a valuable part of any outreach program. The Foundation will identify existing materials whose lifecycle can be extended by updating, and then sharing those resources with water districts who do not have budgets to write and design materials. In addition to compiling camera-ready publication files on a CD for water districts, the Foundation also will update some of its most successful and popular offerings. These include two water use booklets and a very popular computer game for children.

Additional outreach will be conducted with the media. The Foundation will target home and garden newspaper sections, magazines, and other media outlets to promote the Water Saver Home and water use efficiency.

The Foundation will help The Council continue its direct public outreach by creating display and introductory materials that the Council can use in its existing exhibit booth. This will be a way of gaining valuable direct input from water users and introducing the program to water users in the communities where they live, whether through county fairs and home expos, or neighborhood challenges and landscaping contests.

All the outreach activities will be geared not just to sharing information and supporting the CALFED Water Use Efficiency Program goals and objectives, but also toward effecting change in water use, and measuring that change, and analyzing the factors that motivated those changes.

B-15h. Innovation

There are numerous water conservation programs and Websites, and even other water-use calculators. Neither the sites nor calculators have been tested to determine if they are an effective tool in reducing water use and increasing efficiency.

The Council has conducted preliminary usability testing of www.H2Ouse.org and learned that customers are interested in the Website, but no testing has been done by the Council or any other organization to determine if these programs are changing behavior.

This program will be the first that critically evaluates the site, tools, and techniques to determine usability, acceptance, and effectiveness.

B-15i. Benefits and Costs

Benefits:

This program offers multiple benefits and supports CALFED's Water Use Efficiency objectives within the Bay-Delta system, specifically:

- This program builds on existing water use efficiency programs, enhancing ongoing education efforts.
- The program seeks to not just to make the Water Saver Home and Water Budget Calculator effective tools in changing water use behaviors, but also to understand what drives action and motivates change in relation to this Website.
- As water-saving tools and techniques are adopted, the program will help reduce dependence on the Bay-Delta related system.
- Greater efficiency and reduced use in landscaping around the home also will improve the region's water supply quality by reducing contaminated runoff into storm drain systems.

The program offers additional benefits for water districts by:

- reducing the need to purchase additional water supplies to meet demand,
- reducing direct labor costs involved in home water audits and leak detection
- creating new ideas for community participation programs, and
- This program emphasizes information-sharing. By culling “best of” materials for water agencies to use, the Foundation can help reduce overall costs for outreach programs and districts will not have to reinvent the wheel, or spend time and money on research, writing, photography, and design.

Reduced water use also will benefit agencies that must treat wastewater.

The program offers benefits to water users by:

- Empowering users to increase water efficiency and reduce water waste inside the home, thereby:
- reducing direct costs for quantity of water used, and
- maximizing available water so that districts do not have to purchase additional water supplies at higher cost.

Ultimately, the biggest benefit will be when more water consumers are educated on water use efficiency, practicing water-saving techniques inside and outside the home, and using water-efficiency technology to further reduce demand on the Bay-Delta system.

Comparison of anticipated costs to the potential benefits and anticipated information to be gained from this program:

The Foundation has designed a program that maximizes cost efficiency by testing new ideas, materials, and procedures with three diverse water districts in a Pilot Program before rolling out the program statewide. A significant element of cost efficiency is built into the program at every stage: updating and sharing materials that have been proven to be popular and effective at communicating water-efficiency messages. These range from Foundation publications and Sunset Magazine reprints to the Hydroexplorer game. Essentially, this program will maximizing use of high quality resources that (from the Water Saver Home Website to district-developed brochures) are not being used to the fullest. Rather than reinvent the wheel, the program will “rotate the tires” to give these resources a longer life.

Expanded tracking capabilities within the Water Saver Home and Water Budget Calculator, plus direct customer feedback on these tools, will give water districts invaluable insight into what motivates water users to change behaviors, and how those behaviors change.

This is an ambitious program with a three-year budget of approximately \$1 million. The program will expand from “test markets” to statewide, reaching a large percentage of California’s 35+ million residents many different ways with the same messages through radio, newspapers and magazines, water district materials and events, county fairs and expos, conservation organizations, private groups, school programs, the Internet, and even Sunset

Magazine. Reaching even a third of California's residents means the cost of the program is less than a dime per person.

Costs (3-year project):

Salary (\$76,902 Year One; \$80,270 Year Two; \$60,192 Year Three = \$217,364)

The executive director will oversee the project's progress, assist with the development of materials, as well as the assessment and reporting in monthly meetings with staff (425 hours over three years)

The project director will assist with the development of materials and will oversee the work of the coordinator and contractors (435 hours over three years)

The coordinator will assist with the development of materials, public and media outreach (3,600 hours over three years)

The office manager will assist with mailings and invoicing and provide general assistance to project staff (360 hours over three years)

The development director will write the required grant reports and administer grant funds (240 hours over three years.)

Fringe Benefits (\$25,378 Year One; \$26,489 Year Two; \$19,863 Year Three = \$71,730)

Calculated at 33% of salaries and includes all payroll taxes, health and retirement benefits.

Consultants (\$111,375 Year One; \$70,250 Year Two; \$46,875 Year Three = \$228,500)

CUWCC -- \$38,125 Year One; \$14,875 Year Two; \$14,875 Year Three = \$67,875

Penny Hill -- \$53,250 Year One; \$48,375 Year Two; \$30,750 Year Three = \$132,375

Lucy & Co. -- \$2,500 Year One; \$2,500 Year Two; \$1,250 Year Three = \$6,250

Graphic Design -- \$10,500 Year One; \$4,500 Year Two = \$15,000

Programmer -- \$7,000 Year One

Supplies (\$17,315 Year One; \$33,630 Year Two; \$28,465 Year Three = \$79,410)

Includes envelopes for mailings, Sunset reprints (\$1.00 x 22,100), Hyrdro Explorer Game (\$2.00 x 6,600), booklets (\$.85 x 21,600) kit folders (\$13,500) and kit materials.

Other Costs (\$28,770 Year One; \$42,674 Year Two; \$27,578 Year Three = \$99,022)

General Expense (\$15,380 Year One; \$16,154 Year Two; \$12,038 Year Three = \$43,472)

Includes pre-rated share of rent, utilities, communications (telephone, fax) network support, desktop supplies, etc.

Photography (\$2,000 Year One; \$1,000 Year Two = \$3,000)

Stock photos for kits and materials.

Postage (\$8,600 Year One; \$17,000 Year Two; \$12,600 Year Three = \$38,200)

Postage for mailing incentive kits (\$37,200), and media kits (\$1,000)

Printing (\$2,790 Year One; \$8,620 Year Two; \$2,940 Year Three = \$14,350)

Printing materials for incentive kits and media kits

Total Project Costs (\$259,740 Year One; \$253,313 Year Two; \$182,973 Year Three = \$696,026)

APPENDIX C

PROJECT IMPLEMENTATION COSTS TABLE

APPLICANT: Water Education Foundation

Project Title: Agricultural Water Use Efficiency Booklet & Workshops

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

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

Table C-1: Project Costs (Budget)

December 1, 2005 – November 30, 2006

	Category	Project Costs \$	Contingency % (ex. 5 or 10)	Project Cost + Contingency \$	Applicant Share \$	State Share \$	Life of investment (Years)	Capital Recovery Factor (Table C-4)	Annual cost \$
	(I)	(II)	(III)	(IV)	(V)	(VI)	(VII)	(VIII)	(IX)
	PERSONNEL								
	Salaries/ wages	76,902		76,902		100%			
	Fringe benefits	25,378		25,378		100%			
	Total Personnel	102,280		102,280		100%			
	CONSULTANTS					100%			
	CUWCC	38,125		38,125		100%			
	Penny Hill, APR	53,250		53,250		100%			
	Lucy & Co.	2,500		2,500		100%			
	Graphic Design	10,500		10,500		100%			
	Programmer	7,000		7,000		100%			
	Total Consultants	111,375		111,375		100%			
	SUPPLIES	17,315		17,315		100%			
	OTHER								
	General Expense	15,380		15,380		100%			
	Photography	2,000		2,000		100%			
	Postage	8,600		8,600		100%			
	Printing	2,790		2,790		100%			
	Total Other	28,770		28,770		100%			
(n)	TOTAL (=a+...+m)	259,740	NA	259,740		100%	NA	NA	
(o)	Cost Share Percentage	NA	NA	NA	(row n, column V/IV) x 100	(100 - row o, column V)	NA	NA	NA

¹ (Excludes administration O & M costs)

**APPENDIX C
PROJECT IMPLEMENTATION COSTS TABLE**

APPLICANT: Water Education Foundation

Project Title: Agricultural Water Use Efficiency Booklet & Workshops

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

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

Table C-1: Project Costs (Budget)

December 1, 2006 – November 30, 2007

	Category (I)	Project Costs \$ (II)	Contingency % (ex. 5 or 10) (III)	Project Cost + Contingency \$ (IV)	Applicant Share \$ (V)	State Share \$ (VI)	Life of investment (Years) (VII)	Capital Recovery Factor (Table C-4) (VIII)	Annual costs \$ (IX)
	PERSONNEL								
	Salaries/ wages	80,270		80,270		100%			
	Fringe benefits	26,489		26,489		100%			
	Total Personnel	106,759		106,759		100%			
	CONSULTANTS					100%			
	CUWCC	14,875		14,875		100%			
	Penny Hill, APR	48,375		48,375		100%			
	Lucy & Co.	2,500		2,500		100%			
	Graphic Design	4,500		4,500		100%			
	Programmer	0		0		100%			
	Total Consultants	70,250		70,250		100%			
	SUPPLIES	33,630		33,630		100%			
	OTHER								
	General Expense	16,054		16,054		100%			
	Photography	1,000		1,000		100%			
	Postage	17,000		17,000		100%			
	Printing	8,620		8,620		100%			
	Total Other	42,674		42,674		100%			
(n)	TOTAL (=a+...+m)	253,313	NA	253,313		100%	NA	NA	
(o)	Cost Share Percentage	NA	NA	NA	(row n, column V) / (IV) x 100	(100 - row o, column V)	NA	NA	

¹ (Excludes administration O & M costs)

**APPENDIX C
PROJECT IMPLEMENTATION COSTS TABLE**

APPLICANT: Water Education Foundation

Project Title: Agricultural Water Use Efficiency Booklet & Workshops

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

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

Table C-1: Project Costs (Budget)

December 1, 2007 – November 30, 2008

	Category	Project Costs \$	Contingency % (ex. 5 or 10)	Project Cost + Contingency \$	Applicant Share \$	State Share \$	Life of investment (Years)	Capital Recovery Factor (Table C-4)	Annual costs \$
	(I)	(II)	(III)	(IV)	(V)	(VI)	(VII)	(VIII)	(IX)
	PERSONNEL								
	Salaries/ wages	60,192		60,192		100%			
	Fringe benefits	19,863		19,863		100%			
	Total Personnel	80,055		80,055		100%			
	CONSULTANTS					100%			
	CUWCC	14,875		14,875		100%			
	Penny Hill, APR	30,750		30,750		100%			
	Lucy & Co.	1,250		1,250		100%			
	Graphic Design	0		0		100%			
	Programmer	0		0		100%			
	Total Consultants	46,875		46,875		100%			
	SUPPLIES	28,465		28,465		100%			
	OTHER								
	General Expense	12,038		12,038		100%			
	Photography	0		0		100%			
	Postage	12,600		12,600		100%			
	Printing	2,940		2,940		100%			
	Total Other	27,578		27,578		100%			
(n)	TOTAL (=a+...+m)	182,973	NA	182,973		100%	NA	NA	
(o)	Cost Share Percentage	NA	NA	NA	(row n, column V) / (IV) x 100	(100 - row o, column V)	NA	NA	NA

1 (Excludes administration O & M costs)

**APPENDIX C
PROJECT IMPLEMENTATION COSTS TABLE**

APPLICANT: Water Education Foundation

Project Title: Agricultural Water Use Efficiency Booklet & Workshops

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

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

Table C-1: Project Costs (Budget)

**December 1, 2005 – November 30, 2008
3-Year Budget**

	Category	Project Costs \$	Contingency % (ex. 5 or 10)	Project Cost + Contingency \$	Applicant Share \$	State Share \$	Life of investment (Years)	Capital Recovery Factor (Table C-4)	Annual costs \$
	(I)	(II)	(III)	(IV)	(V)	(VI)	(VII)	(VIII)	(IX)
	PERSONNEL								
	Salaries/ wages	217,364		217,364		100%			
	Fringe benefits	71,730		71,730		100%			
	Total Personnel	289,094		289,094		100%			
	CONSULTANTS					100%			
	CUWCC	67,875		67,875		100%			
	Penny Hill, APR	132,375		132,375		100%			
	Lucy & Co.	6,250		6,250		100%			
	Graphic Design	15,000		15,000		100%			
	Programmer	7,000		7,000		100%			
	Total Consultants	228,500		228,500		100%			
	SUPPLIES	79,410		79,410		100%			
	OTHER								
	General Expense	43,472		43,472		100%			
	Photography	3,000		3,000		100%			
	Postage	38,200		38,200		100%			
	Printing	14,350		14,350		100%			
	Total Other	99,022		99,022		100%			
(n)	TOTAL (=a+...+m)	696,026	NA	696,026		100%	NA	NA	
(o)	Cost Share Percentage	NA	NA	NA	(row n, column V/IV) x 100	(100 - row o, column V)	NA	NA	NA

† (Excludes administration O & M costs)

ATTACHMENTS

Resumes

Letters of Support

Rita Schmidt Sudman

Ms. Sudman is Executive Director of the Water Education, an impartial and nonprofit organization whose mission is to develop and implement education programs leading to a broader understanding of water issues and to resolution of water problems in the West. She directs the development of *Western Water* magazine, the *Layperson's Guide* series, the Foundation's Colorado River program, public television programs on water, poster maps, tours, press briefings and school programs. Ms. Sudman is a former radio and television reporter and producer and received her master's degree in telecommunications from San Diego State University. She has developed a television production team which has won two Emmys and several regional Emmy nominations for the Foundation's public television documentaries. She serves on numerous boards including the President's Advisory Commission on water for the University of California and the board of Water For People, an international program assisting people in developing countries to obtain safe drinking water. In 2003, she received the *Lifetime Achievement Award* from the Groundwater Resources Association of California in recognition of her efforts on groundwater education.

SUE McCLURG
Program Director, Water Education Foundation

Specialized Professional Competence

Water policy analysis, writing and editing publications, grant project management.

Education

Ms. McClurg holds a Bachelor of Arts in Journalism from California State University, Fresno.

Experience

Program Director for the Water Education Foundation from 2002 to 2005. Serves as editor of the bimonthly magazine, *Western Water*, and the 16-title Layperson's Guide series. Supervises the work of two other writers and oversees graphic design/production. Writes articles for the Foundation's Colorado River newsletter, *River Report*, and special publications such as the 24-page booklet *The Water Forum Agreement: A Model for Collaborative Problem Solving* and the 20-page *Environmental Water Acquisition: A Briefing*. Oversees grant projects and maintains the Foundation's web site. Coordinates conferences and symposia.

Chief writer for the Foundation from 1990 to 2001. Responsible for writing *Western Water*, a bimonthly magazine devoted to coverage of water issues in California and the West. Specialized in summarizing complex issues. Topics she wrote about included the Sacramento-San Joaquin River Delta (multiple issues), the Colorado River (multiple issues), climate change, groundwater use and management (multiple issues), restoring Chinook salmon populations (multiple issues), drought, water marketing, water and growth, water recycling, water conservation, and profiles of specific rivers such as the San Joaquin, the Yuba and the Klamath.

Wrote the book *Water & the Shaping of California*. Published in 2000, this beautifully designed oversized book discusses the engineering feats, political decisions and popular opinion that reshaped the nature of the state's most vital resource – water. The book explores the forces of nature – flood and drought – and society – gold grain, and growth – that led to the water projects that created the California we know today. Portrayed along with the building of the great projects is the rise of the conservation movement from John Muir's Sierra Club to the environmental movement of the 1960s to 1990s, and its impact on water. The book ends with the 21st Century focus on finding balance between economics and the environment. Supervised the work of the graphic artist and two other staff people on this special project.

Serves as a resource for reporters, officials and the general public. Works with Foundation's 30-member Board of Directors and Publications and Programs Committee in developing new publications.



Penny Hill, APR
Principal, Communication Strategies

Public Relations ◦ Community Relations ◦ Issues Communication ◦

Penny Hill is a Sacramento-based public relations consultant with three decades of journalism, public information, and public relations planning and writing experience. A Silver Anvil award winner, Penny established Communication Strategies in 1991 to help clients solve issues-communication problems.

In addition to program planning and management, Penny conducts community ascertainment research on political, environmental, and public policy issues, developing comprehensive reports to assist clients understand their constituencies as the firms are making decisions on a facility site, permitting, or other community relations issues.

Penny graduated from Stanford University with a bachelor's degree in Journalism and 20 units in physical and natural sciences, a personal interest she has integrated into her professional life on projects for companies as diverse as biological expedition firms and hazardous waste recyclers. Other clients have included the Water Education Foundation, the Bureau of Land Management, the California State Parks System, agricultural growers, power companies, hospitals, general contractors, and a variety of manufacturers.

A San Diego native, Penny was a reporter for several San Diego area newspapers before transitioning to public relations under the guidance of former CBS/Los Angeles bureau chief and KRON and KCRA news director Roy Heatly. She later worked in public relations in the Bay Area for 10 years. Her work at Ketchum Public Relations/San Francisco on issues education programs won several Bay Area Compass Awards and a national Silver Anvil, the "Oscar" of public relations.

Penny brings formidable writing talent to complex topics, bridging the gap between technical experts (often engineers) and the general public. Adept in any writing format, she delivers news and features, brochures, educational videos, audio training programs, manuals, issues papers, newsletters, speeches, and more. She has been an on-camera spokesperson for several clients, and has trained dozens of executives in media, issues, and crisis communication skills.

Among numerous projects for the Water Education Foundation, Penny developed and wrote the Foundation's comprehensive briefing brochure on California Wetlands.

◦ Counseling and Support ◦ Writing ◦ Reporting ◦ Research ◦

LISA MADDAUS, P.E.

Lisa is registered civil engineer employed by Brown and Caldwell who serves a technical advisor for the California Urban Water Conservation Council located in Sacramento, California. The Council was formed through a historic Memorandum of Understanding that was signed by nearly 100 urban water agencies and environmental groups in December, 1991. Since then the Council has grown to over 328 members. Those signing the MOU pledge to develop and implement fourteen comprehensive water conservation Best Management Practices (BMPs). In her role, Lisa provides advice on water conservation related issues on a daily basis with any of the member organizations including 159 urban water utilities, 28 public interest groups and 80 private entities. Lisa disseminates industry-accepted knowledge, performs research and offers guidance to assist these organizations in integrating the urban water conservation Best Management Practices into the planning and management of California's water resources.

Lisa has over 8 years experience in civil engineering planning and management, specializing in modeling and developing comprehensive plans utilizing cost-effectiveness analysis. She received both her Masters of Science and Bachelor of Science degrees in Civil Engineering from the University of California, Davis. Her initial water conservation-related experience was developed through the preparation of water conservation plans with Maddaus Water Management during the past 5 years.

Lisa's additional areas of specialized expertise include water resources systems design, air quality modeling and energy efficiency. Previously working with engineering consulting firms including Dames & Moore and Montgomery Watson, her experience focused on groundwater treatment systems design, storm water systems design, environmental regulatory permitting including non-point source pollution discharge, and air quality modeling for optimization of treatment systems design. She has also worked with two state governmental agencies in California, the State Water Resources Control Board and California Energy Commission.

Lucy & Company

Water Qualifications

It's all about water. Water metering. Water recycling. Water use efficiency. Water quality. Water rates. Water supply. Water providers who recognize the importance of keeping customers informed hire Lucy & Company to assist with implementing a public outreach program to keep the agency proactive, responsive and customer service oriented.

Issues related to the supply, cost and quality of water are receiving heightened interest as population growth puts increasing demands on this important resource. At the same time, water providers are facing more stringent requirements from federal and state agencies and increasingly educated citizens are becoming more outspoken about quality service, rising costs and safe drinking water.

The need for consistent, proactive communication and support for water-related programs is critical. Lucy & Company has unequaled experience and knowledge about regional water issues, has demonstrated strategic thinking capabilities and possesses a wealth of public outreach expertise.

Lucy & Company is represented by a talented, full-service staff that works effectively and efficiently to develop and implement strategic and successful public outreach programs. Its staff repeatedly goes beyond the role of project managers to function as a strategic, creative team that turns "ordinary" programs into award-winning campaigns.

The Sacramento Public Relations Association has recognized the agency's president, Lucy Eidam, as "Public Relations Professional of the Year" for her strategic vision and commitment to excellence. Additionally, the firm has received dozens of industry awards for its various water campaigns.

Lucy & Company is the ideal communications partner for any water provider looking for comprehensive, expert assistance in marketing water use efficiency programs.

January 9, 2005

Ms. Debra Gonzalez
Office of Water Use Efficiency
Department of Water Resources
901 P Street
Sacramento, CA 95814

**RE: Support Letter for Prop 50 WUE Funding Application
*Water Saver Home Website Promotion and Customer Feedback
Program***

Dear Ms. Gonzalez:

The California Urban Water Conservation Council wishes to indicate its support for and commitment to participate in the above-mentioned project. The goal of this proposal sponsored by the Water Education Foundation is to analyze the customer response to the Water Saver Home website (www.h2ouse.org) and to determine customer satisfaction and educational value of the conservation information presented on the site.

Of specific interest to the participating test water agencies (City of Los Angeles, East Bay Municipal Utility District, and Marin Municipal Water District) will be the effectiveness of the water budget calculator feature of the H2ouse web site. The purpose is to investigate whether water agencies can count on customer participation in a self audit process if it is made easy and can connect back to the water agency for water consumption records comparison. If successful, this web-based tool could be used as a means for satisfying the residential survey best management practice (BMP 1). Such a possible finding could have significant implications for the implementation of this BMP. This will be a low-cost project that will help California determine if web surveys have a future and can deliver predictable, dependable water savings to the supplier.

We strongly urge you to favorably consider this application.

Sincerely yours,



Mary Ann Dickinson
Executive Director



455 Capitol Mall
Suite 703
Sacramento
California 95814

PHONE
916/552-5885
FAX
916/552-5877

www.cuwcc.org



January 6, 2005

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

RE: Support of Department of Water Resources Grant Application for Water Saving Home Website Customer Feedback Program

Dear Ms. Dickinson:

As a member of the California Urban Water Conservation Council (CUWCC), the East Bay Municipal Utility District (EBMUD) supports the CUWCC's development of the Water Saving Home Website Customer Feedback Program.

The CUWCC has become a leading force in the promotion and implementation of water conservation programs in urban California. California's increasing demand for water can be met in part by successful, cost-effective conservation programs such as this one. The CUWCC 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.

As a result of the CUWCC's impressive track record, EBMUD supports this application for funding under Proposition 50. We believe this proposal will provide great benefit to our water conservation efforts and will help enhance 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 'Richard W. Harris', is written over a horizontal line.

Richard W. Harris
Manager of Water Conservation

Cc: Program File/Chron

Department of Water and Power



the City of Los Angeles

JAMES K. HAHN
Mayor

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

RONALD F. DEATON, *General Manager*

January 7, 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 Water Saving Home Website Customer Feedback 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 "Water Saving Home Website Customer Feedback Program". As an element of our support, LADWP will volunteer to be a test agency, should the project be selected for grant funding.

The knowledge to be gained from this project will be most beneficial for future program planning and compliance with Best Management Practice No. 1 for the many water agency members of the California Urban Water Conservation Council. We look forward to working with you and the Water Education Foundation on this project should funding be awarded.

Sincerely,

A handwritten signature in black ink, appearing to read "Thomas Gackstetter".

Thomas Gackstetter
Manager of Water Conservation

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



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 A WATER
SAVER HOME CUSTOMER FEEDBACK PROJECT**

Dear Ms. Dickinson

Marin Municipal Water District wishes to convey our strong support for the California Urban Water Conservation Council's (Council) application for Proposition 50 Water Use Efficiency grant funding for a Water Saver Home Customer Feedback project for expanding the "Water Use Calculator" feature on the Council's H₂OUSE web site which the U.S. Department of the Interior, Bureau of Reclamation and the U.S. Environmental Protection Agency sponsors.

Since its creation in December 1991, the 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, Marin Municipal 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,

Denis J. Poggio
Water Conservation Manager
Marin Municipal Water District

January 6, 2005

Ms. Debra Gonzalez
Office of Water Use Efficiency
Department of Water Resources
901 P Street
Sacramento, CA 95814

RE: Prop. 50 WUE Grant Application from the Water Education Foundation

I am writing this letter in support of the grant application of the Water Education Foundation for a Water Use Efficiency Urban Grant to promote the Water Saver Home and Water Budget Calculator.

Sunset Magazine has worked with both the Water Education Foundation and the California Urban Water Conservation Coalition on past projects. They have given us invaluable assistance, and we have been impressed with the depth of their knowledge, materials, helpfulness, and professionalism. We are pleased that the Foundation wishes to include our materials in its incentive package to increase use of the Water Budget Calculator and Water Saver Home, and we may even produce a new reprint for the package within the next year. Sunset presently is developing a summer 2005 issue that focuses on water, and we will research and consider mentioning the Website and water calculator as tips for our readers in that issue.

We are very interested in this program and we urge you to fund this grant application.

Sincerely,



Lorraine Reno
Editorial Services Manager
Sunset Publishing Corporation

Ms. Debra Gonzalez
 Office of Water Use Efficiency
 Department of Water Resources
 901 P Street
 Sacramento, CA 95814

RE: Prop 50 WUE Grant Application from the Water Education Foundation

On behalf of Lucy & Company, I strongly support the grant application of the Water Education Foundation for a Water Use Efficiency Urban Grant to promote the Water Saver Home and Water Budget Calculator programs.

Lucy & Company, a public outreach firm specializing in water issues, has worked with both the Water Education Foundation and the California Urban Water Conservation Council on past projects. Furthermore, Lucy & Company is on CUWCC's pre-qualified consultant list. Throughout our many partnership efforts, the WEF continues to impress us with their knowledge, demonstrated ability to inform and educate and strong commitment to water use efficiency throughout California.

We are honored that the WEF has offered to include us on their team and look forward to the opportunity to increase program recognition and enhance the value of the Water Budget Calculator and Water Saver Home programs. As the public outreach consultant for the majority of water providers and organizations in the Sacramento region, we offer the unique opportunity to create partnerships and cross-promotional activities to leverage both programs – an added promotional value.

These are great programs and we strongly urge you to fund this grant application.

Sincerely,



S. Joshua Newcom
 Lucy & Company



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 WATER SAVING HOME WEBSITE CUSTOMER FEEDBACK 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 Water Saving Home Website Customer Feedback 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 black ink, appearing to read 'Edward Winkler', is written over a light blue horizontal line.

Edward D. Winkler
Executive Director



San Diego County Water Authority

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

January 4, 2005

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

MEMBER AGENCIES

Carlsbad
Municipal Water District

City of Del Mar

City of Escondido

City of National City

City of Oceanside

City of Poway

City of San Diego

Fallbrook
Public Utility District

Helix Water District

Olivenhain
Municipal Water District

Padre Dam
Municipal Water District

Camp Pendleton
Marine Corps Base

Rainbow
Municipal Water District

Ramona
Municipal Water District

Rincon del Diablo
Municipal Water District

San Dieguito Water District

Santa Fe Irrigation District

South Bay Irrigation District

Vallecitos Water District

Valley Center
Municipal Water District

Vista Irrigation District

Yuima
Municipal Water District

OTHER REPRESENTATIVE

County of San Diego

RE: California Department Of Water Resources Prop 50 Grant Application for a Water-Saving Home Website Customer Feedback Program

Dear Ms. Dickinson:

The San Diego County Water Authority (Water Authority) wishes to convey our strong support for the California Urban Water Conservation Council's application for Proposition 50 Water Use Efficiency grant funding a 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.

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.

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

Mary Ann Dickinson

January 4, 2005

Page 2 of 2

The track record of the Council has been impressive. As a result, the Water Authority 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 'Maureen A. Stapleton', written in a cursive style.

Maureen A. Stapleton
General Manager



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

Brett R. Barbre
President
Ed Royce, Sr.
First Vice-President
Susan Hinman
Second Vice-President
Ergun Bakall

Wayne A. Clark
Director
Larry D. Dick
Director
Joan C. Finnegan
Director

Kevin P. Hunt, P.E.
General Manager

MEMBER AGENCIES

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

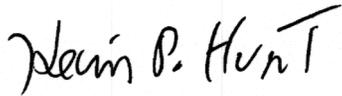
The Council is a unique organization, for its 328 members are not only water agencies, but also environmental advocacy groups as well as state agencies, academic institutions, and private consulting and product firms. In signing the Memorandum of Understanding, this assortment of entities provides the 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 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 large, prominent "H" at the end.

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



MONO LAKE

COMMITTEE

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

Phone (760) 647-6595

Fax (760) 647-6377

Mary Ann Dickinson

Executive Director

California Urban Water Conservation Council

455 Capitol Mall, Suite 703

Sacramento, CA 95814

January 5, 2005

Board of Directors

Co-Chairs:
Sally Gaines
Ed Manning

Richard Atwater
Martha Davis
Ryan Hiets
Amy Holm
David Kanner
Andrea Lawrence
Guillermo Rodriguez Jr.
Tom Soto
Doug Virtue

Directors Emeriti

Helen Green
Ed Grosswiler
Grace de Laet
Genny Smith

Executive Directors

Geoffrey McQuilkin, Operations
Frances Spivy-Weber, Policy

Southern California Office

322 Culver Blvd.
Playa Del Rey, CA 90293
(310) 316-0041

On the Internet

www.monolake.org
www.monobasinresearch.org

RE: CALIFORNIA DEPARTMENT OF WATER RESOURCES PROP 50
GRANT APPLICATION FOR Water Saving Home Website Customer Feedback
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 Water Saving Home Website Customer Feedback 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



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: Water Saving Home Website Customer Feedback 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 **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.

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