



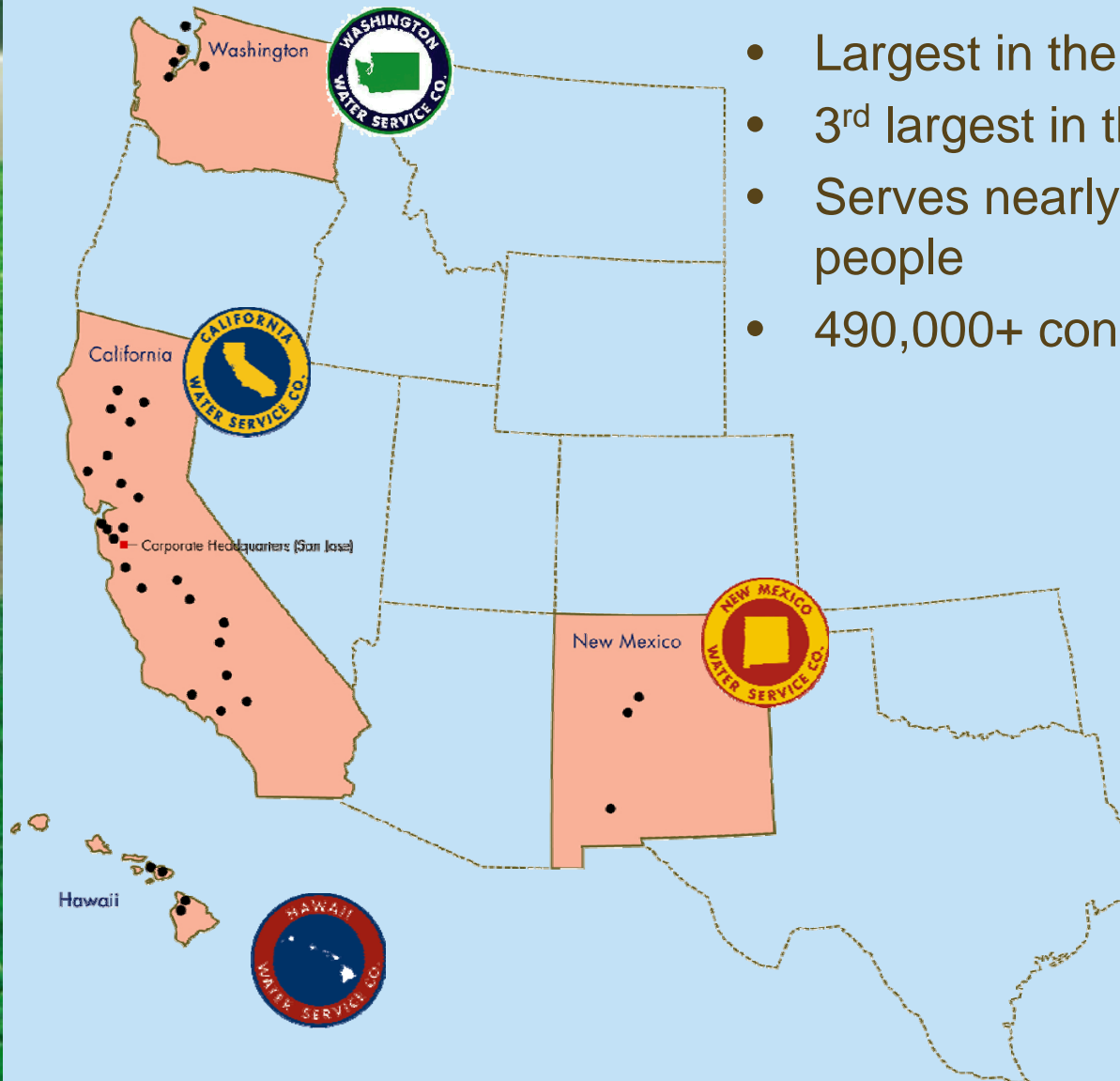
# Visalia Case Study

California Water Service Company • Visalia District  
April 16, 2009





# California Water Service Group



- Largest in the West
- 3<sup>rd</sup> largest in the U.S.
- Serves nearly 2 million people
- 490,000+ connections

# California Water Service Company

- 24 unique service areas serve all types of communities
- Each district has its own Operations and Customer Centers
- Employees are part of communities they serve





## Visalia District

- Formed in 1927 with the purchase of the Visalia Water Company
- 39,000 service connections
- System includes:
  - 465 miles of pipeline
  - 78 wells
  - 3,822 fire hydrants
  - 600,000 gallons of storage





## Conservation Rate Design

- Requested conservation rate design October 2006
- Received approval February 2008
- Implemented July 2008
- Also known as “tiered rates” and “increasing block rates”





## Conservation Rate Design

- Cost neutral for average customer
- Lower total bills for customers who use less water
- Summer incentive provided when water use is most controllable
- Significant incentives for those with higher-than-average uses





# Visalia Flat-to-Meter Conversion Program

- Mandated by Assembly Bill 2572 (Chapter 884, Statutes of 2004)
- 17,500 total conversions
- Will provide information material to customers
- Promotes wise water use and helps to ensure long-term water supply





## California Urban Water Conservation Council (CUWCC)

- Cal Water is a signatory to “Memorandum of Understanding Regarding Urban Water Conservation in California”
- Implementation monitoring provided by CUWCC
- 14 Best Management Practices (BMP) adopted by CUWCC





## Best Management Practices

- BMPs organized in five categories
  - Utility Operations
  - Education
  - Residential
  - Commercial, Industrial, and Institutional
  - Landscape
- BMP reports required every other year





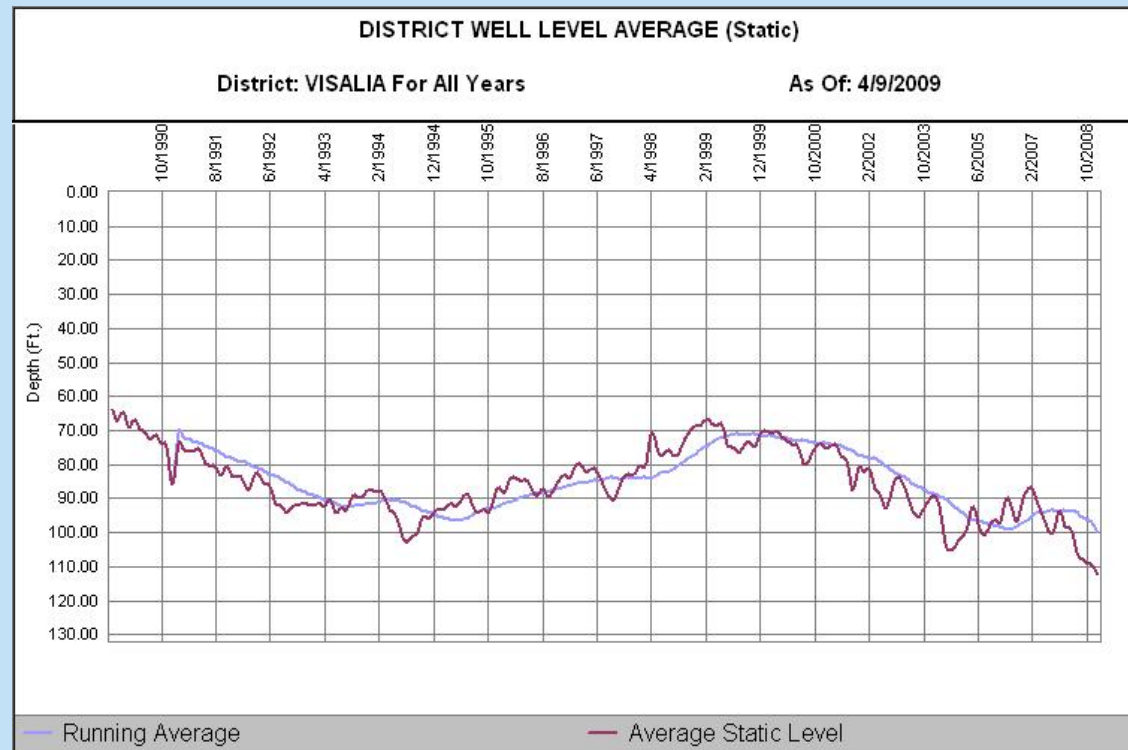
# Visalia BMP Customer Program Implementation

- BMP-02 Plumbing Retrofits
- BMP-06 Residential Washing Machine Rebates
- BMP-07 Public Information
- BMP-08 School Education
- BMP-09 Pressurized Water Broom Rebates
- BMP-09 CII High-Efficiency Urinal Rebates
- BMP-09 CII High-Efficiency Toilet Rebates
- BMP-14 Residential High-Efficiency Toilet Rebates



# Visalia Water Supply

- Sole source of water supply is groundwater





## Visalia Groundwater Mitigation Fee

- Cal Water customers pay \$14/AF
- Funding is to be used for programs and projects to address groundwater management
- On-going meetings between Cal Water, Kaweah Delta Water Conservation District, and the City of Visalia



# Lessons Learned

- Identify key issues
- Identify key stakeholders
  - Shared goals
- Communicate
- Develop plan and measurement tools
  - Scientifically based
    - Groundwater model
- Measure and adjust



Questions?

