

REQUEST FOR COUNCIL ACTION CITY OF SAN DIEGO				CERTIFICATE NUMBER (FOR COMPTROLLER'S USE ONLY)	
TO: CITY COUNCIL		FROM (ORIGINATING DEPARTMENT): Public Utilities		DATE: 9/12/2014	
SUBJECT: Water Conservation Program Update and Drought Status					
PRIMARY CONTACT (NAME, PHONE): Luis Generoso, 619-533-5258 MS 906			SECONDARY CONTACT (NAME, PHONE): Chris Robbins, 619-533-4203 MS 906		
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.	Wright-Travis, Marie	09/15/2014	
		CFO			
		DEPUTY CHIEF			
		COO			
		CITY ATTORNEY	Palmucci, Ray	09/25/2014	
		COUNCIL PRESIDENTS OFFICE			
PREPARATION OF:	<input type="checkbox"/> RESOLUTIONS	<input type="checkbox"/> ORDINANCE(S)	<input type="checkbox"/> AGREEMENT(S)	<input type="checkbox"/> DEED(S)	
This is an informational item only.					
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:	

**COUNCIL ACTION
EXECUTIVE SUMMARY SHEET
CITY OF SAN DIEGO**

DATE: 9/12/2014

ORIGINATING DEPARTMENT: Public Utilities

SUBJECT: Water Conservation Program Update and Drought Status

COUNCIL DISTRICT(S): All

CONTACT/PHONE NUMBER: Luis Generoso/619-533-5258 MS 906

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. City staff implemented enhanced outreach efforts to include drought conditions and the urgent need to conserve water. The City of San Diego implemented a “Drought Response Level 1 – Drought Watch Condition” on July 1, 2014. While Level 1 is a voluntary condition, the City has mandatory water use restrictions that are in effect at all times within the City of San Diego.

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. The City coordinated this outreach with the San Diego County Water Authority (CWA). Some of these ads began airing in March and used 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 Public Utilities Department also kicked off a Waste No Water Wednesdays social media campaign. This effort provides a way for community members to engage others in participating in and identifying themselves as a San Diegan that wastes no water.

City staff will also provide an update on the outreach efforts of other agencies including: “Save our Water” co-managed by Association of California Water Agencies and the California Department of Water Resources; “Stay Golden California” by the California Public Utilities Commission and California Energy Commission; “Don’t Waste Another Minute Wasting Water” by the Metropolitan Water District of Southern California; and, “When in Drought” managed by the CWA.

On July 15, 2014, the State Water Resources Control Board (SWRCB) imposed statewide mandatory water use restrictions. Compliance with the regulations began on August 1, 2014, and it includes monthly reporting requirements to track progress beginning August 15, 2014. The City’s mandatory water use restrictions meet state requirements per the City Attorney’s Office.

As required, the City is providing monthly updates to the SWRCB on water production figures along with estimates of residential gallons per capita per day (GPCD) consumed. The latest information will be provided to the Committee during the staff presentation. Should data indicate the City hasn't reduced water consumption, discussion will also focus on the possibility of elevating the City of San Diego to a Level 2 – Drought Alert Condition, which makes Level 1 requirements mandatory and implements additional water use restrictions.

FISCAL CONSIDERATIONS: None with this action.

EQUAL OPPORTUNITY CONTRACTING INFORMATION (IF APPLICABLE):

PREVIOUS COUNCIL and/or COMMITTEE ACTION:

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.

At the July 23, 2014, Environment Committee meeting, the Public Utilities Department provided an update on water conservation and drought while the Committee considered Level 1 and Level 2 drought status. The Committee asked the Department to return on October 8, 2014, with updated information.

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 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.

Wright-Travis, Marie

Originating Department

Deputy Chief/Chief Operating Officer