



# STAFF REPORT

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**Meeting Type:** Communications and Water Efficiency Committee/Board of Directors  
**Title:** Water Efficiency Master Plan Update  
**From:** Paul Sellier, Director of Water Resources  
**Through:** Ben Horenstein, General Manager  
**Meeting Date:** November 15, 2023

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**TYPE OF ACTION:**                      Action                      X                      Information                      Review and Refer

**RECOMMENDATION:** Receive staff update on the Water Efficiency Master Plan

**SUMMARY:** Staff will provide an update on the progress, and lead a discussion, on establishing goals for the Water Efficiency Master Plan.

**DISCUSSION:** The Water Efficiency Master Plan (WEMP) was last updated in 2007 and the timing is right for an update to the plan to benefit from our recent experience with a variety of water savings activities during the drought and to explore new activities and establish new goals for the Water Efficiency Program.

The District has a well-established and highly regarded, award winning, Water Efficiency Program to support the goal of helping our customers to reduce their water demand by using water efficiently. The 2023 Water Efficiency Master Plan will provide a framework to progress towards the highest level of water savings supported by the community. As part of the process to develop the WEMP staff held a workshop open to District customers to explain the current programs and receive feedback and ideas from the community that will be included in the final WEMP. The Water Efficiency Master Plan will be adaptively managed and updated periodically.

As part of the update to the Water Efficiency Master Plan, staff will discuss and present demand reduction goals and identify activities and initiatives to achieve the water savings goals within the District service area. The Master Plan will use the Flume saturation data and current water use trends to determine the “Water Conservation Saving Potential” within the District. The Water Conservation Saving Potential will include a range from a “Theoretical Ceiling” down to “Passive Savings”, as summarized below:

The Theoretical Ceiling represents the water savings that could be achieved if all customers were instantaneously at the most efficient levels of water usage and this approach assumes the effective

prohibition of potable water use on all non-functional turf and full saturation of water efficient landscaping throughout the service area. This level of savings is theoretical and essentially unattainable.

The Technical Maximum Conservation Potential assumes customers will continue to limit water use to drought levels, meaning it assumes there will be no rebound in outdoor demands, complete saturation of most efficient fixtures and assumes new development will come online at maximum efficiency. Attaining the Technical Maximum Conservation Potential would require continued aggressive conservation actions and strong, enforceable policies to ensure drought rebound does not occur.

The Maximum Voluntary Incentivized Potential will be developed based on analysis of water savings and program cost. It will be calculated using savings generated from the conservation programs to evaluate cost-effectiveness. This level would include incentive programs that are deemed cost effective in comparison to the current cost to the District of purchasing water from the Sonoma County Water Agency.

Passive Program Savings are the level of conservation achievable with programs aimed at maximizing current plumbing codes and landscape ordinances, public messaging and outreach, and maintaining behavior-change savings from past customer efforts. These savings were analyzed as part of the 2020 Urban Water Management Plan.

**ENVIRONMENTAL REVIEW:** Not applicable.

**FISCAL IMPACT:** None.

**ATTACHMENT(S):** None.