

The Regional Water

Authority Mission:

To serve and represent regional water supply interests and to assist RWA members with protecting and enhancing the reliability, availability, affordability and quality of water resources.

Congratulations!

In October, the Ground-water Resources Association presented ARBCA/SGA with an award for significant contributions to ground-water management.

RWA Celebrates Inaugural

Nearly 150 water industry leaders and supporters in June inaugurated the Regional Water Authority at a celebration event at the North Ridge Country Club in Fair Oaks.

The result of two years of planning and workshops with more than 60 industry executives, RWA is now officially poised to implement regional-scale programs in Northern California.

“Local water agencies have the vision and the heart for their communities,” said Association of California Water Agencies Executive Director Steve Hall, the event’s keynote speaker. “You can do more collectively than individually. That’s why there is such great potential through the new Regional Water Authority. By creating a partnership, the participating agencies have placed this region at the forefront.”

First RWA Executive Committee Elected

The Regional Water Authority is pleased to announce the election of its first executive committee.

After two hours and 15 ballots, the RWA Board of Directors on September 26 elected a committee that represents a balanced cross-section of the authority’s membership: Two executive committee members are from water provider management staff, two from governing boards, one from the city, one from a contracting entity and the majority from general membership (see list on other side).

A standing committee of the board of directors, the executive committee is elected from the board’s membership. The committee is charged with coordinating and monitoring RWA staff and consultants, reviewing and approving routine business decisions and serving as a sounding board for ideas and issues on behalf of the RWA Board of Directors.

ARBCA Moves Under RWA Umbrella

Portions of the American River Basin Cooperating Agencies (ARBCA) have now moved under the Regional Water Authority umbrella of subscription-based services.

Established in 1997, ARBCA’s principal objective has been to develop equitable, cost-effective water resource management strategies for enhancing water supply reliability and operation flexibility for water users of Folsom Lake, the lower American River and the connected groundwater basin.

These efforts will continue under the Regional Water Authority, which will undertake program management and contractual responsibilities.

Event Major Sponsors

- CH2M Hill
- Lucy & Company
- Montgomery Watson Harza

Sponsors

- Bartkiewicz, Kronick & Shanahan
- Black & Veatch
- Bookman-Edmonston Engineering
- Boyle Engineering
- Brown and Caldwell
- Carmichael Water District
- Citizens Utilities
- Citrus Heights Water District
- City of Folsom
- City of Roseville
- City of Sacramento
- Ellison, Schneider & Harris
- Fair Oaks Water District
- Golden State Flow Measurement
- Groeniger & Company
- Jones & Stokes
- Kennedy/Jenks Consultants
- Malcolm Pirnie, Inc.
- McDonough, Holland & Allen
- Northridge Water District
- The Reed Group, Inc.
- San Juan Water District
- The Water Forum
- West Yost and Associates, Inc.



Jay O'Brien (right) passes the gavel to Rich Plecker.



(Clockwise from back) Rob Roscoe, Derrick Whitehead, Pauline Roccucci, Lyle Hoag, Jay O'Brien, Gary Reents, Rich Plecker, Bob Churchill (William Porter not pictured)

Introducing RWA Efficiency Manager, Charlie Pike

Twenty-five-year water veteran Charlie Pike has been named RWA’s Water Efficiency Manager. In his new role, Pike will develop a water efficiency program designed to help ensure an uninterrupted water supply in the region while helping to ensure that the water conservation provisions of the Water Forum Agreement are implemented on schedule.



“Promoting more efficient use of water on a regional scale is one of our core programs, and we are fortunate to have someone of Charlie’s caliber leading the effort,” said Ed Winkler, RWA Executive Director.

Executive Director's Corner

Congratulations to the RWA Board of Directors and all local water leaders who stayed the course in developing the Regional Water Authority and its vision. Your hard work is paying off, and I am pleased to report the following progress:

- Eighteen member agencies signed the joint powers agreement that created RWA.
- RWA board leadership was elected.
- More than \$900,000 in state/federal grant funding was awarded to regional programs/projects.
- Charlie Pike was appointed to manage the Regional Water Use Efficiency Program.
- A regional conjunctive use program is taking shape from groundwork laid by the American River Basin Cooperating Agencies.
- The first subscription-based program, a summer ad campaign, received wide support.

The RWA is off to an auspicious beginning, and I believe many good things are on the horizon. There are huge outside partnership opportunities available in the coming months and years. Of particular note is the DWR Proposition 13 grant disbursement program, which will award approximately \$200 million for qualifying conjunctive use-related projects over the next two years. I believe the formation of RWA puts our region in a much better position to compete statewide for a portion of this funding.

Regarding issues of national concern, we have all been deeply affected by the tragic events of September 11. This is a time for the water community, along with the rest of our country, to re-think priorities such as security at our various facilities to ensure the safety of public water supplies. The RWA stands ready to assist where needed in this as well as other future challenges as we move to fulfill the RWA mission.



Regional Water Authority
BUILDING ALLIANCES IN NORTHERN CALIFORNIA

5620 Birdcage Street, Suite 180
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Advertising the Water-Energy Connection

The Regional Water Authority in June launched its first subscription-based program — a \$90,000 advertising campaign to promote a “saving water saves energy” message throughout the Sacramento region. RWA crafted water-energy messages that asked customers to water outdoors only from midnight to 10 a.m. and stop using water during rolling blackouts.



Thanks to 15 sponsors who supported the campaign, RWA was able to:

- Place ads in all seven zones of *Sacramento Bee* “Neighbors.”
- Create radio spots that aired on an 18-station rotation in conjunction with traffic reports.
- Produce a 30-second television commercial that aired on channels 3 (NBC), 10 (ABC) and 31 (UPN).

Water providers and water-related agencies supported the campaign through voluntary contributions based on the number of water connections, up to a maximum of \$30,000.

RWA thanks the following contributors for helping avert a potential crisis:

Arcade Water District
Carmichael Water District
Citizens Utilities Companies
Citrus Heights Water District
City of Folsom
City of Sacramento
City/County Office of Metropolitan Water Planning (Water Forum)
Del Paso Manor Water District
Fair Oaks Water District
Northridge Water District
Orange Vale Water Company
Rancho Murieta Community Services District
Rio Linda/Elverta Community Water District
San Juan Water District
Sacramento County Regional Sanitation District

What's In a Name?

The Sacramento North Area Groundwater Management Authority (SNAGMA) has a new name. In October, SNAGMA officially became the Sacramento Groundwater Authority (SGA). Be assured that although the name has changed, SGA's mission remains the same — to facilitate the long-term sustainability, quality and management of the Sacramento north area groundwater basin.

New Executive Committee

Rich Plecker (chair), general manager, Fair Oaks Water District
Gary Reents (vice chair), engineering services manager, City of Sacramento
Lyle Hoag, board member, San Juan Water District
Bob Churchill, general manager, Citrus Heights Water District
William Porter, board member, Northridge Water District
Derrick Whitehead, environmental utility director, City of Roseville
Pauline Rocucci, board member, Placer County Water Agency
Jay O'Brien, board member, Rio Linda/Elverta Community Water District
Rob Roscoe, v.p./general manager, Citizens Utilities

New Board of Directors

Arcade Water District:

James Williams and Paula Hodge

Carmichael Water District:

Sanford Kozlen and LaNell Little

Citizens Utilities:

Rob Roscoe and Rob Watson

Citrus Heights Water District:

Joseph Dion and Bob Churchill

Del Paso Manor Water District:

John Downing and Roger Nelson

Fair Oaks Water District:

Joe Plant and Rich Plecker

Florin Resource Conservation District (EGWW):

Harry Riebe and Mike Kenny

City of Folsom:

Kerri Howell and Gordon Tornberg

Fruitridge Vista Water Co.:

Robert Cook, Jr. and Robert Cook, Sr.

Northridge Water District:

William Porter and Dewight Kramer

Orange Vale Water Company:

Robert Moeszinger and Sharon Wilcox

Placer County Water Agency:

Pauline Rocucci and Dave Breninger

Rancho Murieta CSD:

Wayne Kuntz and Ed Crouse

Roseville, city of:

Richard Rocucci and Derrick Whitehead

Rio Linda/Elverta CWD:

Jay O'Brien and Jerry Wickham

Sacramento, city of:

Sandy Sheedy and Gary Reents

San Juan Water District:

Lyle Hoag and Jim English

Southern California Water Company:

Jim Carson and Ernie Gisler

