

West Basin Municipal Water District

Water Conservation & Energy Efficiency Collaborative Partnership

June, 2006

Background

The West Basin Municipal Water District (West Basin) was formed in 1947 by a vote of the people to enhance water supply reliability for a growing population. At the time, reliability came in the form of imported water through the Metropolitan Water District (MWD). Today, West Basin is at the forefront of local supply development and conservation to balance supply options and minimize the risk of shortage associated with over-reliance on sources far from southern California. Conservation is the cornerstone of West Basin's reliability programs, and a new Master Plan will expand existing efforts and guide future investments in innovative new methods and approaches to saving water throughout the South Bay cities.

Program Overview

West Basin is seeking to establish a collaborative partnership with the South Bay Cities Council of Governments (SBCCOG) in order to leverage its conservation efforts and advance its water conservation goals within the South Bay area.

By working together, West Basin and the SBCCOG will be able to develop mutual synergies and market both the water and energy savings to the participating cities. Following are the cities represented by West Basin; Carson, El Segundo, Gardena, Hawthorne, Hermosa Beach, Inglewood, Lawndale, Lomita, Manhattan Beach, Palos Verdes Estates, Rancho Palos Verdes, Redondo Beach, Rolling Hills, Rolling Hills Estates and portions of Torrance served by West Basin Municipal Water District.

This proposal will help "kick-off" a working relationship between West Basin and the SBCCOG with the hopes of developing a long term partnership. West Basin has developed several tasks below for the SBCCOG to consider and respond with a proposal that includes an action plan and costs to implement each task. West Basin is currently looking at other grant opportunities and is looking forward to working with SBCCOG in order to apply for a larger program that will contain additional program elements. At this current point in time, West Basin can commit up to \$50,000 for this program in FY 2006-07 (July 1 2006 – June 30, 2007).

West Basin's priorities for a collaborative partnership with the SBCCOG through SBESC for Conservation Marketing & Outreach will include the following:

ITEM #VIII.C.

1: Promote and Market the Complete Restroom Retrofit Program

- A. West Basin in partnership with SBCCOG/SBESC will develop and design a marketing piece to help promote the District's new program in collaboration with West Basin communications staff. West Basin will complete the printing of such marketing piece. The target market will be commercial and industrial entities and institutional agencies.
- B. SBCCOG/SBESC will promote the Complete Restroom Retrofit Program via the following:
 - Workshops
 - Community events
 - Community outreach opportunities
 - The South Bay Energy Savings Center
 - SBCCOG's hard copy newsletter
 - SBESC's E-newsletter
 - Energy Efficiency Plus (EE+) program

2: Promote and Market the Laundry Retrofit Program

- A. Coordinate meetings with Edison and the Gas Company to discuss the incentives provided by MWD and West Basin for front-loading coin-operated high-efficiency washing machines. The target market will be laundromats.
- B. This will also be an opportunity to jointly promote the District's incentives and the SBCCOG/SBESC EE+ vending machine program.
- C. West Basin to provide SBCCOG/SBESC with owner contact information and laundromat site locations for the region covered by this scope of work.

3: Water Conservation Display and Joint Information Brochure

- A. Develop a separate water conservation display rack and exhibit at the South Bay Energy Savings Center to provide information on West Basin's water conservation and educational programs. West Basin to provide literature and small table exhibit size examples of water conservation items.
- B. Develop and design a joint brochure with the South Bay Energy Center to provide integrated information on all the energy and water incentive programs.

4: Place water conservation information in the SBCCOG's newsletter and other publications herein itemized.

- A. SBCCOG's hard copy newsletter
- B. SBESC e-newsletter
- C. SBCCOG & SBESC web sites
- D. SBCCOG to coordinate with West Basin communication staff with regard to press releases and placement of articles in other publications such city newsletters

ITEM #VIII.C.

5: Seek Future Funding Opportunities

- A. West Basin will seek additional funding opportunities in order increase the program scope and develop a long term partnership.
- B. SBCCOG will cooperate and assist where appropriate to facilitate additional grant funding.

6: Conduct 4 Water Conservation Gardening Workshops

- A. SBCCOG through SBESC will offer four mini residential “Protector of the Water” classes.
- B. SBCCOG/SBESC will promote and market two classes in the fall and two classes in the spring.
- C. The location of the classes will be at the SBESC unless a larger venue is necessary, in which case SBCCOG/SBESC will secure that venue.
- D. SBESC will develop a list of attendees that want a more in depth gardening class and that may be interested in the full “Protector of the Water” class in the future.
- E. SBCCOG/SBESC will work to promote partnerships with local botanical gardens in the South Bay region.

Conclusion

West Basin appreciates the opportunity to partner with the SBCCOG and its Energy Savings Program on the six priorities named above and sees this initial partnership the first step toward developing a larger program through future grant funding opportunities.