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on tap



CALIFORNIA WATER ASSOCIATION

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MESSAGE FROM THE PRESIDENT

The 2018 accomplishments of the California Water Association (CWA) and its member companies showcase the positive impact they make while working together to ensure the delivery of safe, reliable, and high-quality water to Californians. This year's challenges of maintaining and upgrading water systems and managing customers' expectations were compounded by the most destructive and deadliest wildfire season on record in the state. In both Northern and Southern California, regulated water utilities responded swiftly and effectively to sustain the flow of water for firefighters while helping customers during and after the fires.

In addition to giving back to the communities they serve, CWA members proactively invested millions of dollars in technology and infrastructure improvements in 2018 and continued their regulatory compliance and conservation outreach efforts. They also served as thought leaders at numerous conferences and actively engaged in the legislative and regulatory arenas to protect California's water sources.

This edition of *On Tap* spotlights many of those accomplishments as well as the awards and accolades CWA member companies earned for their innovation, diligence, and inclusiveness.

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To view *On Tap* in PDF format, [click here](#), or access the online version on CWA's website at www.calwaterassn.com.

Sincerely,

Lawrence M. Morales
East Pasadena Water Company
2017-2018 CWA President

For Instant CWA News:



California
Water
Association



QUESTIONS?

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CWA 2018 ANNUAL CONFERENCE

CWA'S ANNUAL CONFERENCE TACKLES "SAFE RELIABLE WATER: WHAT CAN WE AFFORD?"



The California Water Association (CWA) held its 77th Annual Conference October 29-30 at the Monterey Plaza Hotel with the theme "Safe Reliable Water: What Can We Afford?" Keith Switzer, CWA First Vice President and Golden State Water Vice President, hosted the event. He introduced former California Assembly Member Anna Caballero (D-Salinas) as the conference keynote speaker. Caballero was elected to the California State Senate on November 6 and now represents the 12th Senate District, which covers Salinas in the west, Coalinga in the south, Merced in the north and the west, and Madera to just west of Fresno in the eastern part of the district.



Keith Switzer

Caballero's remarks focused on "The Intersection of Water Affordability and Utility Consolidation," as well as her 2018 legislation, including Assembly Bill 2050. The bill combined both elements of affordability and consolidation by creating regional public water system authorities throughout the state that would allow troubled, non-sustainable small systems to be combined into a larger entity that would, presumably, provide economies-of-scale to minimize rates.



State Senator Anna Caballero

She also discussed her support for the Proposition 3 water bond ballot measure that failed on November 6 and her opposition to the State Water Resources Control Board's (SWRCB) proposed amendments to the Bay-Delta Plan, which called for increased flows in the Lower San Joaquin River and three tributaries, the Tuolumne, Stanislaus, and Merced Rivers. The SWRCB passed a set of conditional amendments on December 12 that includes the increased flows mandate, yet also allows for a negotiated settlement framework between water users and the Department of Water Resources that calls for voluntary water-use curtailments and funding for habitat improvements.



Lawrence Morales

Lawrence Morales, CWA President and East Pasadena Water President, discussed the "State of the Association," which focused on CWA's strategic goals and 2018-9 Action Plan that includes assisting in critical areas such as low-income assistance, consolidation, and

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long-term water use efficiency. Morales wrapped up his review with a list of CWA's notable accomplishments in 2018, including multiple successes in the legislative and regulatory arenas and achievements on supplier diversity, communications, public outreach, and small company assistance.



Core Strategic Goals

Support CWA Members in Fulfilling Their Commitment to Provide Safe, Reliable, High-Quality Water

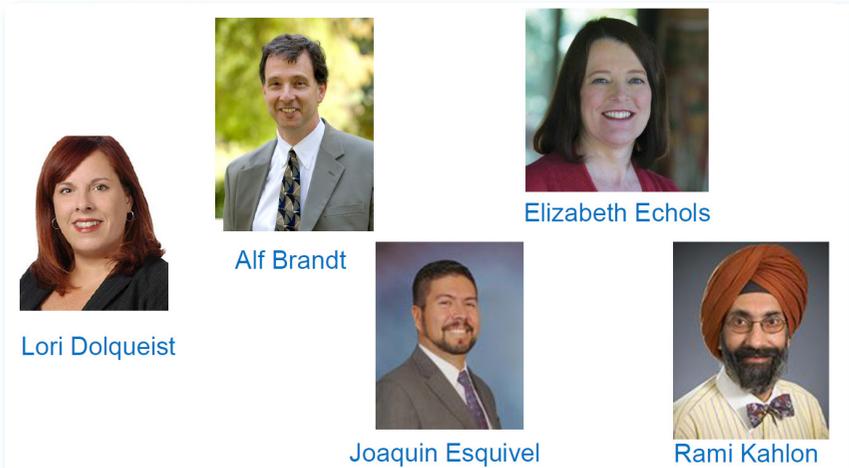
- Effectively represent members' interests in all venues
- Keep members informed on industry trends – both utility and water trends
- Industry leadership in water quality compliance, operating efficiency, water-use efficiency, customer service, and technical assistance



2018 Action Plan

- Promote customer and company interests in CPUC, SWRCB, and DWR regulatory proceedings
- Ensure company and customer interests are reflected in regulatory decisions
- Protect company and customer interests in all legislation
- Support company initiatives in Supplier Diversity Program
- Revise, update, execute strategic communications plan
- Assist small companies in SWRCB and CPUC compliance
- Activate LAFCO educational outreach program

In 2019, CWA will focus on ongoing CPUC rulemakings, implementing regulations for conservation legislation, finetuning state policy on consolidations, executing a new strategic communications plan, and searching for a new executive director in advance of Jack Hawks' retirement. As always, CWA's emphasis in all arenas will remain on what's best for customers and employees.



"What Lies Ahead for Consolidation and Water Affordability" was the topic of the first panel moderated by Lori Anne Dolqueist; Partner, Nossaman LLP, with panelists Alf Brandt, Senior Counsel, Office of Assembly Speaker Anthony Rendon; Elizabeth Echols, Director, California Public Utilities Commission (CPUC), Office of Ratepayer Advocates; Joaquin Esquivel, Member, State Water Resources Control Board; and Rami Kahlon, Director, CPUC Water Division.

With strong views on both topics, the panelists engaged in a lively discussion. Brandt noted that the state's policy on consolidation of water utilities stemmed from the 2015 consolidation law; however, in his view, affordability should be addressed first by the Legislature, and then

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additional new policies on consolidation should follow. Echols expressed her view that the CPUC's policy on consolidation currently favors strategic acquisitions over troubled system acquisitions, and that balance and flexibility should be the main components of consolidation and affordability rulemakings.

Esquivel said that access to safe, clean water for all Californians should take precedence over attempting to finalize a policy toward a statewide low-income ratepayer assistance (LIRA) program. He noted his appreciation of the regulated utilities' successful efforts on their consolidations, and said he had no preference on utility ownership as long as systems with impaired drinking water were replaced by systems that provide safe, clean water. Kahlon followed with a review of past CPUC-regulated utility consolidations and exactly what the CPUC was planning for its ongoing affordability and LIRA rulemakings.



Dr. Manuel Teodoro

Dr. Manuel Teodoro, Associate Professor, Texas A&M University, spoke on the challenge of understanding and measuring affordability of water bills. He explained that an accurate assessment of affordability is critical when serving low-income customers while raising the revenue necessary to maintain and advance public health and conservation. He outlined factors affecting water affordability, including decreased federal spending on water and wastewater infrastructure since the 1980s; national health expenditures as a share of the gross domestic product; the disconnect between productivity and a typical worker's compensation; and the nexus between conservation and drought.

Referring to his article "[Measuring Household Affordability for Water and Sewer Utilities](#)," published in the *Journal of the American Water Works Association* in January 2018, Teodoro advanced a more meaningful method of measuring water and sewer service affordability for low-income households that accounts for "essential household water needs, income disparities, and core non-water/sewer costs." He also compared government-owned utilities with investor-owned utilities.

During his luncheon address on "[A New Direction for Regulated Water Utilities](#)," Chief Executive Officer Robert Powelson, National Association of Water Companies, discussed the top three issues facing the water sector: infrastructure investment, industry fragmentation, and water accountability. Citing the American Society of Civil Engineers' "[2017 Infrastructure Report Card](#)," Powelson said more than 2 trillion gallons of treated drinking water are wasted annually due to an estimated 240,000 water main breaks. With more than 1 million miles of pipes nearing the end of its useful life in the U.S., \$1 trillion in infrastructure replacement will be needed over the next 25 years. He also illustrated the extent of fragmentation in the water industry compared with natural gas and electric utilities.

Referring to the September 2017 Bipartisan Policy Center (BPC) report, "[Safeguarding Water Affordability](#)," Powelson pointed out three factors for addressing water affordability challenges: partnerships with the private sector, sound asset management, and strategic infrastructure investment. He also cautioned that "low water rates should not always be seen



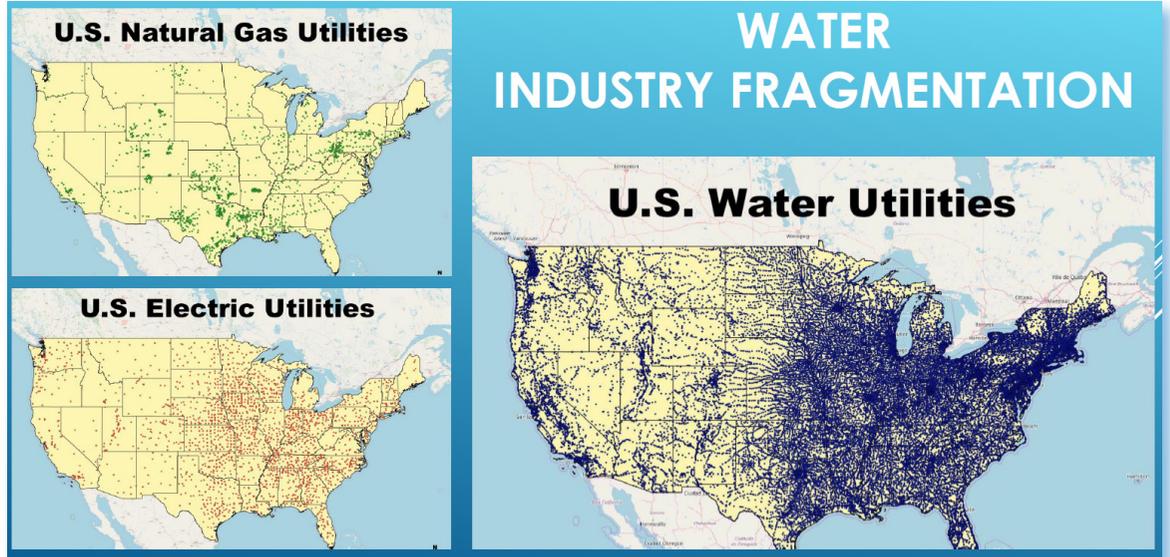
Robert Powelson

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as a badge of honor” since rates historically have been set too low for a variety of reasons. Powelson also quoted from the BPC report that “with their economies of scale and service efficiencies, private companies can bring savings in water system operations and maintenance costs of 15 percent to 30 percent.”

“California’s [Fourth Climate Change Assessment](#)” was the topic of the presentation by John T. Andrew, P.E., MPP, Assistant Deputy Director, California Department of Water Resources (DWR). He noted that four [regular assessments](#) have been produced by California’s scientific community since 2006 in compliance with Governor Schwarzenegger’s [Executive Order S-3-05](#).



John Andrew

The [fourth assessment](#) involved over 100 authors and features more than 50 reports, which were peer reviewed by experts from within and beyond California. The assessment predicts a substantial rise in temperature and sea levels, wildfires of greater magnitudes than those experienced in 2017, and wetter winters with drier springs. Andrew outlined actions for managing wildfires and water supplies and outlined the organizational barriers and governance challenges that can delay and prevent local governments from taking action. He also discussed levee subsidence rates, implications of the [Paris Agreement](#) in California, and various climate scenarios. Andrews concluded with actions to mitigate public health, coastal, and energy impacts.



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In the Next 35 years...

- ❖ 1 – 3.6°F temperature rise
- ❖ 25 - 40 % reduction in snowpack
- ❖ Sea level rise: 5"-24"
- ❖ Less summer/fall runoff
- ❖ More intense wet and dry periods



Urban Water Use Objective Compliance and Enforcement

- Water Board may issue the following types of orders on a supplier not meeting its water use objective.
- Information order (11/2023 on)
 - Written warning notice (11/2024 on)
 - Conservation order (11/2025 on)
 - Penalties for violating Water Board orders (11/2027)

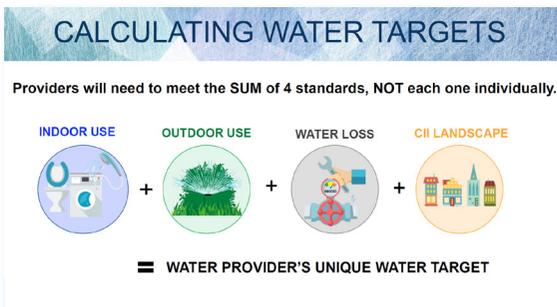


(L-R) Diana Brooks, California Department of Water Resources and Mary Ann Dickinson, Alliance for Water Efficiency California Water Efficiency Partnership

The second panel included presentations by Diana Brooks, Chief, Water Use and Efficiency Branch, DWR, on "2018 Water Conservation Legislation," and Mary Ann Dickinson, President and CEO, Alliance for Water Efficiency, and Executive Director, California Water Efficiency Partnership (CalWEP), on "The New Water Conservation Laws: How Shall We Cope?"

Brooks primarily centered her remarks on SB 606 (Hertzberg) and AB 1668 (Friedman), two water management planning bills. She outlined drought and conservation milestones from 2014 to 2018 and summarized "Making Water Conservation a California Way of Life" and the Department of Water Resources' water use and efficiency standards, including variances for unique water users and reporting requirements.

Brooks primarily centered her remarks on SB 606 (Hertzberg) and AB 1668 (Friedman), two water management planning bills.



CalWEP FAQ: Providing Leadership, Collaboration, and Expertise on California's Unique Water Efficiency Challenges

California's New Water Efficiency Laws: Calculating Water Targets

NEW INDOOR WATER USE TARGETS BY 2022

POPULATION x 55 GAL PER DAY = INDOOR WATER TARGET

CalWEP Toolkit Components

Dickinson explained the components of calculating water-use targets as well as CalWEP's strategies to achieve its primary goal of "assisting water supplier partners by providing as-needed information, expertise, and services that will enable them to meet municipal or utility-adopted water-use goals, as well as legislative and regulatory requirements." She also provided an overview of CalWEP's 15 compliance tools and the outreach and media toolkit available at <https://calwep.org/>.

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Ken Sansone, Partner, SL Environmental Law Group, PC, spoke on "Making Polluters Pay for Treatment Costs." He discussed the option of using product liability law as a weapon to punish polluters, including lawsuits against manufacturers of aqueous film-forming foam used in fire suppression; per- and polyfluoroalkyl substances (PFAS) used in industry and consumer products; and 1,2,3- Trichloropropane used as a paint and varnish remover, industrial solvent, cleaning and degreasing agent, and in certain pesticides.



Ken Sansone

Sansone explained that PFAS contamination costs could be recovered for the value of water lost due to wells taken out of service; drilling new wells, including costs of investigation, exploration, and purchase of alternative sites; the design, construction, operation, and maintenance of treatment facilities; extending service to private wells; and purchasing water from other sources. Sansone wrapped up his presentation by outlining the concerns and realities of employing lawsuits to punish polluters.

TYPICAL CONCERNS AROUND BRINGING A LAWSUIT	
Concern	Reality
Expensive	Contingency fee agreements, with expenses advanced, are typical.
Negative public perception	Engaging in litigation protects public resources.
Burdensome	Minimal staff involvement is needed.
Blaming local farmers/firefighters	Farmers/firefighters were unaware that the products would pollute the groundwater.

The conference concluded with a compelling presentation on "California's Wildfires: The Growing Threat to Our Quality of Life," by Ruben Grijalva, Retired Director, California Department of Forestry and Fire Protection (CAL FIRE), and owner of FireChiefs.com LLC. Grijalva gave an overview of CAL FIRE's resources and role in partnering with federal and local agencies to protect California's 100 million acres. Given CAL FIRE's objective of suppressing 95 percent of all wildfires to 10 acres or less, Grijalva described the steps the department has taken to comply with Governor Schwarzenegger's Executive Order S-05-09 on wildfire preparedness and resources. He also outlined the conditions for a "perfect fire storm" in California and described how CAL FIRE organizes and deploys its resources during the various stages of wildfires while working within the state's mutual aid system.



Ruben Grijalva

Grijalva outlined various ways to prevent firestorms, including better land use/planning, increasing "fuels treatment," building with ignition-resistant materials, ensuring adequate local emergency response resources, increasing surge capacity, and improving utility maintenance. He closed his presentation by discussing who and what are to blame for wildfires and the impact of Senate Bill 901 on ratepayers and electric utilities.

California Fire Siege
 Where does help come from?
 Total firefighters: 15,616
 Engines: 2,585
 Strike Teams/Task Forces: 263
 Dozers: 225
 Handcrews: 298
 Watertenders: 284
 Overhead personnel: 1,707

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(L-R) Lawrence Morales is recognized by Executive Director Jack Hawks for his service as 2017-18 CWA President.



Jim Downey, owner of Penngrove and Kenwood Village Water Companies, is honored for his longtime service to CWA as Chair of its Small Company Committee.



2019-20 CWA President Keith Switzer with his wife, Debbie.

THANK YOU TO OUR CONFERENCE SPONSORS!

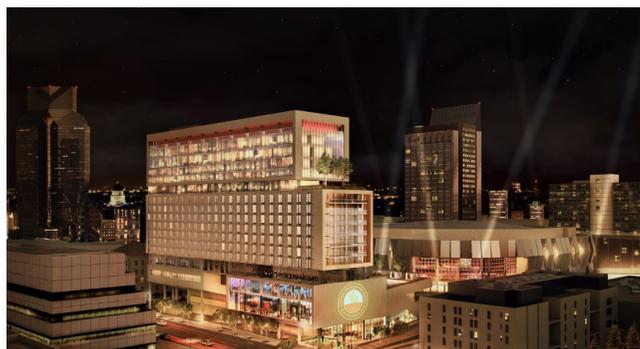


SAVE THE DATE

CWA'S 76th SPRING CONFERENCE

May 15-16, 2019

The Sawyer, Sacramento, CA



LEGISLATIVE & REGULATORY UPDATE

CWA COMMENTS ON DRAFT CLEANUP AND ABATEMENT FUNDING PROGRAM GUIDELINES



On November 9, the California Water Association submitted a [comment letter](#) to the State Water Resources Control Board (SWRCB) on the draft [Cleanup and Abatement Account \(CAA\) Funding Program Guidelines](#) (Guidelines). The Guidelines will be used to solicit applications, prioritize and evaluate project proposals, and award funding for projects that clean up or abate the effects of waste on surface and ground water or address an urgent drinking water need.

Since CWA member companies apply for CAA funding as the need arises, CWA voiced support for the proposed Guidelines with one exception. Under Section B.3.

Eligibility Requirements, CWA requested the addition of a second sentence to Subsection B.3.1.(4) Eligible Grant Applicants:

- (4) ***A community water system that serves a Disadvantaged Community (DAC). The Executive Director of the SWRCB, at his or her discretion and on a case-by-case basis, may deem a community water system eligible for funding in order to assist a community that is not a DAC.***

CWA explained that this revision would assist community water systems serving populations that are at or just above the DAC definition in [Section 79505.5](#) of the [California Water Code](#) with their technical, managerial, and financial (TMF) capabilities and associated [SWRCB TMF Assessments](#). The revision also would serve to minimize the costs and rate impacts for customers of community water systems that are not disadvantaged relative to their public agency counterparts.

The SWRCB staff responded favorably to the request but noted that a legislative change would be required. At a December 11 open meeting during which the Guidelines were approved, CWA Executive Director Jack Hawks addressed SWRCB members directly on the request saying he would work with the SWRCB’s legislative staff in seeking amendments to the California Water Code in 2019. 🌍

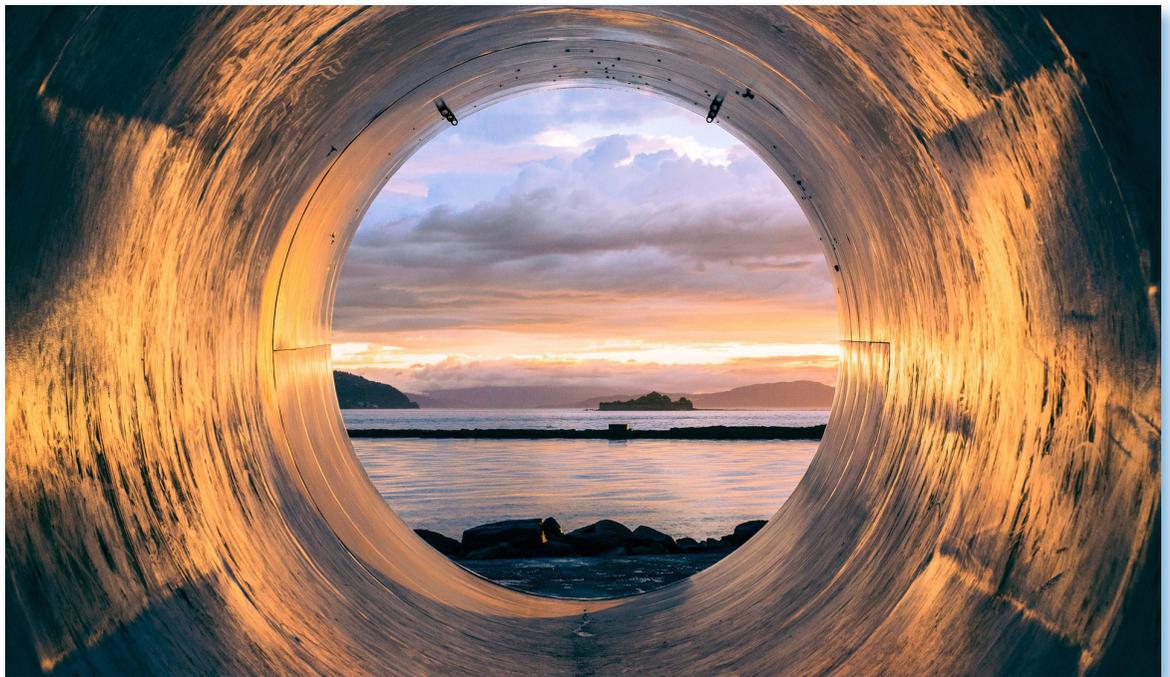
POINTS OF INTEREST

PACIFIC INSTITUTE ISSUES NEW FACT SHEET ON WATER SERVICE DISCONNECTIONS IN CALIFORNIA

A recent Pacific Institute [fact sheet](#), based on a survey of 16 California water utilities, summarized practices and fees associated with water shutoffs in the state. It includes recommendations for water utilities to reduce shutoff rates and increase revenue collection by improving debt and service disconnection practices. The recommendations would allow some residents to avoid water shutoffs, thereby supporting public health and housing security.

The California Water Association was pleased that the fact sheet noted the deliberative, progressive policy toward disconnections that the California Public Utilities Commission has had in place since the early 1990s through its [Tariff Rule 11](#). A tariff rule is a legal document that governs the operating relationship between a utility and its customers. The fact sheet noted the flexibility the regulated water utilities have with disconnection policy and outlined several key components available to customers, including medical exemptions, an appeals process, a cap on reconnection fees (since the vast majority of disconnections are reconnected within five days), and different payment arrangements that can forestall a disconnection.

“Water shutoffs in California are a lose-lose proposition,” said [Laura Feinstein](#), co-author of the fact sheet. “They prevent access to water and sanitation for Californians, and they result in lost revenue for utilities. A few water utilities are already implementing some of the policies outlined in this fact sheet, and given their success, we believe greater uptake could substantially decrease the number of water service disconnections in the state.” 



MEMBER SPOTLIGHT

SAN JOSE WATER RECEIVES 2018 NARUC INNOVATION AWARD

At the National Association of Regulatory Utility Commissioners (NARUC) Annual Meeting and Education Conference in Orlando, FL, San Jose Water (SJW) received the [2018 water industry Innovation Award](#) for revitalizing its 43-year-old [Montevina Ultrafiltration Water Treatment Plant](#) (Montevina). SJW's Vice President of Engineering Craig Giordano gave a presentation on the project at the NARUC Conference.



SJW Chief Executive Officer Eric Thornburg Accepting the NARUC Innovation Award



(L-R) CPUC Commissioner Carla Peterman, SJW Vice President of Engineering Craig Giordano, and CPUC Commissioner Liane Randolph

While serving more than 1 million individuals in the greater San Jose metropolitan area, SJW upgraded Montevina with state-of-the-art membrane treatment technology to treat more than 2 billion gallons of water annually. The open communication and collaboration between SJW and the designer-builder, as well as employing cutting-edge design-build methods, were fundamental to addressing the challenges encountered during construction of the complex project.

In SJW's November 12 [press release](#), SJW Group Chairman, President, and CEO Eric W. Thornburg said, "The project approach led to a progressive design and the implementation of leading-edge technology and gave SJW the largest ultrafiltration membrane treatment plant of its type in the United States." Thornburg went on to state, "Our flexible design-build approach enabled us to manage budget and scope and thereby minimize the rate impact to SJW customers." 🌍



SJW's Revitalized Montevina Ultrafiltration Water Treatment Plant



Settling Basins at the Montevina Ultrafiltration Water Treatment Plant

MEMBER SPOTLIGHT

LIBERTY'S "EXTREME WATER MAKEOVER" CONTEST MAKES WAVES AT WATERSMART INNOVATIONS CONFERENCE

Earlier this year, Liberty Utilities' Apple Valley (LUAV) district launched an [Extreme Water Makeover](#) contest to encourage customers to make [conservation a way of life](#). The contest took center stage at the [11th Annual WaterSmart Innovations Conference and Exposition](#) in Las Vegas where Liberty Utilities and contest winners John and Christie Vaughn showcased the makeover for a national audience of industry professionals.

Emulating the once popular television show *Extreme Home Makeover*, the contest was developed by LUAV Water Conservation Coordinator Norma Armenta to inspire the Apple Valley community to rethink its water use and encourage residents to become ambassadors for water conservation. Selected from a random drawing of LUAV's top 20 water users, the Vaughns are expected to reduce their water use by more than 200,000 gallons annually as a result of the Extreme Water Makeover. All other customers who entered the drawing were offered free retrofit resources and a professional survey of their indoor and outdoor water use.

The Vaughn's Extreme Water Makeover started with an extensive water analysis to identify indoor and outdoor inefficiencies at their home. As a result of the outdoor analysis, a SMART irrigation system, courtesy of The Toro Company, was installed by a local vendor. The lawn was aerated and fertilized to help nutrients penetrate deeply and soften the soil to promote root growth, and a pool cover was added to round out the outdoor upgrades.

The indoor makeover included new WaterSense®-labeled, ultra-high efficiency toilets donated by Niagara Conservation and a water-efficient dishwasher and washing machine donated by Midway Home Solutions. Other contributors to the Extreme Water Makeover were Valley Soil Inc., Contemporary Landscaping & Maintenance Inc., Water Wise Consulting Inc., and Thompson Family Plumbing.

A [video](#) about the contest is available on YouTube, and LUAV's Facebook page features the Vaughn's makeover journey at www.facebook.com/LibertyUtilitiesAppleValley. 



(L-R) Robert Starr, The Toro Company; Ajay Dhawan, President, Water Wise Consulting, Inc.; Christy and John Vaughn, Extreme Water Makeover Winners; Chris Daney, The Toro Company; and Norma Armenta, LUAV Water Conservation Coordinator.



Extreme Water Makeover Winners John and Christy Vaughn

MEMBER SPOTLIGHT

CWA MEMBER COMPANIES HONORED TWICE THIS YEAR BY VETERAN GROUPS

For the second time in 2018, three California Water Association (CWA) member companies received an award from a veteran-focused organization for their procurement of goods and services from Disabled Veteran Business Enterprises (DVBE). The prestigious Above & Beyond Corporation of the Year Award, presented by the Veterans In Business (VIB) Network at its 2nd Annual Conference in Los Angeles, honored the positive impact California American Water (Cal Am), California Water Service (Cal Water), and Golden State Water (Golden State) made in the veteran business community. The three utilities previously were honored in May by the U.S. Veteran Business Alliance for their expenditures with DVBE in 2017.

The VIB Network awards committee selected winners based on the nominees' expenditure levels, inclusion programs, and outreach efforts with consideration for how close they came to achieving the 1.5 percent goal established by the California Public Utilities Commission's General Order 156 for procuring goods and services from DVBE. All three utilities exceeded that expenditure goal in 2017 with Cal Am at 6.52 percent, Cal Water at 2.75 percent, and Golden State at 1.53 percent. Both Cal Am and Golden State met or surpassed their DVBE goals two years in a row, a testament to their advocacy efforts and success.

The awards committee also acknowledged the successful inclusion of diverse suppliers through Cal Water's Procurement Policy and CWA's Meet the Primes Events and Capacity Building and Technical Assistance Programs, which partnered with Minority Business Development Agencies in San Jose, Fresno, and Los Angeles.



"We're proud to earn this second veteran-focused award," said Jose Espinoza, Supplier Diversity Program Manager for Cal Water who accepted the award on CWA's behalf. "CWA member companies remain committed to opening contracting opportunities for those who serve our nation.

The bronze Above & Beyond Award was created by VetArt, a nonprofit organization offering programs where veterans and active duty military can create and connect through art.



(L-R): Danny Rodriguez, Liberty Utilities, Supervisor, Building Services; Edward A. Simon II, Director, Business Performance and Supplier Diversity, Cal Am; Emma Maxey, Supplier Diversity Manager, Golden State; Jose G. Espinoza, Supplier Diversity Program Manager, Cal Water; Jeanette Diaz, Supplier Diversity Program Coordinator, San Gabriel Valley Water Company. CWA Diversity Program team members not pictured: Lauren James, Communications Manager, Suburban Water Systems; Timothy McLaughlin, Manager, Supplier Diversity & Community Involvement, San Jose Water; and Keith Switzer, Vice President of Regulatory Affairs, Golden State Water Company.



2018 Winners of the VIB Network's Above & Beyond Awards