



THE CITY OF SAN DIEGO



Presentation to City Council  
Committee on the Environment

## Item 2: Water Conservation Update

October 8, 2014





# Background

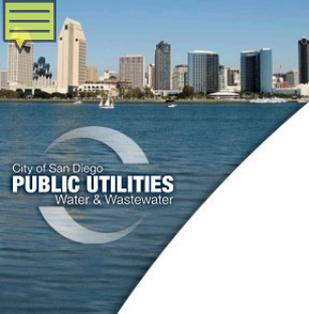
- Governor declared statewide drought on January 17, 2014 as winter months brought very little precipitation
- MWD Board adopted a Water Supply Alert and called for voluntary conservation
- SDCWA Board declared a regional Drought Watch
- City of San Diego implemented the Drought Watch Condition



# Community Engagement

- Entravision interviews
- Fox news, VOISD news, NBC news
- Community events: 14 (since 7/1/14)
- Community presentations: 9 (since 7/1/14)
- Waste No Water Slides on City TV
- Drought email sent to City staff from SD Internal Communications
- Message coordination with Storm Water
- Social Media





# Community Engagement Comic-Con





# Community Engagement

- Outreach to largest users
  - Commercial , Industrial & Institutional
  - Multi-family dwellings
  - Residential single family dwellings
- Golf industry
- Landscape contractors
- Marinas
- Restaurant Association/Food & Beverage Assoc.
- School districts
- SD County Hotel-Motel Association



# Water Waste Enforcement

Monthly Water Waste Complaints		
	2014	2013
July	250	Averages 80 per month
August	334	
September	302	

Public Utilities staff and Police Department's Retired Senior Volunteer Patrol (RSVP) have been trained to assist in finding and reporting water waste



# Water Use Data

## City Water Production Data in Acre Feet\*

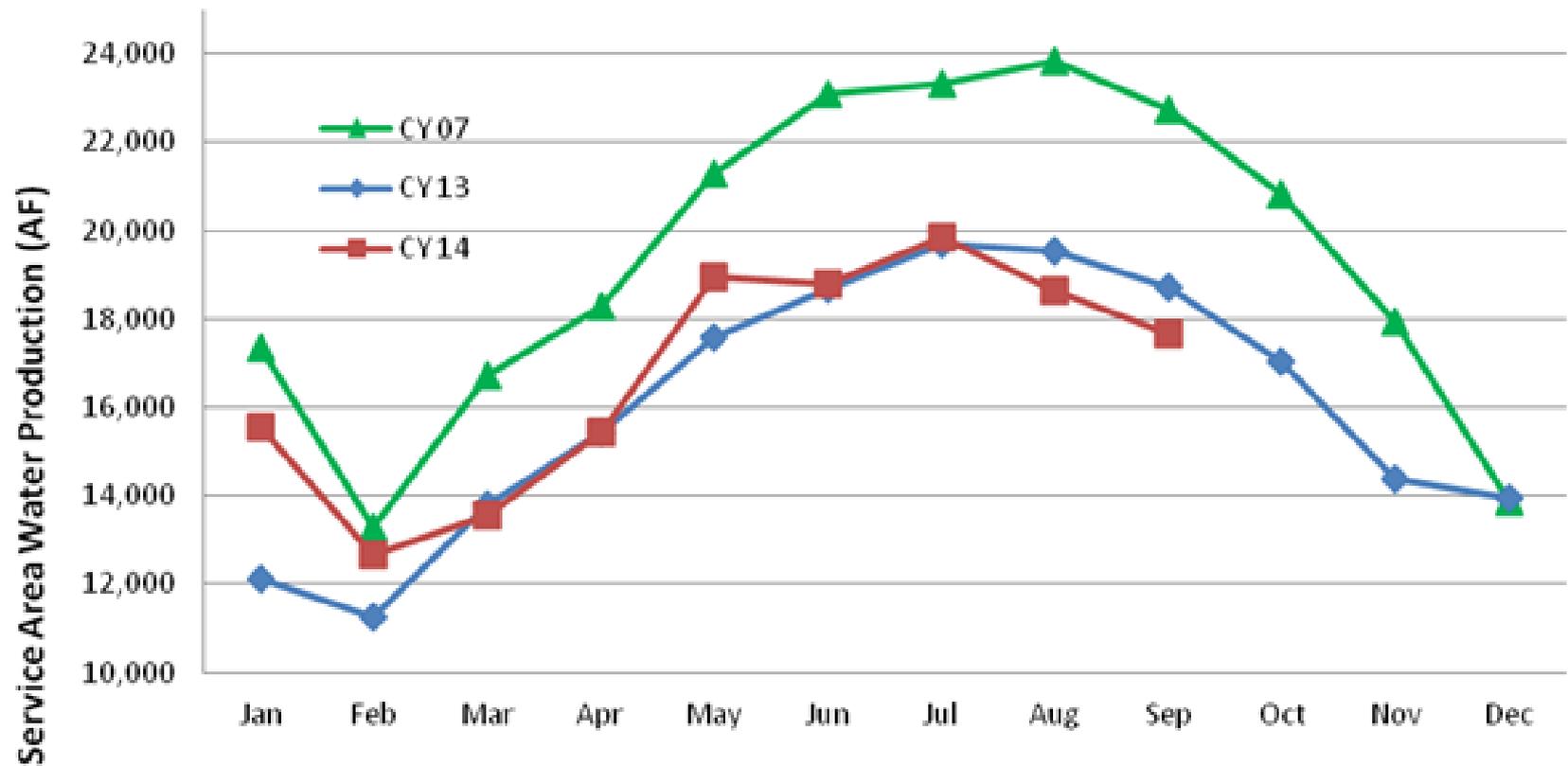
	2014	2013	Percent Change
July	19,848	19,682	+0.8%
August	18,654	19,522	-4.4%
September (estimated)	17,656	18,720	-5.7%

\* Excludes wholesale and Southbay Demands



# Water Production Comparisons to other Years

Historical Monthly Water Production – CY 2007, CY 2013 and CY 2014





# This year is **HOT!**

## The year's hot temperatures

HIGHEST HIGH

**95°**

May 1

HIGHEST LOW

**75°**

Sept. 16

BIGGEST RANGE

**91° - 60°**

April 29

MOST DEGREES  
ABOVE NORMAL

**18°**

April 30

DAYS ABOVE  
NORMAL

**258**

Through Oct. 5

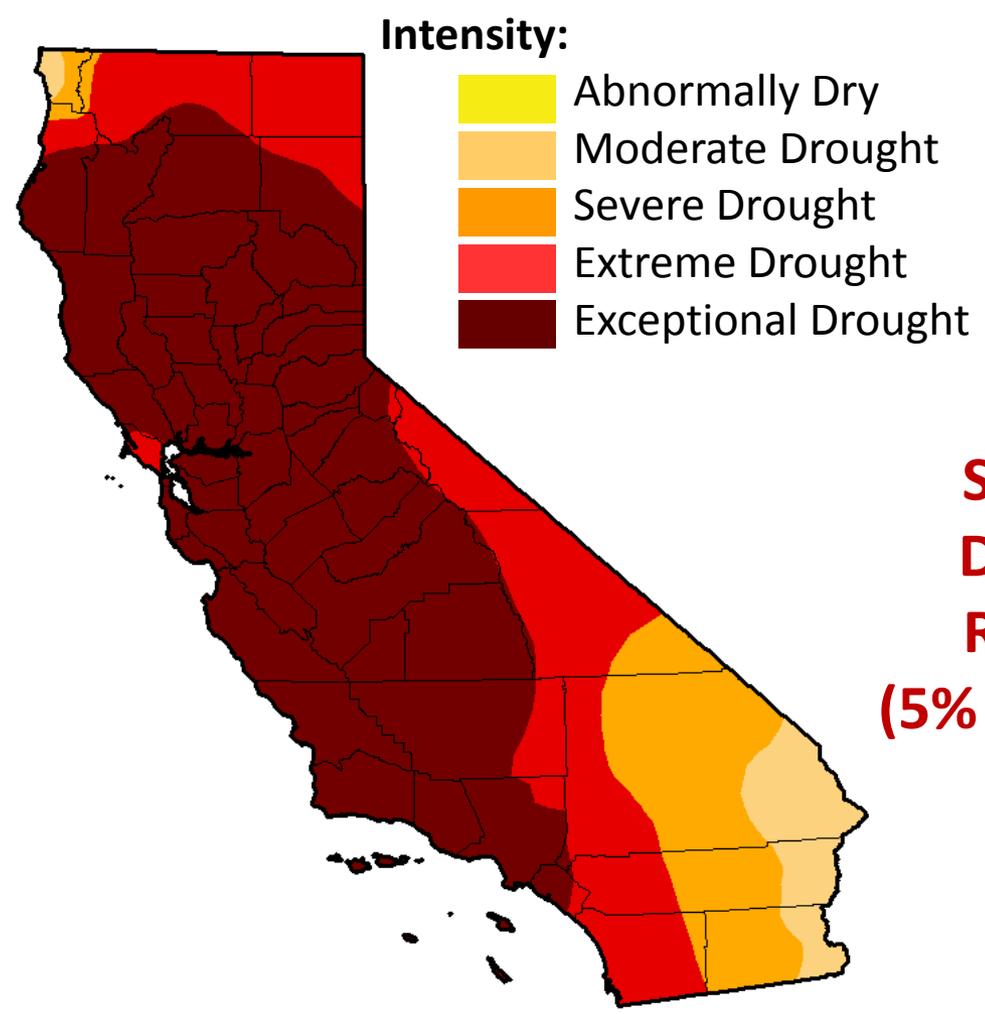
CONSECUTIVE DAYS  
ABOVE NORMAL

**101**

May 10 - Aug. 18



# State Drought and Supply Conditions



**State Water Project Deliveries Will Be a Record Low in 2014 (5% of Contract Requests)**

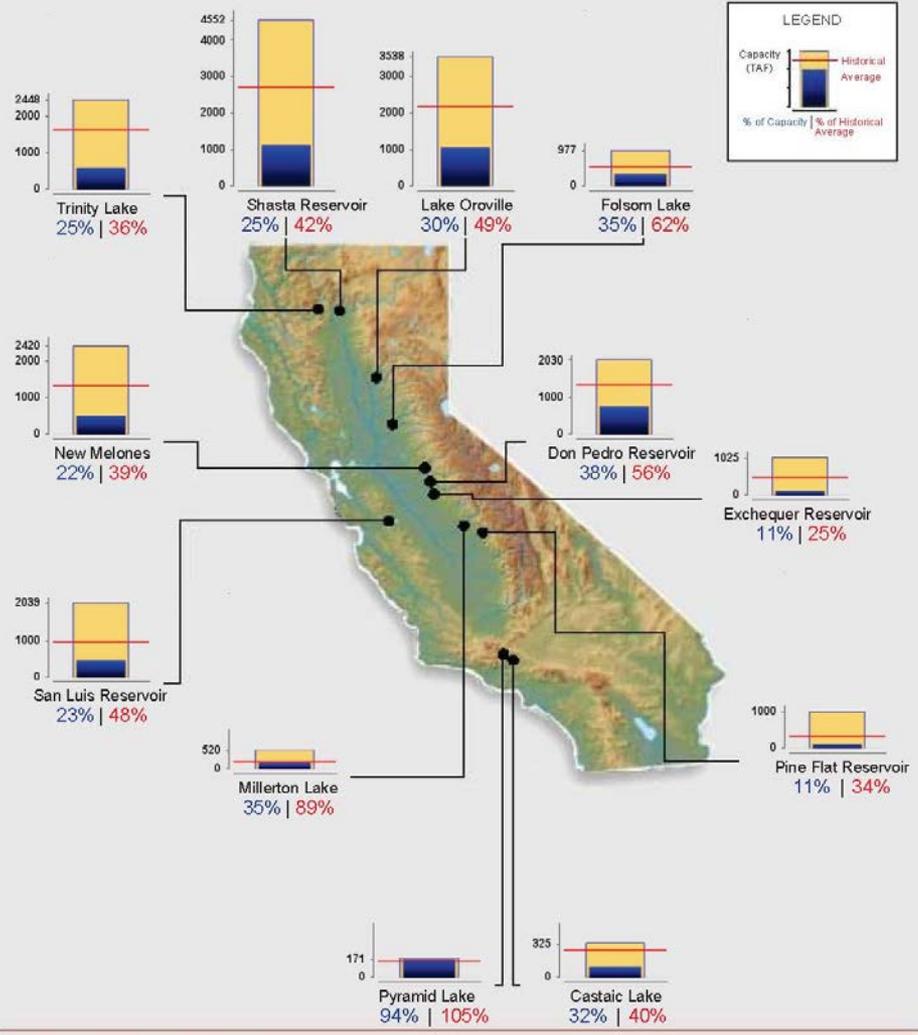
U.S. Drought Monitor  
Sept. 30, 2014



# State Reservoir Conditions

Ending At Midnight - October 5, 2014

## CURRENT RESERVOIR CONDITIONS





# El Niño/Southern Oscillation

---

- El Niño predictions have weakened
- If El Niño develops, it is expected to be mild



# Staff Recommendation

- Recommend that the City Council declare a Drought Alert condition
- Utilize existing resources to enforce Drought Alert restrictions