

2019

Monterey Peninsula

**Water Conservation Program
Annual Report**



CALIFORNIA
AMERICAN WATER

PREPARED BY

CALIFORNIA AMERICAN WATER, COASTAL DIVISION

EXECUTIVE SUMMARY

This report documents conservation efforts undertaken by California American Water's Coastal Division during 2019 pursuant to the Partial Settlement Agreement between the Office of Ratepayer Advocates, the Utility Reform Network, and California American Water Company on Revenue Requirement as to the Conservation Budget for the Monterey District under the California Public Utilities Commission (CPUC) A.13-07-002 (July 1, 2013).

California American Water has prepared this report to provide a record of the Coastal Division's water conservation programs and activities implemented in 2019, as well as projected efforts for 2020. Reports for previous years are available by contacting California American Water's Monterey District.

California American Water's Monterey district continued to offer one of the most comprehensive water conservation programs in the state during 2019. The Monterey conservation rebate program remained unchanged providing some of the most generous incentives for indoor and outdoor water efficiency upgrades for both residential and non-residential customers. Monterey's innovative and extensive conservation program offerings are a significant and effective element in managing the water supply limitations present in the area. California American Water's professionally trained conservation staff provided 545 residential water wise house calls in 2019 helping Monterey customers detect indoor and outdoor leaks utilizing state of the art data logging capabilities that determine hourly usage over a 90 day period , address inefficient water use, assist with landscape appropriate irrigation scheduling and assured Best Management Practice compliance for non-residential customers. All these efforts have significantly contributed and continue to contribute to Monterey's unique conservation culture having one of the lowest per capita residential water usage in the State.

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Summary of Reporting Requirements

The following are the mandatory Coastal Division reporting requirements. Additional information has been provided in this report to document other conservation efforts undertaken by California American Water during 2019. The report breaks out conservation activities that California American Water undertakes that are funded through the California American Water conservation surcharge. The report includes:

- A brief explanation of the need for each activity, the nature of the activity, measurable goals, and the results and achievements for each program (including information such as number of units distributed or installed, estimated water—and energy if quantifiable – savings in water and dollars, etc.).
- A summary of the conservation plan for the following year with timelines and implementation plans by California American Water with budgeted amounts for each type of activity.
- Electronic spreadsheets that include usage history for each customer receiving a residential or commercial audit, a rebate, or the installation of a rain sensor for years 2019 & 2020
- Estimated water savings for each device offered through California American Water conservation programs funded through the California American Water's conservation surcharge. *This information is confidential and is therefore provided under separate cover.*
- An evaluation of the effectiveness of the Outreach Program.
- An annual analysis of the weather-adjusted consumption in the Coastal Division.

Abbreviations Used Throughout the Report

The following abbreviations are found throughout this report:

CAW – California American Water

MPWMD – Monterey Peninsula Water Management District

AFA – Acre-feet annually

BMP – Best Management Practice

CHECW – Commercial High Efficiency Clothes Washer

CIMIS – California Irrigation Management Information System

CLIA – Certified Landscape Irrigation Auditor

CPUC – California Public Utilities Commission

CUWCC – California Urban Water Conservation Council

ORA – Office of Ratepayer Advocates

Et_o – Evapotranspiration

GPF – Gallons per Flush

GPM – Gallons per Minute

GRC – General Rate Case

HECW – High Efficiency Clothes Washer

HET – High Efficiency Toilet (1.28 GPF)

IAHWS – Instant-Access Hot Water System

MCBC – Monterey County Business Council

RSOD – Rain Sensor Shut Off Device

SMS – Soil Moisture Sensor

UHET – Ultra High Efficiency Toilet (0.8 GPF)

ULFT – Ultra Low Flush Toilet (1.6 GPF)

WBIC – Weather based (or “Smart”) irrigation system controller

California American Water, Coastal Division– 2019 Programs Funded by the Conservation Surcharge

Summary of California American Water Programs

The programs funded by the conservation surcharge during 2019 are summarized and described in the following table.

TABLE 1. CALIFORNIA AMERICAN WATER 2019 PROGRAMS

Program	Cost	Need For Program	Nature of Activity	Measurable Goal	Result of Achievements	Estimated Savings (AF)
Water Wise House Calls	None (funded by Labor budget)	Residential conservation including high use evaluations	Customers given assessment of indoor & outdoor water usage, recommended irrigation schedule, water saving devices including hourly usage data collection utilizing AMI meter reading system	Audits upon request and immediate investigation of high use	545 audits completed	2018 Estimated Savings 19.59 AF
Residential Plumbing Retrofit	\$36,534	Provide conservation devices to customers to reduce consumption	Distribution of water saving devices at events, and walk ins.	Reduce waste water from high flow water fixtures	See Conservation Devices Section	23.06 AF
Rebates	Rebate Expense for 2019 \$322,100 \$56,567 Expense from 2018 \$26,776 Dec 2019 applied to Jan 2020 Total \$405,443	Provide rebates to customers to encourage water reductions	Provide incentives to customers for upgrading to high efficiency/water saving fixtures and appliances		1,148 Rebates Issued by MPWMD1	16.26 AF
Public Outreach and Education	\$85,468	Promote Water Conservation, SWRCB Cease and Desist Order	Promote quantifiable BMP programs, educate customers and communicate water issues and efforts needed for Monterey Peninsula	Support BMP programs, attend events, and reduce spring water usage.	Multimedia conservation campaign with community involvement	Not quantifiable
Rain Sensor Program	\$17,683	Promote Water Conservation. SWRCB Cease and Desist Order	Rain Sensor triggers controller to not irrigate during rains	Reduce water usage when irrigation system timers are left on during rains	Rain Sensor Postcard	Not quantifiable
Low Income Retrofit Program	\$44,711	Promote Water Conservation , SWRCB Cease and Desist Order	Partner with Pacific Gas and Electric to retrofit residential homes	Reduce inefficient high flow water fixtures	115 homes served	Not quantifiable

Residential Audits (Water Wise House Calls)

California American Water continued its Water Wise House Call Program (residential audits) in 2019 utilizing in house trained certified audit staff at no cost to the conservation budget. The program has been in effect since 2008 and consists of offering free residential audits for single and multi-family properties to identify ways the customer can save water indoors and out and detect leaks.

California American Water's conservation staff completed 481 Water Wise House Calls in 2019 and 125 irrigation sprinkler checks at the beginning of the spring season. Residential customers are sent a postcard at the beginning of the irrigation season offering a free sprinkler check up. The program is becoming more popular each year where customers' irrigation systems were evaluated to ensure there were no leaks and to identify root causes of possible high water use. Outdoor tips and recommendations were also provided to customers, as well as the offering of free rain sensors installed by California American Water Company's contractors.



California American Water Conservation staff member measuring flow rate of customer's showerhead to determine efficiency

California American Water promoted the Water Wise House Call program through bill inserts, rebate brochures, offering the service to customers who visited the office to make payments and by targeting customers who had received high water bills and had been billed in the higher tiers of California American Water's five-tiered rate design.

During the Water Wise House Calls (audits) & high bill investigations, California American Water identified common inefficiencies and water waste in many of the Monterey residences. The most common occurrences were:

- Toilet and faucet leaks
- Irrigation controllers set to run too long resulting in water waste
- Water softener issues
- Misaligned and broken sprinkler heads
- Customer service line leaks

California American Water's conservation staff assisted customers by showing them how to read their water meters and properly convert cubic feet units to gallons so that customers can better monitor their daily usage and also compare the meter readings to the billing units identified on their water bills. In addition, conservation staff also assisted customers by properly adjusting their irrigation controllers to meet the plant water needs and to irrigate in compliance with MPWMD's two day a week watering schedule. Conservation staff also provided free water conserving

devices to customers. The audit reports also include recommendations on utilizing the rebate program for the replacement of high water-use fixtures and appliances at customers' homes.

The effectiveness of the Water Wise House Call program was measured through the evaluation of water savings, as well as by inclusion of an evaluation survey form along with a pre-stamped envelope in the customer report package. Many evaluation surveys were returned from the Water Wise House Call service showed high customer appreciation.

Comments included on the evaluation form acknowledged that the staff was courteous, helpful and knowledgeable:

- "Ray was excellent, patient and informative
- "Harriet: Great lady, maybe you can clone her for Cal Am Water for evaluation visits!"
- "Melissa represented Cal Am very well. Enjoyed my time with her."
- "Ryan was so helpful and courteous. He is a real asset to your company!"
- "Ray our auditor was very helpful."
- "Harriet was excellent in every way!"
- Melissa was incredibly helpful, professional and knowledgeable
- "Ryan was not only incredibly knowledgeable and professional, but went above and beyond to help me, he restored my faith in customer service."

California American Water Free Water Wise House Call Brochure

FREE WATER WISE HOUSE CALLS



Maybe your doctor won't make house calls but California American Water will. One of our certified Conservation Specialists will visit your home, teach you how to check for leaks, and identify ways you can save water both indoors and out. Schedule a **FREE** Water Wise House Call to save money and help preserve our most precious resource: water.

A WATER WISE HOUSE CALL PROVIDES

- ✓ **Water Efficiency:** We will check your toilets for leaks and help identify possible sources of water waste in your home.
- ✓ **How to Read Your Water Meter:** We will show you how to read your water meter to find possible leaks. By monitoring your meter regularly, you can catch and fix leaks more efficiently.
- ✓ **Free Plumbing Retrofit Materials:** We will check your showerhead and faucet flow rates as well as toilet flush volumes. Free low-flow showerheads and faucet aerators for the bathroom(s) and kitchen will be provided where needed.
- ✓ **Schedules and Tips:** We will help evaluate the efficiency of your irrigation system and show you water-saving tips customized to your outdoor landscaping.
- ✓ **Rebate Applications:** We will provide you with rebate applications for the purchase of qualifying low water use appliances.

MAKE WISE WATER USE PART OF YOUR DAILY ROUTINE

INSIDE

- ◆ **Run dishwashers and clothes washers** only when they are full. If you have a water-saver cycle, use it.
- ◆ **Apply for a rebate to install an on-demand water heater** if it takes you more than 10 seconds to get hot water.
- ◆ **Check for leaks in your toilet** by putting a few drops of food coloring in the tank. If color appears in the bowl after 10 minutes, you have a leak.

OUTSIDE

- ◆ **Water landscaping** before 9 a.m. or after 5 p.m. Wednesday and Saturday only.
- ◆ **Use drip irrigation** to water plants.
- ◆ **Plant appropriately** for the local climate. Check with local nurseries for non-invasive, drought-tolerant plants.

HOW DO I SIGN UP?

Call (831) 646-3205 today to schedule an appointment with a certified Conservation Specialist.

En la compañía California American Water cuidamos a nuestros clientes de la Península de Monterey y estamos dedicados a proveerles el mejor servicio, ahora y en el futuro. Llame al (831) 646-3205 para hacer una cita para que uno de los especialistas certificados de la compañía vaya a su hogar a aconsejarle acerca de su consumo de agua.


Commercial, Industrial, Institutional (CII) Audits and Large Landscape Audits

California American Water continued its commercial audit program established in 2010 along with its contract with Water Wise Consulting to conduct, commercial, institutional audits during 2019. Water Wise Completed 4 audits with an estimated savings potential of 34,479 gallons or 0.10 acre feet. The sites included a large private school in Pebble Beach, a large landscape audit and a large hotel.


California American Water has contracted with Water Wise Consulting, Inc, to offer free CII audits. Over the years, Water Wise has completed over 200 commercial audits. CII audits included a detailed onsite audit evaluating the facility, water use patterns, indoor water use, and a summary of recommendations specific to the property. Monterey staff conservation specialist met with each customer on site, delivered water savings devices, and reviewed the report with the customer and discussed the water savings opportunities.

California American Water Leak Detection Kits

California American Water provided customers in 2019 with a guide on how to detect the most common and not so common leaks indoors and outdoors. Not so common leaks typically are found with water heaters, boilers, dishwashers, water softeners and more. The guide was mailed to customers and also provided at conservation events and water wise house calls. Included in the packet were leak detection tablets for detecting toilet leaks.




AMERICAN WATER



WATER LEAK DETECTION KIT

A helpful guide for locating indoor and outdoor water leaks



EPA WaterSense PARTNER

At American Water, we are committed to environmental stewardship and the responsible management of our precious natural resources. By using this leak detection kit to identify and repair water leaks, you can help make a difference in your monthly bill while conserving water.

COMMON INDOOR LEAKS

THE LEAKY TOILET

Accounting for more than 95 percent of all water waste, toilet leaks are caused by worn or damaged parts in the toilet flush tank. (Toilet flushes account for about 100 gallons of the water use in your house each day. That's about 40 percent of the average household use.)

Some of these leaks will empty directly into the sewer line without leaving any clues. Even so, you can check for these leaks. Common causes include:

Float arm problems

Remove the lid from the top of the flush tank. See if the overflow pipe and the plunger ball are working properly. Do this by flushing the toilet, watching the tank mechanism and listening. You should hear the water flow shut off.

If the water does not shut off, check the water level. If it has risen above the overflow pipe, gently bend the float arm down and flush again.

You may need to replace the plunger ball if the water level is about one inch below the top of the overflow pipe and you still hear water flowing.

A tiny pinhole

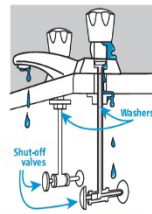
A pinhole opening below the overflow pipe's water line could produce an

invisible leak. Check for this by shining a flashlight down into the overflow pipe. If you see running water, you have a leak that should be repaired.

Defective plunger ball (flapper valve)

This is often a silent leak which causes the tank to continually drain and refill. Check for a worn or improperly seated plunger ball (flapper valve) by dropping one of the dye-tracing tablets (included with this kit), or a few drops of food coloring, into the toilet tank. Do not flush. If a leak exists, the dye-colored water will seep into the bowl in about five minutes. If it does, the plunger ball (flapper valve) may need to be replaced or realigned.

THE LEAKY FAUCET

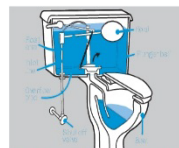


A slow drip can waste as much as 20 gallons of water each day.

A dripping faucet

A slow drip can waste as much as 20 gallons of water each day. A mere 1/16-inch leak wastes 100 gallons of water each day. With that much water — and money — going down the drain, it's important to get leaky faucets fixed as soon as possible.

If you notice that a faucet is dripping, first try closing it tightly. If it continues to drip, the most likely cause is a worn or wrong-size seat washer (also



Water in the overflow pipe could also be caused by a pinhole in the float or a worn washer on the inlet line.

COMMON INDOOR LEAKS CONTINUED

called a stem washer). With just a little effort, you may be able to replace the washer yourself. You may need an adjustable wrench, a standard-blade screwdriver, and a Phillips screwdriver for older plumbing fixtures. It may be more economical to rebuild or replace the faucet if it is washerless.

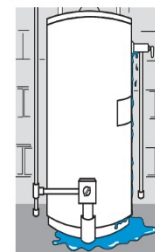
Changing a washer

Before you start, turn off the water supply to the faucet by closing the fixture's shut-off valve. Most kitchen

and bathroom faucets have shut-off valves under the sink. Turn the valve clockwise until it's tight. This shuts off the water to the sink only, and does not affect the water service for any other part of the house.

Be certain that the replacement washer is the same size as the worn one (if the worn washer was the correct size). If you need help, bring the worn washer to your plumbing supply or hardware store, and the store representative can help you match it with a new one.

NOT-SO-COMMON INDOOR LEAKS



Water dripping down the side of the tank could mean the pressure release valve is stuck.

Water heater tank

The pressure valve release could be stuck. This valve is most often found near the top of the tank, and is usually a large brass fitting threaded into the tank. If it's not working properly, water will be leaking from it, dripping down the side of the tank and accumulating on the floor.

Boiler

Listen for the sound of running water. If it is continuous and does not stop and start periodically, your boiler system may have a leak.

Water softener

If you have a water softener, it could be wasting water if it is not recycling properly. The cycling

process, regulated by a timer, often occurs between 2 a.m. and 4 a.m. You're likely to have a problem in this unit if you constantly hear the sound of running water.

Washing machine

If you see water on the floor near the machine, it could mean a leak. You may want to call your washing machine repair service.

Humidifier

Water accumulated beneath the unit could be a sign of a leak. If the overflow discharge is piped into a sewer or drainage line, you may not find any visual signs of a leak. Listen for running water. If it's continuous, the float valve could be stuck.

Fire suppression systems

Many newer homes and businesses have fire suppression systems. If so, check to make sure that the sprinkler heads are tight and not leaking.

Dishwasher

Water accumulated on the floor near the unit could be a sign of a leak. You may want to call your dishwasher repair service.



Leak Detection through Data Logging



California American Water has a program where Conservation staff was able to identify leaks and difficult-to-diagnose high water bills by utilizing meter reading data logging software and downloading up to 180 days of usage, hour by hour, from the company's electronic meters (representing approximately 75% of the meters currently installed).

California American Water's billing system has a trigger in place to identify high usage bills before they are processed and mailed to the customers. During the initial visit to verify the reading, the Field Service Representative will notify the customer of the high usage and report the findings to the customer service department. Many times the customer is already aware that they had a leak and had it repaired. If a customer has an unexplained high bill or disputes the amount of usage, conservation staff is able to download 180 days of hour to hour usage right at the meter from 75% of the meters that have data logging capabilities. The data collected is then given to the conservation department to evaluate. If the customer does not know why the consumption is higher than normal, the Water Conservation Specialist will make an appointment and evaluate the customer's indoor fixtures as well as their irrigation system, they also provide a copy of the hourly usage history to the customer.

Of the 695 data logs that were evaluated in 2019, this new technology assisted us in determining the root cause of many high water bills. By evaluating hourly usage patterns instances of high-water use, staff was able to pinpoint improperly programmed irrigation controllers, leaks in the irrigation system, toilet leaks, service line leaks, and hoses left running. The report also allows for identification of potential backflow issues which could compromise the quality of the water system and pose potential health risks to our customers.

The example on the following page is the downloaded usage of a customer who experienced a high-water bill and did not know the cause. When the conservation staff arrived on the property and did a thorough investigation, conservation staff identified through the data logs that the customer had their controller set to irrigate 4 days a week, which resulted in the high-water bill. The customer was informed that according to CPUC Rule 14.1.1, the watering schedule is 2 days week, Wednesdays and Saturdays.

DATA LOG REPORT FOR RESIDENTIAL CUSTOMERS

Date	Time	Interval Read	Consumption (Gallons)	intermittent leak	continuous leak
Tuesday, July 2, 2019	6:50:31	40895.7	13.6	0	0
Tuesday, July 2, 2019	7:50:31	40909.3	0	0	0
Tuesday, July 2, 2019	8:50:31	40909.3	361	0	0
Tuesday, July 2, 2019	9:50:31	41270.3	338.2	0	0
Tuesday, July 2, 2019	10:50:31	41608.5	0.2	0	0
Wednesday, July 3, 2019	4:50:31	41609.6	0	0	0
Wednesday, July 3, 2019	5:50:31	41609.6	584.3	0	0
Wednesday, July 3, 2019	6:50:31	42193.9	261.4	0	0
Wednesday, July 3, 2019	7:50:31	42455.3	0.1	0	0
Thursday, July 4, 2019	4:50:31	42485.7	0.1	0	0
Thursday, July 4, 2019	5:50:31	42485.8	584.1	0	0
Thursday, July 4, 2019	6:50:31	43069.9	260.3	0	0
Thursday, July 4, 2019	7:50:31	43330.2	0.3	0	0
Saturday, July 6, 2019	4:50:31	43573.5	0.1	0	0
Saturday, July 6, 2019	5:50:31	43573.6	585.9	0	0
Saturday, July 6, 2019	6:50:31	44159.5	280.2	0	0
Saturday, July 6, 2019	7:50:31	44439.7	16.8	0	0
Thursday, July 11, 2019	4:50:31	47575.5	0.1	1	0
Thursday, July 11, 2019	5:50:31	47575.6	590.9	1	0
Thursday, July 11, 2019	6:50:31	48166.5	319.1	1	0
Thursday, July 11, 2019	7:50:31	48485.6	39.2	1	0
Saturday, July 13, 2019	4:50:31	48907.8	0	0	0
Saturday, July 13, 2019	5:50:31	48907.8	588.8	0	0
Saturday, July 13, 2019	6:50:31	49496.6	270.9	0	0
Monday, July 15, 2019	3:50:31	50354.9	0	0	0
Monday, July 15, 2019	4:50:31	50354.9	0.1	0	0
Monday, July 15, 2019	5:50:31	50355	606.8	0	0
Monday, July 15, 2019	6:50:31	50961.8	281.2	0	0
Monday, July 15, 2019	7:50:31	51243	34.4	0	0
Wednesday, July 17, 2019	4:50:31	51866.2	0.1	1	0
Wednesday, July 17, 2019	5:50:31	51866.3	597	1	0
Wednesday, July 17, 2019	6:50:31	52463.3	314.3	1	0
Wednesday, July 17, 2019	7:50:31	52777.6	69.7	1	0
Thursday, July 18, 2019	4:50:31	53102.1	0	1	0
Thursday, July 18, 2019	5:50:31	53102.1	604.5	1	0
Thursday, July 18, 2019	6:50:31	53706.6	304.8	1	0
Thursday, July 18, 2019	7:50:31	54011.4	36.2	1	0
Saturday, July 20, 2019	4:50:31	54478.8	3.3	1	0
Saturday, July 20, 2019	5:50:31	54482.1	609.8	1	0
Saturday, July 20, 2019	6:50:31	55091.9	284.7	1	0
Saturday, July 20, 2019	7:50:31	55376.6	14.5	1	0
Saturday, July 20, 2019	8:50:31	55391.1	57.6	1	0

Residential & Commercial Plumbing Retrofit

California American Water has been offering various free water savings devices for its residential and commercial customers including showerheads and kitchen faucet aerators with a flow rate of 1.5 gallons per minute, bathroom faucet aerators with a flow rate of 0.5 gallons per minute, leak detection tablets/kits and outdoor water saving tools such as soil moisture meters and hose nozzles that automatically shut off when not in use.

In 2019, California American Water tracked the distribution of the various water saving devices to identify the total number of each device distributed. The various devices were distributed to California American Water customers in a variety of means including:

- Community events (at Company booth/display)
- California American Water front desk (walk-in customers)
- Residential Water Wise House Calls
- Commercial audits
- New customer welcome packets
- Upon customer request
- Special giveaway offer advertised in the residential customer's monthly water bills

In addition to the items listed above, California American Water also offered a variety of outdoor devices. The total number of each water saving device distributed in 2017 to California American Water's residential customers in Monterey are listed in [Table 2](#).

TABLE 2. COASTAL DIVISION: RESIDENTIAL PLUMBING RETROFIT DETAIL

Water Saving Device	Number of Units	Estimated water Savings per unit per year	Estimated Annual measure savings (AFY)
Showerheads	1,591	0.0062	9.86
Handheld Showerheads	156	0.0062	0.97
Bathroom Faucet Aerators	2,665	0.0017	4.53
Kitchen Faucet Aerators	1,340	0.0017	2.28
Leak Detection tablets	4,500	0.0007	3.15
Leak Detection Kits	2,680	0.0007	1.88
High Efficiency Pre Rinse Spray Valve	1	0.392	0.39
Shower Timers	1,380	unknown	unknown
Dish Squeegees	2,092	unknown	unknown
Hose Shut Off Nozzles	2,625	Varies	Varies
Moisture Meters	1,846	unknown	unknown
Total	32,191		23.06

Residential and Commercial Rebates (MPWMD Rebates)

Monterey County District's rebate program is funded by California American Water but administered by MPWMD. California American Water has been working closely with the MPWMD to implement advertising campaigns and press releases that draw customers to attention to the rebate program. Rebates are offered during all water wise house calls and conservation events. During 2019, \$337,090 was refunded for purchase and installation of the many items covered by the Rebate Program.

TABLE 3. MONTEREY REBATE PROGRAM SUMMARY

Rebate Type	Rebate Paid	Number of Devices	Estimated AFA	Gallons Saved (approximate)
High Efficiency Toilet (HET)	\$27,506.99	251	1.255	408,943
Ultra HET	\$7,450.00	39	0.39	127,082
Toilet Flapper	\$29.00	2	0.0000	0
High Efficiency Dishwasher	\$22,625.00	177	0.531	173,207
High Efficiency Clothes Washer-Res	\$218,338.19	437	7.0357	2.3 Million
High Efficiency Clothes Washer-Com	\$35,282.70	71	6.39	2.1 Million
Instant Access Hot Water System	\$2,178.10	10	0.05	16,293
On Demand Systems	\$300.00	3	0	0
Zero Use Urinals	\$0.00	0	0	0
Pint Urinals	\$0.00	0	0	0
Smart Controllers	\$2,785.00	24	Varies	0
Rotating Sprinkler Nozzles	\$348.00	87	Varies	0
Moisture Sensors	\$25.00	1	Varies	0
Lawn Removal and Replacement	\$3,584.00	2	0.0000	0
Graywater	\$0.00	0	Varies	0
Cisterns	\$13,837.50	11	Varies	0
Hose bibs & Irrigation Systems	\$3,173.00	2	Varies	0
Total	\$337,089.48	1023	15.65	5.1 Million

Rain Sensor Installation Program

In 2019, California American Water continued its Rain Sensor Installation Program through its contractor WaterWise Consulting. A total of 523 rain sensors have been installed since the program began in 2011 for its residential & multi-residential customers. In 2019, a total of 39 rain sensors were installed for residential customers.

The rain sensor is a device that has great water savings capability. When it rains, the rains sensor automatically signals an irrigation controller to stop watering and allows watering to resume when needed. Pictured is the actual installation of a receiver being installed that connects to the rain sensor that is typically placed on the eaves of a customer's home.



The advantages to a California American Water customer of having a rain sensor installed on their irrigation controller are the following:

- Saves money on customer water bills by automatically shutting of the irrigation system when it rains
- Prevents overwatering which can lead to diseases that damage turf and plants
- Prolongs the life of the customer's irrigation system because the system only runs when necessary
- Saves money on fertilizer – Overwatered turf and plants wash away nutrients into the drainage system which means the customer needs to add more fertilizer.

Potential candidates for rain sensors are customers who have second homes and cannot quickly turn off their irrigation systems, and customers who have been billed in the higher tiers of California American Water's five-tiered residential rate structure. The rain sensor savings are most realized during the months of January through April and during the months of November and December, indicating possible over-irrigation occurring during those particular months. These customers would have irrigated during period of rains and possibly have usage into the higher rate tiers.



Sample Rain Sensor for
Residential Customers

In order to promote the program, California American Water sent a postcard to all residential & multi-residential customers in late November of 2019. Approximately 150 customers called showing interest over the program during the month of December 2019 and January of 2020. Many of these customers were scheduled to have the rain sensor installed in 2020.

A postcard graphic with a background image of a sprinkler watering a lawn. At the top, there are six water drop icons, each containing a different symbol: a house, a lightbulb, a calendar, a house with a rain cloud, a house with a rain cloud, and a house with a rain cloud. The text on the postcard reads: "IT'S RAINING. DID YOU TURN OFF YOUR SPRINKLERS? NOT SURE? WE CAN HELP! California American Water offers FREE rain sensors and installation for qualifying customers." At the bottom right, there are logos for California American Water (with a star icon and the tagline "WE KEEP LIFE FLOWING™") and the Monterey Peninsula Water Management District (with a water drop icon).

**IT'S RAINING.
DID YOU TURN OFF
YOUR SPRINKLERS?
NOT SURE? WE CAN HELP!**

California American Water offers
FREE rain sensors and installation
for qualifying customers.

CALIFORNIA AMERICAN WATER
WE KEEP LIFE FLOWING™

MONTEREY PENINSULA
WATER
MANAGEMENT DISTRICT

FREE RAIN SENSOR WITH INSTALLATION

California American Water is offering a **FREE rain sensor along with FREE installation** (for qualifying customers while supplies last). Rain sensors signal your irrigation controller, automatically shutting it off when it rains and turning it back on when needed.

RAIN SENSORS WILL:

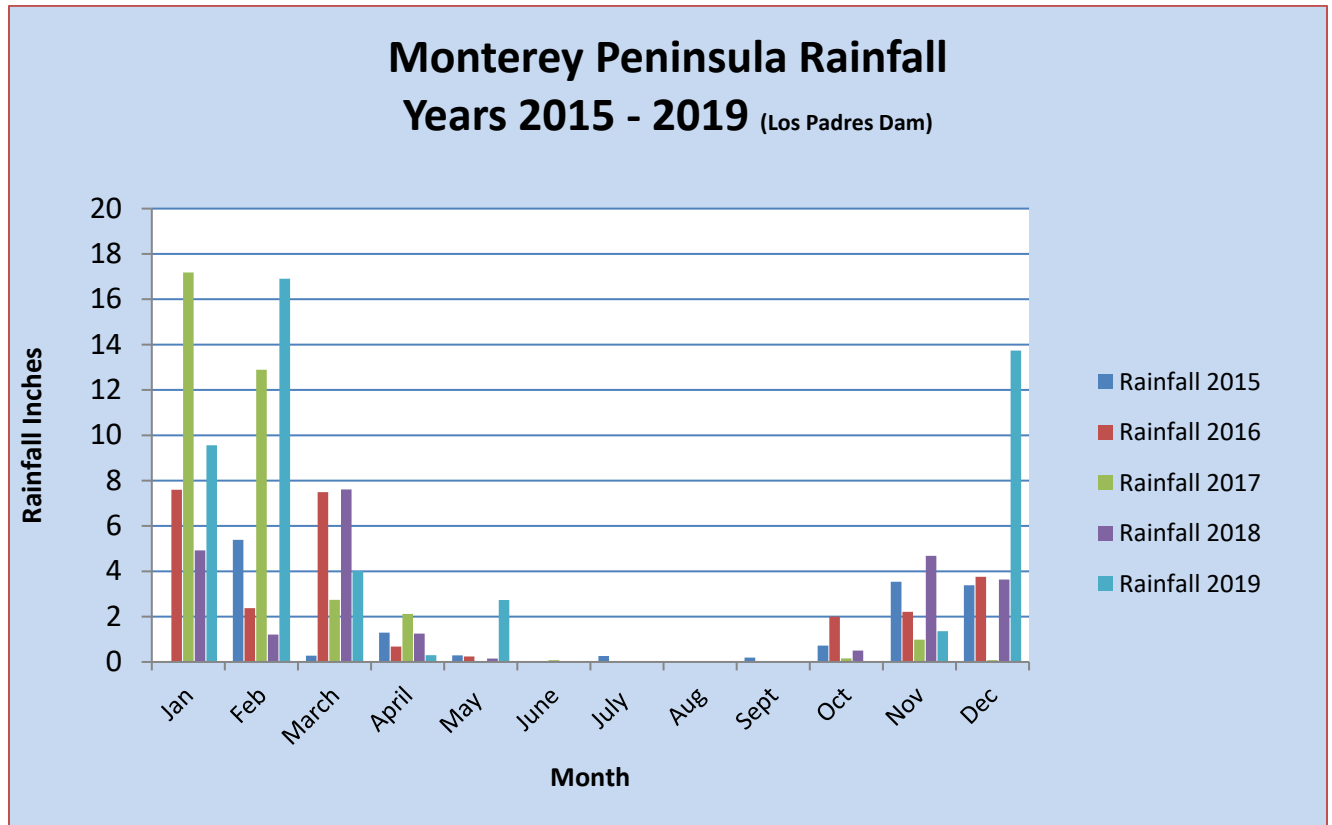
- ◆ Save you money on your water bill by automatically shutting off your irrigation system when it rains.
- ◆ Prevent overwatering, which can lead to diseases that damage your turf and plants.
- ◆ Prolong the life of your irrigation system because the system runs only when necessary.
- ◆ Save you money on fertilizer. Overwatered turf and plants wash away nutrients into the drainage system, which means you will need to add more fertilizer.

Call California American Water today at **831-646-3205** to see if you qualify for a free rain sensor with installation. You'll notice savings during the rainy season and into the spring, when intermittent rainfall occurs in April and May.

 **CALIFORNIA
AMERICAN WATER**
511 Forest Lodge Road, Suite 100
Pacific Grove, CA 93950

 **SERVICE. ONE MORE WAY WE KEEP LIFE FLOWING.**

**TABLE 4. MONTEREY PENINSULA MONTHLY RAINFALL 2015 – 2019
(LOS PADRES DAM WEATHER STATION)**



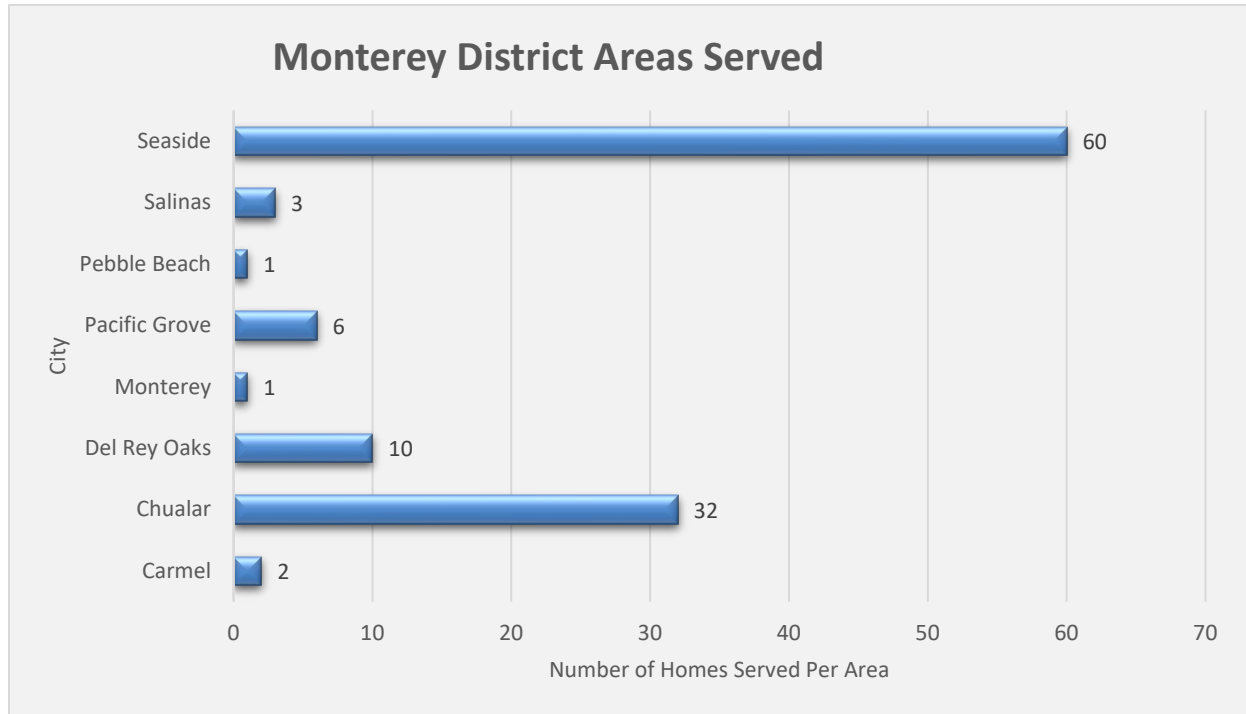
Monthly Rain Fall for Years 2015 through 2019 (Los Padres Dam)													
Year	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Totals
Rainfall 2015	0	5.39	0.28	1.29	0.29	0	0.26	0	0.19	0.72	3.54	3.38	15.35
Rainfall 2016	7.6	2.37	7.49	0.68	0.24	0	0	0	0	2	2.21	3.76	26.36
Rainfall 2017	17.18	12.89	2.74	2.12	0.04	0.08	0	0	0	0.16	0.98	0.08	36.27
Rainfall 2018	4.92	1.21	7.61	1.25	0.15	0	0	0	0	0.5	4.68	3.64	23.96
Rainfall 2019	9.56	16.91	4.01	0.3	2.73	0	0	0	0.04	0	1.36	13.7	48.65

Low Income Water/Energy Joint Direct Install Program

Location of Homes Served Income Water/Energy Joint Direct Install Program

The following chart shows a breakdown of the cities in each of the Monterey District that were served by Water/Energy Joint Direct Install Program. More homes were served in Seaside, Chualar and Del Rey Oaks due to levels of income.

TABLE 5. LOW INCOME ASSISTANT PROGRAM – MONTEREY AREAS SERVED



Water Filling Station

The Monterey District of California American Water in an effort to further continue to find ways to conserve water, installed a water filling station for the Pacific Grove Middle School in 2019. The benefit of installing the water filling station are:

- Reduces the amount of water and other resources used in production and transportation of bottled water.
- Decreases the amount of plastic bottle debris that makes its way into our local watersheds and waterways, degrading water quality and damaging local habitat.
- Reduces plastic waste that ends up in landfills.
- Highlights/promotes the quality and safety of drinking tap water.
- Raises awareness about sustainability of natural resources and protecting our local water resources.



Impact of Single-Use Plastic Bottles

The resources required to produce the plastic bottles and to deliver filled bottles to consumers, including both energy and water, are substantial. The Pacific Institute determined that the production of water bottles for American water bottle consumption in 2006 alone:

- Took 3 liters of water to produce 1 liter of bottled water.
- Required more than 17 million barrels of oil, not including the energy for transportation.
- Produced more than 2.5 million tons of carbon dioxide.

Much of the water sold is in polyethylene terephthalate (PET) bottles which is produced from fossil fuels. More energy is needed to also fill the bottles, transport, cool, and recover, recycle, or throw away empty bottles. The Pacific Institute estimates that the total amount of energy embedded in our use of bottled water can be as high as the equivalent of filling a plastic bottle one quarter full with oil.

<https://pacinst.org/publication/bottled-water-and-energy-a-fact-sheet/>



School Education and Outreach

In 2019, California American Water continued reaching its key objectives for ongoing school education and outreach in water conservation.

The key goals included:

- Ongoing relationship building with the Water Awareness Committee (WAC);
- Outreach to students at community events offering free educational materials;
- Outreach to students in-class and at afterschool activities to offer education regarding water conservation.



Zun Zun School Performances

California American Water, through the Water Awareness Committee of Monterey County, offered school presentations by the Zun Zun performance group. In 2019, Zun Zun provided fifteen 45-minute performances within California American Water's service territory. The performances reached a total of 2,762 students and covered topics such as the water cycle, watershed, indoor conservation and conservation tips, including information about fixing leaks. In addition, we continued to sponsor Zun Zun to perform at the Monterey County Fair which it is estimated that 1,250 children, teenagers and adults

attended the event.

Students were encouraged to participate during the event through a song and dance presentation of the water cycle. Conservation tips were also presented to the students such as taking shorter showers, not letting the faucet run when brushing teeth, using a positive shut off nozzle at the end of a hose when watering the plants, and to notify their parents when they see leaks at home or their school teacher when they see leaks at school.

TABLE 6. SCHOOL EDUCATION PROGRAM – ZUN ZUN PERFORMANCE

Date	School	Performances	Number of Students	City
1-22-19	San Carlos School	2	283	Monterey
1-22-19	Monte Vista School	2	314	Monterey
3-1-19	Del Rey Woods School	3	459	Monterey
3-4-19	Marshall School	1	528	Seaside
8-31-19	Monterey County Fair	2	1,250	Monterey
9-3-19	Highland School	2	500	Seaside
9-26-19	Ord Terrace School	2	500	Seaside
11-2-19	Monterey Bay Christian	1	178	Seaside

Water Awareness Committee Activities

California American Water coordinated with the Water Awareness Committee (WAC) to offer school education opportunities and outreach in 2019. Activities included class presentations as well as interactive school assemblies. Both California American Water and the MPWMD are founding members of WAC. Pictured is Richard Youngblood – member of WAC, teaching students the water cycle during the Monterey County Fair



In addition to school education programs, WAC Sponsored a Water Awareness Day Celebration at the Monterey County Fair. The event was held on Saturday, August 31, 2019. This family friendly event featured booths including California American Water, the MPWMD, the Marina Coast Water District, California Water Service and others. Other events included

California American Water in partnership with the Monterey Peninsula Water Management District also joined WAC by participating in the City of Monterey's cutting day held in March 31, 2019. The event allows Monterey Peninsula gardening buffs to exchange softwood cutting materials, bulbs, plants, etc. Participants are even encouraged to bring cuttings and plants for the exchanges. This was the 63rd annual cutting day for the City of Monterey.



Water Awareness Committee Activities continued

California American Water also participated in several additional events as a partner with the Water Awareness Committee of Monterey County (WAC). These events include the ever popular Farmer's Market in downtown Monterey which attracts many hundreds of people who visit the various vendors, the Smart Gardening Fair sponsored by WAC and presented by the UC Master Gardeners of Monterey Bay, and the Monterey County Fair where a group of water purveyors, landscapers and vendors promote water conservation. Pictured: California American Water and California Area Water Waste District staff promoting and distributing water saving devices during the Monterey's popular Farmer Market



California American Water's Conservation Specialist and WAC member distributing free hose nozzles and moisture meters

Conservation Events

California American Water held many conservation events throughout 2019, participating in several events with the Monterey Peninsula Water Management District. Events included, the farmer's markets, the Good Old Days in Pacific Grove, earth days, cutting day with the City of Monterey and landscape irrigation classes with the MPWMD. These events provide the company an opportunity to reach out to the community and promote water conservation, establish relationships with our customers on a face to face basis, and lets them know their water purveyor cares about the water issues that affects their daily lives. During these events, customers are offered and educated on the most up to date water saving devices, offered free water wise house calls, information on rebates, and any concerns they may have which includes high water bills.

2019 Good Old Days

California American Water sponsored and participated in the annual Good Old Days for two days by holding a conservation booth and providing water saving devices, handouts and tips on how to conserve water, offering water wise house calls and discussing the generous rebate program. The Monterey Peninsula Water Management District conservation staff also participated with



California American Water on both days. CAW and the MPWMD partnering on conservation programs and events give customers an opportunity to ask various questions from both agencies.

Pictured: A California American Water's Conservation Specialist describing the potential water savings for the various devices that are given away during the event.

Monterey County Fair

California American Water sponsored and participated in the annual Monterey County Fair for 3 days by holding a water conservation booth and providing water saving devices, handouts and tips on how to conserve water. The company also participated in the Water Awareness Committees (WAC) Water Awareness Day which is further described in the WAC section. In addition, CAW also along with the MPWMD joined various water providers promoting the partnership and also providing free water saving devices.



California American Water staff educating and distributing water saving devices



California American Water staff discussing the potential use of saving water with a shower timer

Free Water Wise Workshops

California American Water joined the Monterey Peninsula Water Management in sponsoring a Rainwater Harvesting & Greywater Systems. The class was held at the District's office on October 19, 2019 along with 32 attendees. Dan Finklea from Greenwise Water and Landscapes describes the importance of harvesting, storage options, the installation process, code requirements along with rebate information.



The attendees gives a thumbs up for the class
Pictured: Dan Finklea -Instructor
Joe DiMaggio Cal Am Supervisor
Chris Timmer - MPWMD's Conservation Specialist



FALL WATER-WISE WORKSHOPS

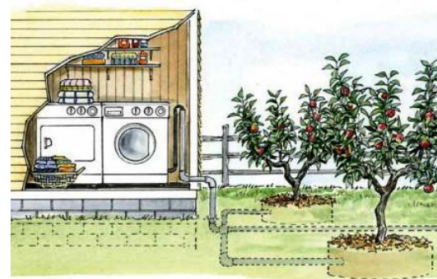
Rainwater Harvesting & Greywater Systems

10am-12pm

1pm-3pm

October 19, 2019

5 Harris Court • Building G • Monterey



These FREE workshop includes information on:

- Importance of Harvesting
- Storage Options
- Installation Process
- Rebate Information
- Code Requirements
- Greywater Compatible Products & Plants
- Parts Identification & Installation
- Mulch Basin Construction
- System Design & Maintenance



The Event is FREE & Open to the Public. Lunch will be provided to attendees of both workshops

For more information contact Stephanie Kister at 831.658.5601 or skister@mpwmd.net

To register online visit montereywaterinfo.org/events



Free Water Wise Landscape Workshop for Water Professionals

California American Water in partnership with the Monterey Peninsula Water Management District held a free landscape irrigation workshop for water professionals. The class was held at CAW's San Clemente Room. The class was taught by Bob Costa from Pacific Water Management, a Monterey County landscape irrigation expert who holds a Bachelor of Science Degree in Ornamental Horticulture as well as many other landscape degrees and certifications. Many of the attendees included folks from the California States Parks Association, Monterey Peninsula College and various landscaping companies. Promoting the class also included a radio ad for a Spanish speaking radio station and flyers dropped distributed irrigation supply stores such as Ewing Irrigation and Martins Irrigation.

The principles that were also taught in the class were

- Smart Controller Technology, Irrigation Scheduling
- Low Volume Irrigation Principles, Design and Installation
- Model Efficient Landscape Ordinance – What you need to know



Bob Costa from Pacific Water Management
Instructing the Water Professionals
Workshop

Landscape Irrigation Workshop

Cal-Am Monterey District Office

511 Forest Lodge Road, Suite 100 Pacific Grove

Thursday, November 14th – 8:30 am to 12:30pm

- 💧 Smart Controller Technology, Irrigation Scheduling
- 💧 Low Volume Irrigation Principles, Design and Installation
- 💧 Model Water Efficient Landscape Ordinance – What you need to know

Participants will learn about the latest in Smart Controller Technology, including how to program and create an irrigation schedule that utilizes weather data to maximize water use efficiency. Attendees will also be exposed to the principles, design and installation of low volume irrigation systems. The workshop will conclude with a review with and an overview of the requirements of the *State Model Water Efficient Landscape Ordinance* that is affecting the way modern landscapes and landscape irrigation systems are being designed and installed.

Instructor - Bob Costa Certified Water Conservation Manager – Pacific Water Management

Cost – Free, space is limited to the first 35 Registrants –

Call California American Water at (831) 646-3205 Option 3 to register today!

CEU's – 4.0 hours – Irrigation Association

Sponsors – California American Water – Monterey Peninsula Water Management District

Additional information – Contact Bob Costa at pacwater@sbcglobal.net – 831 235-2576

Location: 511 Forest Lodge Road, Suite 100 Pacific Grove
(behind the Rite Aid at the Country Club Gate Shopping Center)



Pebble Beach Community Services District Annual Safety Event

California American Water along with Water Awareness Committee of Monterey County participated in the Pebble Community Services District (The Fire Department), annual open house Safety Day event on July 20, 2019. This was an opportunity for our company to meet with the Pebble Beach residents and discuss conserving water and water safety. Just in case of an emergency, customers were taught how to locate and turn of their home shut off valves and what do to in case of a water leak. Water conserving devices were distributed among the residents and the delicious free buffet gave us an opportunity to mingle with the residents and get to know the folks at their local water company.



California American Water staff discussing the use of water conserving devices.

Monterey Peninsula College Earth Day Event

California American Water in partnership with the Monterey Peninsula Water Management District participated in several earth day events in 2019, which included the Associated Students of Monterey Peninsula College's eleventh annual Earth Day Event held on Tuesday April 23,

2019. The event gave us an opportunity to spread the word that as the earth's population increases, so does the demand for water, our planet's most abundant and precious resource. Saving tips were provided to students as well as visitors visiting our conservation booth. Saving tips included, use a broom instead of a hose, replace standard showerheads to low flow, watering landscape in the evening or early morning and many other tips.

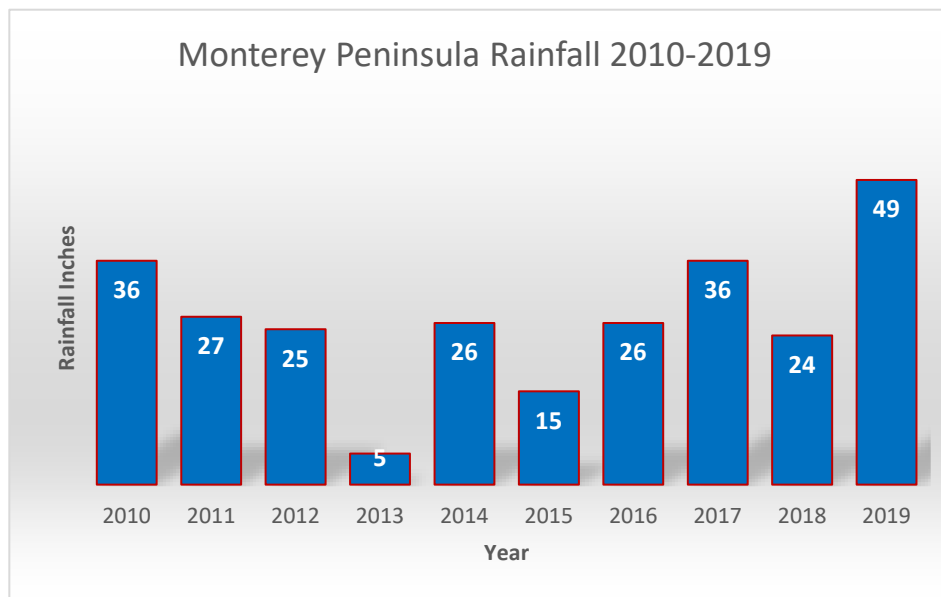


CAW's and MPWMD's Conservation Specialists work the Earth Day Conservation Booth.

Weather Adjusted Consumption in the Coastal Division

California American Water staff produced an analysis of weather-adjusted consumption in the Coastal Division by calculating the acre-feet consumed per rainfall inch. (This information is provided under separate cover.) As expected, overall consumption is highest during the summer months and lower during the winter months. Consumption also rises as rainfall decreases: from 2009 through 2018, consumption was highest when rainfall was lowest (2013) and conversely, consumption was lowest when rainfall was highest (2010 & 2017).

**TABLE 7. MONTEREY PENINSULA RAINFALL 2010 – 2019
LOS PADRES DAM WEATHER STATION**



Public Outreach

California American Water in partnership with MPWMD continued its Monterey Water Conservation Facebook page to keep local contacts informed about conservation efforts. The page provides timely conservation tips and news about upcoming events and local water issues.

Email Blasts and Social Media

California American Water continued encouraging customers to maintain high levels of conservation throughout the year and provided educational emails on what conservation resources and activities customers can undertake.

Three focused campaigns took place in 2019 -- surrounding Earth Day, summer conservation and fall conservation. The materials shared water saving tips for indoor and outdoor use as well as promoting available rebates, water wise house calls and other offerings. These themes were echoed through concurrent radio advertising and accompanying handouts were created to share at the front office and at community events.

Additional online ads were employed to encourage customers to turn off their sprinklers at the start of the rainy season. This message was additionally promoted through newspaper advertising, direct mail and an email blast.

Mailers/Bill Inserts

Two postcards were sent to customers in 2019 focused specifically on conservation, the first advising customers to call California American Water's conservation department to schedule a free yearly season sprinkler check-up at the start of the irrigation season; and the second promoting the company's rain sensor program. Three bill inserts were sent themed around Earth Day, summer conservation tips and fall conservation tips. Each piece contained information on rebates, water conservation tips and further resources available from California American Water and the Monterey Peninsula Water Management District.

Conservation Bill Inserts 1



MAKE WISE WATER USE PART OF YOUR DAILY ROUTINE

INSIDE – all year round:

- ◆ Run dishwashers and clothes washers only when they are full. If you have a water-saver cycle, use it.
- ◆ Apply for rebates to install low-water-use appliances.
- ◆ Check for leaks in your toilet by putting a few drops of food coloring in the tank. If color appears in the bowl after 10 minutes, you have a leak.

OUTSIDE – every year when the rainy season begins:






- ◆ Turn irrigation systems off.
- ◆ Replace the batteries in your irrigation system controller and wireless rain sensors.
- ◆ Check outdoor faucets for drips and leaks.
- ◆ Call a plumber to make any necessary repairs immediately.

OPEN THE DOOR TO SAVINGS

We offer FREE Water Wise House Calls to help you save water indoors and out. Over the course of 40 minutes to one hour, a conservation specialist will visit your home to evaluate current water use and create a personalized water-saving program.

Call (831) 646-3205, ext. 3 today to make an appointment.


YOUR WATER WISE HOUSE CALL WILL INCLUDE:

-  **Leak Detection:** We will teach you how to identify leaks inside and out. Leaks are not only big water wasters – they can also be very costly.
-  **Reading Your Water Meter:** We will show you how to read your water meter to help you catch leaks quickly.
-  **Free Water-Saving Devices:** We will check showerhead and faucet flow rates as well as toilet flush volumes. Free low-flow showerheads, faucet aerators, hose nozzles and moisture meters will be provided.
-  **Schedules and Tips:** We will provide you with an appropriate irrigation schedule and share water-saving tips customized to your landscaping.
-  **Rebate Applications:** In some instances, California American Water partners with local agencies to offer money-back rebates. If available, we will provide you with rebate applications for the purchase of qualifying low water-use devices and appliances.



**SERVICE. ONE MORE WAY
WE KEEP LIFE FLOWING.**

Conservation Bill Inserts 2



FROM THE TAP
SUMMER 2019

OUTDOOR CONSERVATION TIPS & TOOLS

Summer brings warmer weather, but also increased outdoor water use. Here are a few tips to help you reduce your use and lower your water bill this summer.

- **Create a basin around plants.** Build small mounds with the soil to funnel water directly to the roots and collect rainwater during storms.
- **Choose the right watering tool.** Wands and soaker hoses are more efficient and waste less water than a standard garden hose.
- **Upgrade watering equipment.** Invest in a smart controller and micro-irrigation system, which will limit runoff.
- **Time your watering.** Water your landscape in the early morning or evening to reduce evaporation.
- **Plant appropriately for your local climate.** Check with local nurseries for non-invasive, drought-tolerant plants.
- **Break up mulch using a rake.** While a layer of mulch helps soil retain moisture, it can crust over and make it hard for water to reach plant roots.
- **Reuse your water.** After your pet is finished drinking, use the fresh water for your trees or shrubs.
- **Look out for signs of overwatering.** If leaves turn lighter shades of green or yellow, young shoots wilt, or there is algae or fungi growing, cut your watering.

COMMITTED TO OUR CUSTOMERS

At California American Water, our customers are our number one priority. From maintaining and investing in water infrastructure, to ensuring you have reliable and high-quality water service, to providing helpful water- and money-saving tips, we work hard to keep life flowing.

CALIFORNIA AMERICAN WATER
WE KEEP LIFE FLOWING™




At California American Water, caring for the environment is a top priority for us as a water provider. We are dedicated to environmental stewardship, always looking for more ways to use our most precious resource wisely.

Some examples of what California American Water is doing to protect our environment include:

- Volunteering in river, beach and park clean ups year round.
- Investing almost \$100 million this year to improve infrastructure, which will reduce leaks, improve firefighting ability and address contaminant issues.
- Participating in the sustainable management of groundwater basins.
- Offering conservation programs to help customers, which has resulted in an almost 20% reduction in water use.

Our dedication to environmental stewardship extends beyond the quality of your water, into the heart of who we are – your local water company.

KEEP YOUR POOL AND SPA IN TOP NOTCH CONDITION

- **USE A POOL COVER.** You'll reduce your pool water evaporation by 30% – 50%.
- **TURN DOWN THE TEMPERATURE.** Lowering or turning off the heater helps reduce water evaporation.
- **FIND LEAKS AND STOP THEM.** Undetected leaks waste water and cause spikes in water bills.
- **LIMIT REFILLING.** One pool filling can last decades. A spa with high-quality water purification technology can go four months or more without changing the water.

OPEN THE DOOR TO SAVINGS: FREE WATER WISE HOUSE CALLS

California American Water customers are eligible for FREE Water Wise House Calls. A conservation specialist will visit your home to evaluate current water use and create a personalized program to help you save water indoors and out.

YOUR WATER WISE HOUSE CALL WILL INCLUDE:

- **Leak Detection:** We will teach you how to identify leaks inside and out. Leaks are not only big water wasters – they can also be very costly.
- **Reading Your Water Meter:** We will show you how to read your water meter. By monitoring your meter regularly, you can catch and fix leaks quickly.
- **Free Water-Saving Devices:** We will check showerhead and faucet flow rates as well as toilet flush volumes. Free low-flow showerheads, faucet aerators, hose nozzles and moisture meters will be provided.
- **Schedules and Tips:** We will provide you with an appropriate schedule for your landscape irrigation system and share water-saving tips customized to your landscaping.
- **Rebate Applications:** We will provide you with rebate applications (where applicable) for the purchase of qualifying low water-use devices and appliances.

Call your local district office to schedule an appointment with a Conservation Specialist.

LOS ANGELES COUNTY DISTRICT: (626) 614-2536
MONTEREY COUNTY DISTRICT: (831) 646-3205, ext. 3
SACRAMENTO DISTRICT: (916) 568-4201
SAN DIEGO COUNTY DISTRICT: (619) 446-5707
SONOMA COUNTY DISTRICT: (707) 542-8329, ext. 0
VENTURA COUNTY DISTRICT: (805) 454-0909

CALIFORNIA AMERICAN WATER
(888) 237-1333 • www.californiaamwater.com

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HELP THE ENVIRONMENT BY CONSERVING WATER
You can also do your part in protecting the environment by saving water with these easy water-saving tips.



INSIDE YOUR HOME

- Check for and repair leaky faucets, pipes, toilets and appliances.
- Take shorter showers.
- Don't use your toilet as a trash can.
- Wash full loads in the dishwasher and washing machine.



OUTSIDE YOUR HOME

- Adjust irrigation so only your garden is watered, not the street or sidewalk.
- Turn off sprinklers when it rains.
- Inspect irrigation for leaks and make repairs immediately.
- Use low water-use plants in your garden and group them according to similar watering needs.
- Water thoroughly, but infrequently, applying only the amount of water your soil can absorb.

COMMITTED TO OUR CUSTOMERS

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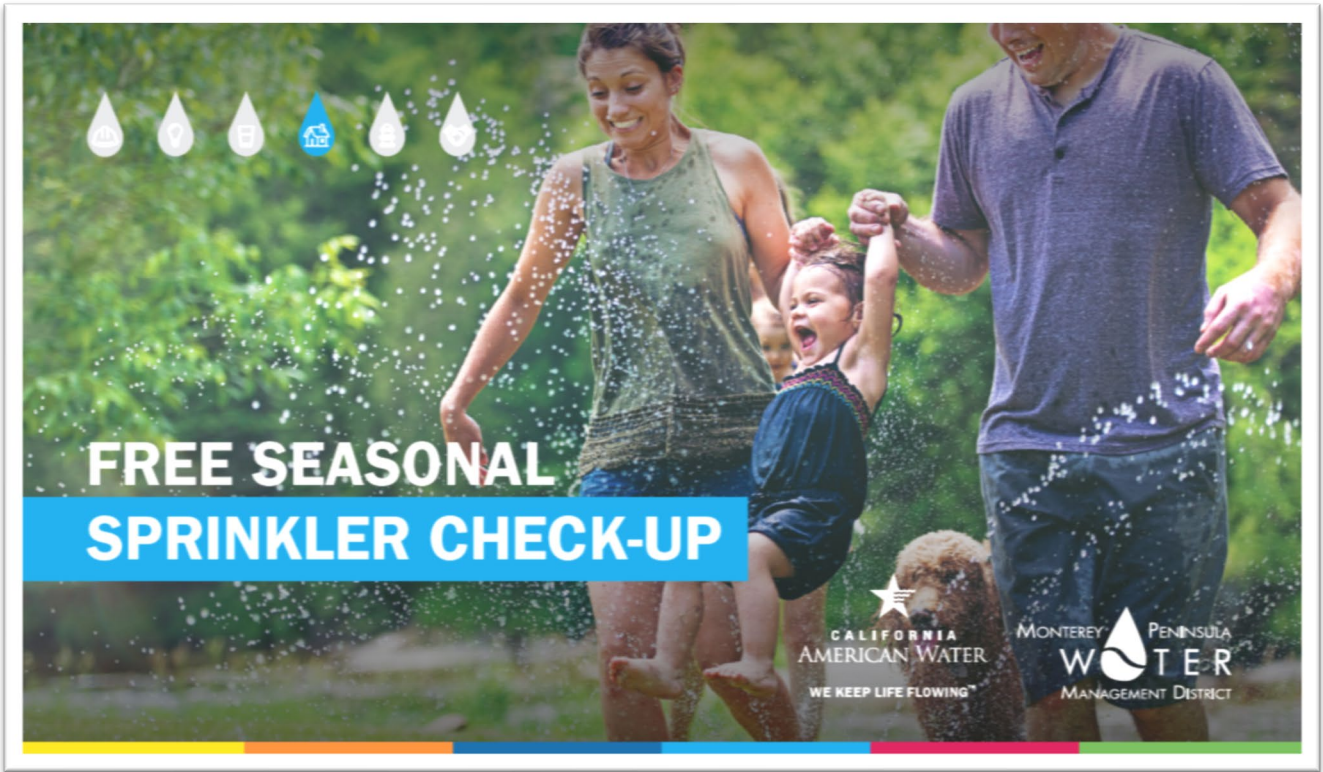


COMMUNITY. ONE MORE WAY WE KEEP LIFE FLOWING.

WA9301

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Free Seasonal Sprinkler Check Up Postcard

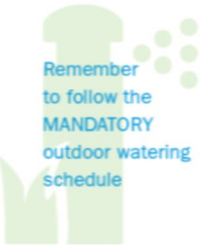


SPRING INTO SAVINGS

Spring is the right time to maintain and improve your sprinkler system by replacing the backup battery in your irrigation controller, checking for leaks, adjusting run times and investing in water-efficient sprinkler heads and controllers. When you schedule a free sprinkler check-up, one of our conservation specialists will:

- Manually inspect each zone for water efficiency
- Check sprinklers for malfunctions
- Inspect sprinkler coverage for optimal efficiency
- Check controller settings, rain sensor and battery backup
- Offer the installation of a free rain sensor

Learn more and sign up for your free sprinkler check-up at (831) 646-3205.



 SERVICE. ONE MORE WAY WE KEEP LIFE FLOWING.

 **CALIFORNIA
AMERICAN WATER**
511 Forest Lodge Road, Suite 100
Pacific Grove, CA 93950

OUTDOOR WATERING SCHEDULE
ALL ADDRESSES Wednesday & Saturday
<ul style="list-style-type: none">• To avoid evaporation, please water outdoors before 9:00 a.m. or after 5:00 p.m.• Watering is limited to a total of 15 minutes per station per day.• Low-flow irrigation systems (including drip irrigation and micro-spray) that emit less than two gallons per hour are exempt from watering restrictions.

Printed on paper containing recycled fiber. Please recycle.

Free Rain Sensor Installation - Postcard



IT'S RAINING.
**DID YOU TURN OFF
YOUR SPRINKLERS?**
NOT SURE? WE CAN HELP!

California American Water offers
FREE rain sensors and installation
for qualifying customers.

WE KEEP LIFE FLOWING™

FREE RAIN SENSOR WITH INSTALLATION

California American Water is offering a **FREE** rain sensor along with **FREE** installation (for qualifying customers while supplies last). Rain sensors signal your irrigation controller, automatically shutting it off when it rains and turning it back on when needed.

RAIN SENSORS WILL:

- ◆ Save you money on your water bill by automatically shutting off your irrigation system when it rains.
- ◆ Prevent overwatering, which can lead to diseases that damage your turf and plants.
- ◆ Prolong the life of your irrigation system because the system runs only when necessary.
- ◆ Save you money on fertilizer. Overwatered turf and plants wash away nutrients into the drainage system, which means you will need to add more fertilizer.

Call California American Water today at **831-646-3205** to see if you qualify for a free rain sensor with installation. You'll notice savings during the rainy season and into the spring, when intermittent rainfall occurs in April and May.

 **CALIFORNIA
AMERICAN WATER**
511 Forest Lodge Road, Suite 100
Pacific Grove, CA 93950



PRESORTED
STANDARD
US POSTAGE
PAID
DSCM

 **SERVICE. ONE MORE WAY WE KEEP LIFE FLOWING.**

California American Water, Coastal Division - 2020 Program Goals

The 2020 California American Water programs funded by the Conservation Surcharge are summarized in the following table and described in detail in the narrative that follows.

TABLE 8. CALIFORNIA AMERICAN WATER COASTAL DIVISION: SUMMARY OF 2020 PROGRAM GOALS

Program	Budget	Implementation Plan	Timeline
Residential Audits	Budget	Complete 200 SF and 10 MF audits	Offer audits throughout 2020
Residential Plumbing Retrofit	\$8,200	Continue providing devices to residential and non-residential customers, walk-in, and events.	Residential Water Wise House Calls and efforts throughout the year at events, walk-ins, etc.
Rain Sensor Installation Program	\$8,000	Install 40 Residential Rain sensors and offer to all customers through a postcard mailing in the fall of 2020	Jan through Dec 2020
Large Landscape Upgrade Grant Program	\$30,000 2018 - 2020	Provide grants for expenses for equipment, materials, and/or installation to upgrade to conservation friendly landscapes	Jan through Dec 2020
Public Outreach and Marketing Campaign	\$100,000	Continue to support public awareness and participation in the organizations' joint-conservation programs	Ongoing throughout 2020
Outreach and Education Seminars & Programs	\$10,000	Continue to partner with Water Awareness Committee, continue to offer Landscape Irrigation Workshops, create conservation booklet, offer in-class presentations	Ongoing throughout 2020
Zun Zun Performances and WAC Activities	\$5,000	Market to schools in Summer of 2019 with events in the fall.	Performances in 2020 WAC ongoing.
CII Rate BMP Survey Inspections	\$1,000	Inspect 150 non-residential properties for compliance with Rate Best Management Practices to determine rate category and collaborate with the MPWMD to complete indoor inspections & CAW complete outdoor inspections	Ongoing 2020
CII Audits	\$20,000	Offer CII Audits to customers with a focus on landscaping– greatest potential need & to comply with the new BMP Compliance Rate Structure	Ongoing 2020

Residential Water Wise House Calls

California American Water will continue to provide Residential Water Wise House Calls to its customers in 2020. Efforts to promote customer participation will include offering Water Wise House Calls for customers with high water bills and promoting the program at events and through California American Water ads. California American Water's conservation staff set a target goal of 225 single family audits to be completed in 2020 and actually surpassed its goal and completed 545 house calls in 2019. The expectation is to complete 300 Residential Water Wise House Calls in 2020.

Residential Plumbing Retrofit

California American Water will continue to provide low flow conservation devices and conservation kits to residential customers in the Monterey service area. The focus will be on the hospitality industry such as hotels and motels to convert hundreds of bathroom aerators from 1.5 GPM aerators to 0.5 GPM aerators. California American Water will also look for upgraded low flow devices and new technologies that provide greater water savings. Current devices include 1.5 GPM showerheads, 1.5 GPM kitchen faucet aerators, and 0.5 GPM bathroom aerators. In addition, California American Water will promote 1.5 GPM showerheads for customers who have retrofitted in past years with the 2.5 GPM. The company will continue to track the amount of devices distributed to all customers.

Large Landscape Upgrade Grant Program

California American Water will continue its successful Large Landscape Grant Program developed and implemented in the fall of 2010 for large landscape customers including cities, schools and parks

The funding is to offer assistance to upgrade current landscape and irrigation systems to increase water efficiency, and to help cover the expenses for equipment, materials, and/or installation. Sites are specifically chosen for high visibility and visitor traffic in order to maximize educational value and promote similar retrofits at customer sites.

In 2020, California American Water's objective is to fund one landscape grant project at a cost of \$30,000 to a school district in the company's service area. The proposed sites will be selected based on projected potential water savings, cost to retrofit, educational value of site, project participation and engagement from the program partner and other criteria.

Each year, the sites will be reviewed identifying their actual usage compared to their expected usage and the actual water savings will be calculated. This information will be reported to the CPUC annually to monitor the success of the program.

Rain Sensor Installation Program

California American Water will continue the rain sensor installation program that began in November of 2011, which provides free direct installation of rain sensors to residential and multi residential properties through its contractor, EcoTech. The focus will continue to be on customers who have the greatest potential to reduce their water usage especially during the winter season.

Focus will continue to be on customers who are billed in the higher tiers of California American Water's five tier residential rate structure during the three consecutive winter months of December, January and February. In addition, California American Water will send a postcard to all residential customers in the fall of 2020 to continue to promote the program.

The estimated cost is \$150 per customer, which includes \$40/hour labor for 2.5 hours plus the cost of each rain sensor estimated at \$50.

CII Audits

California American Water will continue in 2020 to provide commercial, institutional and industrial audits to non-residential customers utilizing experienced contracted consultants.

The focus will continue to be on auditing customers who have the greatest need and potential to achieve significant water savings. California American Water will continue to meet with each customer who receives a CII audit and also offer rebates and any programs that may assist in reducing overall water usage.

Rate Best Management Practice Survey Inspections

California American Water in 2013 changed its non-residential rate structure that now places customers in one of four rate divisions based on compliancy with indoor and outdoor BMP's. Non-residential customers were required to complete a survey to determine their appropriate rate category.

In order to ensure that customers are complying with the BMPs that placed them in one of the four rate divisions, California American Water, in partnership with the Monterey Peninsula Water Management District, will continue inspecting non-residential properties. MPWMD inspects all indoor fixtures and then reports to CAW all outdoor irrigation. All irrigation is inspected by CAW staff.

Customers who are confirmed to be out of compliance with the indoor and/or outdoor requirements will have 30 days to make necessary corrections to avoid a potential change in rate classification. These customers are contacted by CAW conservation staff 30 days after the inspection to verify compliancy. If the customer is not compliant, the classification is changed to Rate Division 4, which is the non-compliant rate, until necessary corrections have been made. Customers are required to provide proof of corrections by providing a receipt to CAW and/or verification for indoor compliancy by the MPWMD.

COVID-19

California American Water has had to adjust certain conservation activities in 2020 due to the COVID 19 pandemic to ensure all preventative measures are undertaken to keep employees and customers safe.

All residential Water Wise House Calls were suspended after the initiation of the Shelter in Place order by the State of California on March 17, 2020. For customers who experience unexplained high water bills, the Company's team of water conservation specialists, since unable to perform on-site inspections, were assisting customers with these high bills by trouble shooting over the phone on the possible issue, such as irrigation issues, toilets leaking, service line leaks, etc. The conservation specialists are also utilizing meter reading data logging software and downloading up to 90 days of usage hour by hour from the company's electronic meters and discussing the report with the customers. In addition, customers are also sent a Water Leak Detection Kit which is a helpful guide for locating indoor and outdoor water leaks, and the Practical Plumbing Handbook that has important water savings tips. As the Shelter in Place order continues, California American Water will utilize its outreach program to continue in reminding customers the importance of water conservation.