



OUTDOOR WATER
CONSERVATION
PLAN

1. Program Element: Target top 100 water users with outdoor water conservation information.

Program Description: Each month top water user reports will be generated using the District's new billing software. Monthly monitoring of water usage is already being conducted by District Staff. Staff determines if high usage is a spike or is habitual, based on prior usage. Staff shall develop a form letter to notify customers of the high water use. Top users will be direct mailed water conservation information along with the form letter.

Implementation Schedule: This element has been partially implemented. Unusually high and low meter reads are monitored by the District's Administrative Accounting Assistant.

Cost: The largest cost of this element will be Staff time. Printing costs and postage would be minimal. See attached cost estimate spreadsheet.

2. Program Element: Landscape and irrigation workshops.

Program Description: Local nurseries currently conduct landscape and irrigation workshops. The District will partner with these nurseries, encourage use of drought tolerant plants, and advertise workshops on the District's website, Channel 20, and at the District office.

Implementation Schedule: The District shall reach out to local nurseries and create a schedule of when and where such workshops will be conducted.

Cost: The District can minimize costs by allowing local nurseries to conduct landscape and irrigation workshops. Minimal staff time will be needed to advertise the workshops on the District's website, channel 20, and the District office.

3. Program Element: Develop seasonal irrigation messaging and direct mail water customers with information.

Program Description: A seasonal irrigation schedule was created by District staff and is mailed out to water customers on an annual basis. This schedule is also available at the District office.

Implementation Schedule: This element has been implemented. Irrigation schedules are mailed out to customers at least once per year.

Cost: This element was and continues to be a minimal cost to the District. See attached spreadsheet for cost estimate.

4. Program Element: Analyze water consumption and track per capita water use.

Program Description: Water consumption is measured on a monthly basis by District personnel. Unusually high or low meter reads are compared to past reads. Any suspected inaccuracy results in a reread of the meter.

Implementation Schedule: This element is currently implemented. District personnel measure consumption on a monthly basis.

Cost: This element's cost is incorporated into duties already performed by District Staff.

5. Program Element: Purchase or develop landscape brochures.

Program Description: The District will consult with an outside marketing firm to create a water wise landscape brochure encouraging the use of drought tolerant/native plants, drip irrigation, and replacing older timer based irrigation controllers with “smart” controllers. A native plant brochure and irrigation schedules are currently available at the District office.

Implementation Schedule: District staff is currently in the process of requesting qualifications from outside marketing agencies.

Cost: Actual costs will not be available until the District receives proposals from the marketing agencies (information pending).

6. Program Element: Attend public events and encourage water conservation to the public.

Program Description: District Staff attends different public events such as Farmer’s Market, Earth Day Festival, South Bay Business Expo, and Oktoberfest handing out water conservation items such as low flow showerheads and sink aerators, low flow hose nozzles, shower timers and toilet leak detection tablets. Water conservation literature is also provided. A gardening with native plants brochure, irrigation schedules, and coloring books for kids are also available at these events. All of these items are free to the public. District Staff encourages water conservation to members of the public at these events.

Implementation Schedule: This element is currently implemented. District staff attends farmers market on a monthly basis and other public events as they are scheduled.

Cost: Costs will vary due to the times and days of the week when public events are scheduled. Farmer’s Market is held during normal District business hours and does not require Staff overtime. This event only requires one staff member, while other events require the setup, operation, and breakdown of displays, shade structures, heavy or bulky items and require two staff members. Several of the above listed events are held outside of normal District business hours and incur overtime costs. In addition, the District purchases the water efficient fixtures and literature which are made available to the public at no cost to encourage water conservation. See attached cost estimate spreadsheet.

7. Program Element: Speaker’s bureau

Program Description: The speaker’s bureau will consist of Board members utilizing speaking opportunities to promote water conservation. Staff shall develop a speaking points reference bulletin for water conservation which Board members will present to service groups or clubs, as well as to the public.

Implementation Schedule: This element is partially implemented. Board members already present water conservation information to groups and clubs when asked. A reference bulletin will be created by Staff in a relatively short amount of time.

Cost: This element is one of the most cost effective measures of the water conservation plan. Aside from a short period of Staff time to create a reference bulletin, there should be no other costs incurred.

8. Program Element: Water waste ordinance.

Program Description: This element is a regulatory measure which will require Board approval and District Code amendment prior to implementation. It would be used as a, “tool of last resort” only used when a customer is disregarding the information and assistance offered by the District. It would create an ordinance to limit water runoff caused by inefficient or over irrigation, and prohibit the blatant wasting of water.

Implementation Schedule: This measure is not currently implemented. It will require Board approval and an amendment to District Code.

Cost: Actual enforcement of this element would require additional staff time (pending rate study).

9. Program Element: Water conservation consultation

Program Description: This program element will provide a one on one consultation either in person or by telephone for irrigation scheduling and system troubleshooting. This element will restart the residential water audit program, focusing on outdoor water conservation and irrigation system troubleshooting and efficiency. Properly trained and experienced personnel would need to be hired to implement this element which will require Board approval.

Implementation Schedule: This measure is not yet implemented and would involve hiring additional personnel, requiring Board approval.

Cost: This element would require the hiring of a properly trained irrigation system technician. This could be a part time position, which would save on personnel costs. The District could also hire a consultant who would be paid on a “per consultation” basis. This would also save on costs.

10. Program Element: Outdoor Water Conservation Incentives

Program Description: This element will provide monetary incentives to District customers to replace or upgrade irrigation systems to become more efficient. Upgrades include replacing old timer based irrigation controllers with weather based irrigation controllers, and replacing old sprinkler systems with drip irrigation or high efficiency sprinklers. Staff will work with local nurseries to develop a voucher program where customers will receive a discount voucher from the District to purchase drought tolerant or native plants from local nurseries. Although a cash for turf program was initially part of this element, it has been determined not to be cost effective.

Implementation Schedule: This measure is not implemented. It was recommended that incentives only be considered if the Board determines that the Outreach & Education and Technical Assistance components of the plan are proven to reduce outdoor water use.

Cost: The Board would need to approve funding for the incentive programs prior to implementation. Refer to attached estimate spreadsheet.