

MINUTES OF THE
PUBLIC AWARENESS/PERSONNEL/POLICY COMMITTEE
OF THE VALLECITOS WATER DISTRICT
MONDAY, JUNE 8, 2009 @ 2:30 P.M.
AT THE DISTRICT OFFICE, 201 VALLECITOS DE ORO,
SAN MARCOS, CALIFORNIA

Committee Chair Poltl called the meeting to order at the hour of 2:30 p.m.

Present: Director Hannan
 Director Poltl
 General Manager Rucker
 Deputy General Manager Lamb
 Director of Human Resources Caudle
 Director of Finance Scaglione
 Public Information/Conservation Supervisor Urabe
 Public Information Representative Webb
 Water Conservation Specialist Yerman
 Executive Secretary Lewis
 Administrative Secretary Posvar

Others Present: Dr. Wesley Schultz, Ph.D.
 Alexis (student)
 Warren (student)

PRESENTATION

Dr. Wesley Schultz, Ph.D, from Cal State San Marcos, stated that his area of research is conservation, specifically conservation and psychology. He also introduced two undergraduate students he brought with him.

Dr. Schultz discussed strategies for conservation which include tips, information, and education. The missing element is motivation. He stated that conservation should become a behavior not a one time event because consumers are forced to do it. Tools for promoting water conservation generally are done in three steps: 1) education, 2) cost, and 3) awareness. Of these three most commonly used approaches there is a fourth that seems to produce long term affects: 4) social norms. The most effective method is to promote community support: "if neighbors are conserving, why shouldn't you?". Agencies need to foster a conservation norm by using personal feedback, setting personal goals, providing allocation amounts available and indicating what the social norm is.

Dr. Schultz indicated that agencies can get their customers to reduce consumption, but new tools will be required. Price triggers can work, but often come with side effects. Information generally doesn't work. Awareness and crisis will work but only for a short period. However, fostering social norms provides a promising alternative.

Dr. Schultz discussed a study he and his students conducted which consisted of surveying 290 households by placing energy meters inside the homes. For two

consecutive weeks they provided individual feedback and normal behavior in the form of a door hanger showing the usage level of the neighborhood and whether it was above or below average.

He stated that he will be conducting a small pilot project with the Olivenhain Municipal Water District which will begin on July 15. He further stated that he would like to conduct a similar study in San Marcos, however, on a larger scale.

Discussion followed on various options for implementing a pilot study. Staff will work with Dr. Schultz and consider options for possible future implementation.

This item was for information only. No action was necessary.

PUBLIC INFORMATION AND CONSERVATION ACTIVITY REPORT

Public Information/Conservation Supervisor Urabe presented the Activity Report for May 2009. Brief discussion took place.

Education:

- Jack's Pond Park presentation:
Discovery Elementary School (4)
Twin Oaks Elementary School (2)

Meetings:

- 05/09/09: JPIC conference call
- 05/09/09: City of San Marcos regarding collaborative drought outreach
- 05/13/09: WaterSmart Irrigation Pilot @ SDCWA
- 05/18/09: WaterSmart Target
- 05/21/09: North County Water Agencies @ Jack's Pond Park
- 05/27/09: City of Escondido regarding Cinemedia ad development

Events:

- 05/16/09: CSDA Scholarship Award Dinner
- 05/16/09: San Diego County California Friendly Contest Award Ceremony@
Water Conservation Garden
- 05/16/09: Legislative breakfast at SDCWA featuring Duncan Hunter
- 05/30/09: San Marcos Home and Garden Tour @ Mission Hills High School

Education/Training:

- 05/21/09: Audit software training @ VWD
- 05/26/09, 5/27/09: Poseidon Resources tour of desalination plant

External Communications:

- Summer "Splash!"/Consumer Confidence Report
- Updates www.vwd.org
- Letters to customers to conduct lead and copper tests
- Water discharge brochure

Drought Preparation:

- Water waste call-in complaint spreadsheet
- Display regarding Drought Levels in City of San Marcos lobby
- Drought Level 2 flier to be sent out with bill statements

Presentation

05/20/09: Lake San Marcos Panorama HOA

Articles:

SM Chamber Newsletter:

- Business Buzz:
 - SM Chamber Newsletter: Drought rate pricing (April)
 - VWD declares Drought Level 2 (May)

Ads:

- Business Buzz Chamber Ad: Save Blue to Save Green
- San Marcos Magazine: Save Blue to Save Green
- Scholastic Sports Poster Ads: San Marcos High & Mission High
- Scholastic Sports Program Guide
- Lake San Marcos Directory

Press Release

- **05/02/09:** Drought Level 2 declaration
- **05/18/09:** Meadowlark receives ASCE's Award of Excellence

Landscape Surveys:

Total Surveys Year-to-Date: 50

- 05/06/09:** 778 Avenida Beia San Marcos (residential)
- 05/07/09:** 1720 Victoria Way San Marcos(residential)
- 05/07/09:** 709 Pascali Ct. San Marcos (residential)
- 05/14/09:** 1878 Da Gama Ct. San Marcos (residential)
- 05/14/09:** 2298 Rock View Glen, Escondido (residential)
- 05/14/09:** 2305 Bear Rock Glen, Escondido (residential)
- 05/15/09:** 6736 Corintia Street, Carlsbad (residential)
- 05/15/09:** 1367 Avenida Azul, San Marcos (residential)
- 05/18/09:** 1333 Miraciolo Court, Lake San Marcos (residential)
- 05/18/09:** 2010 West San Marcos Blvd., San Marcos (residential)
- 05/20/09:** 1147 La Sombra Dr., San Marcos (residential)
- 05/27/09:** 2502 Carbekk Way, San Marcos (residential)
- 05/20/09:** 1639 Archer Road, San Marcos (residential)
- 05/21/09:** 1253 Las Vistillas Lane, Lake San Marcos (residential)
- 05/27/09:** 2502 Corbel Way, San Marcos (residential)
- 05/28/09:** 1521 Crescent Place, San Marcos (residential)
- 05/28/09:** 1887 San Pablo Dr., Lake San Marcos (residential)
- 05/28/09:** 1223 Las Vistillas Lane, Lake San Marcos (residential)
- 05/29/09:** 1878 Da Gama Ct., Escondido (residential)
- 05/29/09:** 3227 Corte Paloma, Carlsbad (residential)

This item was for information only. No action was required.

PROGRAM REPORTS

A. UPDATE ON REBATE PROGRAMS

Public Information/Conservation Supervisor Urabe stated that the rebate programs are out of money until July 1, 2009. VWD has contributed limited funds for artificial turf rebate. The funds are available on a first come, first served basis.

B. DROUGHT OUTREACH

Public Information/Conservation Supervisor Urabe stated that a display regarding drought levels has been placed in the City of San Marcos' lobby; Drought Level 2 flier will be sent out with the June bill statements.

C. MOVIE THEATER AD

Public Information/Conservation Supervisor Urabe stated that the ad campaign is doing well. The City of Oceanside has now opted into the program. The 15 second ad will run for ten weeks and will play before all movies except for animated movies.

D. RESTAURANT OUTREACH

Public Information/Conservation Supervisor Urabe stated that the biodegradable cups should be delivered any day.

These items were for information only. No action was necessary.

TOUR - OPTIONAL

Public Information/Conservation Supervisor Urabe stated that Gisela Gelbing, winner of the Best in District award for the Friendly Landscape Contest, has invited the Committee members and staff to tour her garden.

Director Hannan, General Manager Rucker, and Public Information/Conservation Supervisor Lisa Urabe participated in the tour.

OTHER BUSINESS

Director of Finance Scaglione provided the Committee with a preview of the rate structure update which will be presented to the Board at the Public Hearing scheduled on June 24, 2009. Much of the information is the same as was presented in the 2009/2010 budget. The draft presentation includes drought rates adjusted to meet the

10% cutback (lower than the 20% but higher than the normal rates), and an additional tier category for certified agricultural meters providing them with a bigger allotment.

Public Information/Conservation Supervisor Urabe stated that she has the landscape books on native plants for contestants that entered the Garden Contest but were not winners. She stated that a short comment will be written on the inside of the book then will be provided to Director Hannan and Director Pottl for signing.

There being no further business to discuss, the meeting was adjourned at the hour of 4:18 p.m.