

MINUTES OF THE SPECIAL MEETING OF THE FRCD BOARD

Wednesday, May 13, 2015

The special meeting of the Board of Directors of the Florin Resource Conservation District was called to order at 5:00 p.m. by Chuck Dawson, Vice-Chairman, at 9257 Elk Grove Blvd, Elk Grove CA.

Call to Order, Roll Call, and Pledge of Allegiance.

Directors Present: Chuck Dawson, Bob Gray, Elliot Mulberg, Tom Nelson, and Jeanne Sabin
Directors Absent: None
Staff Present: Mark J. Madison, General Manager; Jim Malberg, Finance Manager; Stefani Phillips, Secretary; Bruce Kamilos, Associate Civil Engineer; Donella Murillo, Finance Supervisor; Ellen Carlson, Management Analyst
Associate Directors Present: Mike Schmitz
Consultants Present: Ann Siprelle, Best Best & Krieger (BB&K)

Public Comment

No comments were made.

1. Water Shortage Contingency Plan Action Level – Stage 2 Plus

Mark J. Madison, General Manager, presented the Water Shortage Contingency Plan Action Level – Stage 2 Plus to the Board of Directors. In summary, the State Water Resources Control Board (SWRCB) adopted emergency regulations requiring an immediate statewide reduction of potable water use by 25 percent. Each urban water supplier has been assigned a tier with a conservation standard ranging between four (4) percent and 36 percent. The Elk Grove Water District (EGWD) has been assigned a 28 percent reduction requirement, an increase from the previous requirement of 20 percent. The District achieved an 18.15 percent reduction in 2014, which was slightly below the statewide goal of 20 percent. Recently, EGWD elevated the action level to Stage 2, however Stage 2 is not designed to achieve the new requirement of 28 percent. District staff proposed to the Board of Directors to approve a Stage 2 Plus action level, which is designed to achieve the new water reduction of 28 percent.

Additional requirements in Stage 2 Plus include:

- A reduction in service pressure of 8 pounds per square inch (psi)
- Amending irrigation restrictions to include all properties that were not previously identified in earlier regulations (i.e. institutions and industries)
- Prohibition of irrigation with potable water of ornamental turf on public street medians
- Prohibition of irrigation with potable water outside of newly constructed homes and buildings not in accordance with emergency regulations or other requirements established by the Building Standards Commission and the Department of Housing and Community Development
- District staff will be contacting industrial and institutional customers that are falling short of meeting the water use reductions with public outreach materials and personal contacts, further educating them on the new requirements imposed by the State and EGWD
- District staff will implement another outreach campaign to restaurants including customized letter and District-prepared tent cards

- A public outreach firm will be retained to assist in developing a more fully populated customer database, including e-mail addresses, to issue periodic e-mail notices and keeping them more current on the status of the District's progress in meeting goals
- An interactive voice recognition (IVR) phone system will be implemented which will include an option for customers to select to obtain current drought-related information
- A trailer mounted message sign will be rented for a six-month period and placed at the District Administration office (or other locations), which can be programmed to convey drought-related messages to the public
- The EGWD will partner with the City of Elk Grove and the Consumnes CSD to incorporate drought information into their periodic publications, focusing on water conservation tips that all customers may use
- EGWD has assigned one of its staff members to conduct patrols on a modified work schedule, from 4:00AM until 1:30PM, Wednesday through Sunday

Chairman Chuck Dawson inquired how customers will not notice the decrease of water pressure. Mr. Madison responded stating that it will not affect the service quality of the District's supply to the customer and shouldn't pose much change. He further explained how reducing pressure will save water over time.

Director Elliot Mulberg inquired if the District should reduce its water consumption another 10 percent on top of the previous year's water conservation. Mr. Madison agreed with Mr. Mulberg that it is a good idea to reduce water consumption another 10 percent.

Mr. Mulberg suggested the District should have another measure for further reduction tactics. Mr. Mulberg stated he would like to have a fall back plan if the District is not meeting the reduction goal. Mr. Madison suggested following the suggestions that have currently been made and then updating the Board of Directors on a month to month basis to see if the tactics the District is using are working.

Mr. Mulberg made a comment that he is not opposed to the District using a Public Relations firm to help, but he wants to make sure that this is a need for the District and that the District attain more than one bid. Mr. Dawson is also not opposed to the District using an outside Public Relations firm, because it would allow the District to get more ideas for its customers on water conservation.

Vice-Chairman Tom Nelson suggested forming a partnership with the Districts customers and to let the customers know how the District and the customer itself is doing in terms of water conservation. Mr. Madison responded stating staff suggested putting a statement on the customer's monthly bill letting them know how they are doing in terms of water conservation compared to data from 2013. Mr. Madison stated that staff has raised concern regarding inserting customer data on water consumption, since the meter retrofit program was not completed until this year, the information for determining water conservation would not be accurate.

Mr. Mulberg inquired if the District has considered the use of recycled water. Mr. Madison responded stating Sacramento Central Groundwater Authority (SCGA) talked about having filling stations at different locations but Mr. Madison was not sure if there will be a station located in Elk Grove.

Oliver Ponce, Government Affairs Coordinator for Region Builders, Inc. praised Mr. Madison for moving into Stage 2 Plus vs. going into Stage 3. Mr. Ponce then stated that new development will not pose a problem to the drought regulations because it is more economically friendly and that the focus should be on existing development and having the existing development adapt to the new drought regulations.

There was much discussion regarding rebates. Mr. Madison stated at this time, the District is not providing any rebates for its customers. Mr. Nelson inquired how other agencies are able to give their customers rebates. EGWD staff will research grants for rebates that the District can use to provide their customers with rebates.

The Board of Directors felt the trailer mounted sign was a good idea, and Mr. Mulberg suggested to look at other options as well.

MSC (Sabin/Nelson) to approve a motion adopting the proposed Stage 2 Plus action level as part of the Elk Grove Water District's Water Shortage Contingency Plan and approve additional conservation actions to reach a 28 percent reduction 5/0: Ayes: Dawson, Gray, Mulberg, Nelson, and Sabin.

Respectfully submitted,

Stefani Phillips

Stefani Phillips, Secretary