

## Guidelines for the Santa Cruz Water Supply Strategies, Ideas and Alternatives Convention

The City of Santa Cruz's Water Supply Advisory Committee (WSAC) would like to invite you to submit your ideas for improving the reliability of the City's water supply. We will evaluate your submission as part of our review and analysis of solutions to deliver a safe, adequate, reliable, affordable and environmentally sustainable water supply. This note provides guidelines for your submission.

As part of this process, we will host a Strategies, Ideas and Alternatives Convention Event at the Santa Cruz Civic Auditorium on **Thursday, 25 September, from 11am to 9pm**. You will have an opportunity to present your ideas to and interact with WSAC members, citizens, elected and appointed officials and invited guests. In preparation for this Event, we now invite you to prepare your submission in support of this next level of analysis of solutions to deliver a safe, adequate, reliable, affordable and environmentally sustainable water supply for Santa Cruz.

We will evaluate each of your ideas based on a collection of criteria that fit into the 3 main categories of Effectiveness, Practicability, and Environmental and Community Impact. Among the items you may want to address within each of these areas, consider the following (this list is illustrative and not complete; you should include others that are relevant to your idea):

- Effectiveness
  - Estimated supply or storage increase (including quantity)
  - Estimated demand decrease (including quantity)
- Practicability
  - Estimated costs (for both the Water Dept. and for customers), overall and/or for a specific amount of water (for example, cost per million gallons), considering both capital and operating expenses
  - Regulatory and land-use considerations, land acquisitions
  - Proven, existing implementations or examples of the idea in use elsewhere
- Environmental and Community Impact
  - Greenhouse gases and energy consumption (or energy production)
  - Sensitive, threatened, or endangered species impacts
  - Environmental benefits
  - Community and economic impacts and benefits

Your final submission should address each of these areas to the extent you reasonably can with the information and time available to you. To the extent possible, please provide quantified data for each area you address. Please note, though, that we do not expect that you will fully describe or engineer the solution. In fact, a good way to deal with unknowns in any area is to list them as open questions that would require additional research by the WSAC (essentially helping the WSAC understand "What else do we need to know in order to fully evaluate this idea?").

Your final submission must include the following:

- Written Description – (1-10 pages per idea), submitted electronically (PDF), by hand, or by mail. This is your core submission, and will be the primary material on which the WSAC and the public will evaluate your idea.

To participate in the Event you will also need:

- Summary Handout – (1 or 2 pages on 1 sheet of paper, 8-1/2 x 11). You may also use a pre-printed brochure or data sheet. This you may distribute at the Event on 25 September.
- Poster – (standard table-top, free-standing, three-panel folding display; 36” x 48” overall) for use at the event on 25 September. You may obtain the display boards at paper- or office-supply stores, or online. See [http://www.sciencebuddies.org/science-fair-projects/project\\_display\\_board.shtml](http://www.sciencebuddies.org/science-fair-projects/project_display_board.shtml) for tips.

If you plan to participate in the Event on 25 September, you must provide your Written Description by **Thursday, 11 September 2014**. On the other hand, you are not obligated to participate in the Event. We will still fully consider your ideas, based on your Written Descriptions.

If you are participating in the Event and cannot print your Handout or Poster yourself, the Santa Cruz Water Department will assist you. See the accompanying Submitter Checklist for details.

Recognizing that these submissions may require substantial time and effort on your part, we respectfully suggest that you consider collaborating with other applicants who have suggestions similar to yours. Such “joint proposals” could make the process more efficient and effective for everyone. In order to enable you to evaluate opportunities to collaborate, we have provided you with access to the collected submissions on our website ([www.santacruzwatersupply.com](http://www.santacruzwatersupply.com)). Please take a look at those materials and feel free to reach out to and team with other applicants.

As we get closer to the Event, you will receive additional information that will help you prepare for it.

For questions or additional information please contact the WSAC at [santacruzwatersupply@gmail.com](mailto:santacruzwatersupply@gmail.com) or by calling Clark McIsaac at 831-420-5615.

Submit your idea or strategy via email to [santacruzwatersupply@gmail.com](mailto:santacruzwatersupply@gmail.com) or by hand or mail delivery to WSAC at 212 Locust Street, Suite A, Santa Cruz, CA 95060.

## Submitter Checklist

This list will help you ensure that your submission is complete. Please include a completed copy with your submission.

**Due by Thursday, 11 September 2014.**

<b>Name (and Company)</b>	
<b>Address</b>	
<b>Phone Number</b>	
<b>E-mail address</b>	
<b>Web site (if applicable)</b>	
<b>Idea or Strategy Name</b>	

For each of your ideas you should provide some or all of the following:

- Written Description (required for all)
  - 1-10 pages per idea, 8-1/2 x 11
  - PDF format, or by hand or mail
- Summary Handout (required for Event participants)
  - 1-2 pages (1 double-side sheet if 2 pages), 8-1/2 x 11
  - PDF format, or by hand or mail
- Poster (required for Event participants)
  - Table-top, free-standing, three-panel, folding; 36" x 48" overall

Additional information for WSAC and/or SCWD relating to the event on 25 September 2014:

- I'm going to attend and present (yes/no)
- I can print my own handouts and poster (yes/no)
  - If no, please contact Clark McIsaac ([cmcisaac@cityofsantacruz.com](mailto:cmcisaac@cityofsantacruz.com) or 831-420-5615) to discuss details of file formats, timelines, etc.