

TO: James L. App, City Manager
FROM: Meg Williamson, Interim Public Works Director
SUBJECT: Water Conservation/Rationing Plan Summer 2004
DATE: March 2, 2004

NEEDS: For the City Council to authorize a Water Conservation/Rationing Plan for late spring and summer 2004.

- FACTS:**
1. The City water distribution system includes 12 million gallons of storage capacity. During the December 22, 2003, earthquake, the City lost use of one of its above ground 4-million gallon storage tanks.
 2. The loss of storage capacity will persist through the summer of 2004 thereby constituting an operational urgency to conserve 25% of the City's normal summertime water demand.
 3. The City's adopted Water Management Plan includes four programs designed to effect water conservation: education, audits, rates, and water saving devices. The City's summer 2004 conservation effort will concentrate on school and community water conservation education, conservation/rationing rates, and promoting the use of some water saving devices.
 4. The school program will include conservation materials that can be integrated into school science curriculums. Community educational materials will include home, irrigation, and business conservation material.
 5. Revised water rates will be proposed to work in concert with the WCP. Revisions include: incorporation of a multi-tiered structure, reduction of the basic billing unit quantity, and penalties/tampering fees. Staff also recommends the use of flow restrictors for users who do not meet the 25% conservation goal. Staff will bring a more precise rate structure at a later date once a water rate analysis is completed.
 7. The City will contract with Barnett and Cox Communications to assist in the design and distribution of all water conservation material.

**ANALYSIS
AND**

CONCLUSION: The City experienced a 6.5 magnitude earthquake on December 22, 2003. The earthquake caused damage to one of the City's 4-million gallon reservoirs. Per the adopted Water Management Plan, the City will implement school and community educational material, revamp the water rate structure, promote use of select water saving devices, and implement stringent rationing measures for users not meeting the 25% water conservation goals.

**FISCAL
IMPACT:**

The current operating budget included a budget appropriation for a water conservation program. The approval was for \$100,000. The Department requested that the \$100,000 appropriation be distributed \$25,000 over four years through fiscal year 2007. It has now been determined that a greater effort is required in the initial year. Thus, the \$100,000 will be re-distributed with \$50,000 of the funds being used in the current fiscal year to cover the following conservation expenses:

- Materials \$39,000
- Water saving devices \$12,000,
- Barnett/Cox Communication \$9,000

This will leave \$50,000 remaining in following years for additional or follow-up water conservation program advertising and education.

OPTIONS:

- a. Adopt Resolution 04-xx:
 - 1) Implementing the City's Water Conservation Plan;
 - 2) Authorizing the City Manager to execute an agreement with Barnett, Cox & Associates for water conservation material
- b. Amend, modify, or reject the above option.

Attachments (2)

- 1) Resolution 04-xx
- 2) Barnett/Cox Proposal

RESOLUTION NO. 04-

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASO ROBLES
IMPLEMENTING THE CITY'S WATER MANAGEMENT PLAN AND
AUTHORIZING THE CITY MANAGER TO EXECUTE AN AGREEMENT
WITH BARNETT, COX & ASSOCIATES FOR WATER CONSERVATION MATERIALS

WHEREAS, the City experienced a 6.5 magnitude earthquake on December 22, 2003 which caused damage to one of the City's 4 million gallon reservoirs; and

WHEREAS, the loss of storage capacity is expected to persist through the summer of 2004 therefore constituting an operational urgency to conserve 25% of the City's normal summertime water demand

WHEREAS, the City's adopted Water Management Plan includes four programs designed to effect water conservation: education, audits, rates, and water saving devices; and

WHEREAS, the City will implement school and community educational material, revamp the water rate structure, promote use of select water saving devices, and implement stringent rationing measures for users not meeting the 25% water conservation goals; and

WHEREAS, the City will contract with Barnett and Cox Communications to assist in the design and distribution of all water conservation material.

THEREFORE, BE IT RESOLVED AS FOLLOWS:

SECTION 1. The City Council of the City of El Paso de Robles does hereby implement the City's Water Management Plan.

SECTION 2. The City Council of the City of El Paso de Robles does hereby authorize the City Manager to enter into an Agreement with Barnett, Cox & Associates for the design and distribution of all water conservation material.

SECTION 3. That the current budget appropriation for water conservation implementation shall be re-distributed as follows (budget account 600-310-5235-165):

Fiscal Year 2004	\$50,000
Fiscal Year 2005	\$20,000
Fiscal Year 2006	\$15,000
Fiscal Year 2007	\$15,000

PASSED AND ADOPTED by the City Council of the City of Paso Robles this 2nd day of March 2004 by the following vote:

AYES:

NOES:

ABSTAIN:

ABSENT:

Frank R. Mecham, Mayor

ATTEST:

Sharilyn M. Ryan, Deputy City Clerk



barnett cox & associates

DRAFT

**City of Paso Robles
Water Conservation**

Communications Proposal

Submitted by
Maggie Cox
Barnett Cox & Associates, Inc.
January 26, 2004

Communications Plan Outline

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Introduction

Barnett Cox & Associates proposes to design and implement a communications plan focused on Paso Robles' efforts to realize a 25% reduction in water use citywide.

The purpose of the communications plan is to promote behavior change by educating Paso area residents about the need for voluntary conservation and methods for achieving a 25% reduction in water use by summer 2004.

The City of Paso Robles has not previously initiated a water conservation program, and believes that community education and outreach will enable the city to meet its conservation goals.

Barnett Cox & Associates (BC&A) has extensive experience in communications challenges of this type. BC&A has provided water conservation communication services to the City of San Luis Obispo for 13 years, has worked in a similar capacity for the primary water supplier in Monterey County, and has designed and implemented a number of other community education campaigns, all targeted – and succeeding – at creating behavior change. BC&A is happy to review its past programs with City officials.

In every case, even when circumstances are difficult and the project unwelcome, BC&A has found that straightforward, comprehensive communication efforts succeed in persuading consumers to make the desired behavior change.

Target Audiences

A number of key audiences will need information in order to succeed at reducing water use. Each is identified below. Many of the same communication techniques will be utilized for the different groups, but it is important to have the ability to craft the message and the method to each target group.

Residents

Residential water consumption, particularly for landscape use, accounts for a large percentage of overall water use. Residents of Paso Robles will receive information on the need for conservation and methods to reduce household water use.

Business

Business use of water varies in intensity by type of business, with certain types of business heavier users. Hotels and motels, golf courses, restaurants, wineries, commercial laundries and carwashes are among the high water users. In some cases water conservation goals cannot be met due to the role of water in product production, and in other cases water conservation methods are already in place as a cost-savings measure.

The business community is being identified as a target audience and particular services and water reduction methods and marketing will be developed for this sector.

Government

Government offices (county, state, federal, city) are also water users, and would not necessarily receive information targeted at residents or businesses. Government offices and facilities will be included in outreach efforts.

Visitors

Visitors to the Paso area, especially in the summer months, constitute an important group to ask for assistance in water conservation. Visitors have likely been exposed to water saving messages in other communities, but will need to be reminded to help Paso with its program. They will be reached largely through tourist-serving business and attractions.

Government Leaders

Paso's city leaders (elected and staff) will be impacted by resident concerns and questions. This sector will be kept informed about project progress and provided copies of all materials in order to be informed about city efforts and results.

Media

The media serving Paso Robles will be key partners for the water conservation communication effort. Media will be used extensively to promote the program, report on project progress and generally communicate with residents about the overall conservation issue. Media will be used for paid advertising, public service advertising and story placement / news coverage.

Strategies & Tactics

BC&A will implement a communications' program that relies on a combination of public and community relations' efforts used in tandem with direct mail, media advertising and story placement to effectively reach target audiences. BC&A will work closely with City staff in the design and production of the program, and will adjust as needed to meet changing City needs (particularly as earthquake recovery efforts unfold and present new challenges and/or opportunities).

The communications plan will outreach to target audiences and provide regular information, updates and materials needed to influence behavior and meet City water conservation objectives. The proposed plan is based on a thorough communications' outreach that maintains visibility within the target community.

TACTICS

The Paso Robles Water Conservation campaign will be implemented on an agreed-upon timeline and budget utilizing the following products/services:

- Campaign identity: logo design, slogan and signature colors; use to brand project; creates a ready identity for the project.
- Informational brochures; direct mail to residents and businesses.
- Mirror decals reminding of the need for water conservation
- Design and placement of paid and psa media: radio, print, TV
- Tent cards for restaurants, hotels and others' use in asking customer assistance in conserving water
- Speakers' Bureau presentations prepared and offered to groups (Chamber, PRVGA, Main street, Mid State Fair, schools, service clubs, etc.)

- Public relations' efforts: press releases, story placement in local media
- Special events: water conserving landscape seminars in association with nurseries; information at farmers market and other events
- 24-hour Message Line / 800 number about the project
- Internet web site (page on City site)

The chart that follows offers an overview of how the tactic will apply to individual target groups.

Methods/Materials Outreach to Individual Target Audiences

<i>Target Audience</i>	<i>How Reach</i>	<i>Materials</i>
Residents (Includes children)	Direct mail in city water bills Media stories Media advertising Special events: Landscape seminars, school presentations Speaker bureau activities	Brochure Mirror stickers Website, call line
Business	Information distributed through existing channels (PRVGA, Chamber, Main Street, Fair membership) Speakers bureau presentations Media stories and media ads Special events	Brochure Mirror Stickers Tent Cards Website, call line Special materials for retail promotion (i.e., placards for nurseries)
Government Offices	Mailing Speakers Bureau presentation Media stories and media ads	Brochure Mirror Stickers Tent Cards Website, call line

Methods/Materials
Outreach to Individual Target Audiences
 -continued-

<i>Target Audience</i>	<i>How Reach</i>	<i>Materials</i>
Visitors	Materials in visitor-serving locations Media stories	Tent cards Media Advertising
Local Government Leaders	Copies of all materials Email updates	All
News Media	Kick off event Regular updates via press releases, story contacts Interviews with City staff	Press kit Samples of all materials Fact sheet

Summary & Conclusions

BC&A proposes a multi-tiered communications effort designed to inform Paso Robles residents, businesses and visitors about the need for water conservation. The goal of the program is to change water use behaviors and create a 25 % savings over current water use by summer 2004. The program will be designed to utilize proven techniques BC&A has refined in working on other community projects.

The cost estimates that follow are rough estimates only. BC&A will work with City officials to devise a specific plan, budget and timeline for services and identify a project spokesperson for the City. BC&A will draft message points, conduct media training as needed, produce and oversee all campaign elements as agreed upon and provide regular reports to the City as requested.

BC&A is pleased to be considered for this project and is eager to work with the City of Paso Robles as a partner in the communications aspect of the project.

BUDGET ESTIMATES

Elements	Item	Cost
Program Identity	Concept/Graphic Development	3,500.00
Resident Outreach	Brochure	
	Concept/Copy	660.00
	Layout/Design/Pre-press/Digitizing	1,020.00
	Printing	4,000.00
	Postage & Handling	2,400.00
	Total	<u>8,080.00</u>
Business Outreach	Mirror Stickers	
	Layout/Design/Pre-Press/Digitizing	360.00
	Production	1,000.00
	Web Site	1,850.00
	PowerPoint Presentation	750.00
	Total	<u>3,210.00</u>
Government Offices	Distribution only	-
Visitors	Tent Cards	
	Layout/Design/Pre-press/Digitizing	480.00
	Production	1,500.00
	Total	<u>1,980.00</u>
Media	Advertising	
	Production	3,400.00
	Radio Advertising	4,500.00
	Print Advertising	4,800.00
	Total	<u>12,700.00</u>
BCA Service Fees	\$1,500 p/month (Six month est.)	9,000.00
Summary	Program Identity	3,500.00
	Resident Outreach	8,080.00

Business Outreach	3,210.00
Government Offices	-
Visitors	1,980.00
Media	12,700.00
Service Fees	9,000.00
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Communications Plan Total	38,470.00
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