



## Memo

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To: Board of Directors  
From: Karl B. Drew  
Date: May 13, 2016  
Subject: Report on ACWA Conference Meetings Attended at Spring Conference in Monterey, CA, May 3 – May 5, 2016

### ACWA Meetings/Seminars

Supplemental information is not yet available on the ACWA website. Most of the PowerPoint presentations will be available at this site: <http://www.acwa.com>. There are usually videos of some of the presentations also available.

### Wednesday, May 3

#### Opening Breakfast

- *Connecting California's Innovation with Water Policy - Connecting supportive water policies and available water innovation is vital to maximize opportunities for expanding water supplies and streamlining all aspects of water operations. Imagine H2O, the water innovation accelerator, recently hosted the inaugural "2015 California Water Policy Challenge" to identify policy concepts that could lead to a broader deployment of water technologies in California. This session will discuss how partnering with California innovators can help utilities build a more water efficient future.*

*Panelists: Scott Bryan, President, Imagine H2O  
Mary Ann Dickinson, President & CEO, Alliance for Water Efficiency  
Cynthia Koehler, Executive Director, WaterNow Alliance  
Steve Ritchie, Assistant General Manager, San Francisco PUC*

The panelists discussed new technologies and methods to promote and enable more efficient water use.

#### Water Trends Program - Drinking Water Issues Update

- *Learn more about a variety of recent legislative and regulatory developments related to drinking water, including implementation of California's Human Right to Water law, potential new maximum contaminant levels, drinking water system fees and more!*

*Moderator: David Eggerton, General Manager, Calaveras County Water District  
Panelists: Colin Bailey, Executive Director, Environmental Justice Coalition for Water  
Dave Cogdill, President/CEO, California Building Industry Association  
Cindy Forbes, Deputy Director, Division of Drinking Water, State Water Resources Control Board  
Cindy Tuck, Deputy Executive Director, Government Relations, ACWA*

Panelist Cindy Forbes from the State Water Boards discussed how most of the issues they deal with are with the small water systems that serve less than 200 services. These small systems represent about 85% of the total water systems and 1 to 2% of the population. It is the Boards position that these small systems are not viable and these are the systems where forced consolidations with larger systems will occur. She also

discussed a couple of bills that will affect fees to water systems and restrictions of forming new water systems.

Cindy Tuck from ACWA Government Relations also discussed these issues from the water systems viewpoint.

#### Luncheon Meeting

- *Chaos Theory, 'Small Hands' and the 2016 Presidential Election - A year ago, it was settled wisdom that Jeb Bush and Hillary Clinton would face each other in the 2016 Presidential Election. Now, with the election just six months away, there's nothing settled, there's little wisdom and all we know for sure is that Hillary Clinton and Jeb Bush will not square off in the Fall. How will this unprecedented political chaos affect us here in California? What about local races or statewide initiatives? Communications Expert and Political Analyst Kevin Eckery will lay it out for us in his witty and informative style.*

*Keynote Speaker: Kevin Eckery, President, Eckery Associates Political Analyst, KCRA News Sacramento*

This was an interesting and entertaining program about the Presidential election primaries and upcoming Presidential election.

#### Statewide Issues Forum - State of the State's Water System

- *With the rainy season behind us, come hear from agency officials, water managers and others on the state of the State's water system in 2016. The discussion will include an overview of this year's hydrology and the anticipated operations of the state's water management systems, as well as look to the future with updates on the work of local, state and federal agencies on a wide variety of issues.*

*Moderator: Adam W. Robin, Regulatory Advocate, ACWA*

*Panelists: Joseph Byrne, Chair, California Water Commission*

*Jay Lund, Director, Center for Watershed Sciences, University of California, Davis*

*Ron Milligan, Operations Manager, Central Valley Operations Office, Bureau of Reclamation*

*Taryn Ravazzini, Deputy Director of Special Initiatives, California Department of Water Resources*

The panelists discussed the effects of an above average rainfall year in Northern California and a slightly below average year below the Delta area. Because of below normal rainfall in the San Joaquin Valley area, Delta pumping is still restricted. "Drought as an Opportunity" and the Sustainable Groundwater Act were also discussed.

#### Communications Committee Program - Getting the Message Right on Water Rates: A Communications Primer

- *Water agencies in every region of the state are looking at rate increases or changes to their rate structures in response drought, infrastructure needs and other factors. Hear messaging strategies that have helped agencies roll out successful rate proposals, educate key audiences and build customer support.*

*Moderator: Sue Stephenson, Community Affairs Supervisor, Dublin San Ramon Services District*

*Panelists: Ashley Metzger, Outreach & Conservation Officer, Desert Water Agency*

*Adam Probolsky, CEO, Probolsky Research*

*Carlos Reyes, Director of Resource Conservation and Public Outreach, Las Virgenes Municipal Water District*

*Jesse Saich, Public Information Officer, El Dorado Irrigation District*

*Cristel Tufenkjian, Manager of Community & Public Relations, Kings River Conservation District*

This panel discussed steps they took in communicating information to their customers about water rate increases.

**Thursday, May 5**

Water Trends Program - Water Conservation Drought Emergency Regulation and a Resiliency-Based Long-Term Policy

- *The State Water Resources Control Board extended the drought emergency conservation regulation through October with limited adjustments to reflect climate, growth and development of some drought-resilient potable water supplies since 2013. The State Water Board may also consider further reductions to water suppliers' mandatory conservation standards or even rescinding the emergency regulation, depending on water supply conditions in March and April. Additionally, the State Water Board staff was directed to engage the Department of Water Resources in developing a proposed framework for enhanced urban water conservation, efficiency and resilience over the long-term. Water agencies have developed recommendations for such a resiliency-based policy that will help "make conservation a way of life" as advocated by the California Water Action Plan. Come hear the latest on what the State Water Board may do on the Drought Emergency Regulation, Brown Administration plans for the long-term framework, and the water agencies' policy proposal.*

*Moderator: David Bolland, Special Projects Manager, ACWA*

*Panelists: Peter Brostrom, Section Chief, Water Use Efficiency Section, California Department of Water Resources*

*Eric Oppenheimer, Chief Deputy Director, State Water Resources Control Board*

*John Rossi, General Manager, Western Municipal Water District, Vice President, California Municipal Utilities Association*

Mr. Oppenheimer from the State Water Boards discussed the decision making process of establishing the emergency regulations for water conservation. He would not discuss the new proposed regulations as they were not yet released. Mr. Brostrom discussed the self-monitoring water conservation elements of the Urban Water Management Plans. Mr. Rossi discussed the effects of the emergency regulations on his district after they had reduced consumption by 30% prior to the emergency regulations and then was required to reduce consumption by 32%. A lot of questions were directed to Mr. Oppenheimer, such as "When is an emergency over?"

Luncheon Meeting

- *Agriculture: Embracing Technology in a New Era - Never before has Agriculture faced so many challenges simultaneously. Water scarcity and quality, labor shortages, crop protection to name just a few. More and more, technology and innovation are the tools being applied to help Agriculture address these challenges head on. Western Growers launched in December 2015, the new Center for Innovation and Technology in Salinas, California. The Center was created to help connect Silicon Valley innovators with farmers to navigate a new path. This luncheon program will describe the Center, who is involved and how it is changing the future for Agriculture.*

*Introductions: Hank Giclas, Sr. Vice President, Science & Technology and Food Safety, Western Growers*

*Keynote: Bruce Taylor, Chairman /CEO, Taylor Fresh Foods and Taylor Farms*

Town Hall - To Market We Go - Building a Better Water Market

- *As historic drought has tightened its grip on California, ACWA has developed recommendations for enhancing the role of a voluntary water market, including improvements to the water transfers process. The recommendations are guiding ACWA's work at the State Capitol where the water market is one of the hot issues this year. The Environmental Defense Fund has developed recommendations and is sponsoring State legislation, and the California Water Foundation is also sponsoring legislation in this area. Come hear where changes in state law are headed, and share your ideas on what the next steps should be to build consensus on a better California water market.*

*Moderator: Tim Quinn, Executive Director, ACWA*

*Panelists: David Festa, Senior Vice President of Ecosystems, Environmental Defense Fund*

*Brian Poulsen Jr., Senior Deputy General Counsel, El Dorado Irrigation District  
Lester Snow, Executive Director, Water Foundation*

The panelists discussed how water transfers are essential in today's California water management and the two pending bill that would create a database and clearing house for making water transfers easier.

## **Friday, May 5**

### Hans Doe Forum:

- *The Delta Plan: Putting the Pieces Together - While hundreds of agencies affect the Delta, the Delta Stewardship Council is the only one charged with setting forth a single blueprint to integrate and guide all of these actions in the form of a legally enforceable Delta Plan. Come hear how the Council is leading the discussion on how conveyance, storage, and the operations of both must work together to achieve the coequal goals.*

*Keynote Speaker: Randy Fiorini, Chair, Delta Stewardship Council*

Past ACWA President, Randy Fiorini discussed the Delta Stewardship Council's progress in creating a workable plan for the Delta area.