

2020

**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 2020 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 2020, as well as projected efforts for 2021. 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 2020. In March of 2020 amid the Covid-19 pandemic, California American Water in an effort to ensure employee as well as community safety, shifted its conservation program using various forms of technology to communicate with customers and continuing to promote conservation. These included FaceTime communication using iPhones to view properties and reprogram irrigation controllers, utilizing Zoom and Teams form of communication for meetings and to hold landscape classes. Google Earth was also used to view customer landscaping and meter location.

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. In 2020 California American Water's professionally trained conservation staff provided 45 residential on site water wise house calls and 348 phone consultation water wise house calls. Helping Monterey customers detect indoor and outdoor leaks, utilizing state of the art data logging capabilities that determine daily and hourly usage over a 90 day period, address inefficient water use, and the use of FaceTime to 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.

For answers to questions regarding this report, please contact the following representative :

Joe DiMaggio, Water Conservation Supervisor
California American Water, Coastal Division
Joe.DiMaggio@amwater.com
831-646-3228

TABLE OF CONTENTS

EXECUTIVE SUMMARY	2
Summary of Reporting Requirements	5
Abbreviations Used Throughout the Report	6
California American Water, Coastal Division– 2020 Programs Funded by the Conservation Surcharge	7
Summary of California American Water Programs	7
Table 1. California American Water 2020 Programs	7
Residential Audits (Water Wise House Calls)	8
California American Water Free Water Wise House Call Brochure	9
Commercial, Industrial, Institutional (CII) Audits and Large Landscape Audits	10
Landscape Grant Program	10
California American Water Leak Detection Kits	11
Leak Detection through Data Logging	12
Residential & Commercial Plumbing Retrofit	14
Table 2. Coastal Division: Residential Plumbing Retrofit Detail	15
Residential and Commercial Rebates (MPWMD Rebates)	16
Table 3. Monterey Rebate Program Summary	16
Rain Sensor Installation Program	17
Table 4. Monterey Peninsula Monthly Rainfall 2016-2020	18
Flume Pilot Study	19
Customer Assistance/Energy Joint Direct Install Program	21
Location of Homes Served Income Water/Energy Joint Direct Install Program	22
Table 5. Low Income Assistant Program – Monterey Areas Served	22

Water Filling Station	23
School Education and Outreach	24
ZunZun School Performances	24
Water Awareness Committee Activities	24
Conservation Events	25
Summer Splash Water Challenge Giveaway Sweepstakes	26
Monterey County Fair	27
In House Landscape Irrigation Training Class	28
Weather Adjusted Consumption in the Coastal Division	29
Table 7. Monterey Peninsula Rainfall 2011 – 2020	29
PUBLIC OUTREACH	30
EMAIL BLASTS & SOCIAL MEDIA	30
RADIO SPONSORSHIP & PRINT ADS	30
MAILERS & BILL INSERTS	30
California American Water, Coastal Division - 2021 Program Goals	36
Table 8. California American Water Coastal Division: Summary of 2021 Program Goals	36
Residential Water Wise House Calls	37
Residential Plumbing Retrofit	37
Large Landscape Upgrade Grant Program	37
Rain Sensor Installation Program	38
CII Audits	38
Rate Best Management Practice Survey Inspections	38
COVID-19	39

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 2020. 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– 2020 Programs Funded by the Conservation Surcharge

Summary of California American Water Programs

The programs funded by the conservation surcharge during 2020 are summarized and described in the following table.

TABLE 1. CALIFORNIA AMERICAN WATER 2020 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	45 on site audits completed and 348 phone audits due to Covid-19	2020 Estimated Savings 14.18 AF
Residential Plumbing Retrofit	\$18,395	Provide conservation devices to customers to reduce consumption	Distribution of water saving devices at events, and walk ins.	Reduce water waste from high flow water fixtures	See Conservation Devices Section	7.23 AF
Rebates	\$231,113	Provide rebates to customers to encourage water reductions	Provide incentives to customers for upgrading to high efficiency/water saving fixtures and appliances	See Table	1,023 Rebates Issued by MPWMD	9.06 AF
Public Outreach and Education	\$82,651	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	\$6,650	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	90 Rain Sensors Installed and Rain Sensor Postcard for Promotion	Not quantifiable
Low Income Retrofit Program	\$23,037	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 (on site residential audits) in 2020 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 team continued with its popular conservation Water Wise House Call program from January to March 2020 and completed 45 Water Wise House Calls. The Water Wise House call program was halted due to public safety shutdowns when the Corona Virus Pandemic began in late March of 2020. In addition, the Monterey District also postponed its promotion of annual seasonal sprinkler check due to safety concerns.

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.

For the time period of April through December of 2020, the Water Wise house call program then shifted to Water Wise phone consultations. This enabled customers to make an appointment with the conservation staff to discuss their home or business water usage, potential water saving opportunities, instruction to perform DIY (do it your own) leak checks, to potentially spot water waste on the property and promote water savings. All forms of technology were used to assist the customer such as Face Time iPhone conversations where customers at times would display their irrigation controllers and review the settings. Google Earth map was also utilized for the conservation staff to view the landscaping and meter location. There were a total of 348 Water Wise phone consultations.

During the Water Wise House Call Phone Consultation, California American Water identified common inefficiencies and water waste in many of the residences. The most commonly found issues were:

- Toilet, faucet, and tub spout leaks
- Irrigation controllers set for long runtimes or malfunctions
- Broken or outdated high flow sprinkler heads and leaking irrigation control valves
- Seized or leaking water supply shut off valves to home and or sprinkler systems

California American Water customers that received an operational service order and a Water Wise phone consultation, would receive a DIY leak kit, that included a California Edition practical plumbing handbook, with pictorial and written directions on how to investigate and repair leaks, toilet leak detection tablet kit, educational handouts depicting water conservation savings and tips and resources related to indoor and outdoor water savings.

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 large residential, commercial, and institutional audits during 2020. Water Wise Completed 5 large residential audits, 1 large school and a retirement community audit. The community audit included a restaurant, club house, office pool house and laundry rooms with an estimated savings potential of 118,374 gallons or 0.34 acre feet.

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.



Landscape Grant Program

California American Water continued its landscape grant program in 2020 to reduce water demand of municipal properties by changing landscaping and upgrading irrigation systems. Two proposals were received, one from the City of Monterey and one from the Pacific Grove Unified School District. The school's proposal was to upgrade their irrigation systems and in addition to remove a portion of turf and create an environmental learning center. The City of Monterey's proposal is the removal of turf and replace with drought tolerant landscaping and stone.

Due to the Covid-19 pandemic and safety issues, the program was postponed for 2021.


California American Water Leak Detection Kits

California American Water provided customers in 2020 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 for water wise house calls. Included in the packet were leak detection tablets for detecting toilet leaks.



WATER LEAK DETECTION KIT

A helpful guide for locating indoor
and outdoor water leaks



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

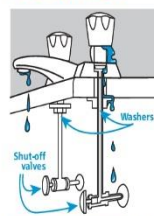
A pinhole opening below the overflow pipe's water line could produce an

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.

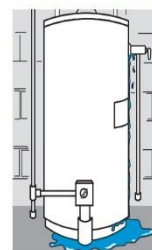
Changing a washer

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 90 days of usage, hour by hour, from the company's electronic meters (representing approximately 87% 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. Often 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, Field Service and Conservation staff can download 90 days of daily and hourly usage right at the meter from 87% 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 739 data logs that were evaluated in 2020, this technology assisted us in determining the root cause of many high-water bills. By evaluating hourly usage patterns of 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's landscaper had misprogrammed the irrigation controller, which resulted in the high-water bill in the amount of \$1,009. The Conservation Department then reset the controller to align with CPUC Rule 14.1.1 2 day a week watering schedule, Wednesdays and Saturdays.

DATA LOG REPORT FOR RESIDENTIAL CUSTOMERS

Date	Time	Meter Read	Consumption Gallons	Intermittent Leak	Continuous Leak
Tuesday, September 15, 2020	11:27 AM	4512.878	3.7	0	0
Wednesday, September 16, 2020	5:27 AM	4518.873	0.1	0	0
Wednesday, September 16, 2020	6:27 AM	4518.875	197.2	0	0
Wednesday, September 16, 2020	7:27 AM	4521.511	273.2	0	0
Wednesday, September 16, 2020	8:27 AM	4525.163	214.6	0	0
Wednesday, September 16, 2020	9:27 AM	4528.032	198.4	0	0
Wednesday, September 16, 2020	10:27 AM	4530.685	330.8	0	0
Wednesday, September 16, 2020	11:27 AM	4535.108	92.3	0	0
Wednesday, September 16, 2020	12:27 PM	4536.342	108.1	0	0
Wednesday, September 16, 2020	1:27 PM	4537.787	7.3	0	0
Friday, September 18, 2020	5:27 AM	4539.939	1.3	0	0
Friday, September 18, 2020	6:27 AM	4539.956	206.4	0	0
Friday, September 18, 2020	7:27 AM	4542.715	334.1	0	0
Friday, September 18, 2020	8:27 AM	4547.181	554.0	0	0
Friday, September 18, 2020	9:27 AM	4554.588	364.4	0	0
Friday, September 18, 2020	10:27 AM	4559.459	328.5	0	0
Friday, September 18, 2020	11:27 AM	4563.851	111.1	0	0
Friday, September 18, 2020	12:27 PM	4565.336	95.4	0	0
Friday, September 18, 2020	1:27 PM	4566.612	1.4	0	0
Monday, September 21, 2020	5:27 AM	4569.211	2.0	0	0
Monday, September 21, 2020	6:27 AM	4569.238	204.4	0	0
Monday, September 21, 2020	7:27 AM	4571.971	220.4	0	0
Monday, September 21, 2020	8:27 AM	4574.918	255.6	1	0
Monday, September 21, 2020	9:27 AM	4578.335	177.8	1	0
Monday, September 21, 2020	10:27 AM	4580.712	177.8	1	0
Monday, September 21, 2020	11:27 AM	4583.089	1.6	0	0
Friday, September 25, 2020	4:27 AM	4600.753	0.1	0	0
Friday, September 25, 2020	5:27 AM	4600.754	0.1	0	0
Friday, September 25, 2020	6:27 AM	4600.756	179.6	0	0
Friday, September 25, 2020	7:27 AM	4603.157	325.7	0	0
Friday, September 25, 2020	8:27 AM	4607.511	201.7	0	0
Friday, September 25, 2020	9:27 AM	4610.208	202.0	0	0
Friday, September 25, 2020	10:27 AM	4612.908	349.1	0	0
Friday, September 25, 2020	11:27 AM	4617.575	106.5	0	0
Friday, September 25, 2020	12:27 PM	4618.999	90.2	0	0
Friday, September 25, 2020	1:27 PM	4620.205	0.1	0	0
Monday, September 28, 2020	5:27 AM	4622.932	13.3	0	0
Monday, September 28, 2020	6:27 AM	4623.11	191.2	0	0
Monday, September 28, 2020	7:27 AM	4625.666	276.8	0	0
Monday, September 28, 2020	8:27 AM	4629.367	292.6	0	0
Monday, September 28, 2020	9:27 AM	4633.279	221.4	0	0
Monday, September 28, 2020	10:27 AM	4636.239	138.5	0	0
Monday, September 28, 2020	11:27 AM	4638.091	99.1	0	0
Monday, September 28, 2020	12:27 PM	4639.416	0.1	0	0
Wednesday, September 30, 2020	5:27 AM	4640.849	0.4	0	0
Wednesday, September 30, 2020	6:27 AM	4640.854	188.6	0	0
Wednesday, September 30, 2020	7:27 AM	4643.375	339.2	0	0
Wednesday, September 30, 2020	8:27 AM	4647.91	200.6	0	0
Wednesday, September 30, 2020	9:27 AM	4650.592	204.0	0	0
Wednesday, September 30, 2020	10:27 AM	4653.319	327.3	0	0
Wednesday, September 30, 2020	11:27 AM	4657.694	93.2	0	0
Wednesday, September 30, 2020	12:27 PM	4658.94	98.6	0	0
Wednesday, September 30, 2020	1:27 PM	4660.258	0.0	0	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 2020, 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 2020 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	869	0.0062	5.3878
Handheld Showerheads	62	0.0062	0.3844
Bathroom Faucet Aerators	350	0.0017	0.595
Kitchen Faucet Aerators	110	0.0017	0.187
Leak Detection tablets	550	0.0007	0.385
Leak Detection Kits	425	0.0007	0.2975
Dish Squeegees	120	unknown	unknown
Hose Shut Off Nozzles	443	Varies	Varies
Moisture Meters	164	unknown	unknown
Total	2,973		7.2367

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 2020, \$231,113 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	Acre Feet per Device	Estimated AFA	Gallons Saved (approximate)
High Efficiency Toilet (HET)	\$16,850.00	216	0.005	1.0800	351,919
Ultra HET	\$2,750.00	22	0.01	0.2200	71,687
ToiletFlapper	\$0.00	0		0.0000	0
High Efficiency Dishwasher	\$15,125.00	120	0.003	0.3600	117,306
High Efficiency Clothes Washer-Re	\$170,955.99	342	0.0161	5.5062	1,794,201
High Efficiency Clothes Washer-Co	\$0.00	0	0.09	0.0000	0
Instant Access Hot Water System	\$2,561.17	14	0.005	0.0700	22,810
Zero Use Urinals	\$0.00	0	0.02	0.0000	0
Pint Urinals	\$0.00	0	0.008	0.0000	0
Smart Controllers	\$1,637.49	16		0.0000	0
Rotating Sprinkler Nozzles	\$0.00	0		0.0000	0
Moisture Sensors	\$0.00	0		0.0000	0
Lawn Removal and Replacement	\$8,456.00	3		0.0000	0
Graywater	\$0.00	0		0.0000	0
Cisterns	\$9,912.50	16		0.0000	0
Total	\$228,248.15	749		7.2362	2,357,923

Rain Sensor Installation Program

In 2020, California American Water continued its Rain Sensor Installation Program through its contractor WaterWise Consulting. A total of 613 rain sensors have been installed since the program began in 2011 for residential & multi-residential customers. In 2020, a total of 90 rain sensors were installed for residential customers.

The rain sensor is a device that has great water savings capability. When it rains, the rain 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.

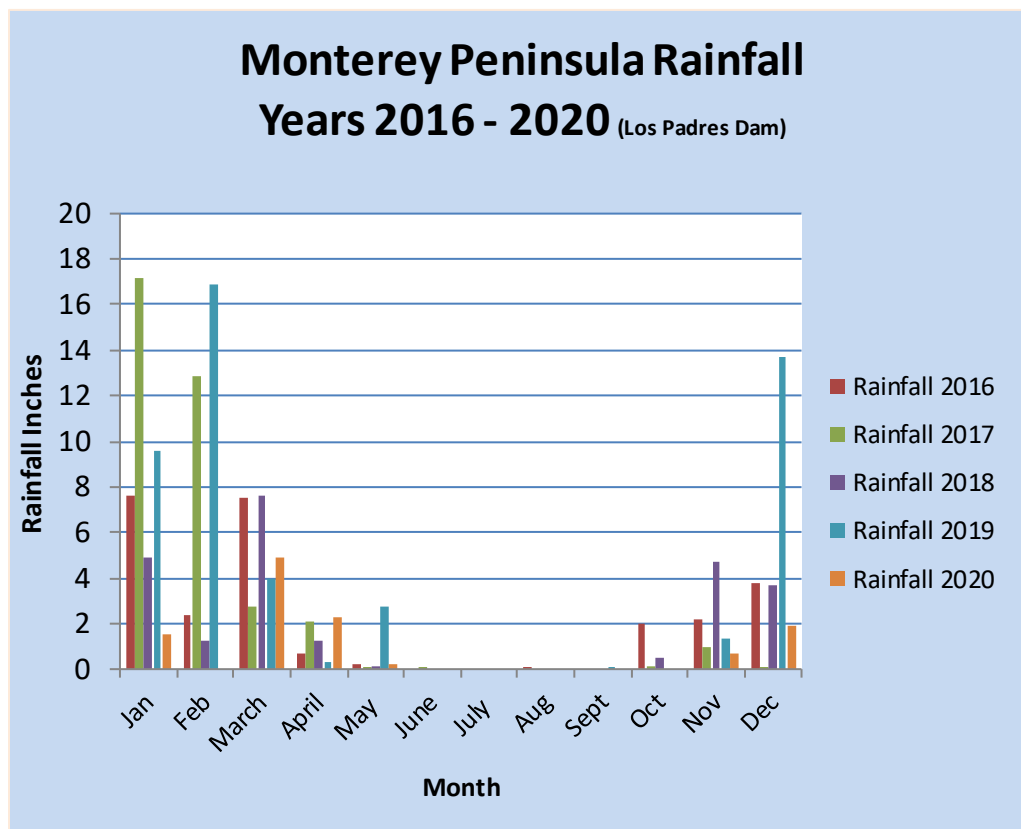
Potential candidates for rain sensors are customers who have second homes and cannot quickly turn off their irrigation systems, and customers who have been billed in the higher tiers of California American Water's five-tiered residential rate structure. The rain sensor savings are most realized during 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

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.

**TABLE 4. MONTEREY PENINSULA MONTHLY RAINFALL 2016-2020
(LOS PADRES DAM WEATHER STATION)**



	Monthly Rain Fall for Years 2016 through 2020 (Los Padres Dam)												
Year	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Totals
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
Rainfall 2020	1.55	0	4.94	2.32	0.25	0	0	0	0	0	0.67	1.93	11.66

Flume Pilot Study

The Monterey district entered into a pilot study of the Flume Leak Detection Device starting June 1, 2020 and continuing through December 31, 2020. The objective was to assess if adding a customer-controlled device, which would alert customers immediately of continuous consumption of water, would decrease the amount of water use throughout the period. The devices were marketed to 4000 customers who had either requested leak adjustments over the past two years or were the districts highest water users. An added objective would be to reduce high bill leak adjustments and/or service calls needed to investigate those high bills.

The Flume device, easily strapped to the meter, gives the customers a portal to see what their consumption is in increments as low as hourly. The device will also send an alert to customers directly for usage that shows constant or above customer set margins for daily, weekly, and monthly use. The company will also send direct to customer a monthly recap via email.

Facts

- 161 devices purchased
- 109 devices installed and utilized during 6 month trial
- 69 devices showed a decrease in consumption
- 52 devices were purchased and never installed by customers

Numbers Analysis of installed devices

- 55 devices showed an increase in usage of 2471 cgl total or 16% from same usage in 2019
- 51 devices showed a decrease in usage of 442.13 cgl total or 18% from same usage in 2019
- Purchase price of installed \$199.00/meter

Further Analysis of installed devices showing decrease

1. Total usage over 6 month study was 30922 cgl
2. Total decrease over 6 month study was 2471 cgl
 - 2.1. Average decrease showing at 133cgl/6month
 - 2.2. Total cost of consumer water per customer was \$161.33/mo
3. Total cost of water saved over 6 month period was \$11,136.62
 - 3.1. Total cost of water saved per customer was \$45.27/mo

Due to the lock down put in place for the COVID-19 pandemic, the pilot was only run for a 6 month period instead of one year. During that 6 month period customers were restricted to stay at home orders in place, which would normally show an increase in water consumption. This factor may have skewed numbers utilized in this study.

The number of customers that had purchased, but not installed the device, should have been monitored for how to assist them with installation. Due to the number of uninstalled the sampling of data is very small.

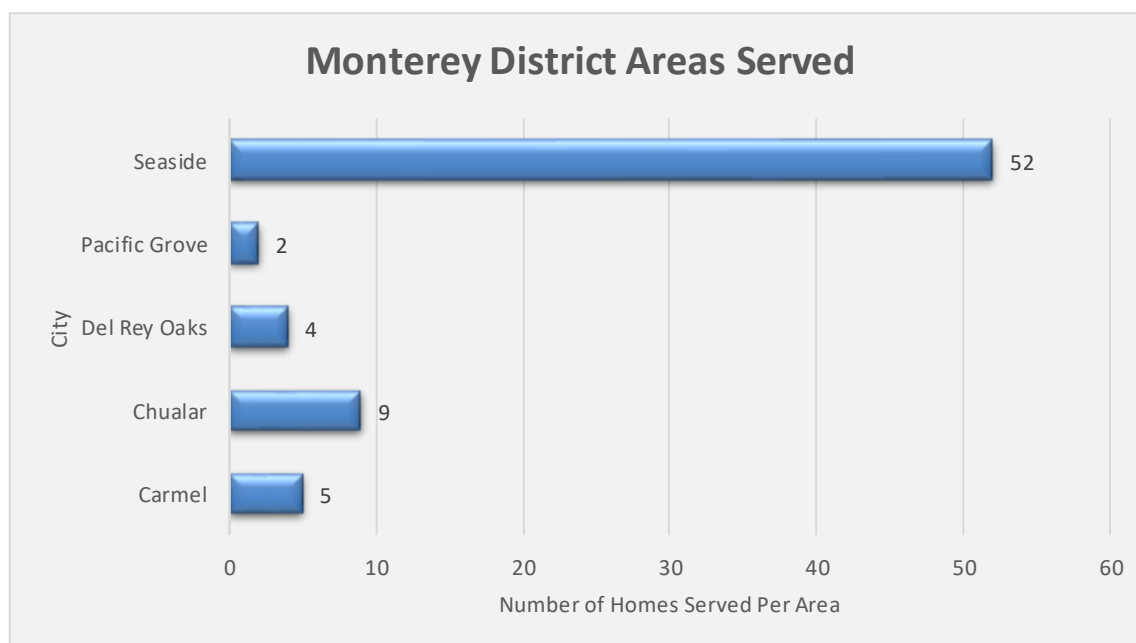
A survey conducted with the customers that purchased the device however showed high praise of the device with a 72% highest rating of satisfaction. They were pleased with how it saved them during a leak, showed them their normal consumption, and how it allowed them to monitor their usage, make adjustments, and then immediately see how those efforts affect their overall consumption. 92% said they would recommend the device to others.

[illegible]

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, had planned to install a water filling station for the Pacific Grove Elementary School in March of 2020. Due to Covid-19, the school closed, and the installation postponed for 2021.

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 of oil.

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



School Education and Outreach

In 2020, 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.

ZunZun School Performances

California American Water, through the Water Awareness Committee of Monterey County, continued to offer school presentations by the ZunZun performance group. In 2020, ZunZun provided fifteen 45-minute performances within California American Water's service territory. Due to Covid-19, in person presentations had been cancelled however, the ZunZun group offered free virtual assemblies along with follow up activities. Prior to Covid-19, ZunZun presented an in person assembly at the Foothill Elementary School on January 23, 2020 with 299 students participating. The performances covered topics such as the water cycle, watershed, indoor conservation and conservation tips, including information about fixing leaks.



In November of 2020, ZunZun presented a virtual assembly to the Highland Elementary School where 500 children participated using Zoom Technology. The online performance included the Watershed Card Matching Game where kids played together at home developing vocabulary and reinforcing science standards with a fun card game online while remembering to save water.

Water Awareness Committee Activities

California American Water coordinated with the Water Awareness Committee (WAC) by attending conservation meetings monthly, and discussing ways to educate the public and conservation awareness. Due to Covid-19, the group's normal activities such as sponsoring on a yearly basis Water Awareness Day Celebration at the Monterey County Fair and other local events were cancelled. WAC did continue its support for ZunZun children's education program by shifting from on-site assemblies to online education which was very well received. California American Water customers are always encouraged to visit the WAC website which has extensive resources for rain water catchment, pest control, xeriscaping, etc..

Conservation Events

California American Water in partnership with the Monterey Peninsula Water Management District maintained an effective and active conservation program in 2020 despite the coronavirus pandemic shutdowns. The company shifted its face-to-face conservation programs to safe distancing opportunities by providing multiple educational webinars, social media post, billing inserts, and targeted E-blast to assist customers with water and energy efficiency programs as well as assisted income programs. These activities include participating in multiple district online classroom seminar series conducted by landscape professionals G3 Green Gardens Group. The WaterWise Landscape Basics webinars were directed to residential customers which generated 476 registrations and 227 participants.

In addition, California American Water joined the Monterey Peninsula Water Management District for the “Summer Splash Water Challenge Giveaway Sweepstakes” where CAW customers answered fun conservation questions listed on a gameboard with the opportunity to win prizes. The prizes offered were: 1 Grand Prize Winner – high efficiency clothes washer and delivered, 2 Second Place Winners – an iPad, and 10 Third Place Winners each received a \$50 Amazon Gift Card. Customers were required to submit their entry forms or gameboard by July 31, 2020. Winners were selected in a drawing. The gameboard was promoted in the Pine Cone and the Monterey County Weekly as well as Facebook and on the joint CAW-MPWMD joint website montereywaterinfo.org. Customers were able to participate online as well as mailing or e-mailing in the gameboard from the ads.

The company kept up a consistent outreach effort throughout 2020 by promoting common water efficiency messaging and branding to assist customer with water reduction. California American Water sent four billing inserts to customers related to conservation programs. The company continued its occasional radio sponsorships with topical conservation messaging. California American Water was also able to support the Monterey County Fair with Drive In Movie Nights, Drive In Fair food, and a Drive In performance of Journey Revisited.

California American Water in partnership with the Monterey Peninsula Water Management District had planned an array of conservation events throughout 2020. Events included farmer’s markets, the Good Old Days in Pacific Grove, Earth Day Events, Cutting Day with the City of Monterey, landscape irrigation classes, and leak detection classes. 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.

Summer Splash Water Challenge Giveaway Sweepstakes

SUMMER SPLASH

WATER CHALLENGE GIVEAWAY

Grab your family and have some summer fun!

- 1 Visit MontereyWaterInfo.org/WaterChallenge to hunt for game board answers.
- 2 Fill out all of the answers on the game board.
- 3 Submit your game board online or cut it out and send it to: MPWMD Summer Splash, PO Box 85, Monterey, CA 92942

WIN
BIG
PRIZES!

1 Grand Prize Winner
will receive a high-efficiency clothes washer


2 Second Place Winners
will each receive an iPad

10 Third Place Winners
will each receive a \$50 Amazon gift card


NO PURCHASE NECESSARY TO ENTER OR WIN. Void where prohibited. The sweepstakes is open only to California-American Water Company water customers in the Monterey County District of California who complete and submit a Summer Splash Water Challenge Giveaway entry form ("gameboard") by mail postmarked by July 31, 2020 to MPWMD Summer Splash, PO Box 85, Monterey, CA 92942 or online at www.montereywaterinfo.org/waterchallenge by July 31, 2020 and who are at least 18 years of age as of the date of entry. Start: 12:01 a.m. PDT on 7/1/2020; deadline: 11:59 p.m. PDT on 7/31/2020. One (1) Grand Prize Winner will receive a High Efficiency Clothes Washer.

NAME	ADDRESS	PHONE	EMAIL
<p>Who can take the shortest shower in your house? Time them and see who wins!</p> <p>A. _____</p>			
<p>Which bathroom fixture uses the most water?</p> <p>A. _____</p>			
<p>How do you save water when doing laundry?</p> <p>A. _____</p>			
<p>Name a low water use shrub that can be used in your garden.</p> <p>A. _____</p>			
<p>One drip every second adds up to five gallons per day! Check your faucets and showerheads for leaks and fix them. How many did you find?</p> <p>A. _____</p>			
<p>How much is the rebate for a High Efficiency Clothes Washer?</p> <p>A. _____</p>			
<p>Can you locate the water shut off valve for your home? Where is it?</p> <p>A. _____</p>			
<p>How can you save water when washing your car?</p> <p>A. _____</p>			
<p>Put food coloring in your toilet tanks. If it seeps into the bowl without flushing, there's a leak. Did you find any leaks?</p> <p>A. _____</p>			
<p>How do you save water when washing dishes?</p> <p>A. _____</p>			
<p>Test the flow of your showerhead by putting a gallon bucket underneath. How many gallons per minute is the flow?</p> <p>A. _____</p>			
<p>How do you plan to save water at your house?</p> <p>A. _____</p>			

Enter by July 31, 2020. Play to WIN!



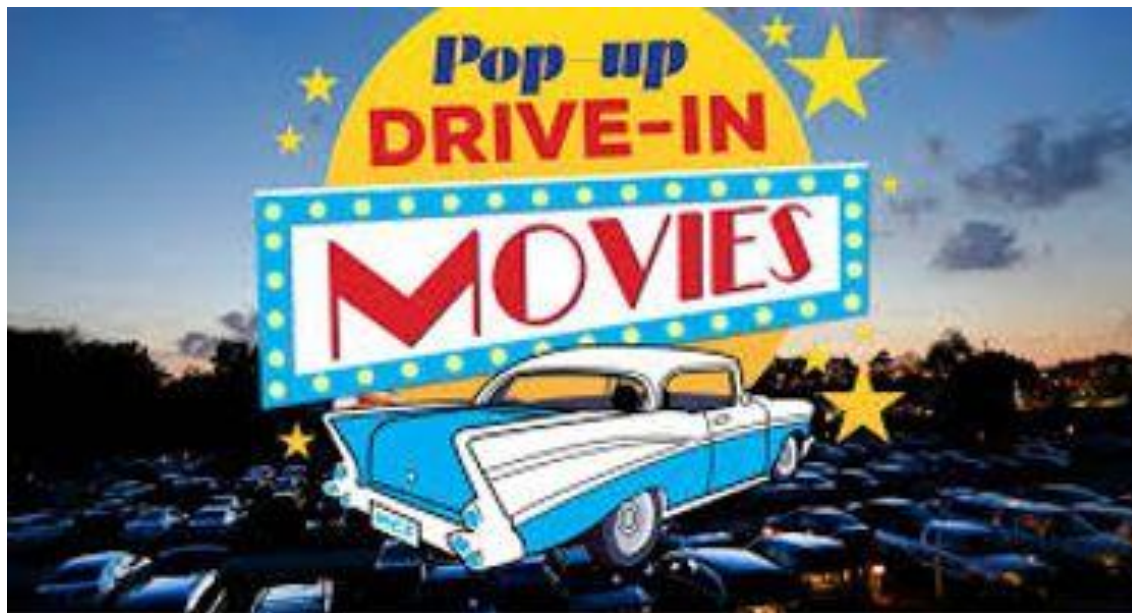
CALIFORNIA
AMERICAN WATER



MONTEREY PENINSULA
WATER
MANAGEMENT DISTRICT

Monterey County Fair

California American Water normally each year participates 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. Due to the Covid-19 Pandemic, the fair shifted its normal operations and held its “Pop-Up Drive in Movies” for 3 days. Prior to each movie, the Monterey County Fair displayed a California American Water conservation video reminding participants the importance of saving water including water saving tips. The events also included a drive-in concert with Journey, Kentucky Derby Drive, and School of Rock for the drive-in movie.



In House Landscape Irrigation Training Class

California American Water held a series of online landscape irrigation webinars for all its Water Conservation Specialists in all CAW Districts and also invited the Monterey Peninsula Water Management District staff. The irrigation classes were conducted by the landscape professionals G3 Green Gardens Group. The principles that were taught will be very useful in evaluating customer landscapes and hopefully will be able to use once we resume on site water audits.

Classes for California American Water Staff & MPWMD		
Water Wise Landscape Basics	9/21/2020	Monday
Irrigation & Water Use Efficiency	9/23/2020	Wednesday
Rainwater Capture	9/28/2020	Monday
Landscape Design	9/30/2020	Wednesday
Garden Transformation	10/5/2020	Monday

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 2011 through 2020, consumption was highest when rainfall was lowest (2013) and conversely, consumption was lowest when rainfall was highest (2017 & 2019).

**TABLE 7. MONTEREY PENINSULA RAINFALL 2011 – 2020
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 & SOCIAL MEDIA

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

Outreach included basic conservation messaging with tips customers could implement year-round, along with information about webinars that provided landscaping tips that encouraged outdoor water efficiency. Fix A Leak Week was promoted through social media as well.

RADIO SPONSORSHIP & PRINT ADS

Radio advertising on the local National Public Radio station supported the conservation messaging and promoted Fix A Leak Week in March.

Print ads in the local papers encouraged fixing leaks in the Spring, entering a water challenge giveaway in the Summer and turning off sprinklers in the Fall. Complementary handouts were also printed and shared locally.

MAILERS & BILL INSERTS

Two postcards focused on rebates were sent to customers in 2020. A Cash For Grass Program postcard educated Bishop, Hidden Hills, and Ryan Ranch customers about the turf removal rebate. An end-of-the-year mailer was sent to all customers in the Monterey District with information about all indoor and outdoor rebates.

A bill insert was sent to customers, welcoming the new year, new decade and providing customers new ways to save. The bill insert informed about free water-saving devices as well as the benefits of managing an account online through MyWater.

NEW YEAR EMAIL



A RESOLUTION YOU CAN KEEP

This new year, make a resolution you can keep. We're here to help you save all year long with easy water-wise tips that won't cramp your style.

INDOORS: USE LESS, SAVE MORE

- Slow your flow. Install aerators on sink faucets.
- Turn off that tap. Wash fruits and vegetables in a large bowl or tub.
- Don't be a drip. Find leaks and fix them right away.

OUTDOORS: WATER WISDOM FOR ALL

- Tune in and turn off. Pay attention to the weather and turn off irrigation before, during and for 48 hours after wet weather.
- How low can you go? Plant low water use species in your garden.
- Think and shrink (your water footprint). Set up a rain barrel or catchment system to collect water and direct your downspouts toward the garden.



A WATER SAVINGS PLAN THAT WORKS

California American Water offers its customers FREE water-saving devices. Stop by our local office at 511 Forest Lodge Road #100, Pacific Grove, CA 93950, Monday through Friday between 8 a.m. and 4 p.m. for low-flow showerheads, faucet aerators, hose nozzles, and more. All devices are easy to install and use. Sit back, relax and let the savings flow.

YOU DO YOU. WE'LL TAKE CARE OF THE REST.

Enroll in AutoPay through [MyWater](#) and your water bill will be automatically paid on time, every time. You can also sign up for paperless billing. Go do your thing, and we'll take care of the rest.

OUR CUSTOMERS. OUR COMMUNITY.

At California American Water, you are part of our community of approximately 690,000 people statewide. Our customers are our top priority, and we take pride in providing you peace of mind with essential infrastructure investments, high-quality service, easy-to-use online resources, and helpful water and money-saving tips. We work hard to keep life flowing.



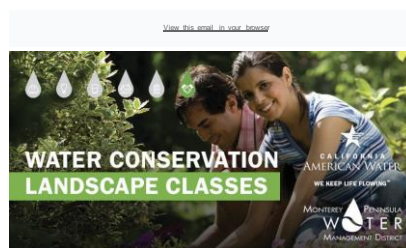
www.cawater.com
(800) 237-1333

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LANDSCAPING WEBINARS EMAIL



Join California American Water and the Monterey Peninsula Water Management District for FREE webinars to help you maximize water use efficiency in your garden. These free courses will be led by G3, Green Gardens Group. Space is limited; register today!

WATER WISE LANDSCAPE BASICS

Get information about the key principles of a watershed wise landscape, including planning, rainwater capture and efficient irrigation.

- Build healthy living soil
- Select local climate appropriate and native plants
- Capture rainwater as a resource by contouring the land to capture it
- Use highly-efficient irrigation

AVAILABLE CLASSES:

- Tuesday, Sept 22, 12 p.m.
- Thursday, Sept 24, 7 p.m.
- Saturday, Sept 26, 9:30 a.m.
- Tuesday, Sept 29, 2 p.m.

[CLICK HERE TO REGISTER](#)

IRRIGATION & WATER USE EFFICIENCY

Dig deeper into installing and maintaining a targeted and efficient irrigation system. Learn how to ensure your garden uses water efficiently throughout the year.

- Program a controller
- Manage your irrigation throughout the changing seasons
- Utilize a drip system
- Check for leaks

AVAILABLE CLASSES:

- Saturday, Oct 3, 9:30 a.m.
- Tuesday, Oct 6, 7 p.m.

[CLICK HERE TO REGISTER](#)

QUESTIONS?

Please call [831-646-3205](tel:831-646-3205) option 2.



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Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#)

FIX A LEAK WEEK SOCIAL MEDIA & PRINT ADVERTISING



Leaks can run, but they can't hide!

Fix a Leak Week MARCH 16-22, 2020

Every year, 1 trillion gallons of water are wasted nationwide because of household water leaks. Be a water detective – find leaks and stop them. Here are some easy tips to detect and fix common household leaks quickly:

- **TOILETS** - If you notice your toilet continuously draining and refilling, you may need to replace the plunger ball or flapper ball.
- **FAUCETS** - A dripping faucet may mean it's time to replace a worn washer.
- **IRRIGATION** - Soft spots on your lawn or around your landscaping could indicate a sprinkler system leak.

Learn more about detecting leaks by visiting montereywaterinfo.org and clicking on Conservation Tips.



CASH FOR GRASS POSTCARD



CASH FOR GRASS

California American Water & Monterey Peninsula Water Management District are offering cash-back rebates **up to \$2,500** per customer for turf removal. Flip this card over to find out more.

CALIFORNIA AMERICAN WATER
WE KEEP LIFE FLOWING

MONTEREY PENINSULA WATER MANAGEMENT DISTRICT

GET CASH BACK & SAVE WATER

Get up to \$2,500 cash back for converting your thirsty lawn into a drought-tolerant landscape. Our Cash for Grass Program is the perfect way to save money and water while beautifying your landscape.

It's as simple as 1-2-3 (terms & conditions apply):

1. **COMPLETE** and **SUBMIT** a lawn rebate application.
2. **REPLACE** your lawn with low-water-use plants or permeable surfaces (after you've been pre-qualified).
3. **GET** cash back (\$1.00 per square-foot to a maximum of 2,500 square-foot per qualifying property).

Groundwater from the Laguna Seca sub-basin is at risk of overdraft. As part of a proposed settlement with the Monterey Peninsula Water Management District to avoid a moratorium on new water connections in your area, we are working to promote conservation and better manage water pumping from the basin. We need your help! Please reduce water use indoors and out.

TERMS & CONDITIONS

- Eligible areas must be open and readily accessible.
- A minimum of 25% of lawn must be removed.
- Water results must demonstrate a landscape irrigation system that saves two years.
- Lawns must be irrigated with low-water-use plants or permeable surfaces.
- Lawns must not be fertilized to a depth greater than 10 inches.
- If approved, new irrigation systems must be installed. On-site irrigation is required.
- Planted area must have a least 1-inch thick layer of mulch - mulch will not be permitted.
- Property must have open access to the water, and the water must be used within 15 days of the date of the final inspection. Additional conditions may be required by the District.

For full terms and conditions as well as more information, visit mpwmd.net and click on "Rebate" under Conservation.



HOLIDAY REBATE MAILER



GIFTING YOU CASH BACK

Get cash back this holiday season for conserving by installing water-saving devices and appliances.




SAVINGS ARE IN SEASON

'Tis the season for savings. At California American Water and the Monterey Peninsula Water Management District, we're here to help you save throughout the holidays and all year long. Unwrap to see how you can save.

CALIFORNIA AMERICAN WATER
WE KEEP LIFE FLOWING

MONTEREY PENINSULA WATER MANAGEMENT DISTRICT



SAVE MONEY WITH A FEW OF OUR FAVORITE THINGS

This holiday season, California American Water and the Monterey Peninsula Water Management District are giving the holiday savings on to you. Get cash back with rebates for water-saving appliances.

INSIDE: WE LOVE HIGH EFFICIENCY

TOILETS: Older models are the largest source of indoor water use. Replace your toilet today and save.

◀ **\$125 cash rebate** for ultra high-efficiency toilet

◀ **\$75 cash rebate** for high-efficiency toilet

CLOTHES WASHERS: Switch to a high-efficiency model to save on your water and energy bills.

◀ **\$500 cash rebate** for high-efficiency clothes washer with water factor of 5.0 or less

DISHWASHERS: High-efficiency dishwashers cut water use from 10-15 gallons down to 3-5 gallons per load.

◀ **\$125 cash rebate** for high-efficiency residential dishwasher

INSTANT-ACCESS HOT WATER SYSTEMS: Guarantee hot water on demand throughout your home.

◀ **\$100 cash rebate** for on-demand pump or point-of-source water heater (up to 2 per site)

OUTSIDE: WE LOVE TO BE WATER WISE

RAIN CISTERNS: Harvesting rainwater for irrigation is a great way to save.

◀ **\$25-\$50 cash rebate** for each 100 gallons of rainwater storage up to a maximum storage capacity of 25,000 gallons per qualifying property. Sites must have sufficient roof area to fill cistern and may require an inspection.

LAWN REPLACEMENT: Replace grass lawns with low water-use plants or permeable surfaces.

◀ **\$1 cash rebate per square foot** to a maximum of 2,500 square feet per qualifying property. Pre-qualification inspections and deed restrictions are required.

IRRIGATION SYSTEMS: Use new technology to adjust your watering system.

◀ **\$25 cash rebate** per soil moisture sensor on a conventional automatic irrigation system.

◀ **\$100 cash rebate** for smart controller including up to 4 stations plus \$10 per additional station up to 20 stations, for at least 1,500 square feet of irrigated landscaping. Special conditions apply; call for information.

◀ **\$4 cash rebate** per installation of rotating sprinkler nozzles - minimum purchase and installation of 10.

GREYWATER SYSTEM: Reuse water from your sinks, showers, and washing machine and redirect it to irrigate your garden.

◀ **\$100 cash rebate** for greywater irrigation systems supplied by one clothes washer for irrigation. Site inspection required by a building inspector and/or MPWMD.

◀ **\$100 cash rebate** per bathroom with a bathtub/shower connected to a greywater irrigation system - residential limits 4.

Site inspection required by a building inspector and/or MPWMD.

To download applications and learn more about qualifying devices, please visit montereywaterinfo.org or call the MPWMD conservation office at 831-668-5601 or the California American Water office at 831-646-3205, option 3.

Printed on paper containing recycled fibers. Recycle please.

NEW YEAR BILL INSERT



NEW YEAR. NEW DECADE.
NEW WAYS TO SAVE.



A RESOLUTION YOU CAN KEEP

This new year, make a resolution you can keep. We're here to help you save all year long with easy water-wise tips that won't cramp your style.

INDOORS: USE LESS, SAVE MORE

- S** Slow your flow. Install aerators on sink faucets.
- S** Turn off that tap. Wash fruits and vegetables in a large bowl or tub (no running water).
- S** Listen like a boss. Get shower time down to one song (power badger count).
- S** Don't be a drip. Find leaks and fix them right away.

OUTDOORS: WATER WISDOM FOR ALL

- S** Tune in and turn off. Pay attention to the weather and turn off the sprinklers before, during and for 48 hours after wet weather.
- S** How low can you go? Plant low water use species in your garden.
- S** Think and shrink (your water footprint). Set up a rain barrel or catchment system to collect water and direct your downspouts to

the garden.

- S** Get re-user friendly. Install a greywater system to water plants



OUR CUSTOMERS. OUR COMMUNITY.

At California American Water, you are part of our community of approximately 690,000 people statewide. Our customers are our top priority, and we take pride in providing you peace of mind with essential infrastructure investments, high-quality service, easy-to-use online resources, and helpful water and money-saving tips. We work hard to keep life flowing.



A WATER SAVING PLAN THAT WORKS

California American Water offers its customers FREE water-saving devices. Stop by your local district office for low-flow showerheads, faucet aerators, hose nozzles, moisture meters and more. All devices are easy to install and use. Sit back, relax and let the savings flow.



CALIFORNIA AMERICAN WATER DISTRICT OFFICES

LOS ANGELES COUNTY
8657 Grand Avenue
Rosemead, CA 91770
8:30 a.m. to 4:00 p.m., M-F

MEADOWBROOK
2272 Meadowbrook Avenue
Merced, CA 95348
8:00 a.m. to 4:00 p.m., M-F

MONTEREY COUNTY
511 Forest Lodge Road #100
Pacific Grove, CA 93950
8:00 a.m. to 4:00 p.m., M-F

SACRAMENTO
4701 Beloit Drive
Sacramento, CA 95838
8:30 a.m. to 4:00 p.m., M-F

SAN DIEGO COUNTY
1025 Palm Avenue
Imperial Beach, CA 91932
8:30 a.m. to 4:00 p.m., M-F

SONOMA COUNTY
4787 Old Redwood Highway
Santa Rosa, CA 95403
8:30 a.m. to 4:00 p.m., M-F
(closed from noon-1:00 p.m.)

VENTURA COUNTY
2439 West Hillcrest
Newbury Park, CA 91320
8:30 a.m. to 4:00 p.m., M-F



YOU DO YOU. WE'LL TAKE CARE OF THE REST.

Don't remember if you paid your water bill? No need for reminders. Enroll in AutoPay through MyWater and your water bill will be automatically paid on time, every time. You can also sign up for paperless billing, and you'll receive email alerts about your account. Go do your thing, and we'll take care of the rest.



LOG IN/ REGISTER
Log in to MyWater or register
for an online account

At California American Water we speak your language. For assistance, call (888) 237-1333.
SPANISH/ESPAÑOL En California American Water hablamos su idioma. Para asistencia, llame al (888) 237-1333.
ARABIC/عربي في كاليفورنيا الأمريكية المياه نتحدث لغتك. للحصول على المساعدة، اتصل بـ (888) 237-1333.
FARSI/فارسی در کالیفرنیا آمریکا ما با شما به زبان فارسی صحبت می‌کنیم. برای دریافت کمک، با شماره (888) 237-1333 تماس بگیرید.
FRENCH/FRANÇAIS Chez California American Water, nous parlons votre langue. Pour obtenir de l'aide, appelez le (888) 237-1333.
HONG KONG/香港 加州美國水務局提供多種語言服務。如需協助，請致電 (888) 237-1333。
SIMPLIFIED CHINESE / 简体中文 加州美國水務局的員工會說您的語言。如需協助，請致電 (888) 237-1333。
TRADITIONAL CHINESE / 繁體中文 加州美國水務局的員工會說您的語言。如需協助，請致電 (888) 237-1333。



California American Water, Coastal Division - 2021 Program Goals

The 2021 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 2021 PROGRAM GOALS

Program	Budget	Implementation Plan	Timeline
Residential Audits	Budget	Complete 200 SF and 10 MF audits. (Phone Audits due to Covid-19)	Offer audits throughout 2021
Residential Plumbing Retrofit	\$20,000	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	\$8,500	Install 100 Residential Rain sensors and offer to all customers through an email blast and postcard the fall of 2021	Jan through Dec 2021
Large Landscape Upgrade Grant Program	\$35,000	Provide grants for expenses for equipment, materials, and/or installation to upgrade to conservation friendly landscapes	Jan through Dec 2021
Public Outreach and Marketing Campaign	\$100,000	Continue to support public awareness and participation in the organizations' joint-conservation programs	Ongoing throughout 2021
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 2021
ZunZun Performances and WAC Activities	\$5,000	Market to schools in Summer of 2021 with events in the fall.	Performances in 2021 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 (Resume if safe to do so)	Ongoing 2021
CII and Large Landscape Audits	\$22,000	Offer CII Audits to customers with a focus on landscaping– greatest potential need & to comply with the new BMP Compliance Rate Structure	Ongoing 2021

Residential Water Wise House Calls

California American Water will continue to provide Residential Water Wise House Calls to its customers in 2021. Due to Covid-19, residential audits are currently shifted to On Phone Audits using technologies such as iPhones for live and virtual chats, Google Earth to view properties, etc. Once it is safe to do so, California American Water may shift to auditing outdoor landscaping only and guide customers how to inspect indoors for water efficiency. 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. The expectation is to complete 300 Residential Water Wise House Calls in 2021.

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 number 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 2021, California American Water's objective is to fund one landscape grant project at a cost of \$35,000 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. The Carmel Unified School District is currently working on a proposal and will submit by June 1, 2021.

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 an email postcard to all residential customers in the fall of 2021 to continue to promote the program.

The estimated cost is \$226 per customer, which includes \$145 for labor, travel, and administration, plus the cost of each rain sensor estimated at \$81.26

CII Audits

California American Water will continue in 2021 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 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 daily and hourly usage 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.