

DWA News

DESERT WATER  SPRING 2016

Let's make every drop count!

Dear DWA Customers,



It is my pleasure to introduce myself to you as the new general manager of Desert Water Agency. After being part of DWA and our community for more than twenty years, I'm looking forward to leading our agency and serving our community in this new role.

Dave Luker, our previous general manager, was a true trailblazer in our field, and I am humbled by the opportunity to further his work. Dave has retired, but our community will continue to benefit from his leadership as the innovative policies and programs he brought to our region will have lasting impacts, sustaining our water resources for our kids and grandkids. I will apply the same long-term approach as I continue working with our Board of Directors and agency staff to manage our water supplies.

I am no stranger to the exciting challenges that come with managing our community's water resources – continuing to sustainably manage our region's groundwater basin while navigating the ongoing water supply challenges California is facing during this unprecedented drought. Before joining DWA more than two decades ago, I helped design and build out the agency's system as an engineer for Krieger & Stewart. This included assisting in the development of our region's cutting edge approach to groundwater management, which has become a model for programs nationwide.

With support from our agency's dedicated and knowledgeable staff, I plan to focus on the following objectives during the next few years ahead:

- ✓ Continue to carefully monitor and replenish our region's groundwater supplies to ensure our valley will have a sustainable, high-quality water supply for decades to come
- ✓ Expand our community's commitment to efficient water use through outreach and enforcement
- ✓ Remain committed to innovation when looking at potential opportunities to expand our supply and services
- ✓ Engage in statewide policy decisions that will improve the reliability of our region's water supplies

It is with this in mind that I hope you are as excited as I am about the changes that are happening at DWA. Our customers truly play a valuable role in the careful management of our region's water supply. Every gallon saved is another gallon invested.

Yours in service,

Mark A. Krause

Mark Krause

Regional Water Rates Forum



At the April 20 forum, DWA joins key stakeholders and opinion leaders to discuss current operating challenges facing water agencies around the state. Many water agencies need to make investments in securing aging infrastructure, and delaying these investments for too long could force more costly repairs in the long run. To fund needed capital investments and infrastructure upgrades, water agencies throughout the state are turning to rate adjustments and higher fixed costs. The Regional Water Rates Forum, sponsored by CV Water Counts and the University of California-Riverside at Palm Desert, features several expert panelists speaking more in-depth on the issue:

- **Kathy Tiegs**, President, Association of California Water Agencies
- **Adam Probolsky**, Chairman and CEO, Probolsky Research
- **Ken Baerenklau**, Professor of Environmental Economics & Policy, University of California-Riverside

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Contact Ashley Metzger at Ashley@dwa.org

Safeguarding Our Water Supply



Californians, even during non-drought years, receive far less rain and snow per capita than our fellow Americans. For that reason, we have to be better at capturing, storing, transporting and maximizing imported water supplies. Over the next several months, DWA staff will engage with state and federal leaders on advancing California WaterFix, a plan to address the vulnerabilities in our statewide water system to ensure we are securing our water supply and economy for years to come. DWA will keep our customers informed on the project.

ONE-PS Picnic and Community Expo

DWA had another great year at the ONE-PS Ninth Annual Picnic and Community Expo. This was a great opportunity for our team to connect with Palm Springs residents and share conservation resources.



Board of Directors

- James Cioffi: President
- Joseph K. Stuart: Vice President
- Kristin Bloomer: Secretary/Treasurer
- Patricia G. Oygar: Director
- Craig Ewing: Director

Water Waste Enforcement



Over the past few months, we've seen drought fatigue spread throughout California. Not only is DWA short of our new, lower conservation mandate (32%), but El Niño has not lived up to its much-anticipated expectations. DWA's Board of Directors carefully weighed potential options to determine the best path toward increased conservation in the community.

On March 1, 2016, our Board took formal action to enhance enforcement of the agency's mandatory water use restrictions by adopting an ordinance outlining the following plan:

- Fining customers who fail to follow the water use prohibitions and restrictions;
- Devoting more agency staff time to water waste enforcement;
- Increasing the number of agency representatives authorized to issue water waste violations;
- Marking agency vehicles with water efficiency enforcement decals; and
- Reaching out to high water use customers.

Our agency is taking water waste very seriously, and we believe that the majority of our customers are as well. For those who have taken steps to comply with the mandatory restrictions, it must be frustrating to see neighbors' sprinklers running in the middle of the day.

Our customers must conserve more to achieve the state's conservation mandate of 32%. But, rather than asking all of our customers to do more or adding more mandatory water use restrictions, we want to make sure that everyone is following the restrictions that are already in place. Increasing enforcement will help to hold our entire community responsible for efficient water use.

DWA has been working hard for the past ten months to ensure that our community is aware of the restrictions in place. We hope that through this action, DWA customers will work collectively to achieve conservation during the months ahead.

The next time you spot water waste, remember you can report it via DWA's report water waste app, available through the App Store or Google Play.

For more information on DWA's mandatory water use restrictions, please visit www.dwa.org/restrictions.



VIOLATION
\$50 single-family residents
\$100 all other customers



VIOLATION
\$100 single-family residents
\$200 all other customers



VIOLATION
(and each thereafter)
\$250 single-family residents
\$500 all other customers

Want to know more about what we're doing?

The public is always welcome at our board meetings on the first and third Tuesday of every month, beginning at 8 a.m., at DWA Operations Center, 1200 S. Gene Autry Trail, Palm Springs. To see an up-to-date schedule of all our meetings, please visit our website: www.dwa.org/news-and-events.

Contact Information

For more information, please contact: DWA Outreach & Conservation Manager Ashley Metzger at (760) 323-4971 ext. 184, or Ashley@dwa.org. For more information on DWA's conservation programs, please visit: www.dwa.org/conservation.

