



San Francisco Water Power Sewer

Services of the San Francisco Public Utilities Commission

525 Golden Gate Avenue, 13th Floor
San Francisco, CA 94102
T 415.554.3155
F 415.554.3161

San Francisco Public Utilities Commission Citizens' Advisory Committee Water Subcommittee

MEETING MINUTES

Tuesday, June 23, 2026

5:30 p.m. – 7:00 p.m.

525 Golden Gate Ave., 3rd Floor Tuolumne Conference Room

Members of the public may observe and participate via Zoom virtual conference software.

Zoom Recording:

https://sfwater.zoom.us/rec/share/qOzC1OEnwkpUY49R-yPm4tR1rmEGJnlxOZoOyK8hywXVopbHutSsS2ilW2uUSZCv.eJy3YPt_5bsLDgfw

Meeting Passcode:

357694

Mission: The Water Subcommittee reviews water supply system reliability, water conservation, recycling, regional cooperation efforts, and other relevant plans and policies.

([Admin Code 5.140-142](#))

Members:

Aaron Hebert (Chair) (D9)	Jennifer Clary (D11)	Katie Zheng (M-Large Water User)
Douglas Jacuzzi (D4)	Thomas Smegal (M-Reg'l Water Customers)	Sarah Atkinson (M-Enviro. Org)

D = District Supervisor appointed, M = Mayoral appointed, B = Board President appointed

Staff Liaisons: Lexus Moncrease and Lupita Garcia

Staff Email for Public Comment: cac@sfwater.org

ORDER OF BUSINESS

1. Call to order and roll call at 5:37 pm

Present (5): Hebert, Clary, Zheng, Jacuzzi, Smegal

Absent (1): Atkinson

Staff/Presenters: Julie Ortiz

Daniel Lurie
Mayor

Joshua Arce
President

Stephen E. Leveroni
Vice President

Avni Jamdar
Commissioner

Kate H. Stacy
Commissioner

Meghan Thurlow
Commissioner

Dennis J. Herrera
General Manager

2. Approve March 24, 2026, Meeting Minutes

A motion was made (Clary) and seconded (Jacuzzi) to approve the March 24, 2026, meeting minutes.

The minutes were approved by the following vote:

AYES (5): Hebert, Clary, Zheng, Jacuzzi, Smegal

NOES (0):

ABSENT (1): Atkinson

Public Comment: None

OUR MISSION: To provide our customers with high-quality, efficient, and reliable water, power and sewer services in a way that respects environmental and community interests and sustains the resources entrusted to our care.



3. Report from the Chair

- Chair welcomes committee members, staff, and the public

Public Comment: None

4. Public Comment: Members of the public may address the Committee on matters that are within the Committee's jurisdiction and are not on today's agenda (2 minutes per speaker)

Public Comment: None

5. Presentation and Discussion: [SFPUC 2025 Water Conservation Plan](#), Julie Ortiz, Water Conservation Manager, SFPUC

Presentation:

- SFPUC 2025 Retail Water Conservation Plan June 2026
- Purpose of the Conservation Plan
- General Approach
- Why Update the Plan?
- Conservation Goals
- Many Sources Inform our Program
- Outreach and Sources of Input
- Key Program Updates Since 2020
- Conservation Measure Evaluation
- 2025 Conservation program Measures
- Fixture Saturation Model
- Conservation Model Tracks Declining Populations of Inefficient Fixtures
- Still Some Savings Opportunities from Fixture Replacements
- And From Potential New Technologies
- Conservation Program Participation
- Participation by Customer Type
- Extensive Participation in Environmental Justice Areas
- Highest Participation Programs
- Residential Participation in Moderate & High EJ Burdened Areas
- Residential Participation Intensity by EJ Area
- Low-Income Customer Participation

Discussion:

- **Member Clary** asked if that should be an aspirational goal since the per capita water use is 41.

Staff Ortiz responded the aggregate is around 43 at least since the last fiscal year and not everyone is meeting the 43 and it is indoor and outdoor use, and this is not static so it may change.

Member Clary commented if you look at future development, there will not be a lot of home developed with landscaping and would think the number would go down.

Staff Ortiz responded we do anticipate Gallons Per Capita Per Day (GPCD) going down in the future, but this is partially to help people see where they are falling in the average and it is aimed at those who are over the goal.

- **Member Hebert** asked What GPCD stands for.
Staff Ortiz responded Gallons Per Capita Per Day and is a common metric in the water conservation world trying to assess water efficiency at a residential level.

- **Member Clary** asked if SFPUC is in compliance with the 2045 goals since they already are in compliance with 2030 and 2035 goals.

Staff Ortiz responded SFPUC reports every year for this at the end of year, and we are in compliance with volumetric goal where we considerably were under it. Some of the standard changes and become more restrictive over the years the legislation set. We are projecting compliance, but it will get stricter. There is also performance measures not tied to volumetric budget.

Member Smegal asked if this is related to the Urban Water Use Objective.

Staff Ortiz responded yes sometimes called making conservation a way of life framework.

- **Member Zheng** asked what CII stands for.

Staff Ortiz responded Commercial, Institutional and Industrial.

- **Member Clary** asked if the evaluation done by the Pacific Institute is available on the website.

Staff Ortiz responded yes.

- **Member Clary** commented San Francisco Environment (SFE) have fellows that do business visits to get them to more sustainable practices and asked if they market SFPUC programs.

Staff Ortiz responded SFPUC funds the Green Business Program and is a co-partner and works in tandem with SFE.

- **Member Clary** asked if there is aggregation of the resources.

Staff Ortiz responded yes but it is not included in this slide deck but could share it.

- **Chair Hebert** asked if feasibility is limited by outreach and participation and if SFPUC were able to increase this by 5 to 10% is the assumption that there could be more adoption of these practices.

Staff Ortiz responded feasibility was meant to be more broadly defined and customer interest is important because the question stands would customers participate and want the programs.

- **Member Clary** commented most residents are in multi-family homes who do not see their water bill.

Staff Ortiz responded of the residential use, about 2/3 are multifamily homes.

- **Member Clary** responded that single family homes are more likely to be older than the average resident and in their home for longer so that may influence the interest in participating.

- **Member Clary** asked if SFPUC has ever thought about doing a social media feed on their website considering SFPUC has many departments and programs.

Member Jacuzzi commented a search feature should also be included since this list will just get longer.

Staff Ortiz responded she will mention this to Communication staff and there are banners and currently social media posts.

Member Clary responded that the key to advertising is repetition, and people will not look for something until they need it, and current participation responses are from districts 4, 10 and 11 which are single family housing districts and fits the demographic data presented and asked if we were to focus on multifamily dwellings what would we do.

Staff Ortiz responded that some of it could be the way the poll was involved, and it is reflecting contingent of geotargeting social media. We are also upgrading the account platform to include more information, and it will be a source to also do outreach.

- **Member Clary** asked if direct install is still being offered to those in the low-income rate assistance program.

Staff Ortiz responded we do not have a direct installation program.

- **Member Clary** asked if the customers involved have special access to efficiencies.

Staff Ortiz responded we have a whole suite of other measures like free devices, free water wise evaluation, toilet rebate programs. Part of the rationale was we heavily saturated the direct install program.

- **Member Clary** commented rebate programs are essentially useless to those enrolled in the low-income assistance program and asked how SFPUC is assisting outside of the rebates.

Staff Ortiz responded there is a slide further down that breaks down participation in the programs and we do try to promote the rebates through different ways including where people shop for fixtures. There is interest in the rebate programs.

- **Chair Hebert** asked why SFPUC implemented the recommendations of 10% top residential users.

Staff Ortiz responded it was a recommendation we wanted to see and top user outreach usually happens in the summer and for residential, there may be a different approach if the top 10% starts to bleed into average use.

- **Member Clary** asked what QWEL stands for.

Staff Ortiz responded it stands for qualified water efficient landscape training.

- **Member Clary** asked where the 500 irrigation meters aside from parks and golf courses.

Staff Ortiz responded universities, schools, libraries, and large Homeowners Associations (HOAs) like Park Merced.

- **Member Jacuzzi** asked if the toilets under the rebate program are supplying 1.6 or 1.28 gallons per flush.

Staff Ortiz responded SFPUC will provide a rebate for a toilet that has a rated efficiency of 1.6 gallons per flush or higher. If it is replaced with a qualified toilet, SFPUC will rebate as low as \$100 dollars for toilets as low as 1.1 gallons per flush or \$200 for 0.8 or lower gallons per flush.

- **Member Smegal** what the overall annual budget is for conservation measures.

Staff Ortiz responded the budget for this upcoming year is approximately \$6 million dollars and this covers staff, any contracting, incentives paid out to customers.

Member Clary commented this budget has been pretty flat.

Staff Ortiz responded this has been the directive for the last few budget cycles.

- **Member Smegal** asked what the retail revenue requirement is.

Staff Ortiz responded she does not know off hand.

- **Member Clary** asked when SFPUC does a 20-year program, should we look at the first 5 years and not the full 20.

Staff Ortiz responded it is more a level of precision because to project out 25 years how many people will participate in a program, it becomes conjecture and will be less precise, and a 5-year estimate is more accurate.

- **Member Jacuzzi** asked what square footage is needed to qualify in the large landscape grant program.

Staff Ortiz responded 10,000 square feet of irrigated landscape.

Member Jacuzzi asked if there is a possibility of this number going down because it is hard to reach that requirement in San Francisco.

Staff Ortiz responded it is not intended for a two unit or single-family property. It was intended towards a larger, HOA, commercial or institutional property. SFPUC is evaluating a turf replacement program and if this were to move forward, it would not have a square footage requirement.

- **Member Smegal** asked if SFPUC provides assistance to other city departments if they were to replace the turf.

Staff Ortiz responded we do, and the large landscape grant program is open to other city departments, many of whom have sought out grants like Parks & Recreation, Department of Public Works since many irrigation facilities are government-owned.

Member Smegal asked if these need to comply by January 1, 2027.

Staff Ortiz responded yes.

- **Member Jacuzzi** asked if the rain barrel and cistern rebate program were still maxed out at \$300 and asked how it is rebated since in conversations, people do not want to seek rebate.

Staff Ortiz responded that for the cistern, the rebate is \$300 dollars and for the rain barrel it is \$100 per rain barrel. It is issued as a check from the Controller's

Office billed against SFPUC's budget. There are a few steps and paper involved in order to get the rebate.

Member Jacuzzi asked if thousands of people have specifically applied to the rain barrel and cistern rebate program.

Staff Ortiz responded no, this one is lower.

Member Smegal commented this is one of most popular programs for wholesale customers.

- **Chair Hebert** commented it sounds like this is being tracked over time and was shocked to see 2015 and 2020 and asked if there is any sense of how these things changed.

Staff Ortiz responded she does not have a chart in this slide deck. It is estimated since we are not counting every toilet, but the models can be accurate. Toilet changes have been part of a large decline in indoor water use, and this is also shown in a national study. There is over 40% decline in indoor water use due to changing to high efficiency fixtures when looking between 1999 and 2025.

- **Chair Hebert** asked what the scale is for the toilet rebate program, for example, a hundred toilets a year.

Staff Ortiz responded we have had toilet incentive programs since the late '90s and have seen steady decline in participation. The highest participation over a ten-year period was with the free toilet program when we were replacing lots of 3.5 or higher gallon per flush toilets. These were approximately 2 to 5 thousand per year. Over a 25-year period, we have replaced over 50 thousand toilets.

Member Jacuzzi asked if the SFPUC is still providing toilets or just rebating them.

Staff Ortiz responded SFPUC is just rebating.

Member Clary asked if there is a list of qualifying products.

Staff Ortiz responded yes, it needs to be water sense certified and needs to be Maximum Performance certified (MaP).

Member Jacuzzi commented he remembers taking advantage of the \$10 dollar toilet sales SFPUC used to have and while these are now replaced, he appreciates the pressure-assisted toilet.

Staff Clary commented she got her toilet replaced in 2020 and this is so much better.

- **Member Zheng** asked what a pressure-assisted toilet is.

Member Jacuzzi commented when the water fills the tank, it compresses the air above the water and it sits as compressed air, and when you flush, the air releases.

- **Member Jacuzzi** commented he sees a big magenta dot on Treasure Island and then doesn't see any more dots on the map.

Staff Ortiz responded we do have participation from Treasure Island. Right now, this map was focused on San Francisco, and we are adding in the participation

from suburban retail area, which Treasure Island falls under and Treasure Island does participate in SFPUC's rebate programs.

- **Chair Hebert** asked what "devices" are.

Staff Ortiz responded that devices are free water saving devices like shower heads, aerators, toilet taps, toilet flappers, toilet fill valves, hose nozzles. Some of these are provided for free at the Customer Service office and we have done a free give away at Southeast Community Center and field staff will give some away and install when doing the home inspections.

- **Member Clary** asked if staff could estimate how much water SFPUC saved.

Staff Ortiz responded yes but not by looking at the chart. Staff model the water savings estimate by year and in the customer sector.

- **Member Clary** asked if there are some drought plans that have some extraordinary measures that are not normally included because they can't be quantified or are more expensive.

Staff Ortiz responded in the Water Shortage Contingency Plan have a section of what we would do during the drought. It is a combination of things like messaging that can be ramped up, severity of tone, and the extent of who is being reached. We can also up the incentive amounts for programs we have a roll out new program.

Member Clary asked if this is something that has been done.

Staff Ortiz responded yes, and we would seek voluntary conservation before setting mandatory requests for budget allocations on customers and the last time this happened was for irrigation customers.

- **Member Jacuzzi** asked of the \$6 million dollar budget how much is allocated to staff and how much is allocated to direct program assistance.

Staff Ortiz responded we have 1 account within this budget which is the payout of rebates, and it is under \$3 million dollars. There are several hundred thousand dollars for free devices. Approximately under \$3 million is for staff and overhead. There is about \$500 - \$600 thousand for contractor services.

Member Jacuzzi asked how many staff work in the department.

Staff Ortiz responded there are 14 positions.

Member Jacuzzi asked if the budget is spent on an annual basis.

Staff Ortiz responded usually but we haven't on the large bucket that is for the rebates and incentives.

- **Member Jacuzzi** commented it takes a while for a leak detection alert to come from the SFPUC compared to other devices and software like Flume that can detect and alert within 45 minutes and when discussed last time, the concern was the signal would interfere with the water meters and asked why the SFPUC doesn't create a program that works similar to these other software and leak detection devices.

Staff Ortiz is very familiar with Flume since they were hired by the water research foundation, and we were working with them on the resident water study because they are easy and less expensive to put in. It is an operational restriction because currently the way our transponders are structured for advanced metering infrastructure (AMI) data, they are on the ground with wires, and the concern is something connected to the meter by a customer could damage this. SFPUC lets customers know there are other types that you can hire a plumber to install through the house pipe.

- **Member Jacuzzi** asked if there are top 3 reasons behind leaks.

Staff Ortiz responded it is toilets.

- **Member Jacuzzi** asked if there is any coordination with maintenance for upstream meter leaks.

Staff Ortiz responded we have a whole group out of the San Francisco Water Department and there are standards that we must follow to try to reduce it.

- **Member Jacuzzi** asked which golf courses are left that are not on a recycled water program.

Staff Ortiz responded that when our westside facility come online this will cover Lincoln, Fleming, Golden Gate.

- **Member Jacuzzi** asked on the Laundry to Landscape, for the kits do you require a filter for nano plastics.

Staff Ortiz responded it is a rebate now and are rebating components.

Member Clary commented that the State hasn't figured this out yet and there is no certified device.

- **Member Smegal** based on reports in the Urban Water Management Plan (UWMP) it looks like the conservation demand is relatively flat for the past 7 years and asked if staff has any thoughts given the developments that have occurred.

Staff Ortiz responded with COVID-19 more people were home and there was a period of adjustment out of this, and we are still experiencing this. The last 3 years have been hovering between 41 and 43 and we are still settling out of this. There is a certain reality of demand hardening on the indoor side and when SFPUC reports, it is indoor/outdoor demand. She anticipates there will be some decline.

Member Smegal commented in the UWMP, the goal is more drastic reduction to get it lower to 38.

Staff Ortiz responded yes and in the last fiscal year it was down to 43, however this includes indoor and outdoor. Nationally, based on a study for indoor a single-family home average is around 38.5.

Member Clary asked if this was to be split between newer and older housing, would it make an impact.

Staff Ortiz responded we have not looked at it like that yet and it is a little harder.

- **Member Clary** asked if meters are being replaced.

Staff Ortiz responded yes, the register resolution is finer on the new ones and leak alerts would be better.

- **Member Jacuzzi** asked if Artificial Intelligence (AI) would be used to read the meters to detect leak alerts.

Staff Ortiz responded it is more data management to scrub and read the data to accurately detect it rather than AI usage.

Public Comment: None

6. **Future Agenda Items and Resolutions**

Standing Subjects

- Groundwater
- Water Quality

Specific Subjects

- Resolution on Salmon Restoration Project – Adopted May 19, 2026
- Integrating Tribal Leaders into SFPUC Land Management Decisions
- State Board Water Rights
- Water Enterprise Environmental Stewardship Policy Implementation Report
- State of the Regional Water System Report – Bi-annual report
- Drought resilience: 3-year water supply update
- Water Equity and Homelessness
- Water Treatment Plant Tour
- Sunol Watershed Tour
- Capital Plan Update

Adopted Resolutions for Follow Up

- Resolution on Salmon Restoration Project adopted May 19, 2026
- Resolution in Support of a Resilient Water Supply [adopted August 17, 2021](#)
- Resolution in Support of the Southern Skyline Boulevard Ridge Trail Extension Project [adopted April 20, 2021](#)
- Resolution in Support of Interim Emergency Rate Assistance Program and Revised Community Assistance Program [adopted July 21, 2020](#)
- Resolution in Support of Improved Communications Related to the San Francisco Groundwater Supply Project [adopted August 21, 2018](#)
- Resolution in Supporting Stewardship and Public Access in the Redeveloped Lake Merced West Property [adopted in March 15, 2016](#)
- Resolution on Impacts of Drought on System Maintenance and Improvements [adopted January 19, 2016](#)

Public Comment: None

7. **Staff Report**

- Next scheduled meeting is for July 28, 2026, where we staff will be presenting a Groundwater Update.

Public Comment: None

8. **Announcements/Comments Visit sfpuc.gov/cac for final confirmation of the next meeting date.**

Public Comment: None

9. **Adjournment at 7:06 pm**

For more information concerning the agendas, minutes, and meeting information, please visit sfpuc.gov/cac. For more information concerning the CAC, please contact by email at cac@sfgov.org or by calling (415) 517-8465.

Disability Access

The following services are available on request 48 hours prior to the meeting; except for Monday meetings, for which the deadline shall be 4:00 p.m. of the last business day of the preceding week: For American sign language interpreters or the use of a reader during a meeting, a sound enhancement system, and/or alternative formats of the agenda and minutes, please contact Lexus Moncrease at (415) 517-8465 or our TTY at (415) 554-3488 to make arrangements for the accommodation. Late requests will be honored, if possible.

In order to assist the City's efforts to accommodate persons with severe allergies, environmental illnesses, multiple chemical sensitivity or related disabilities, attendees at public meetings are reminded that other attendees may be sensitive to various chemical based products. Please help the City accommodate these individuals. Individuals with chemical sensitivity or related disabilities should call our accessibility hotline at (415) 554-6789.

LANGUAGE ACCESS

Per the Language Access Ordinance (Chapter 91 of the San Francisco Administrative Code), Chinese, Spanish and or Filipino (Tagalog) interpreters will be available upon requests. Meeting Minutes may be translated, if requested, after they have been adopted by the Committee. Assistance in additional languages may be honored whenever possible. To request assistance with these services please contact Lexus Moncrease at (415) 517-8465, or cac@sfgov.org at least 48 hours in advance of the hearing. Late requests will be honored if possible.

語言服務

根據三藩市行政法第91章"語言服務條例", 中文、西班牙語和/或菲律賓語口譯服務在有人提出要求後會提供。翻譯版本的會議記錄可在委員會後要求提供。其他語言協助在可能的情況下也可提供。請於會議前至少48小時致電((415) 517-8465或電郵至cac@sfgov.org) Lexus Moncrease 提出口譯要求。逾期要求, 在可能狀況下會被考慮。

ACCESO A IDIOMAS

De acuerdo con la Ordenanza de Acceso a Idiomas "Language Access Ordinance" (Capítulo 91 del Código Administrativo de San Francisco "Chapter 91 of the San Francisco Administrative Code") intérpretes de chino, español y/o filipino (tagalo) estarán disponibles de ser requeridos. Los minutos podrán ser traducidos, de ser requeridos, luego de ser aprobados por la comité. La asistencia en idiomas adicionales se tomará en cuenta siempre que sea posible. Para solicitar asistencia con estos servicios favor comunicarse con Lexus Moncrease al (415) 517-8465, o cac@sfgov.org por lo menos 48 horas antes de la reunión. Las solicitudes tardías serán consideradas de ser posible.

PAG-ACCESS SA WIKA

Ayon sa Language Access Ordinance (Chapter 91 ng San Francisco Administrative Code), maaaring mag-request ng mga tagapagsalin sa wikang Tsino, Espanyol, at/o Filipino (Tagalog). Kapag hiniling, ang mga kaganapan ng miting ay maaring isalin sa ibang wika matapos ito ay aprobahan ng komite. Maari din magkaroon ng tulong sa ibang wika. Sa mga ganitong uri ng kahilingan, mangyaring tumawag sa Lexus Moncrease at (415) 517-8465, o cac@sfgov.org sa hindi bababa sa 48 oras bago mag miting. Kung maari, ang mga late na hiling ay posibleng pagbibigyan.

Lobbyist Registration and Reporting Requirements

Individuals and entities that influence or attempt to influence local legislative or administrative action may be required by the San Francisco Lobbyist Ordinance [SF Campaign & Governmental Conduct Code §2.100] to register and report lobbying activity. For more information about the Lobbyist Ordinance,

please contact the San Francisco Ethics Commission at 25 Van Ness Avenue, Suite 220 San Francisco, CA 94102, Phone: (415) 252-3100/Fax: (415) 252-3112, Email: ethics.commission@sfgov.gov.

Know your rights under the Sunshine Ordinance (Chapter 67 of the San Francisco Administrative Code)

Government's duty is to serve the public, reaching its decisions in full view of the public. Commissions, boards, councils, and other agencies of the City and County exist to conduct the people's business. This ordinance assures that deliberations are conducted before the people and that City operations are open to the people's review. For more information on your rights under the Sunshine Ordinance or to report a violation of the ordinance, contact the Sunshine Ordinance Task Force, by mail to Sunshine Ordinance Task Force, 1 Dr. Carlton B. Goodlett Place, Room 244 San Francisco, CA 94102-4683; by telephone 415-554-7724, by Fax 415-554-7854, or by email: sof@sfgov.gov

The ringing of and use of cell phones, pagers and similar sound-producing electronic devices are prohibited at this meeting. Please be advised that the Chair may order the removal from the meeting room of any person(s) responsible for the ringing or use of a cell phone, pager, or other similar sound-producing electronic devices.