

SAN BERNARDINO VALLEY WATER CONSERVATION DISTRICT  
MINUTES OF THE OUTREACH COMMITTEE MEETING

April 14, 2014 9:30 A.M.

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Chairman Aranda called the Outreach Committee Meeting to order at 9:37 a.m.

OUTREACH COMMITTEE MEMBERS PRESENT:

Manuel Aranda Jr., Chairman  
John Longville, Director

STAFF PRESENT:

Daniel Cozad, General Manager  
Angie Quiroga, Recording Secretary

OTHERS PRESENT:

None

1. PUBLIC PARTICIPATION

None.

2. ADDITIONS/DELETIONS TO AGENDA

None.

3. APPROVAL OF MEETING MINUTES FROM FEBRUARY 26, 2013

**It was moved by Director Longville and seconded by Chairman Aranda to approve the minutes from the February 26, 2013 Outreach Committee meeting. The motion carried with all members present voting in the affirmative.**

**Aranda: Yes**

**Longville: Yes**

4. REVIEW OUTREACH EFFORTS AND REGION WIDE DROUGHT RESPONSE

Chairman Aranda began discussing that the Governor declared a drought for the State of California as of January 17th. Now, the public is aware that we don't have an unlimited amount of water so the public's attitude toward water has to change. He believes this is a great time to get involved with educating the public on conservation and the value of water. Chairman Aranda noted that due to lack of staff and resources, the District has previously

reduced Outreach programs. He suggests working collaboratively with other agencies to share costs so that we can effectively convey to the public that we have to start reducing water usage. Chairman Aranda stated he has spoken with East Valley Water District's (EVWD) President Kip Sturgeon who indicated he would support costs for field tours. Other water conservation programs could possibly include San Bernardino Valley Municipal Water District (SBVMWD). Chairman Aranda turned the discussion over to Daniel Cozad to describe the staff memo.

Mr. Cozad provided information on polling work of 400 households performed for the Basin Technical Advisory Commission (BTAC) Water Conservation Committee. He noted environmental issues in total, which would include water, are not at the top of people's minds but they were listed pretty high on the poll. One of the polling questions identified that people obtain most of their information through television and a little through newspaper and radio stations. Mr. Cozad stated BTAC wants to figure out how they can reach the vast majority of the public with conservation messages. He explained this poll was done to figure out where advertising dollars should be spent to actually reach people. Almost all of the people in the poll feel like they are conserving water already. 85% say it is very important to conserve water. Mr. Cozad states that the people are already convinced that it is important to conserve water. Ensuring water supplies for the future, not being wasteful: these statements resonate with people. Mr. Cozad indicated the survey stating 80% of people believe they can do more to conserve water. 25% of people want to know how to conserve. People are confused that the majority of their water is used indoors. They believe 70% of their water used is from indoor use. This is a big misconception of the general public. In actuality, most water is used outdoors

Director Longville is not convinced the District can educate people the average citizen at the retail level because there are just too many of them for those reached to make a difference. He thinks at the wholesale level is where we can make a much bigger impact. By working to support education of landscapers as opposed to each homeowner, and providing a win-win scenario that can be more effective. Mr. Cozad stated he found two programs similar to what Director Longville has suggested one for commercial entities, The California Landscape Contractors Association and QWEL-Qualified Water Efficient Landscaper by Sonoma County Water Agency. The QWEL program is licensable cheaply and is available in English and Spanish. He suggests the committee endorse staff taking these two programs, aimed at different segments of the market, to the BTAC Water Conservation Committee.

**It was moved by Director Longville and seconded by Chairman Aranda to approve taking the landscaping presentation to the BTAC. The motion carried with all members present voting in the affirmative.**

**Chairman Aranda: Yes  
Longville: Yes**

Mr. Cozad agrees working collaboratively with other agencies will make our portion affordable for the District and on a larger scale will make a bigger difference. Some elements

that he believes are missing include providing options to the public such as finding landscapers who specialize in drought friendly landscaping.

Director Longville stated that such information should be put on our website and we should obtain key words that direct people to our site. We should also put an article in The San Bernardino Sun and The Press Enterprise newspapers educating people that the majority of their water is being used outside. As an incentive to landscapers, Director Longville suggests informing them that if they take the course and get certified they will be listed on our website which is an advantage for small businesses. We can promote that people are wasting money on landscaping and their certified landscaper can help reduce costs and put more money back into their pockets. Mr. Cozad commented that people will have different reasons for wanting the program. For some it will be about saving money, some about not wasting resources, and just easier maintenance for others. Discussion ensued. Director Longville commended Mr. Cozad for this information which is exactly what he wants to accomplish.

Mr. Cozad introduced a proposal from CV Strategies. He stated they came up with a number of key messages and an approach to communicating those messages. Their bottom line is basically that if you are going to reach people in mass, you have to do it in advertising work and a brand that everyone can work together on and understands.

Mr. Cozad stated that the intent is to have a set of unified messages for all water agencies in the area. Chairman Aranda stated experts are predicting El Nino may hit our area next year and wondered if it would “water down” the effectiveness of this program because people will think the drought is over. Mr. Cozad pointed out that “drought” is mentioned several times but it’s not the main focus. Drought is important and gets people’s attention, but what we are aiming to do is change people’s landscapes, the biggest water use that they have, forever. By 2020, we have to be another 10% more efficient above 2015. We want people to be more efficient water users in good and bad times. Mr. Cozad stated for the Outreach program and proposal from the BTAC will be over \$200,000 and SBVMWD and will pay for 50% of the cost with the other 50% paid for by ten other participating agencies. Director Longville questioned many of the potential events value. He restated that we need to educate people such as landscapers, who can make the biggest impact with the least amount of money. He believes landscapers could potentially save their customers enough money in water that it makes the landscaper’s service free to their customers, in effect.

Chairman Aranda inquired about how the program would work with new developments. Director Longville suggested a program developed with other agencies that we can offer as a service to cities and the county planning departments. By asking the planning departments what information they currently provide and what requirements they have in place will allow us to determine where we can recommend requirements to help them make an impact. Director Longville believes our impact will be multiplied if we can work through the planning departments. He suggested staff contact the Local Government Commission, Inc. to see if they have an ordinance we can use to provide to cities and counties.

##### 5. DISCUSS ACTIONS AND SUPPORT NEEDED

Mr. Cozad suggested the District move forward with the BTAC program. Staff is looking for support for costs at about 1/20<sup>th</sup> of the cost, equal to 5% or approximately \$10,000. He stated

it is worth supporting the overall group effort, especially if we are going to add some things to it like the landscapers as an important outreach component. The Committee supported moving their recommendations forward to the Board and noted most of what they have decided on is already in the District's Strategic Plan in our priorities.

6. ADJOURN

**It was moved by Director Longville and seconded by Chairman Aranda to adjourn. The motion carried with all members present voting in the affirmative.**

**Chairman Aranda: Yes**

**Director Longville: Yes**

At 10:34 a.m., the meeting adjourned.