

Section 4: Water Demands Projections

An important element in utility Master Planning is a planning level assessment of future water demands and supply requirements. While the methods utilized to perform local demand projections vary, there are a few criteria that are commonly used to support this effort. Land use and population are two integral elements which define future planning efforts. The Department has historically used a change in land use approach for previous and ongoing forecasting activities. This Section describes in detail the methodology used for population and water demand projections for the Department's service area. A discussion of the data sources used for future planning efforts and the methodology used for water demand projections for the Master Plan (MP) are described herein, followed by sub-sections on population projections.

4.1 Data Sources

In addition to the land use information described in the earlier Sections, the following data sources were used as part of the demand projection calculations.

4.1.1 Southern California Association of Governments (SCAG) Data

SCAG maintains and is responsible for the development of demographic projections plus the integrated land use, housing, employment, transportation programs, etc. for cities in Southern California. It maintains two sets of transportation analysis zones (TAZ) data for the Regional Transportation Plan (2012-2035) along with socioeconomic data for the region. The more aggregate level is represented by 4,109 zones (Tier 1) across the SCAG region. This dataset was used for the analysis of this Master Plan project. The entire region is divided into TAZ zones and spatial data relating to population, housing, employment, etc. is maintained within the dataset along with future projections for the years 2015, 2020, 2025, and 2035.

4.1.2 State of California Department of Finance - Census Data

Other digital and spatial datasets which maintain records for population, demographics, economic datasets, trend charts, census stats, housing elements, vacant unit stats, etc. are developed by the US Census Bureau. Data for California is maintained by the California Department of Finance. The Department has used this dataset in several planning studies over the years, and is using this data for estimating population in the WFMP.

4.1.3 SBMWD's Water Billing (HTE) Data

Water demands served by SBMWD are primarily residential, with commercial, industrial, landscape irrigation and others. As of 2012, SBMWD maintains approximately 44,010 water meters with about 37,500 acre-feet of potable water use annually. The Department's billing data classifies its meters into the following categories: residential, commercial, landscape irrigation, fire protection, and other usage. More than 90 percent of the accounts are classified as residential, while the remaining billing classifications represent less than 10 percent of accounts.

4.1.4 Previous Planning Studies

Other planning studies referred to for background information, include the City's 2005 Urban Water Management Plan, City's 2010 Urban Water Management Plan, Water Facilities Master Plan 2007, Regional Urban Water Management Plan 2013, City of San Bernardino General Plan 2005, Recycled Water Master Plan 2010, Water Supply Assessment Study 2013, etc.

4.2 Potable Water Demand Projections

The potable water demand projections evaluations are described in this sub-section. These are calculated based on the following key components described in detail below:

- Service Area Developments
- Water Duty Factors (WDFs)

4.2.1 Service Area Developments

To estimate the future water demands, the developments anticipated within the Department's boundaries have been categorized into the various groups described below.

4.2.1.1 Approved Specific Plan Developments

Several specific plan developments are proposed throughout the Department service area as part of the City of San Bernardino's General Plan. For this Master Plan effort, these were reviewed on a case by case basis to determine the methodology for estimating future demands. Table 4-1 presents the status of each one of the specific plans included in the General Plan and the future demand approach used for demand projections as suggested by the Department.

4.2.1.2 Area Plan Developments

Area plans are distinct components of general plans that address smaller geographical areas. Basically, an area plan refines the policies of the general plan as they apply to smaller geographic areas but have the same authority as general plans. The General Plan contains the Verdemonst Heights Area Plan, which is described below.

The Verdemonst Heights Area Plan presents the general plan level development and use guidance for the 3,409 acres generally located in the northwestern corner of the City. Verdemonst Heights is a residential community located in the northwestern most corner of the City, nestled in the foothills of the San Bernardino Mountains and overlooking the Cajon Creek Wash and the Glen Helen Regional Park. Verdemonst Heights is bordered on the north by the San Bernardino National Forest, on the southwest by Kendall Drive, Interstate 215, and the Cajon Creek, and on the southeast by the Devil's Canyon Flood Control Basins and the East Branch of the California Aqueduct. Immediately southeast of these flood control basins is the California State University at San Bernardino. Verdemonst Heights encompasses a gently north-south sloping hill at the base of the San Bernardino Mountains. Several seasonal creeks flow out of the mountains and can carry significant volumes of water during rain events and seasonal spring snow melt conditions. The most significant is Cable Creek, which is fed by the Meyers Canyon and Meecham Canyon creeks.

Table 4-1: City of San Bernardino Specific Plans

Item No.	Specific Plan Name	Project Status	SBMWD WFMP Action
1	Arrowhead Springs Specific Plan	Project has not been built. Unknown plans for future development.	Undeveloped areas to be considered as general development and water duty factors applied appropriately considering their land use category.
2	CALMAT (A.K.A. Cajon Creek Specific Plan)	Some development has occurred including FedEx facilities and the recent Hillwood development along Cajon Blvd.	Developed areas accounted for in the 2014 SB-WFMP based on billing information data. Undeveloped areas to be considered as general development and water duty factors applied appropriately considering their land use category.
3	Highland Hills Specific Plan	Information not available for this project.	Undeveloped areas to be considered as general development and water duty factors applied appropriately considering their land use category.
4	Paradise Hills Specific Plan (A.K.A. University Hills)	Project has not been built. Potential development in the future.	Future development shall be considered in the 2014 SB-WFMP. More detailed information provided in the University Hills Conceptual Water Facilities Study.
5	Paseo Las Placitas Specific Plan (A.K.A. Mt. Vernon Corridor Specific Plan)	Information not available for this project.	Undeveloped areas to be considered as general development and water duty factors applied appropriately considering their land use category.
6	San Bernardino International Trade Center Specific Plan	Some development has occurred including Stater Brothers and Amazon facilities, among others. IVDA General Aviation project is currently under construction.	Developed areas are already being accounted for in the 2014 SB-WFMP based on billing information data. Undeveloped areas shall be considered as general development with the exception of the IVDA General Aviation development.
7	University District Specific Plan	University District covers a large area of about 6,300 acres. Since the 2005 General Plan, some areas have been developed with mostly commercial and industrial development.	Developed areas are already being accounted for in the 2014 SB-WFMP based on billing information data. Undeveloped areas to be considered as general development and water duty factors applied appropriately considering their land use category.
8	University Business Park Specific Plan	Information not available for this project.	Undeveloped areas to be considered as general development and water duty factors applied appropriately considering their land use category.

Source: SBMWD Staff's Input on City of San Bernardino's Specific Plans included in 2005 General Plan

As shown in Figure 4-1 (General Plan Figure LU-6), the General Plan Land Use plan identifies three distinct subareas within Verdemon Heights that are connected by an integrated signage and landscaping program. The first subarea is Verdemon Estates, which is located in the northwestern portion of the area, west of Little League Drive. The Residential Estate land use designation characterizes this subarea. The second subarea is the Verdemon Hills, which is a collection of suburban subdivisions located adjacent to I-215 and extending to the foothills east of Little League Drive. The Residential Low and Residential Suburban land use designations characterize this subarea. This is also the subarea that contains the Little League baseball fields and the Palm Avenue Elementary School. The northern portion of Verdemon Hills is subject to the slope density limits and development standards of the Hillside Management Overlay District. The third subarea is Verdemon Plaza, which is located adjacent to Interstate 215 near Palm Avenue and Cable Creek. This subarea contains commercial properties that are oriented towards serving travelers, with gas stations and eateries. The Commercial General land use designation characterizes this subarea.

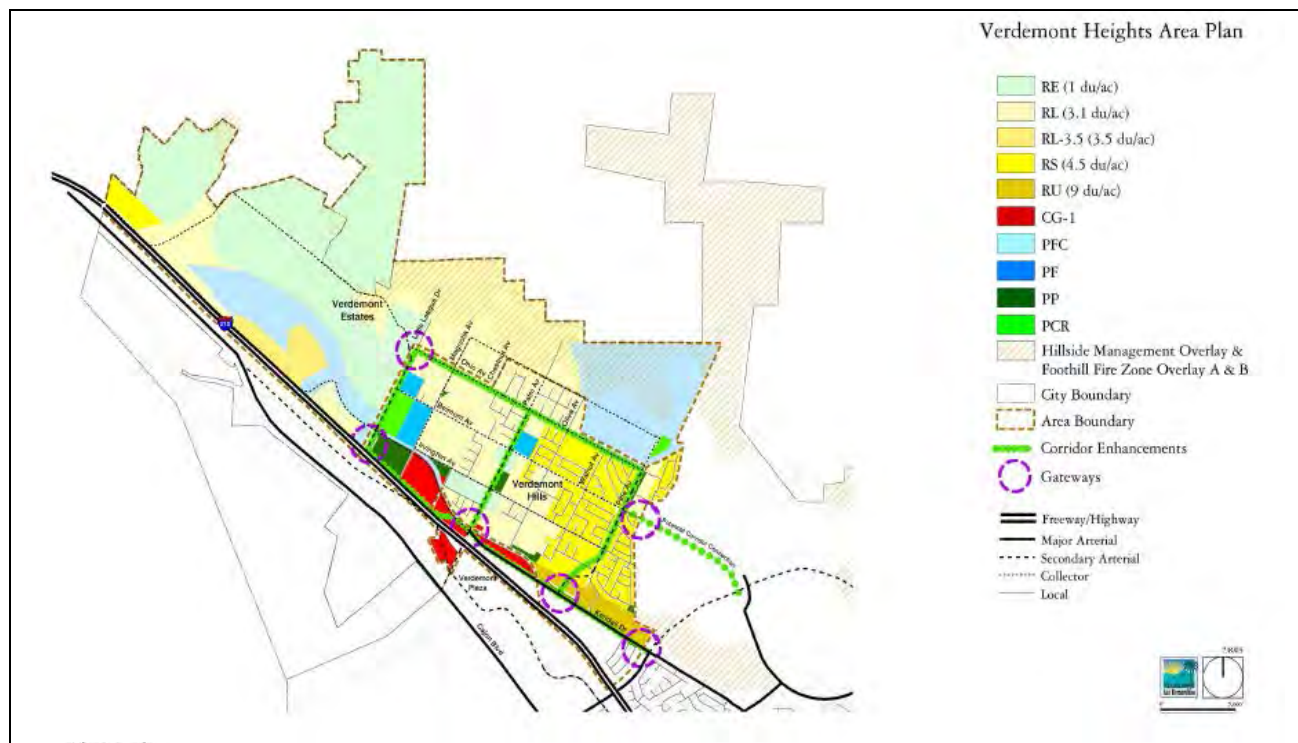


Figure 4-1: Verdemon Heights Area Plan

Source: City of San Bernardino 2005 General Plan

4.2.1.3 Redevelopment Planning Areas

Through redevelopment, cities are empowered to revitalize areas that may no longer meet the broader goals or visions of the community. The City of San Bernardino has a comprehensive and diverse redevelopment program currently containing ten redevelopment project areas. These include:

- Central City Projects
- Central City North
- Central City West
- State College
- Southeast Industrial Park
- Northwest
- Tri City
- South Valle
- Uptown
- Mt. Vernon Corridor

Locations of each project area and a more thorough discussion of redevelopment in San Bernardino are addressed in the City's 2005 General Plan. While these plans were reviewed as part of the demand projection evaluations of the Master Plan, they were not included in the projection estimates as their viability is speculative at this time. As such, these redevelopment projects will need to be incorporated into the demand calculations on a case by case basis should they materialize in future master planning or land use planning updates.

4.2.1.4 Other Development Consideration

Other developments are defined as those for which no specific plan exists. For demand estimating purposes, the other developments are separated into the following three groups: future developments without specific plans, in-fill developments and open space and conservation habitat.

- **Future Developments without Specific Plans and In-fill Developments**

This category includes various undeveloped areas throughout the Department service area consisting of more than a single, isolated parcel. The demand for these areas is estimated based upon the updated water duty factors and land use designations. As part of this Master Plan, in-fill opportunities were identified as vacant parcels within areas that are already developed. Demand for these in-fill locations was estimated by multiplying the area of each vacant parcel by the Water Duty Factor (WDF) for its land use, as defined by the current General Plan.

- **In-active Accounts/Housing Units**

As part of this Master Plan, in-active accounts were identified using metered billing data and were incorporated in the future demand analyses to account for water usage of those parcels when they become re-occupied in the future. Increased population projections from vacant housing units was derived based on the vacant unit coverage from the 2010 census data. The American Community Survey's (2009) 5-Year data was downloaded from <http://www.census.gov/acs/www> which included family size, demographic data, housing (HSE) units, vacant units, and employment status based on Tract boundaries.

- **Open Space and Conservation Habitat**

In addition to the development areas listed above, a large area within the Department's service area is designated as Open Space or Conservation Habitat. These areas are assumed to have no future water demand.

4.2.2 Water Duty Factors (WDF)

A water duty factor is defined as the daily water use per some specified unit (e.g. acre, person, dwelling unit) for a given land use type and is a common element of water system planning. For the Department, the last WDFs were developed as an element of the 2007 Water Master Plan. These WDFs have been used in several of the Department's planning studies since the completion of the 2007 Master Plan.

The methodology used to update WDFs involves correlating historical parcel-level water consumption data with its designated land use type, so that the actual water user per acre or per unit can be calculated. In contrast to the 2007 Master Plan, a broader set of WDFs has been developed in this Master Plan Update so that more precise water demands can be projected and the basis of planning derived for evaluating facility sizing and adequacy is improved. To support a comparison of the old and new WDFs, a weighted average has been calculated for the non-residential categories. Based upon this methodology, the updated WDFs are presented in Table 4-2.

Table 4-2: Water Duty Factors

Land Use Category	GP Designation	Water Duty Factor (gpm/acre)	Water Duty Factor (gpd/acre)	Percentage of Total Per Category*	2007 WFMP Factors **(gpm/acre)	2007 WFMP Factors **(gpd/acre)
Commercial	Weighted Average	1.79	2,580		1.95	2808
CR-4	Commercial Regional-4 (CR-4)	0.35	506	0.48	-	-
CR-3	Commercial Regional-3 (CR-3)	1.62	2,338	12.59	-	-
CR-2	Commercial Regional-2 (CR-4)	1.69	2,429	5.40	-	-
CR-1	Commercial Regional-1 (CR-3)	1.02	1,465	0.19	-	-
CO	Commercial Office (CO)	2.22	3,204	13.57	-	-
CH	Commercial Heavy (CH)	1.60	2,303	12.35	-	-
CG-3	Commercial General (CG-3)	2.37	3,418	0.19	-	-
CG-2	Commercial General (CG-2)	2.76	3,968	0.67	-	-
CG-1	Commercial General (CG-1)	1.79	2,574	54.03	-	-
CCS-2	Central City South Districts-2	1.37	1,970	0.23	-	-
CCS-1	Central City South Districts-1	0.63	906	0.31	-	-
Industrial	Weighted Average	1.36	1,962		1.42	2045
IE	Industrial Extractive (IE)	0.27	391	8.01	-	-
IH	Industrial Heavy (IH)	0.78	1,126	17.33	-	-
IL	Industrial Light (IL)	1.61	2,323	74.66	-	-
Residential						
RE	Residential Estate (RE)	1.17	1,694	0.25	1.19	1,714
RL	Residential Low (RL)	1.80	2,594	5	2.00	2,880
RS	Residential Suburban (RS)	2.06	2,971	80	2.34	3,370
RU	Residential Urban (RU)	2.20	3,174	9	2.59	3,730
RM	Residential Medium (RM)	3.76	5,427	5	3.78	5,443
RMH	Residential Medium High (RMH)	4.96	5,904	1	5.72	8,237
RH	Residential High (RH)	4.85	6,991	0.4	-	-

* Based on area for commercial/Industrial and number of connections for Residential, ** 2007 Master Plan Values.

4.3 Weather and Economic Impacts on Water Usage

To assess the potential impact of weather and economic variables on water usage, regression analyses of the Department's billing data from the year 2001 through 2013 were performed. This analysis evaluated the correlation between water use among various customer types and weather (evapotranspiration (ET), precipitation) and economic (unemployment rate) factors for the SBMWD customers over this same time period. Although it was found that there wasn't a high correlation with ET, the results of a demand analyses indicate that water demands correlated well with the changing economic conditions within the Department's service area. When the economy is "good" with a low unemployment rate, water usage increases.

From this analysis, water usage is predicted to increase as much as 10 to 33 percent, depending upon the customer type, under good economic conditions. A detailed documentation of this analysis is provided in Technical Memorandum 1 - Weather/Economic Analysis of Historical Water Use, and is included herein as Appendix B.

In summary, due to the level of statistical significance between local unemployment rates and water usage, a return to a good economy factor was integrated in the water demand projections derived herein. Based on discussions with the Department, this economic adjustment factor was applied to each applicable land use type and incorporated in the final projection, creating a range or bookend of future water demands to support the Department's long-range planning.

4.4 Projected Water Demands without Adjustment Factors

The potable water demand projections are based upon the categories defined earlier in this Section and revised WDFs as discussed previously. Ultimate demands projected are assumed to be at "build out conditions" for the Department's service area and are assumed to occur around year 2060 to obtain a reasonable projected demand curve. The total water demand projections for future developments are presented in Table 4-3.

Table 4-3: Ultimate Water Demand Projections without Adjustment

Ultimate Water Demand Projections Without Adjustment	
2012 Demands	23,272 gpm
Inactive Account	398 gpm
Undeveloped Parcels (including Vacant, Specific Plans and Area Plans)	18,960 gpm
Non-Revenue Water	3,282 gpm
Total Build-Out Demand (gpm)	45,912
Total Build-Out Demands (AFY)	74,056

The projected demand through “build-out” is compared to the projections prepared for previous studies (WFMP 2007, UWMP 2010 and UWMP 2005) as shown on Figure 4-2. As shown in the figure, the demands projected in this study are similar to the demand projections in previous planning projections.

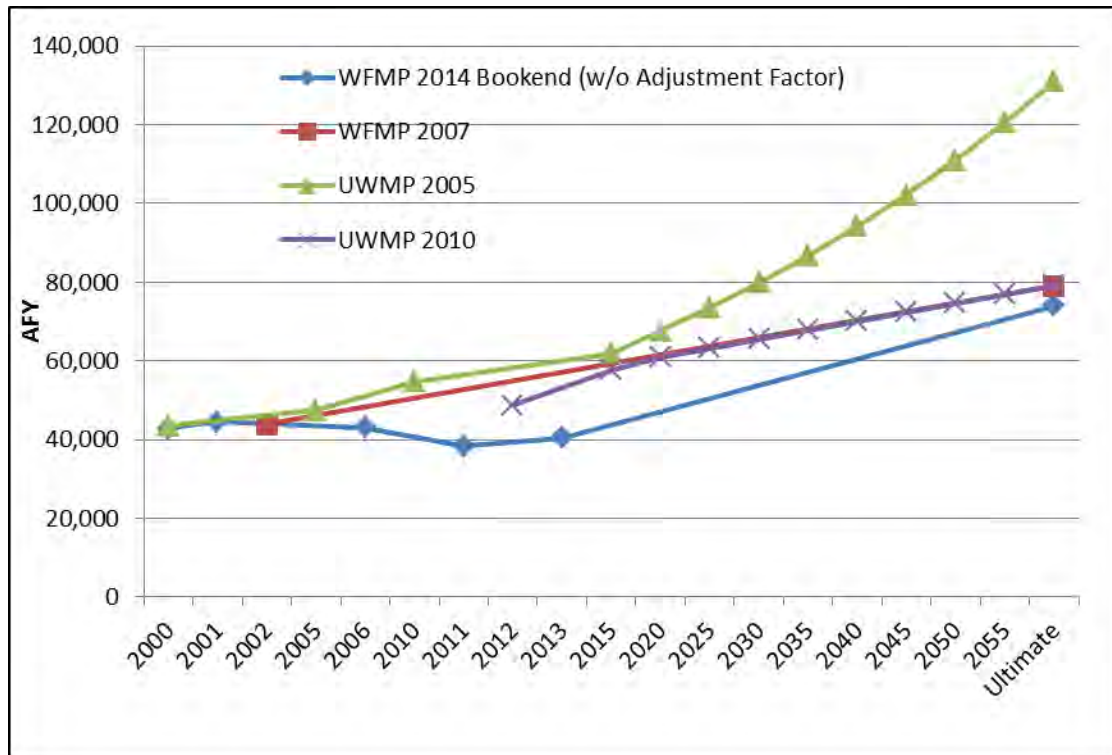


Figure 4-2: Comparison of Ultimate Water Demand Projections

*Values have been extrapolated using linear growth rate for datasets not extending to 2035

4.5 Demand Projections with Economic Adjustments and Conservation

As previously discussed and shown in Appendix B, a strong correlation was found between water demands and economic factors (unemployment rates) for SBMWD. It is anticipated that with a return to a good economy, water demands will increase for various land use categories. These economic factors were incorporated to develop a bookend for build-out demand along with accounting for SBx7-7 compliance factors. As prescribed in the 2010 UWMP, in order to meet the water use targets established by SBx7-7, SBMWD will have to reduce current water use by approximately 10 percent by the year 2015 and by approximately 20 percent by the year 2020. Figure 4-3 graphically depicts the values of the demand projections and compares it to other planning studies performed in the last decade.

To reliably provide the necessary infrastructure to meet future water demands, the Department will need to balance the cost of managing infrastructure requirements to a higher level versus funding various conservation or non-potable supply alternatives. Incorporating the conservation

programs and strategies needed to meet the Department's water use efficiency goals (SBx7-7 compliance) with this demand projection should enable Department management to make an informed decision on this important water system reliability decision. The following sub-section describes various Demand Management Measures identified as part of the UWMP 2010 to help the Department adhere to the compliance through conservation efforts.

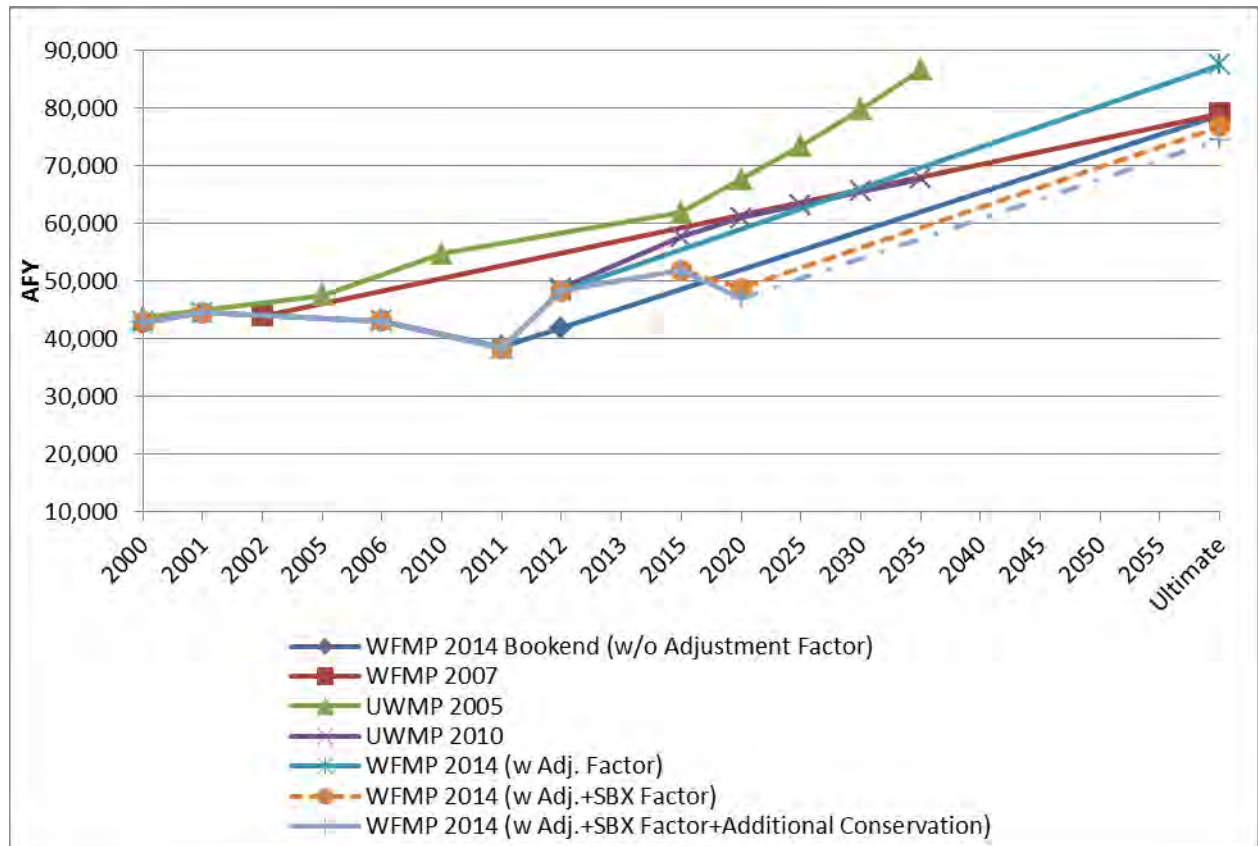


Figure 4-3: Comparison of SBMWD Demand Projections

*UWMP numbers do not include conservation; SBx7-7 compliance targets: 10% by 2015 and 20% by 2020

Figure 4-4 depicts the results of the demand projections with an additional 3% assumed savings through conservation programs by the Department and compares it to other related planning studies performed since 2005.

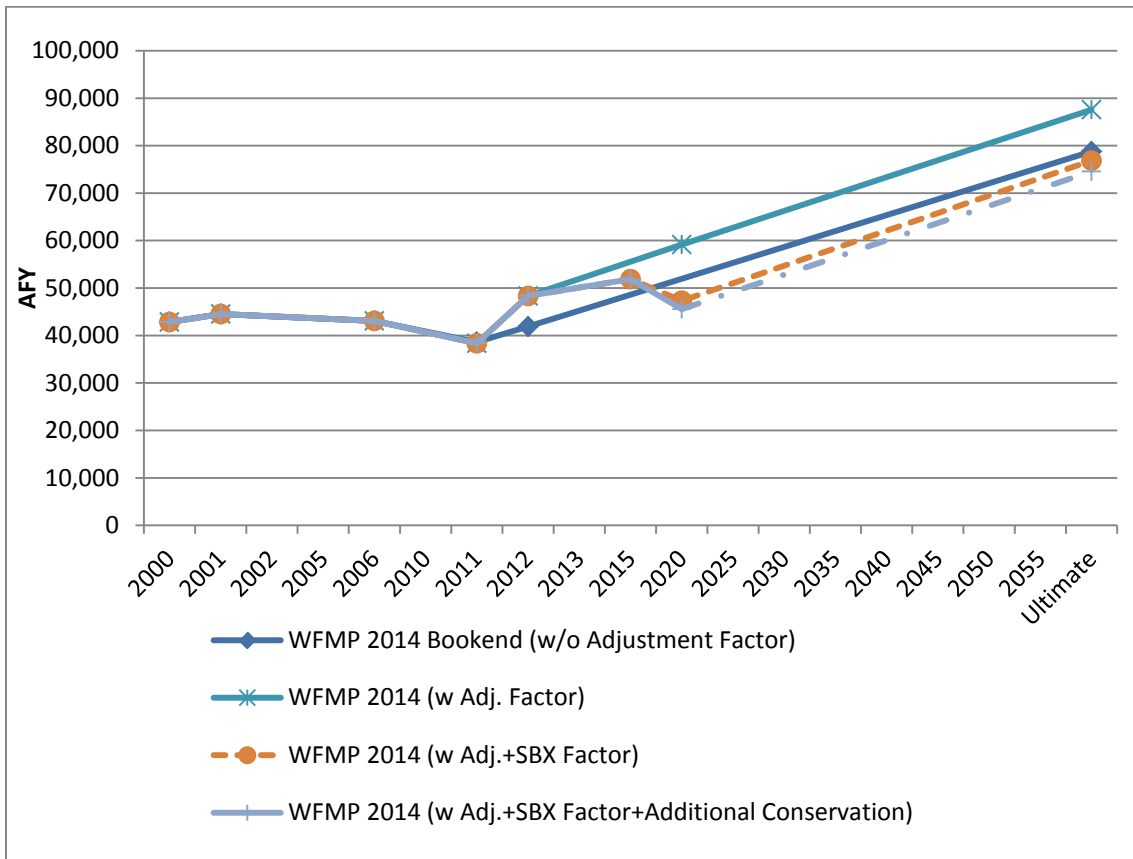


Figure 4-4: SBMWD Demand Projections with Additional Conservation

Notes: SBx7-7 compliance targets - 10% by 2015 and 20% by 2020; Additional conservation efforts assumed to be 3%

Figure 4-5 compares the demand projection to the rate of population growth as predicted by SCAG as part of their 2013 Integrated Growth Forecasts. Together, these two factors will be instrumental in the development of the Department's water use efficiency programs.

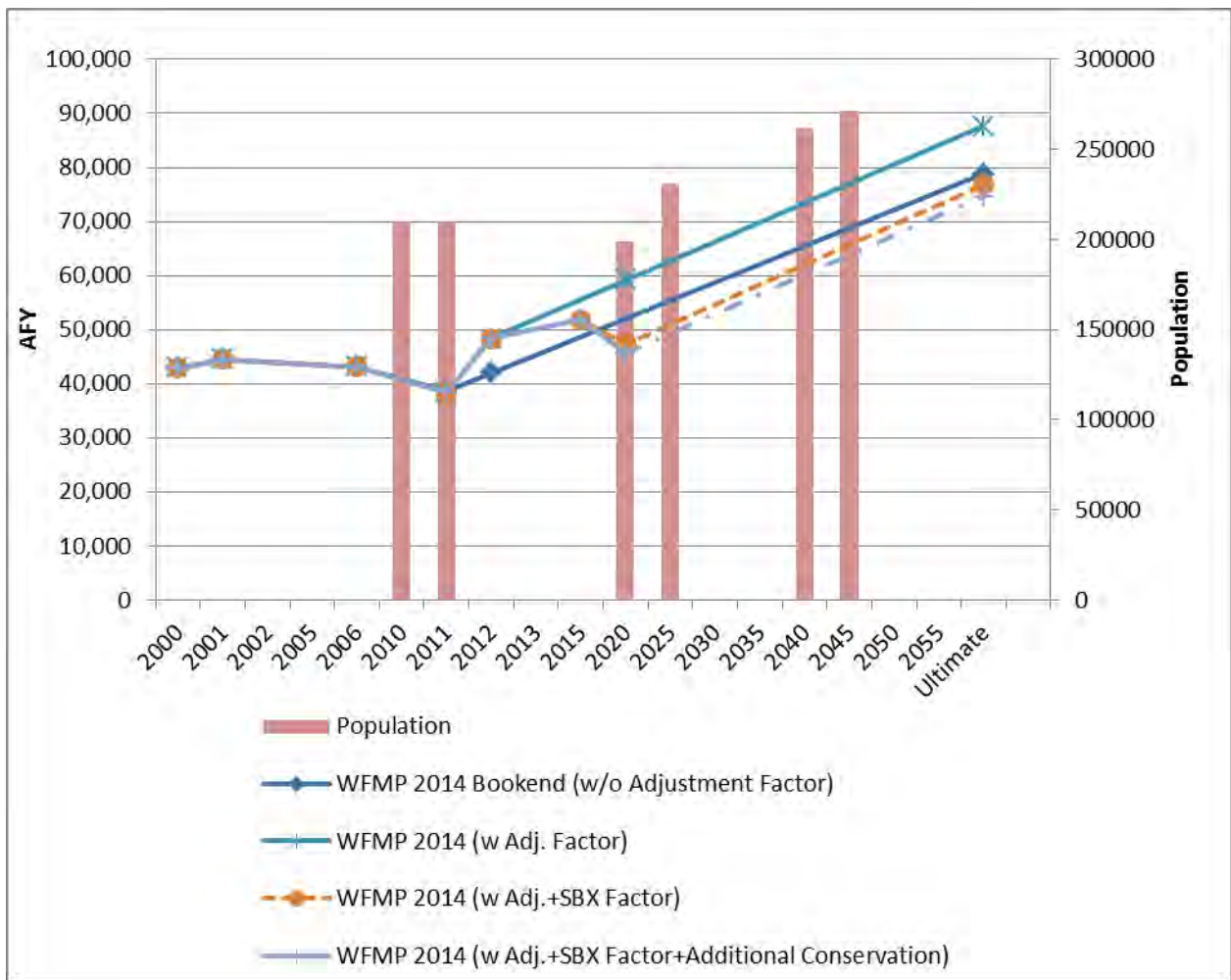


Figure 4-5: SBMWD Demand Projections to the Rate of Population Growth

4.6 Water Use Efficiency Programs

In recent years, water conservation has become an increasingly important factor in water supply planning in California. Demand Management Measures (DMMs) are programs and activities through which a water supplier can communicate with their customers to encourage and incentivize water conservation. About 14 DMMs have been identified by the Urban Water Management Plan Act that can be evaluated for planning purposes. For DMMs being implemented or scheduled to be implemented within the next five years for a given agency, information on DMM description, steps necessary for implementation, schedule and cost saving estimate are important parameters required by Water Code Section 10631(f). Some examples of such DMMs being implemented or scheduled for implementation by the Department include conservation coordinator, water waste prevention, water loss control, metering with commodity rates for all new connections and retrofit of existing connections, retail conservation pricing, public information programs, school education programs, water sense specification for residential development.

Additionally, details pertaining to economic/non-economic factors, cost benefit analysis, funding strategy, etc. are a few parameters required for non-scheduled DMMs which are identified for planning purposes. These include residential assistance program and landscape water surveys, high-efficiency clothes washers (HECWs), WaterSense Specification (WSS) toilets, Commercial, Industrial, and Institutional (CII) DMMs, large landscape, etc.

4.6.1 SBMWD's DMM Programs and Implementation (UWMP 2010)

Because the recycled water program based on the UWMP is still in the planning stages and not anticipated to start until about 2018, SBMWD has undertaken additional potable water conservation actions to ensure compliance with SBX7-7. These actions will focus on indoor and outdoor water conservation measures for residential and commercial, industrial, and CII consumers. Components of the plan include DMM, consumer education programs, and advertising efforts. A description of these follows below.

4.6.1.1 Rebates

SBMWD offers rebates to both residential and CII customers, although the application process is different for the two groups of customers. Rebates are for indoor and outdoor appliances and fixtures that will help consumers use less water while maintaining their standard of living or operations. For applicants from either group to qualify, the applicant must be a SBMWD water customer or property owner and install the rebated appliance or fixture in the SBMWD service area. SBMWD randomly visits each customer location to confirm the installation of the rebated appliances.

4.6.1.2 Residential Rebates for Fiscal Year 2011-2014

The rebates listed below are for residential customers only and are contingent upon budget approval for each year. SBMWD annually budgets about \$25,000 for rebates; this amount is assigned to the rebate program collectively so that no one rebate category may go unfunded while another category is underutilized. Below are some of the rebate programs currently in effect:

- **High-efficiency toilets:** SBMWD offers an \$85 rebate for the purchase and installation of toilets that use 1.2 gallons per flush. Residential customers can receive a rebate for up to two toilets. Low-flow toilets, or toilets that use 1.6 gallons per flush, no longer qualify for a rebate.
- **High-efficiency washing machine:** SBMWD offers residential customers a \$200 rebate for the purchase and installation of a single high-efficiency washing machine. This incentive reduces the cost of such an appliance by an average of 10 percent.
- **High-efficiency dishwasher:** Residential customers are eligible for an \$85 rebate for the purchase and installation of a single high-efficiency dishwasher using no more than 5.0 gallons per cycle.
- **Low-flow showerhead:** Residential customers can qualify for a \$15 rebate for up to two low-flow shower heads.

- **Evaporative Cooler Repair Kits:** Residential customers and CII customers with residential-style evaporative coolers can qualify for a rebate for a kit to repair leaky evaporative coolers (swamp coolers). This kit consists of 8 feet of 1/4-inch tubing, a new float valve, corrosion resistant spray paint for evaporative coolers and caulking to repair the effects of corrosion and rust, replacement water retention pads, and a pamphlet explaining the use of the items. SBMWD has coordinated the creation of the kit with local hardware and home improvement stores.
- **Drought tolerant trees and shrubs:** Both residential and CII customers that have attended the Department's Water-Smart Landscaping Class can qualify for a 10 percent rebate on drought tolerant trees and shrubs. The trees and shrubs must be selected from the Department's plant list provided in the landscaping class. Attendance at the class is required to ensure that the customer has the basic knowledge to properly plant, establish, and maintain the plant to maximize water savings.
- **Irrigation controllers:** All customers can qualify for rebates for the purchase and installation of residential style electronic sprinkler controllers with 14 or fewer zones. The Department offers an \$85 rebate for weather-based controllers, a rebate of the cost of the controller up to \$65 for the first-time installation of a standard electronic controller and \$35 for the addition of a soil moisture or rain sensor.
- **High Efficiency Sprinklers:** All customers can qualify for a 20 percent rebate for the purchase and installation of high-efficiency sprinkler nozzles similar to the Rain Bird U-series sprinkler nozzle. This rebate is for the nozzle only and does not include the entire sprinkler head or housing.
- **Household Water Conservation Kit:** SBMWD offers residents a free water conservation kit to residential customers. The kit includes a low-flow showerhead, a low-flow aerator for both a kitchen and a bathroom sink, a shower timer, and two toilet leak-detection dye tablets.

4.6.1.3 Commercial, Industrial, and Institutional (CII) Customer Rebates

CII customers may qualify for the above rebates, but the application process is conducted on a case-by-case basis. In this way, rebate packages can be tailored to the CII applicant and other Department and non-Department resources may be used. This will prevent a single CII customer from depleting the rebate budget and defeating one of the goals of the rebate program: encouraging water conservation across all demographics of the service area's population.

4.6.1.4 Conservation Practices Audits

A number of non-structural programs are in place to help with educating the customers about the importance and need for conservation. Some of these adopted by the Department are listed below:

- **Water Audits:** SBWMD's water audit, offered upon request, is designed to help customers better understand how they are using their water and to help them make decisions about how to save water and money on their water bill.

- **Residential Water Audit:** The water audit begins with a review of customer's water use history and a calculation of seasonal averages for the last five years. The "auditor" reviews the historical data with the resident and helps the resident discover the basics of water consumption (size of the home, age of the fixtures, number of occupants, and landscaping factors) and water use behavior (number of showers taken each day, number of times the toilet is flushed, etc.). This information is combined on a worksheet to estimate how much water is used in the activities listed so the resident can decide how to save water. The auditor uses water billing data to perform a follow-up audit after 6, 12, and 18 months to assess if water consumption behavior has changed. Based on the amount of water saved, SBMWD may present certificates of achievement and conduct interviews to learn what changes were made and how the changes affected the resident. This information may be used in advertisements and educational events, with the residents' approval.
- **Commercial Water Audits:** Water audits for CII customers follow a similar procedure but are altered based on the nature of the business. For example, restaurants and food handling businesses use a set of evaluation criteria that reflects both general water usage and behaviors specific to the food industry. Similar steps are used to identify the special needs of schools, gyms, and sports facilities. Additionally, special attention is given to the evaporative cooling systems found in large buildings. A site visit and an assessment of landscaping for both residential and CII customers will accompany the water audit. Recommendations are made to show the customer how water can be saved in the landscaping using water-smart landscaping techniques, plants, and irrigation systems.

4.6.1.5 Water-Smart Landscaping

- **Water-Smart Landscaping Class:** SBMWD offers a 3-hour water-smart landscaping class for both residential and commercial customers. This class focuses on the basics of landscape design, water-smart irrigation techniques and technology, and drought tolerant plant selection. Successful students are invited to send photos of their work for use as success stories in SBMWD's public outreach programs.
- **Qualified Water Efficient Landscaper (QWEL) Program:** This program provides over twenty hours of training and educational materials designed to teach professional landscapers improved techniques for water management in landscaping. QWEL provides all of the class material; the first class is adjusted to reflect local information about SBMWD while the balance of training may not be changed. Participation in the program requires partnership with "WaterSense" and authorizes the use of that label in conjunction with this program.

4.6.1.6 Public Education

- **School Programs:** Using tours of SBMWD facilities and guest speaking opportunities, SBMWD presents the water conservation message from a local perspective covering topics that include the water-cycle and our impact on it, treatment methods for drinking water, wastewater treatment, and water reclamation/recycling. SBMWD actively seeks opportunities to speak at elementary and secondary schools, local colleges, and civic/youth group meetings in and around the SBMWD's service area.

- **Water Conservation Webpages:** SBMWD's website includes pages dedicated to water conservation to reinforce the concepts taught in the water-smart landscaping class, provide indoor water conservation tips, offer links to instructions for repairing a leaky toilet, replacing a toilet, and other do-it-yourself water-saving household repairs. Included is a page that helps residential customers perform a water-use self-audit with corresponding comments for improvements.
- **Outdoor Advertising:** SBMWD advertises water conservation messages and encourages the use of SBMWD programs through local newspapers, radio, local billboards, and signage on buses, as well as SBMWD videos on the City's cable channel. Advertising reminds the public about the rebate and education programs and encourages them to conserve water while offering water conservation tips.
- **Inland Empire Garden Friendly Association:** This is an association of water wholesalers and retailers along with corporate sponsors, such as the Home Depot, Toro, Rain Bird, and DIG Corp, to present free "Water-Wise" Workshops that cover landscaping techniques and plant selection. Material at the event shows the Department's logo and seal, reminding the participants that the Department is helping local customers conserve water.

In addition to the above programs, there are a number of non-scheduled DMMs available to the Department. Based on the Department's policy decision and level of effort associated with the implementation of the above measures, the Department can position itself for meeting the UWMP water use efficiency targets. While adopting additional conservation programs may further reduced potable water usage, a 3% reduction is assumed in this planning effort. The quantity of these additional savings and timing will be based on the Department's approach to balancing the investment in permanent water system infrastructure with the level/funding of conservation programs or non-potable supply alternatives. These should be further investigated in detail as part of the UWMP update scheduled in the next couple of years.