

**Watering is NOW LIMITED to ONE DAY A WEEK**



# WATERLINES

*Fall 2015*



## **YLWD Receives Prestigious District of Distinction Award**

The Special District Leadership Foundation (SDLF) has recognized YLWD as a "District of Distinction." The District of Distinction recognition is awarded to districts that display achievements in the areas of governance, transparency, finances, and board conduct.

District of Distinction recognition is among California's most prestigious government honors. SDLF carefully evaluates District of Distinction status every two years to ensure continued dedication to maintaining standards of excellence in financial audits, policies and procedures, and training received by directors and executive staff.

SDLF also presented YLWD with the District Transparency Certificate of Excellence. The certificate program, achievement of which is a District of Distinction prerequisite, promotes transparency in the operations and governance of special districts. Eligibility is established by completing certain requirements such as conducting ethics training for all board members, filing financial transactions and compensation reports to the State Controller in a timely manner, and maintaining website requirements intended to readily provide information to the public like board agendas, board meeting minutes, the current budget, and the most recent financial audit.

"Public agencies throughout the state are challenged with practicing responsible fiscal management and governance in an increasingly complex and heavily regulated environment, which is no small task," said GM Marc Marcantonio. "Being named a District of Distinction demonstrates to our ratepayers that YLWD practices sound fiscal management and embraces transparent policies throughout all areas of district operations."





# WATERLINES



Much has been made of the recent rate adjustments the District was forced to implement after the State mandated a 36% cut for YLWD. No one is happy about it. WE are not happy about it. Nor are we comfortable with the rapid timeline by which we had to work under.

This past March, as we were preparing for a much smaller gradual shift in our rates, a yearlong communications program was part of our original plan – A plan that was predicated on forecasted 15% conservation. Unfortunately, when the Governor flipped the switch and handed us a 36% mandate, overnight, we no longer had the luxury of time.

Understandably, people are frustrated by the sudden and significant change. It would have taken nearly a year to thoroughly explain the complexities of the situation we've been thrust into and why the rate shift had to happen.

You turn on the tap and safe water comes out. With all of life's challenges, not many have exposure to the complexities involved, nor do they care as long as water flows from the faucet, and wastewater is removed. However, it's not that simple.

No two agencies are identical. Every water provider has exclusive factors that can affect their costs of providing service. Pumping costs, treatment costs, age of infrastructure, zoning, mixture of residential, commercial, agriculture, industrial, and institutional uses, and topography and elevation are all dynamics that can vary dramatically between agencies that might even border one another.

YLWD has one of the most elaborate and robust local water delivery systems in the region. Our well trained and professional staff works around the clock to protect your health and safety and nearly \$800 million worth of critical infrastructure that many people do not realize even exists because much of it is underground, out of sight. We are not like other water agencies with geysers blowing from water mains, almost weekly on the evening news. We are not like cities with hundreds of thousands of connections in high density neighborhoods (with tiny yards) and millions in tax dollars. We are not like some of the other districts in the region with a half billion dollars sitting in the bank, due to other investments and revenue streams.

However, one thing is consistent with all water providers. Most of the costs of running a water system do not decrease when we conserve water. In fact, the only parts of the operating budget that run parallel with the amount of water used (other than the amount of water purchased and sold) are the costs of the treatment chemicals and the energy needed to push water through the pipes — costs that typically account for less than five percent of the overall budget.

For 106 years, YLWD was happy to have you use as much water as you wanted. Large lots utilized plenty of water and the people who gladly turned on those sprinklers kept everyone's water rates very low. The problem is, that created a mistaken notion that water is a commodity rather than a fixed-price service. Your water and sewer bill pays the cost of providing this service. Our business of delivering water to your property, and removing your wastewater to protect public health and public safety does not slow down with less water going through our pipes. In fact, because our system was designed to deliver large quantities of water, conservation actually makes protecting water quality more challenging.

Unlike a sales driven business, we can't discontinue a product line or cut a service to make up for lost revenue. Which neighborhood should go without water or sewer service? What water samples should we not take? What hydrants should we not service? What water mains or leaks should we not fix? Whose calls should we not answer? Obviously, that can't happen.

As you can imagine the phones are ringing off the hook here at YLWD. Some have asked why their bill was lower in spite of the new rates. The answer is; the increase to the basic service charge was offset by your conservation efforts.

Others have not been kind. Sad to say, we have recently lost employees because the public hostility became too much. Having returned to Orange County just a year ago, I looked forward to using my 40 years of public service experience to the benefit of the Land of Gracious Living. I have to admit I did not face this much animosity and personal attacks while wearing my Army Uniform on my University campus during the Vietnam War. If some feel it helps the community to criticize the General Manager, so be it; but I assure you it is not helpful to attack the employees. The vast majority of YLWD employees travel many miles to work every day, to serve you. They travel those distances because they cannot afford to live in Orange County, let alone in Yorba Linda. I am extremely proud of the District's dedicated work force for carrying out the mission of the Water District in the face of adversity. The employees do not deserve the treatment they have received from the very vocal minority. The employees did not create this situation. They did not create this drought. They did not order a 36% conservation mandate or order penalties for watering your lawn during this drought emergency.

I have heard the accusations against the Board, myself, and the staff. Everyone has a right to believe what they want, and persuade others as they wish. As public officials and as a public agency it is not always legally possible to set the record straight in the public court of opinion. Instead we provide the facts in our mailings like this, and especially on our website. Despite claims to the contrary, we take our public service role seriously and transparently. But don't just take our word for it. The article on the front page of this mailing serves as proof of this agency's dedication to sound responsible financial stewardship and transparent governance.

We realize that most customers understand the urgency and necessity of the shift in our business model. Hopefully in time, others will come to appreciate that this was indeed the only responsible course of action for the District.

**Marc Marcantonio, General Manager**

# How Does the Rate Change Affect My Bill?

**YL** YORBA LINDA WATER DISTRICT  
1717 E. Miraloma Avenue  
Placentia, CA 92870

**STATEMENT OF SERVICES**

**Account Summary**

Customer Name: JOHN DOE  
Account No: 900000-123456  
Current Charges Due: 12/30/2013  
Billing Date: 12/03/2013  
Billing Period: 10/21/2013 to 11/11/2013  
No. of Days: 30  
Service Address: 1717 E. Miraloma Ave  
Route Number: 21

**Billing Details**

Previous Bill 10/27/2013 60.17  
Payment 11/17/2013 - Thank you! -60.17  
Balance Current Billing: 0.00

1 Inch Meter Basic Service Charge 16.77  
Water Charge (25 Units @ 2.7/Unit) 67.50

Total Current Charges 84.27  
Total Amount Due 84.27  
Auto-Pay. Your Auto-Pay is scheduled for 12/24/2013.  
This is your Final Bill

**OLD**

**YL** YORBA LINDA WATER DISTRICT  
1717 E. Miraloma Avenue  
Placentia, CA 92870

Phone (714) 701-3000  
Website: www.ylwd.com  
Fax (714) 701-3058

**STATEMENT OF SERVICES**

**Account Summary**

Customer Name: JOHN DOE  
Account No: 900000-123456  
Current Charges Due: 12/17/2015  
Billing Date: 11/17/2015  
Billing Period: 10/11/2015 to 11/11/2015  
No. of Days: 30  
Service Address: 1234 MAIN ST.  
Route Number: 21

**Water Usage**

Meter Number: 12345678  
Previous Read: 65  
Current Read: 82  
Current Usage (units\*): 16

Average gallons/day: 398.93  
Average units/day: 0.53

**Consumption Analysis Historical vs. Current**

	JUL	AUG	SEP	OCT	NOV	DEC
2013 Usage	25	25	25	25	25	
	16	16	16	16	16	
	-9	-9	-9	-9	-9	
	6%	-36%	-36%	-36%	-36%	

N/A - No Historical Data Available  
\*\*Negative % indicates a reduction in consumption

**Billing Details**

Previous Bill 10/10/2015 60.17  
Payment 10/20/2015 - Thank you! -60.17  
Balance 0.00

Current Billing:  
1 Inch Meter Basic Service Charge 41.57  
Water Charge (16 Units @ 2.7/Unit) 43.20  
No Penalty - Thank you for Conserving!

Total Current Charges 84.77  
Total Amount Due 84.77  
Auto-Pay. Your Auto-Pay is scheduled for 12/16/2015.  
This is your Final Bill

**NEW**

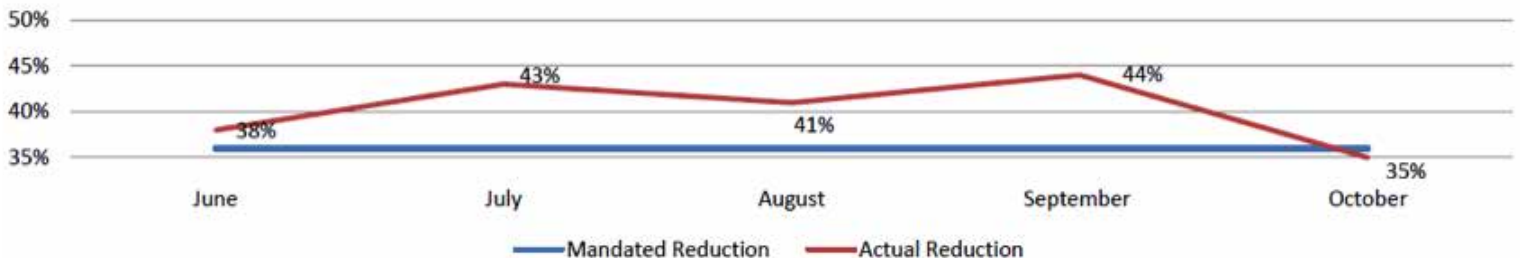
**Special Message**

Due to the District-wide 36% mandated reduction imposed by the State Water Resources Control Board, we are providing customers with consumption data from calendar year 2013. This data is for **informational purposes only**. Use this data to help monitor your individual water usage. Please visit [www.ylwd.com](http://www.ylwd.com) regularly, for the latest water news and drought information. Thank you for doing your part.

**purposes only.** Use this data to help monitor your individual water usage. Please visit [www.ylwd.com](http://www.ylwd.com) regularly, for the latest water news and drought information. Thank you for doing your part.

As you can see, if customers achieve the State mandated conservation, the average bill total does not change much.

## Yorba Linda Water District Conservation Report Card



Thank you for conserving during the summer! We met our goal in June, July, August, and September. Unfortunately, we missed the mark in the month of October by 1%. It will only get tougher in the months ahead. Remember, watering is limited to one day a week until April.





*Independent, Trusted and Reliable  
Service for more than 100 Years*

1717 E. Miraloma Ave., Placentia, CA 92870  
(714) 701-3000 | www.YLWD.com

## Stage 3 Conservation Ordinance Watering Days

November - March	
Odd Numbered Addresses	Monday
Even Numbered Addresses	Saturday

\*Watering is prohibited during the hours of 9 a.m. – 6 p.m. Watering during these times are subject to water conservation violations.

\*Odd and even numbered addresses are determined by the last digit of an address.

## Brown Grass Isn't Always Dead Grass

### Did you know some grass goes dormant in the cooler seasons?

By now, your grass may look thin, dry and brown. While your grass may appear dead, the crown remains alive. Dormant grass will turn green again with significant rain fall.

There are two types of season grasses – warm and cool season grass. Warm season grasses go dormant during cooler weather, when soil temperatures drop below 55 degrees Fahrenheit. Cool season grass goes dormant in at cold and freezing weather, when soil temperatures drop below 45-55 degrees. Irrigating your yard once a week should be sufficient for maintaining the grass during dormancy. So, with a little help from Mother Nature, our landscapes could come back to life this spring.

#### Warm Season Grasses:

- Bermuda grass
- Zoysia grass
- St. Augustine grass
- Bahia grass
- Centipede grass
- Buffalo grass

#### Cool Season Grasses:

- Bluegrasses
- Fescues
- Ryegrasses

## BOARD OF DIRECTORS

PRESIDENT  
Ric Collett

VICE PRESIDENT  
Michael J. Beverage

DIRECTORS  
Phil Hawkins  
Bob Kiley  
Gary Melton

GENERAL MANAGER  
Marc Marcantonio

## WE WELCOME YOUR COMMENTS!

YLWD PUBLIC AFFAIRS  
PublicAffairs@ylwd.com  
(714) 701-3000  
twitter.com/ylwd



### OUR MISSION

Yorba Linda Water District will provide reliable, high quality water and sewer services in an environmentally responsible manner, while maintaining an economical cost and unparalleled customer service to our community.

### OUR VISION

Yorba Linda Water District will become the leading, innovative and efficient source for high quality reliable services.