

REQUEST FOR COUNCIL ACTION CITY OF SAN DIEGO				CERTIFICATE NUMBER (FOR COMPTROLLER'S USE ONLY)	
TO: CITY COUNCIL		FROM (ORIGINATING DEPARTMENT): Public Utilities		DATE: 7/7/2014	
SUBJECT: Water Conservation Program Update					
PRIMARY CONTACT (NAME, PHONE): Luis Generoso, 619-533-5258 MS906			SECONDARY CONTACT (NAME, PHONE): Chris Robbins, 619-533-4203		
COMPLETE FOR ACCOUNTING PURPOSES					
FUND					
FUNCTIONAL AREA					
COST CENTER					
GENERAL LEDGER ACCT					
WBS OR INTERNAL ORDER					
CAPITAL PROJECT No.					
AMOUNT	0.00	0.00	0.00	0.00	0.00
FUND					
FUNCTIONAL AREA					
COST CENTER					
GENERAL LEDGER ACCT					
WBS OR INTERNAL ORDER					
CAPITAL PROJECT No.					
AMOUNT	0.00	0.00	0.00	0.00	0.00
COST SUMMARY (IF APPLICABLE):					
ROUTING AND APPROVALS					
CONTRIBUTORS/REVIEWERS:		APPROVING AUTHORITY	APPROVAL SIGNATURE	DATE SIGNED	
Liaison Office		ORIG DEPT.	Mulvey, Robert	07/09/2014	
		CFO			
		DEPUTY CHIEF	Heinrichs, Tony	07/11/2014	
		COO			
		CITY ATTORNEY	Palmucci, Ray	07/11/2014	
		COUNCIL PRESIDENTS OFFICE			
PREPARATION OF:	<input type="checkbox"/> RESOLUTIONS	<input type="checkbox"/> ORDINANCE(S)	<input type="checkbox"/> AGREEMENT(S)	<input type="checkbox"/> DEED(S)	
STAFF RECOMMENDATIONS: This is an information item only. No action is required by the Committee or Council.					
SPECIAL CONDITIONS (REFER TO A.R. 3.20 FOR INFORMATION ON COMPLETING THIS SECTION)					
COUNCIL DISTRICT(S):	All				
COMMUNITY AREA(S):	All				
ENVIRONMENTAL IMPACT:	This activity is not a "project" and is therefore not subject to CEQA per CEQA Guidelines Section 15060(c)(2).				

CITY CLERK INSTRUCTIONS:	
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**COUNCIL ACTION
EXECUTIVE SUMMARY SHEET
CITY OF SAN DIEGO**

DATE: 7/7/2014

ORIGINATING DEPARTMENT: Public Utilities

SUBJECT: Water Conservation Program Update

COUNCIL DISTRICT(S): All

CONTACT/PHONE NUMBER: Luis Generoso/619-533-5258 MS906

DESCRIPTIVE SUMMARY OF ITEM:

Update to the Environment Committee on both water conservation outreach and drought messaging.

STAFF RECOMMENDATION:

This is an information item only. No action is required by the Committee or Council.

EXECUTIVE SUMMARY OF ITEM BACKGROUND:

On January 17, 2014, California Governor Jerry Brown declared a drought in California. On February 11, 2014, the Metropolitan Water District of Southern California's Board of Directors declared a Water Supply Alert. On February 13, 2014, the San Diego County Water Authority's Board of Directors notified its member agencies that the region is at Level 1 Drought Watch of the Model Drought Response Ordinance. The City of San Diego implemented a "Drought Response Level 1 – Drought Watch Condition" effective July 1, 2014.

City staff developed television, radio, internet, newspaper and social media advertisements promoting the water conservation practices, tips, rebates and services currently available to residents and businesses. Some of these ads began airing in March and will use the successful San Diegans Waste No Water campaign as a way to recognize successful conservation efforts by all San Diegans. The theme for this campaign is "San Diegans Waste No Water – All ways. Always."

The Water Consumption Report Card (included in the memo to the Environment Committee) will be a key portion of ongoing Council Committee presentations and press conferences to provide the public a status on successes, water storage levels and program participation. So far, citywide water consumption is 19% lower than 2007 levels, which was similar to consumption levels seen during the 2009-2011 mandatory use restriction period.

FISCAL CONSIDERATIONS: None with this action.

EQUAL OPPORTUNITY CONTRACTING INFORMATION (IF APPLICABLE): N/A

PREVIOUS COUNCIL and/or COMMITTEE ACTION (describe any changes made to the item from what was presented at committee):

At the March 26, 2014, Environment Committee meeting, the Public Utilities Department committed to providing updates on water conservation activities and well as drought outreach.

At the May 20, 2014, City Council meeting, the Council passed a resolution to invoke “Drought Response Level 1 – Drought Watch Condition” on July 1, 2014.

This item will be presented to the Environmental Committee on July 23, 2014.

COMMUNITY PARTICIPATION AND PUBLIC OUTREACH EFFORTS:

This increase in outreach efforts also aligns with a recommendation of the Water Policy Implementation Task Force, which was approved in December 2013.

KEY STAKEHOLDERS AND PROJECTED IMPACTS:

All City of San Diego water customers have opportunities to take advantage of the Department’s water conservation programs. Continuous and timely interaction with Public Utilities customers is a priority to the successful implementation of drought response and water conservation efforts.

Mulvey, Robert
Originating Department

Heinrichs, Tony
Deputy Chief/Chief Operating Officer



THE CITY OF SAN DIEGO

MEMORANDUM

DATE: July 2, 2014

TO: Environment Committee – Agenda of July 23, 2014

FROM: Marsi A. Steirer, Deputy Director, Long-Range Planning & Water Resources Division

SUBJECT: Water Conservation Program Update

BACKGROUND

On May 20, 2014, the City Council adopted voluntary water use restrictions listed under Drought Response Level 1, effective July 1, 2014. Specifically, these voluntary restrictions include three days-a-week watering, washing vehicles only before 10:00 a.m. or after 6:00 p.m., and turning off sprinklers during rain. Attachment A lists all the voluntary Level 1 restrictions that took effect earlier this month. Level 1 water use restrictions were necessary as California copes with an extremely dry winter in the midst of a serious drought. Earlier this year, Governor Brown declared a drought emergency and called for additional water conservation.

The City's Level 1 voluntary restrictions are in addition to permanent mandatory restrictions that are already in place. The mandatory restrictions include not allowing excessive irrigation runoff or runoff, fixing leaks promptly, avoiding midday irrigation, serving water at restaurants only upon request, and offering laundry options for hotel guests. Refer to Attachment B for a complete list of mandatory restrictions permanently in place.

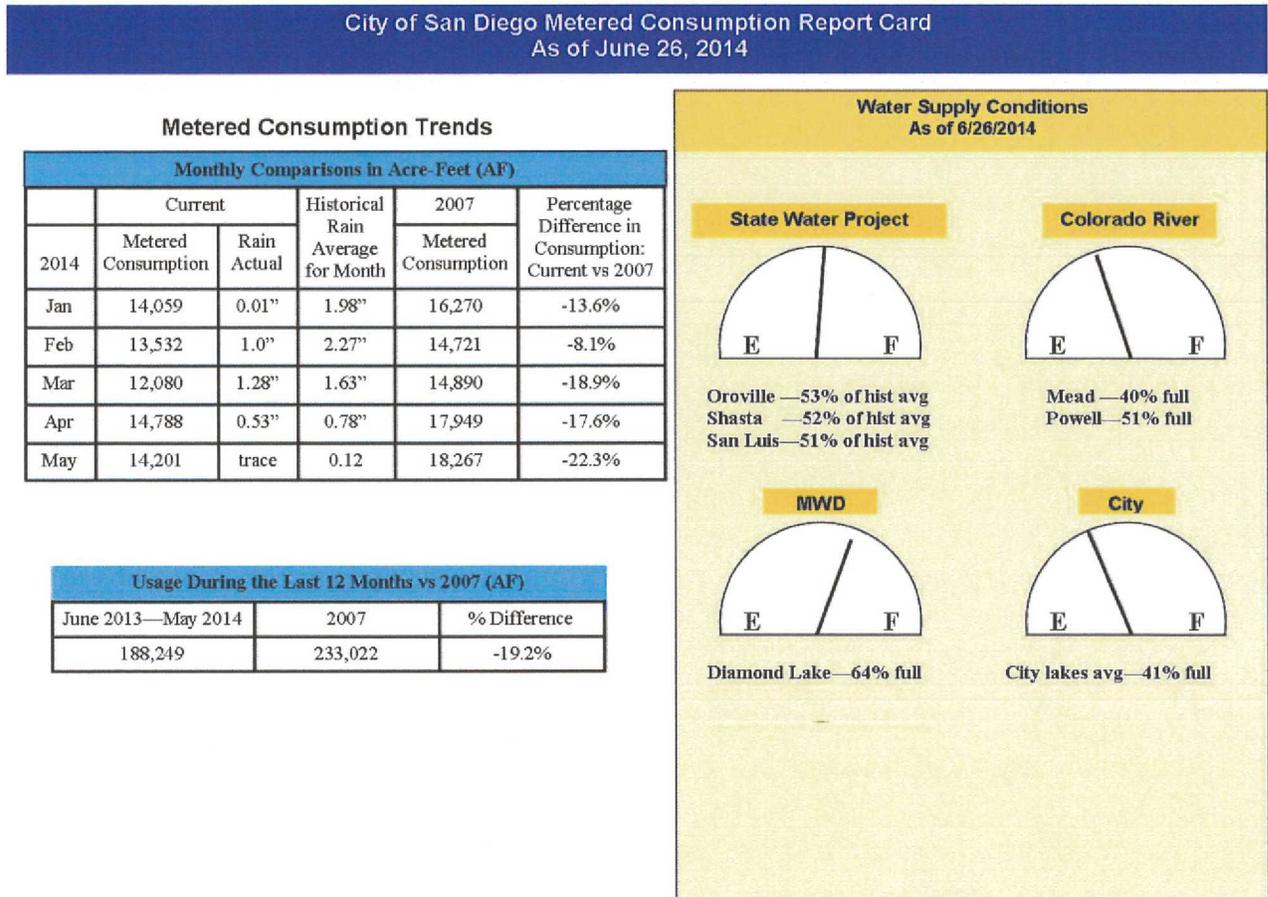
At the above mentioned Council meeting, the Public Utilities Department was requested to provide a water conservation update at an upcoming Environment Committee meeting.

WATER SUPPLY UPDATE

The effects of the statewide drought are showing on the State Water Project reservoirs. For example, Lake Oroville is currently 53% of historical average, down from 60% last March. Likewise, Lake Shasta's 52% of historical average was down from 56% three months ago. See Figure A below.

Colorado River reservoirs benefitted from a more normal winter snowpack. Even so, Lake Mead which was at 48% of capacity in March, is down to 40% of its capacity. MWD's Diamond Lake, in Riverside County, was 70% full three months ago and is down to 64%. Collectively, City reservoirs are holding steady at 41% of capacity.

Figure A



CITYWIDE WATER CONSUMPTION

The metered consumption trends portion of Figure A shows that San Diegans continue to conserve water at significant levels. Citywide metered consumption in the last twelve months was 19% less than 2007 consumption, which was similar to consumption levels seen during the 2009-2011 mandatory use restriction period. Looking at monthly usage, May’s billed consumption is 22.3% lower than May 2007 consumption. A relatively dry December 2013 and January 2014 likely contributed to the lower reduction percentage seen in January and February 2014, but on average, monthly consumption is about 19% lower than 2007.

COMMUNITY OUTREACH

In line with our enhanced outreach plans, City staff developed television, radio, internet, newspaper and social media commercials promoting the water conservation practices, tips, rebates and services currently available to residents and businesses. Ads aired beginning in March under the successful *San Diegans Waste No Water* campaign as a way to recognize

successful conservation efforts by all San Diegans. Aside from recognizing achievements in conserving water, City's outreach messaging encouraged citizens to participate in existing programs and services, and provided easy-to-follow tips on using water wisely.

In June, staff developed outreach materials that specified Drought Response Level 1 and Mandatory Permanent Restrictions. A quick reference card that summarizes these restrictions are available to City employees and customers. A bill insert describing these restrictions were mailed to customers beginning July 1.

City staff is promoting the water conservation message through community events and presentations. Since March 2014, staff participated in 47 community events (17 of which were multi-day events) and conducted 12 presentations to community groups. By comparison, for the entire Fiscal Year 2013, City staff participated in 63 events and presentations which average about 5 events per month, or more than one per weekend. Some of the events that the City has recently staffed include the San Diego County Fair, Home & Garden Show, EarthFair at Balboa Park, San Ysidro Independence Day Festival, and the San Diego Science Festival at Petco Park.

Likewise, staff has begun including efforts on potable reuse and groundwater exploration in City presentations and messaging. This helps the public understand that the City is working on ways to expand our local water supply in addition to conservation efforts.

STAFF INVOLVEMENT AND COORDINATION

Given the Statewide drought response efforts, staff has actively participated in webinars and conferences hosted by California Office of Emergency Services, the California Urban Water Agencies, the Association of California Water Agencies, State Water Resources Control Board and the California Department of Water Resources. Locally, staff has been coordinating with other water agencies through the Joint Public Information Council meetings and regular meetings with CWA's Public Affairs staff. Likewise, media buys have been coordinated with CWA so messages are not competing in the same newspaper or television channel. This also allows for a wider audience reach and leveraging our collective efforts and resources.

If you have any questions, please contact Luis Generoso at (619) 533-5258.



Marsi A. Steirer

Deputy Director, Long-Range Planning & Water Resources Division

LSG/lsg

Attachments: 1. Drought Response Level 1 Water Use Restrictions - VOLUNTARY
2. Permanent Water Use Restrictions - MANDATORY

Attachment 1
Drought Response Level 1 Water Use Restrictions (Drought Watch) - VOLUNTARY

Upon recommendation of the Mayor and resolution of the City Council, a Drought Response Level 1 can be declared when there is a reasonable probability, due to drought, that there will be a supply shortage and that a consumer demand reduction of up to 10 percent is required in order to ensure that sufficient supplies will be available to meet anticipated demands. During a Level 1 Drought Watch condition, City of San Diego will increase its public education and outreach efforts to increase public awareness of the need to implement the following water conservation practices:

1. Limit all landscape irrigation to no more than three assigned days per week on a schedule established and posted by the Mayor. This provision does not apply to commercial growers or nurseries, nor to the irrigation of golf course greens and tees.
2. Use a hand-held hose equipped with a positive shut-off nozzle or hand held container or a garden hose sprinkler system on a timer to water landscaped areas, including trees and shrubs located on residential and commercial properties that are not irrigated by a landscape irrigation system.
3. The washing of automobiles, trucks, trailers, airplanes and other types of mobile equipment is permitted only before 10:00 a.m. or after 6:00 p.m. during the months of June through October and only before 10:00 a.m. and after 4:00 p.m. during the months of November through May, with a hand-held container or a hand-held hose equipped with a positive shut-off nozzle for quick rinses. Boats and boat engines are permitted to be washed down after use. Washing is permitted at any time on the immediate premises of a commercial car wash. The use of water by all types of commercial car washes, which do not use partially recirculated water, will be reduced in volume by an amount determined by resolution of the City Council. Mobile equipment washings are exempt from these regulations where the health, safety and welfare of the public are contingent upon frequent vehicle cleanings, such as garbage trucks and vehicles to transport food products, livestock and perishables.
4. Use recycled or non-potable water for construction purposes when available.
5. Use of water from fire hydrants will be limited to fire fighting, meter installation by the Water Department as part of its Fire Hydrant Meter Program, and related activities or other activities necessary to maintain the health, safety and welfare of the citizens of San Diego.
6. Construction operations receiving water from a fire hydrant meter or water truck will not use water beyond normal construction activities, consistent with Section 67.3803 and that required by regulatory agencies. Construction projects requiring watering for new landscaping materials shall adhere to the designated irrigation hours of before 10:00 a.m. and after 6:00 p.m. during the months of June through October and before 10:00 a.m. and after 4:00 p.m. during the months of November through May.
7. Irrigation is not permitted during a rain event.

Permanent Water Use Restrictions – MANDATORY

1. A customer shall not allow water to leave the customer's property by drainage onto adjacent properties or public or private roadways or streets or gutters due to excessive irrigation and/or uncorrected leaks.
2. Customers shall repair or stop all water leaks upon discovery or within seventy-two hours of notification by the City of San Diego.
3. A customer will not use a running hose to wash down sidewalks, driveways, parking areas, tennis courts, patios or other paved areas, except to alleviate immediate safety or sanitation hazards, unless connected to a water efficient device such as a commercial water broom.
4. A customer will not overfill swimming pools and spas.
5. A customer will not use non-recirculating decorative water fountains.
6. Vehicle washing can only be done in a commercial car wash or using a hose with an automatic shutoff nozzle or hand held container.
7. Single pass-through cooling systems as part of new water service connections will be prohibited. Non-recirculating systems in all new conveyer car wash and commercial laundry systems will also be prohibited.
8. Restaurants and other food establishments will only serve and refill water upon request.
9. Guests in hotels, motels, and other commercial lodging establishments will be provided the option of not laundering towels and linens daily.
10. A customer may only irrigate potted plants, non-commercial vegetable gardens and fruit trees, residential and commercial landscapes, including golf courses, parks, school grounds and recreation fields, before 10:00 a.m. and after 6:00 p.m. during the months of June through October and before 10:00 a.m. and after 4:00 p.m. during the months of November through May. A customer may irrigate at any time the following:
 - a. as required by a landscape permit;
 - b. for erosion control;
 - c. for establishment, repair, or renovation of public use fields for schools and parks;
 - d. for landscape establishment following a disaster. Such irrigation is permitted for a period of up to two months, after which a hardship variance is required in accordance with Section 67.3810;
 - e. for renovation or repair of an irrigation system with an operator present; or
 - f. for nursery and commercial growers using a hand-held hose equipped with a positive shut-off nozzle, a hand held container, or when a drip or micro-irrigation system or equipment is used. Irrigation of nursery propagation beds is permitted at any time.