

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

Applying for (select one):

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

- Urban Agricultural
- (a) implementation of Urban Best Management Practice, # 6 and #9; also PBMP
- (b) implementation of Agricultural Efficient Water Management Practice, # _____
- (c) implementation of other projects to meet California Bay-Delta Program objectives, Targeted Benefit # or Quantifiable Objective #, if applicable _____

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

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

3. Principal applicant (Organization or affiliation)

California Urban Water Conservation Council

4. Project Title:

Statewide Urban Water Agency One-Stop Rebate Program

5. Person authorized to sign and submit proposal and contract

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

6. Contact person (if different):

Name, title _____
 Mailing address _____

 Telephone _____
 Fax _____
 E-mail _____

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

\$3,573,322

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Appendix A: Project Information Form (continued)

8. Applicant funds pledged (dollar amount): \$4,328,080

9. Total project costs (dollar amount (from Table C-1, column II, row I)) \$7,901,402

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

Locally cost effective means that the benefits to an entity (in dollar terms) of implementing a program exceed the costs of that program within the boundaries of that entity. (b) no

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

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

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

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12. Duration of project (month/year to month/year): 10/05 to 12/08
13. State Assembly District where the project is to be conducted: Statewide
14. State Senate District where the project is to be conducted: Statewide
15. Congressional district(s) where the project is to be conducted: Statewide
16. County where the project is to be conducted: Statewide
17. Location of project (longitude and latitude) Statewide
18. How many service connections in your service area (urban)? Statewide
19. How many acre-feet of water per year does your agency serve? Statewide
20. Type of applicant (select one):
- (a) City
 - (b) County
 - (c) City and County
 - (d) Joint Powers Authority
 - (e) Public Water District
 - (f) Tribe
 - (g) Non Profit Organization
 - (h) University, College
 - (i) State Agency
 - (j) Federal Agency
 - (k) Other
 - (i) Investor-Owned Utility
 - (ii) Incorporated Mutual Water Co.
 - (iii) Specify _____

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Appendix A: Project Information Form (continued)

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

(Provide supporting documentation.)

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

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Proposal Part One:**

Signature Page

By signing below, the official declares the following:

The truthfulness of all representations in the proposal;

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

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

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

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

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

Signature

Mary Ann Dickinson
Executive Director _____
Name and title

January 11, 2005
Date

Executive Summary

Many small to mid-sized water agencies desire to offer incentives to their customers for water efficient products. Unfortunately these agencies don't have the volume of customers to justify outsourcing a program, or the financial means to implement one internally.

CUWCC intends to solve this problem by banding these agencies together under one umbrella and providing a full service, high volume residential and commercial program for "cornerstone" water efficiency measures. Our funding request is for a **Statewide Urban Water Agency One Stop Rebate Program** for the following measures:

- ULFTs for Residential and Commercial Customers
- Zero Consumption Urinals for Commercial Customers
- HEWs for Residential and Commercial Customers
- Waterbrooms for Commercial Customers
- X-ray Film Processor Recycling Systems for Commercial Customers

By bringing the agencies together and operating a centralized Rebate and Customer Call Center there will be significant economies of scale. The overhead savings will boost the cost-effectiveness of the program measures. With increased cost-effectiveness we can make our money do more and fund a higher volume of retrofits than with multiple small-scale programs.

Product incentives work best when they are marketed on a grand scale at the state or regional level. The CUWCC plans to develop a program marketing campaign that will be highly professional, with advertising campaigns that cast a wider net with more repetition than small scale programs can afford. With a consolidated advertising campaign, consumers will have greater program recognition and higher likelihood of response.

CUWCC intends to administer the program and hire a rebate vendor to staff the customer call center and process the rebates. There are several highly skilled vendors with a history of successful multi-agency rebate programs.

The Statewide One Stop Rebate Program is expected to issue rebates for **19,110 devices** and deliver **18,213 acre-feet of lifetime savings**.

Customers will benefit for a number of reasons. Many of our target customers are unable to receive rebates for the measures offered under their local water agency program. If these measures are offered, the rebate amounts are much lower than the Statewide One Stop Rebate Program amounts.

The program is designed to be a "no hassle" program for the customer. The easy one stop process offers simple application forms to complete; a customer call center with extended hours and full support services; and incentives that make their efforts worthwhile.

In moving forward, CUWCC and its water agencies will remain focused upon DWR's mission: ***Obtain the highest volume of water savings at the lowest cost.*** This program provides that means.

On the following pages is a snapshot of the program:

ONE STOP REBATE PROGRAM OVERVIEW OF PROPOSAL

Product	<p><i>Residential Measures</i></p> <ul style="list-style-type: none"> ▪ ULFTs ▪ High Efficiency Washers <p><i>Commercial Measures</i></p> <ul style="list-style-type: none"> ▪ ULFTs ▪ Zero Consumption Urinals ▪ High Efficiency Washers ▪ Waterbrooms ▪ X-ray Film Processor Recycling Systems
Market	<ul style="list-style-type: none"> ▪ Program targeted to small & med-size water agencies ▪ Residential customers of participating water agencies ▪ Commercial customers of participating water agencies
Geographic Coverage	<ul style="list-style-type: none"> ▪ Statewide ▪ Focus attention to Bay Delta Areas ▪ Water agencies electing to participate
Production Goal	<p><i>Residential Measures</i></p> <ul style="list-style-type: none"> ▪ ULFTs = 4,000 ▪ High Efficiency Washers = 5,000 <p><i>Commercial Measures</i></p> <ul style="list-style-type: none"> ▪ ULFTs = 2,500 ▪ Zero Consumption Urinals = 3,500 ▪ High Efficiency Washers = 3,500 ▪ Waterbrooms = 500 ▪ X-ray Film Processor Recycling Systems = 110
Marketing Outreach	<ul style="list-style-type: none"> ▪ Statewide ▪ Trade allies ▪ Water agency direct to customer
Customer Requirements	<ul style="list-style-type: none"> ▪ Customized per each product ▪ Must include sales receipt ▪ Agreement for post-installation inspections

<p>Incentive Amount per Measure</p>	<p>Residential Measures</p> <ul style="list-style-type: none"> ▪ ULFTs = \$100 ▪ High Efficiency Washers = \$300 <p>Commercial Measures</p> <ul style="list-style-type: none"> ▪ ULFTs = \$300 ▪ Zero Consumption Urinals = \$300 ▪ High Efficiency Washers = \$450 ▪ Waterbrooms = \$50 ▪ X-ray Film Processor Recycling Systems = \$2000
<p>Projected Water Savings per Measure</p>	<p>Residential Measures</p> <ul style="list-style-type: none"> ▪ ULFTs = 25gpd ▪ High Efficiency Washers = 23gpd <p>Commercial Measures</p> <ul style="list-style-type: none"> ▪ ULFTs = 35gpd ▪ Zero Consumption Urinals = 49gpd ▪ High Efficiency Washers = 72gpd ▪ Waterbrooms = 96gpd ▪ X-ray Film Processor Recycling Systems = 2,123gpd
<p>Projected Annual and Lifetime Savings</p>	<ul style="list-style-type: none"> ▪ 1,128 acre-feet per year ▪ 18,213 acre-feet over life of measures
<p>Cost per Acre-Foot of Water</p>	<ul style="list-style-type: none"> ▪ Total Program Costs = \$432 per acre-foot ▪ Cost share from DWR = \$192 per acre-foot (45%)
<p>Innovations</p>	<ul style="list-style-type: none"> ▪ Statewide program with comprehensive list of measures is first of its kind ▪ Includes strongest marketing power and best opportunity for high volume savings ▪ Allows small and medium size water agencies to participate in a cost-efficient, full service program
<p>Relevance and Importance</p>	<ul style="list-style-type: none"> ▪ Comprehensive program offers huge opportunity for market penetration in areas of the state that have never before operated programs
<p>Monitoring and Assessment</p>	<ul style="list-style-type: none"> ▪ Program design is based on industry standard savings estimates ▪ Full-scale evaluation of savings not necessary ▪ Inspections are conducted (random sample) to verify installations and prevent fraud.

Statement of Work, Section One: Relevance and Importance

Although the measures themselves do not have the state-of-the-art pizzazz to excite water industry professionals, the idea of a statewide program does.

For years the small to mid size agencies have stood by watching larger agencies implement grand scale programs for a wide spectrum of measures. On top of that, the large water agencies were able to gain cost-effectiveness levels about which they could only dream.

This program will level the field and allow the smaller agencies to gain similar benefits: participation and cost effectiveness. The agencies stand strongly behind this initiative and see the program as an important means to achieving water savings.

The measures were selected because they are known to deliver significant volumes of water savings. Many of these *tried and true* products have reached high saturation rates within the service territories of the large water agencies. The smaller agencies would like to see the same results in their territories as well.

Without this program, the majority of the participating agencies would not be able to provide incentives to their customers for these retrofits. This means there would continue to be no water savings for these devices within their service territory.

This program will provide a high value to the water agencies without the burden of program management. Since the program will be managed by CUWCC and the contractor, the agencies will not have to increase their staffing, offices, phone lines, computers or other program necessities to run the operation. CUWCC understands the tight staffing levels and budgets for these agencies and believes this program to be a welcome solution.

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

The One Stop Rebate Program will be a statewide initiative offering a menu of rebates, both residential and commercial, to customers for replacing their non-efficient equipment with water efficient models.

The CUWCC will be the program administrator, handling the contracting process, program oversight, invoicing and reporting to DWR.

To manage the day to day marketing and rebate operations, CUWCC will hire a rebate program contractor through a RFP process.

The program contractor will oversee the marketing for the program; screen customer's paperwork and issue the rebate checks.

Despite sounding simple, it's not.

The program contractor must meticulously handle participation from multiple agencies and sub-agencies. Many agencies' rebate incentives will be combined with incentives from the statewide program and, therefore, tracking will be customized for each agency. The contractor must be proficient at handling multi-agency tracking; seven different technologies; multiple customer market segments; and \$5.5 million dollars in incentives per year. Although the customer will see a single rebate program, it will actually be many rebate programs under the one CUWCC umbrella.

The Statewide One Stop Rebate Program is designed to include the following:

- Flexibility to customize rebates agency-by-agency;
- Efficiencies and financial economies offered by a "big program";
- Ability to add new products over time should studies show water savings merit;
- Financial controls that ensure 100% accuracy for customer rebate checks;
- Customer services that are exceptional; representing the agencies professionally; and most importantly
- A program that requires negligible time commitment from water agencies.

For this program CUWCC's program contractor will tap into the marketplace for each product and piggyback existing market networks to gain momentum and log significant participation. From our past experiences in managing statewide programs we have learned much and used these experiences to shape and built a program that will perform. Our program contractor will be selected based upon possessing this same knowledge.

The water supplier customers will perceive the program as offering...

- Easy one stop process
- Customer service with exceptional follow through
- Incentives that motivate
- A rare opportunity to save money, upgrade home or business
- An chance to do their part to better the environment

Marketing

CUWCC and the program contractor will market the program according to the requirements of each measure. Some measures will be marketed direct-to-customer and others through trade allies. Below is a chart showing the marketing strategies per measure:

Program Measure	Primary Marketing	Secondary Marketing
ULFTs – Residential	Agencies Market via bill stuffers, mailings, community events, etc.	Via Trade Allies- in store promotions and co-advertising in chain home improvement centers and plumbing retailers
ULFTs – Commercial	Via Trade Allies- product supply houses and plumbers	Agencies Market via mailings and trade events, etc.
HEWs – Residential	Thru Retail Stores with in store promotions	Agencies Market via bill stuffers, mailings, community events, etc
HEWs – Commercial	Via Trade Allies – distributors, route operators and service vendors	Agencies Market via trade shows
Zero Consumption Urinals – Commercial	Via Trade Allies- manufacturers, product supply houses and plumbers	Agencies Market via direct sales to schools and government facilities.
Pressurized Waterbrooms – Commercial	Via Product Manufacturer - thru direct sales, mailings, phone calls and trade shows	Agencies Market via mailings, trade events, etc.
X-ray Film Processor Recycling Systems – Commercial	Via Trade Allies - product manufacturer and X-ray service companies	Agencies may choose to conduct sales calls to medical facilities and hospitals

The Primary Marketing strategies will be managed by the program contractor. Whenever there is collaboration with other parties such as retailers or trade allies, the program contractor will provide these parties will promotional materials, sales training and program

process training. Since the retailers and trade allies are already established and maintain a customer base, we can cost effectively utilize them to outreach to customers and market the incentives.

Each device has its own market segment, therefore requiring a tailored marketing and outreach plan. Overviews of these plans are shown below:

Residential ULFTs – We expect that many of the water agencies that will be participating in this program have never offered a ULFT program to their customers. This means that this service territory has a very low saturation rate of retrofitted ULFTs. Our marketing for ULFTs will entail a two step approach:

Step 1: Water agencies will reach out to their customers on multiple occasions to advertise the ULFT rebates. This would be conducted through bill stuffers, bill messages, direct mail, and community events depending upon their agency's budget.

Step 2: The program contractor will deliver promotional materials to chain home improvement centers and plumbing retailers. The materials will clearly highlight to the program toll free number to call for an application.

Commercial ULFTs – For commercial plumbing products the customer “influencer” is the plumbing contractor. Customers rely on the plumber to make the best product selection on their behalf. Therefore, the plumber will either sell or nix the program depending upon their attitude about commercial ULFT products and the program. For the One Stop Program, the rebate contractor will provide promotional materials to plumbing supply houses and send a program informational mailer to the local plumbers in the service territory of participating agencies. The mailer will demonstrate the quality of commercial ULFTs and their performance as well as the economic benefits.

As an additional boost to program response, water agencies will send mailers and distribute materials at trade events. CUWCC will recommend that agencies hold plumber workshops, as budgets allow.

Residential HEWs – Unlike ULFTs, HEWs come in different grades of water efficiency. Studies have shown that the customer's decision on a washer purchase is done at the store location and rarely pre-thought. For these reasons our program will provide a strong in-store campaign. All large retailers will be provided with point of purchase displays and high efficiency washer stickers. Our goal is to direct customers to the products with the highest water factor.

Agencies will provide additional promotional support through bill stuffers and community events to advertise the HEW rebates.

Commercial HEWs – The water industry has seen a high success rate when marketing commercial HEWs through product distributors and route operators. For this program, the rebate contractor will make contact with these companies one-by-one to solicit their support

and provide necessary program materials. The program contractor and water agencies will also promote the program at trade shows.

Zero Consumption Urinals – The main sales forces for zero consumption urinals are the manufacturers and plumbing supply houses. The program contractor will notify both about the available incentives and provide them with program materials.

Agencies will support the program by conducting outreach to schools and other government facilities. This customer segment has been responsive over the past couple of years and received positive benefits with zero consumption urinal installations.

Pressurized Waterbrooms - This product is sold through a manufacturer-driven effort. As such, program staff will provide the manufacturer with all necessary promotional materials.

In addition, water agencies will market directly to restaurants, hotel/motels and government facilities that currently wash down using a standard hose.

X-ray Film Processor Recycling Systems – There is presently only one manufacturer of the x-ray recycling system. This company will promote their product directly to their customers. The manufacturer also works with other x-ray service vendors to promote the product. The program contractor will provide the manufacturer with all necessary promotional materials.

Agencies can elect to conduct sales directly to medical facilities and hospitals within their service territory.

The program contractor will submit all marketing campaigns to CUWCC for approval. Additional marketing will be performed at the discretion of each participating water agency. Agencies may elect to market the program in a wide variety of ways including advertising in newsletters; bill stuffers for target customers; direct mail; neighborhood home shows, trade events and more.

Application Generation

The majority of rebate applications will be generated from customer calls to the program's toll free number. The Processing Center will be open from 8 a.m. to 5 p.m. Monday through Friday. For calls received outside normal office hours, a pre-recorded message will be played which will state normal business hours in English and Spanish. A program web site will be established with applications available to customers via the internet. The web site will accommodate rebate requests outside the normal hours of operations.

During the initial customer call, the Customer Service Representative will:

- Request and verify customer's Agency affiliation;
- Request and verify customer's address;
- Search the Program database for previous participation records for that customer;
- Explain Program objectives, guidelines, and rules; and
- Determine customer eligibility in accordance with eligibility criteria

Eligibility criteria will include the following:

- Customer site type;
- Available funds by agency and by product;
- Previous application or participation records; and
- Duplicate requests, relative to per-customer allowable site potential.

If the customer is eligible, the Customer Service Representative will use the Program computer system to:

- Assign an application number and advise customer accordingly;
- Reserve funds from the corresponding agency's funds pool;
- Provide the customer with the expiration date; and
- Request and record the "best times" to reach the customer.

If funds are not available, the Customer Service Representative will offer to place that customer's request on an agency funds waiting list. All pertinent customer and account information will be recorded in the computer system and flagged accordingly.

Following the call, a customized application will be printed and mailed to the customer along with the instructions for completing the application. We have found that a customized, pre-printed application minimizes customer effort and errors, which increases participation and expedites the rebate process.

Customers need only sign the completed rebate application, attach original product receipts and return it to the Rebate Center for processing.

If a completed application is not received from the customer within the specified reservation period, the reservation expires and a letter is generated to the customer. All customers can extend reservations by calling and requesting an extension. The reservation period can be set to the water agency's preferred duration (for example, 30 days). Customers will receive follow-up after a reasonable period of response time.

As unredeemed rebates expire, the computer system will automatically "release" associated funds back into the corresponding agency's available funds pool. Cancellation letters will be automatically generated and sent to the expired rebate customers. As newly "released" funds become available, they will be applied, in order of receipt, to the rebate requests on their respective agency funds waiting lists. The computer system will then reassign the

“released” funds to the wait listed rebate requests, and generate the new applications. The new applications will then be mailed to customers.

Application Processing

Completed applications will be received through the mail. Each application will be reviewed in detail to ensure the customer meets the following requirements:

- The customer has a participating water agency account;
- The customer has provided an unaltered original purchase receipt; or
- The fixtures/equipment installed meet program requirements

After verification, all new information will be entered into the program database. Following a complete review, the application will then move to quality control and check issuance.

Procedures for Incomplete Applications

In instances when applications are received incomplete, the customer will be contacted to obtain the missing information. If a customer cannot be reached after three telephone attempts, the application will be flagged as pending and a letter will be sent noting the missing information. The customer will have a reasonable length of time to respond to this request. If the information is not received and the application cannot be processed, the application will be returned with the receipt to the customer along with a letter of explanation.

Quality Control and Rebate Checks

All completed paperwork will be reviewed through a quality control process to ensure correct data entry. The rebate application is then routed and processed for payment. Rebate checks will be prepared on a weekly basis. As a first step, a duplicate rebate request and missing information search is conducted on the computer system against all rebates awaiting payment. At this time, rebates are selected for inspection based on predetermined criteria and random selection.

The computer system then produces a “trial check” report, which is compared and matched with the hard copy applications. If differences/discrepancies are found, they will be reconciled, and the checks will be printed. At this stage, a “check register” is also printed. Before checks are mailed, a final cross-reference will be instituted by comparing and matching checks printed against those listed on the “trial balance” report.

As an added quality control/security check, a random sample of 10% of all checks will be reviewed for additional scrutiny. Checks will be posted in batches on a weekly basis. The

master account will be funded in accordance with the reimbursements issued. Water agencies and DWR will then be invoiced.

Customer Service Issues/Complaints

In order to ensure the highest level of customer service and response, CUWCC will implement a process for which customer service complaints/concerns are resolved within 24 hours or, at a minimum, responded to with a plan of action for resolution within 24 hours. All customer information will be documented on a standard form, detailing the nature of the concern, who within the program office is accountable to respond, and any commitments made to the customer by the program employee. The form will then be immediately forwarded to the appropriate program personnel, with a copy to the Program Manager for personal follow-up.

Task List and Schedule

From October 2005 through March 2006, start up activities will occur. This includes the contracting process; RFP generation for the program rebate contractor; determination of final program procedures; development of marketing materials and establishment of program office. The program will kick off in March of 2006 and operate for a three year period, ending field operations and rebate processing in December, 2008. The final program report will be submitted to DWR in January of 2009.

Below is the list of tasks and the timeline for operating the program:

Task	Due Date
Assign program management, technical support, administrative and accounting activities to internal CUWCC or existing subcontractors	October 2005
Draft water agency agreement	October 2005
Obtain authorized agreement form participating water agencies and finalize allotments	December 2006
Draft scope of work for statewide contractor	December 2006
Draft RFP for statewide contractor	December 2006
Mail RFP to CUWCC list of service vendors	January 2006
Evaluate responses and select vendor	January 2006
Negotiate contract with vendor	February 2006
Vendor to assign program management, supervisor, administrative and field staff	February 2006
Draft general rebate processing procedures	February 2006

Task	Due Date
Draft application and program guidelines	February 2006
Contractor recruits additional staff as necessary and trains all program staff	March 2006
Toll free phone number established	March 2006
Program office staffed and open, start taking customer calls	March 2006
Develop marketing and promotional materials	February 2006
CUWCC review, edit and approval of materials	February 2006
Printing of promotional materials	March 2006
Mail announcement letters to trades	March 2006
Deliver promo materials to trades	April 2006
Contact trades groups	April 2006 - Ongoing
Attend trade shows	As scheduled
Water agencies to implement marketing activities	May 2006 – Ongoing
Draft tracking and reporting requirements	January 2006
Draft sample reports	February 2006
Generate program database	Feb. – April 2006
Mail applications	April 2006 – Ongoing
Receive and process applications	May 2006 – Ongoing
Generate and mail rebate checks	May 2006 – Ongoing
Select and inspect measures	May 2006 - Ongoing
Generate Quarterly Reports and invoices	May 2006 – Ongoing
Generate Annual Reports	January 2007 January 2008
Generate Final Report	January 2009

Production

CUWCC has created a production plan for each measure in order to achieve the goal of 18,213 acre-feet of lifetime savings. We will carefully track Performance versus the Goal on a monthly and yearly basis. At the earliest warning that production is falling short of our

goal, we will ramp up program and agency marketing to overcome the production shortfall. Should the reporting show that our production is beyond our desired levels, we can cut back on marketing efforts to rein in volumes.

On the following page is a chart of our per measure production goals for the program:

Program Measure	Year 1	Year 2	Year 3	Total
ULFTs – Residential	1,000	1,500	1,500	4,000
ULFTs – Commercial	500	1,000	1,000	2,500
HEWs – Residential	1,000	2,000	2,000	4,000
HEWs – Commercial	500	1,500	1,500	3,500
Zero Consumption Urinals – Commercial	500	1,500	1,500	3,500
Pressurized Waterbrooms – Commercial	100	200	200	500
X-ray Film Processor Recycling Systems – Commercial	10	50	50	110

Statement of Work, Section Three: Monitoring and Assessment

Evaluating and measuring Program success will encompass:

- Utilization of industry accepted methodologies and savings numbers for each device;
- Installation verification for a statistically valid sample size of 10% or more per device type; and
- Aggregating and reporting the water savings to participating water agencies and the DWR.

Saving Estimates per Measure

The measures selected for this project are well established with industry accepted savings numbers. Below are the savings estimates per measure both on daily and lifetime basis. Additionally the technical source for each savings estimate is listed:

Program Measure	Estimated Savings (gallons per day)	Estimated Product Life	Lifetime Savings (acre-feet)	Savings Data Source
ULFTs – Residential	25 gpd	20 years	.56 af	MWD's The Conserving Effect of ULFT Rebate Program Published in 1992
ULFTs – Commercial*	35 gpd	25 years	.98 af	CUWCC's CII ULFT Savings Study Published in 2001
HEWs – Residential**	23 gpd	12 years	.0309 af	Berns Kansas Clothes Washer Study Published in 1998
HEWs – Commercial	72 gpd	10 years	.806 af	THELMA Project Synthesis Published in 1997
Zero Consumption Urinals – Commercial***	49 gpd	25 years	.14 af	CUWCC's CII ULFT Savings Study Published in 2001
Pressurized Waterbrooms – Commercial	96 gpd	8 years	.086 af	MWD's 2001 ICP Evaluation of Pressurized Water Brooms Conducted

Program Measure	Estimated Savings (gallons per day)	Estimated Product Life	Lifetime Savings (acre-feet)	Savings Data Source
				by the City of Anaheim
X-ray Film Processor Recycling Systems – Commercial	2,123	15 years	35.67 af	MWD's 2001 ICP Evaluation of X-ray (Film Processing) Recycling Systems

*An average of 35 gallons per day was used. The study states a range of 11 – 94 gpd based on the type of facility.

**A water factor of 6.0 is being assumed for all rebated models.

***An average of 49 gallons per day was used. The study states a range of 5 – 131 based on type of facility.

Total Program Savings

The device savings for each measure is well established and industry accepted. This means that the necessary research has already been conducted to determine per-device savings numbers on each of these measures. The CUWCC publishes a summary of these costs and savings numbers in its *BMP Costs and Savings Study*. Consequently these numbers are well documented.

This greatly simplifies the calculation process in determining Program Savings numbers. Because of the integrity in the measure savings numbers, the calculation for Total Program Savings is straightforward, even allowing for savings decay and the possibility of free-ridership. All of these adjustments are easily made in a spreadsheet.

The CUWCC technical manager will verify that proper program protocols were followed, review reports for completeness and accuracy, and apply the installation verification results to determine total units installed.

The program goals, both in number of rebates and water savings are shown below:

Program Measure	Volume of Measures Rebated	Total Annual Water Savings (acre-feet)	Total Lifetime Savings (acre-feet)
ULFTs - Residential	4,000 toilets	129 af	1,546 af
ULFTs – Commercial*	2,500 toilets	98 af	2,450 af
HEWs – Residential**	5,000 washers	112 af	2,240 af

Program Measure	Volume of Measures Rebated	Total Annual Water Savings (acre-feet)	Total Lifetime Savings (acre-feet)
HEWs – Commercial	3,500 washers	282 af	2,822 af
Zero Consumption Urinals – Commercial	3,500 urinals	192 af	4,802 af
Pressurized Waterbrooms – Commercial	500 waterbrooms	54 af	430 af
X-ray Film Processor Recycling Systems – Commercial	110 recycling systems	262 af	3,923 af
Total		1128 acre-feet per year	18,213 total acre-feet

Installation Verification Inspections

The following protocol will be used to select customers for inspection:

1. A minimum of 10 percent of every device type installed will be inspected. These locations will be selected by applying a standard random number generator. Locations where access is denied will not be counted.
2. Customer sites with more than 20 devices rebated will automatically be selected for inspection. All devices within each site will be inspected.

A pool of technicians knowledgeable in the specific devices being inspected will conduct the inspection. All technicians will be trained in specific device types. They will be trained to recognize all device types in the market, as well as their operation, and characteristics.

Reporting of Installed Measures

CUWCC will gather data from the Program Contractor including:

- Number of devices rebated per week, month, and year
- Devices by agency

- Incentive dollars generated by device and by agency
- Bank reports
- Number of customers that pass/fail inspection verification for program and by agency
- Reasons for inspection failures
- Customer complaints and resolution

Using the industry accepted savings numbers and the installed measure data, the per unit aggregate water savings numbers will be computed and reported as required by DWR. Reports will be designed to be clear and concise. Data will be accurate and provided according to the requirements of DWR.

Qualifications of the Applicant

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

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

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

Mary Ann Dickinson, Executive Director

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

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

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

From 1989 to 1992 served as Deputy Director for Public and Governmental Affairs at the South Central Connecticut Regional Water Authority. In that capacity she coordinated state and local government activities and managed a statewide water conservation program involving 63 water utilities.

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

Maureen Erbeznik, CUWCC Program Manager

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

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

While at Honeywell DMC, Maureen managed a number of highly successful water and energy programs. Notable programs included LADWP ULFT Program, MWD CII program, and San Diego County Water Authority Voucher Rebate Program.

Thomas E. Pape, CUWCC Program Manager

Thomas Pape, an expert water consultant and principal of Best Management Partners, is a long time veteran of the water efficiency industry. As program manager of the CUWCC One Stop Rebate Program, Mr. Pape will carry responsibility for the overall attainment of program goals. Tom will handle the contracting process with DWR and participating water agencies as well as the RFP and contracting process with the program rebate contractor. Invoicing and reporting will be submitted by Tom as required by DWR. The program rebate contractor will report to Tom.

Gaining his experience through implementation of efficiency programs, Tom has managed many of the state's premiere water efficiency initiatives. Starting in the efficiency industry in 1983, Tom worked as a program manager for DMC Services, now known as Honeywell DMC. He designed and managed programs including door-to-door Santa Monica Energy Fitness Program (energy and water measures) and PG&E's House Doctor Program. He went on to manage the City of Austin, Texas Water Conservation Program and many others.

Tom moved on to the City of Pasadena's Department of Water and Power, developing and implementing water and energy utility programs. He also designed measurement and evaluation programs to study the impact of program measures.

From 1990-1998, Tom worked for VIEWtech as Director for Western Region. He held operational and fiscal responsibility for over \$12 million dollars annually.

In 1997, Tom established Best Management Partners, a consulting business that aids CUWCC and water agencies throughout the state in the design, implementation, and assessment of water efficiency initiatives.

John Koeller, CUWCC Monitoring and Assessment Technical Consultant

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

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

Outreach, Community Involvement, and Acceptance

To bring this program to the public, many groups will have worked to make it a success.

- The program rebate contractor will hire from the local community to fill program positions.
- Numerous water agencies have already joined forces to deliver a more effective program to their customers. Each agency will organize their own marketing initiatives and reach out to the community at show events, handing out program information to their water agency customers. To show their strong interest and backing, the Council has included letters of support from the water agencies and environmental organizations listed in the Letter of Support appendix. All of these water suppliers and groups will work for the program, in varying degrees, to market the program, enlist participants and achieve our water savings goals.
- The trade allies will become heavily involved in the program, as well. Home improvement centers will provide free advertising; plumbers and plumbing supply shops will provide outreach; manufacturer personnel will “pitch” their customers, service and repair companies will recommend the program, as well. Trade organizations will all do their part to get the word out to their members.

All of these groups will work for the program, in varying degrees, to market the program, enlist participants and achieve our water savings goals.

The Council will publish a report of the results of this project, and send copies of the report to water supply agencies in California as well as post the report on its website. For more information on how the Council communicates with its constituency, please visit its website at www.cuwcc.org.

Innovation

The innovative aspect of this program is not related to the measures selected, but instead to the statewide approach to deliver rebate program services.

This program provides cost relief to the small to mid size agencies when compared to the price tag of operating the program on their own. With this program, even the smallest participating agency will be able to deliver a highly professional marketing message to their customers; accomplished without their having to hire new staff or lease new office space.

The agencies will see a lower cost per acre-foot saved. With a centralized rebate facility and higher customer volumes, each agency will receive a “better bang for their buck.” Our avoided cost numbers for each measure rivals those of the large water agencies.

Many customers will, for the first time, hear about these measures and be able to receive generous rebates. They will learn about the program through a broad, professional marketing campaign and consider participation as a result.

In particular, this program will address a critical need for improving CII water savings under BMP #9 by offering rebates for commercial conservation measures often hard to implement.

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

Project Benefits

The multiple benefits of the Statewide Rebate Program for One-Stop Rebate Measures are as follows:

- **Will provide economies of scale through a statewide program.** By combining agencies into one statewide program, small and medium sized water suppliers will be able to participate, whereas they could not afford to do so on their own. This is particularly true for those water suppliers in hard-hit economically disadvantaged communities, where often the water supply constraints are tight as well.
- **Will capture savings from a formerly hard-to-reach customer.** This highly innovative initiative is designed to capture savings for agencies in economically disadvantaged areas that cannot afford to run a rebate program with its associated administrative costs.
- **Will reduce peak demands.** Implementation of these conservation measures can help provide the highest value savings: peak savings during the hot summer and fall months. By shaving the peak demand, we are delaying the costly need for system expansion and capital investments.
- **Will reduce water use overall.** Reduction of water use will also reduce demand overall. This program expects to save 18,213 acre-feet -- a significant demand reduction that will not need Bay-Delta supplies.
- **Will provide multiple benefits to the Bay-Delta region.** Water savings provide relief and multiple benefits to the overextended Bay-Delta region in several ways. First, demand for water from the Delta will be reduced in peak summer and fall months when flow through the Delta is lowest. Second, if more flow is left in the Delta because of reduced peak demands for water, that flow can benefit fisheries and other aquatic species. Finally, reduced landscape irrigation means reducing excessive growth of turf which gets mowed and contributes to the "green waste" solid waste load within the Bay-Delta watershed.

Statewide Urban Water Agency One-Stop Rebate Program

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

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

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

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

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

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

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

1- excludes administration O&M.

Applicant: California Water Conservation Council

Statewide Urban Water Agency One-Stop Rebate Program

Table C-2: Annual Operations and Maintenance Costs

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

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

Table C-3: Total Annual Project Costs

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

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

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

Table C- 4: Capital Recovery Table (1)

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

(1) Based on 6% discount rate.

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

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

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

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

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

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

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

Applicant: California Urban Water Conservation Council

Statewide Urban Water Agency One-Stop Rebate Program

Table C-6 Project Annual Local Monetary Benefits

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

Table C-7 Project Local Monetary Benefits and Project Costs

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

Table C-8 Applicant's Cost Share and Description

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



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

January 6, 2005

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

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

Dear Ms. Dickinson:

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

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

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

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

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

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

Sincerely,

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

Paul Piraino
General Manager

DEPARTMENT OF WATER AND POWER



January 4, 2005

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

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

Dear Ms. Dickinson:

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

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

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

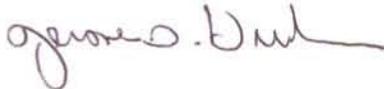
The needs of urban water suppliers are the primary concern of the Council. California's increasing demand for water can be met in part by successful, cost-effective conservation programs, and the Council provides training programs, manuals and technical help to assist in developing conservation programs.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

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

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

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

Sincerely,

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

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



CALIFORNIA WATER SERVICE COMPANY

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

January 3, 2005

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

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

Dear Ms. Dickinson:

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

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

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

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

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

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

Sincerely,

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

Paul Ekstrom
Vice President, Corporate Secretary
California Water Service Company

January 5, 2005

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

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

MARY ANN
Dear Ms. Dickinson:

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

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

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

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



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

GENERAL MANAGER
DAN MASNADA

GENERAL COUNSEL
McCORMICK, KIDMAN &
BEHRENS, LLP

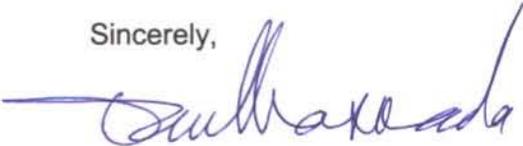
SECRETARY
MARCIA WARD

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

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

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

Sincerely,

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

Dan Masnada
General Manager

xc: CLWA Board of Directors



1515 SIXTH STREET • COACHELLA, CA 92236

Fax: (760) 398-8117

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

January 7, 2005

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

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

Dear Ms. Dickinson:

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

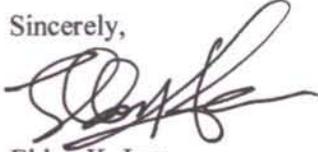
Since its creation in December 1991, the California Urban Water Conservation Council has become a leading force in the promotion and implementation of water conservation programs in California. Through the execution of the Council's 14 Best Management Practices (BMPs), urban water agencies across the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

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

Sincerely,

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

Eldon K. Lee
Director of Public Works
City of Coachella



January 3, 2005

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

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

Dear Ms. Dickinson:

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

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

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

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

Sincerely,

Ed Schmidt
General Manager
Coastside County Water District



January 5, 2005

Board of Directors

President

Richard R. Hall

Vice President

Randy A. Record

Rodger D. Siems

David J. Slawson

Ronald W. Sullivan

Board Secretary

Rosemarie V. Howell

General Manager

Anthony J. Pack

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

Randy A. Record

Treasurer

Joseph J. Kuebler, CPA

Legal Counsel

Redwine and Sherrill

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

RE: CALIFORNIA DEPARTMENT OF WATER RESOURCES PROP 50 GRANT APPLICATIONS

Dear Ms. Dickinson:

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

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

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

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 these programs. The Council has also successfully managed conservation implementation programs on behalf of its members.

Mary Ann Dickinson
January 5, 2005
Page 2

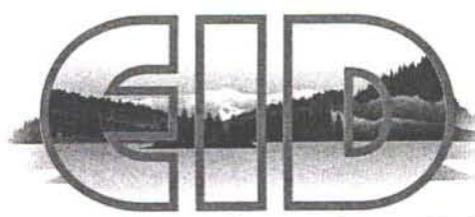
The track record of the Council has been impressive. As a result, Eastern Municipal Water District strongly supports this application for funding under Proposition 50. We believe this proposal will provide great benefits to our urban water efficiency community in addition to providing water savings to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

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

Sincerely,

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

Melanie Nieman, Director
Community Involvement Department



El Dorado Irrigation District

In Reply Refer To: WP0105-30

January 6, 2005

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

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

Dear Ms. Dickinson:

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

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

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

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

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

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

Sincerely,

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

David Witter
Director of Water Policy Coordination

DW:clr



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

January 3, 2005

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

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

Dear Ms. Dickinson:

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

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

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

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

Sincerely,

GOLETA WATER DISTRICT

Misty Gonzales
Water Conservation Coordinator



Inland Empire
UTILITIES AGENCY*

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

January 3, 2005

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

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

Dear Ms. Dickinson:

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

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

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

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

Sincerely,
INLAND EMPIRE UTILITIES AGENCY

Richard W. Atwater
Chief Executive Officer/
General Manager

RWA:DH:bk



JAMES K. HAHN
Mayor

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

RONALD E. DEATON, *General Manager*

January 6, 2005

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

Dear Ms. Dickinson:

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

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

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

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.

Water and Power Conservation ... a way of life

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

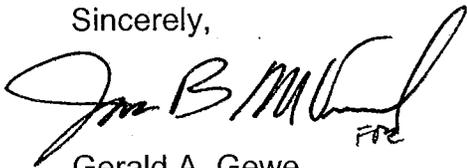
Ms. Mary Ann Dickinson
Page 2
January 6, 2005

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

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

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

Sincerely,

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

Gerald A. Gewe
Chief Operating Officer – Water System



MWD
METROPOLITAN WATER DISTRICT OF SOUTHERN CALIFORNIA

Executive Office

January 7, 2005

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

Dear Ms. Dickinson:

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

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

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

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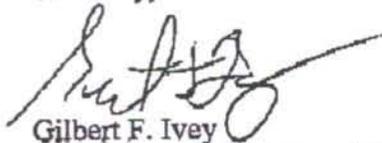
THE METROPOLITAN WATER DISTRICT OF SOUTHERN CALIFORNIA

Ms. Mary Ann Dickinson
Page 2
January 7, 2005

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

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

Sincerely,



Gilbert F. Ivey
Interim Chief Executive Officer

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



10500 Ellis Avenue
P.O. Box 20895
Fountain Valley, California 92728
(714) 963-3058
Fax: (714) 964-9389
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City of Tustin
City of Westminster
Yorba Linda Water District

January 5, 2005

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

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

Dear Ms. Dickinson:

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

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

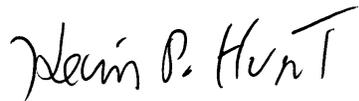
The Council is a unique organization, for its 328 members are not only water agencies, but also environmental advocacy groups as well as state agencies, academic institutions, and private consulting and product firms. In signing the Memorandum of Understanding, this assortment of entities provides the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

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

Placer County Water Agency

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



A Public Agency

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David A. Breninger, General Manager
Ed Tiedemann, General Counsel*

January 5, 2005

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

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

Dear Ms. Dickinson:

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

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

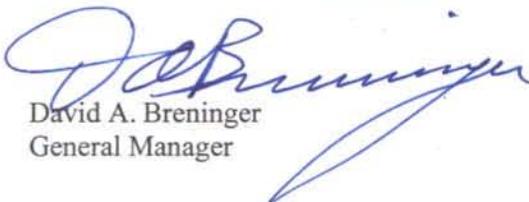
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The needs of urban water suppliers are the primary concern of the Council. California's increasing demand for water can be met in part by successful, cost-effective conservation programs, and the Council provides training programs, manuals and technical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

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

Sincerely,

PLACER COUNTY WATER AGENCY



David A. Breninger
General Manager

Water Conservation Is A Moral Obligation



January 3, 2005

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

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

Dear Ms. Dickinson:

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

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

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

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

Sincerely,

A square image containing a handwritten signature in black ink. The signature is written in a cursive style and is positioned diagonally across the square.

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



SAN FRANCISCO PUBLIC UTILITIES COMMISSION

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



January 3, 2005

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

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MAYOR

E. DENNIS NORMANDY
PRESIDENT

RICHARD SKLAR
VICE PRESIDENT

ANN MOLLER CAEN
ADAM WERBACH
RYAN L. BROOKS

SUSAN LEAL
GENERAL MANAGER

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

Dear Ms. Dickinson:

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

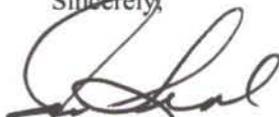
Since its creation in December 1991, the California Urban Water Conservation Council has become a leading force in the promotion and implementation of water conservation programs in California. Through the execution of the Council's 14 Best Management Practices (BMPs), urban water agencies across the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

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

Sincerely,



Susan Leal
General Manager

DIRECTOR'S OFFICE

January 6, 2005

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

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

Dear Ms. Dickinson:

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

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

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

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

Sincerely,

Linden Skjeie, Manager
Water Efficiency Program
City of San Jose



City of Santa Barbara

Public Works Department

www.ci.santa-barbara.ca.us

January 6, 2005

Main Offices

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

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Fax: 805.897.2613

Engineering

Tel.: 805.564.5363
Fax: 805.564.5467

**Building Maintenance/
Street Lights**

Tel.: 805.564.5416
Fax: 805.897.2577

Permit Counter

Tel.: 805.564.5388
Fax: 805.897.1927

Transportation Operations

Transportation Planning
Tel.: 805.564.5385
Fax: 805.564.5467

Water Maintenance

Street Maintenance
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Fax: 805.564.2613

Water Supply Management

Water Conservation
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Fax: 805.897.2613

Downtown Parking

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Santa Barbara, CA
93101

Tel.: 805.963.1581
Fax: 805.963.1542

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

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

Dear Ms. Dickinson:

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

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

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

Sincerely,


Alison Jordan
Water Resources Specialist

AJ/dm

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

January 11, 2004

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

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

Dear Ms. Dickinson:

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

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

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

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

Sincerely,



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



Santa Fe Irrigation District

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

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

January 6, 2005

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

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

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

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

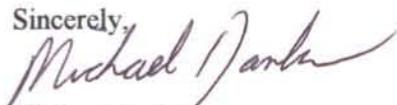
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The needs of urban water suppliers are the primary concern of the Council. California's increasing demand for water can be met in part by successful, cost-effective conservation programs, and the Council provides training programs, manuals and technical 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, Santa Fe Irrigation District strongly supports this application for funding under Proposition 50. We believe this proposal will provide great benefit to our urban water efficiency community in addition to providing water savings to help enhance not only our own watershed but also direct benefits to the California Bay-Delta estuary.

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

Sincerely,

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

Michael Banks
Water Conservation Specialist

January 5, 2005

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



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

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

Dear Ms. Dickinson:

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

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

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

Sincerely,

RICHARD DOWD
Chair, Board of Public Utilities

WALNUT VALLEY WATER DISTRICT



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H. Jess Senecal

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Website: www.wvwd.com • Fax: (909) 594-9532

January 7, 2005

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

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

Dear Ms. Dickinson:

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

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

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

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

Page Two
January 7, 2005

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

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

Very truly yours,

WALNUT VALLEY WATER DISTRICT

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

KAREN POWERS
General Manager

KP:vm



ADRO ENVIRONMENTAL, INC.

Phone: (310) 514-1400

Fax: (310) 514-1316

ADROInc@aol.com

January 4, 2005

www.adro-environmental.com

Mary Ann Dickinson

Executive Director

California Urban Water Conservation Council

455 Capitol Mall, Suite 703

Sacramento, CA 95814

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

Dear Ms. Dickinson:

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

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

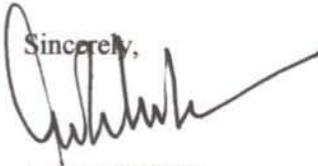
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The track record of the Council has been impressive. As a result, ADRO Environmental, Inc., strongly supports this application for funding under Proposition 50. We believe this proposal will provide great benefit to our urban water efficiency community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

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

Sincerely,

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

ADE ADENIJI
Chief Executive Officer
ADRO Environmental, Inc.

BAWSCA

Bay Area Water Supply & Conservation Agency

January 5, 2005

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

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

Dear Ms. Dickinson:

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

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

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

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

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

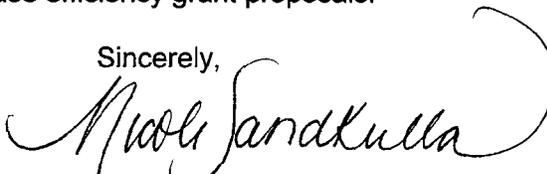
Ms. Mary Ann Dickinson
January 5, 2005
Page 2 of 2

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

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

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

Sincerely,

A handwritten signature in cursive script that reads "Nicole Sandkulla". The signature is written in black ink and is positioned above the typed name.

Nicole Sandkulla, P. E.
Senior Water Resources Engineer



California Sod
Producers Association

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

January 7, 2005

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

Dear Ms. Dickinson:

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

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

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

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

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

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

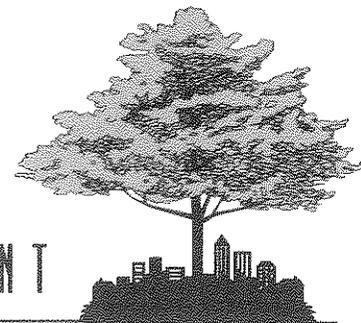
Sincerely,


Sarah West
Executive Director, CSPA

*Turfgrass Sod: Cooling and
Cleaning our Environment*

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

THE COUNCIL FOR A GREEN ENVIRONMENT



January 7, 2005

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

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

Dear Ms. Dickinson:

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

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

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

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

Sincerely,

Richard Rogers
Chair, Council for a Green Environment

President
Richard Rogers
Chairman of the Board,
Pacific Earth Resources

Vice President
Mike Kunce
President, Armstrong Garden Centers

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

Jurgen Gramckow
Managing Partner, Southland Sod Farms

Richard Hunter
President and CEO,
Hunter Industries

Miles Rosedale
President, Monrovia Nursery Company

Dean L. Schenone
President
Flora Tech Landscaping Management

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

Lynn Strohsahl
President, Bordier's Nursery, Inc.

Steve Thigpen
President, Hines Nurseries

Dale Tiglio
President, Hydro-Scape Products



January 10, 2005

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

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

Dear Ms. Dickinson:

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

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

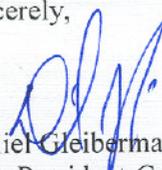
The Council is a unique organization, for its 328 members are not only water agencies, but also environmental advocacy groups as well as state agencies, academic institutions, and private consulting and product firms. In signing the Memorandum of Understanding, this assortment of entities provides the 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, Falcon Waterfree Technologies strongly supports this application for funding under Proposition 50. We believe this proposal will provide great benefit to our urban water efficiency community in addition to providing water savings to help enhance not only our own watershed but direct benefits to the California Bay-Delta estuary.

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

Sincerely,



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



MONO LAKE

COMMITTEE

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

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

January 5, 2005

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322 Culver Blvd.
Playa Del Rey, CA 90293
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On the Internet

www.monolake.org
www.monobasinresearch.org

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

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

Dear Ms. Dickinson:

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

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

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

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

Sincerely,

Frances Spivy-Weber
Executive Director, Policy



January 5, 2005

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

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

Dear Ms. Gonzalez:

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

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

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

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

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

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

Sincerely,

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

Edward D. Winkler
Executive Director