

**TO:** James L. App, City Manager  
**FROM:** Doug Monn, Public Works Director  
**SUBJECT:** Summer 2009 Staffing Needs for Implementing Mandatory Peak Water Demand Management Program  
**DATE:** April 7, 2009

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**NEEDS:** For City Council to consider appropriating funds to hire temporary staff to distribute information regarding the City's planned mandatory peak water demand management program.

- FACTS:**
1. Public Works Department projects that community-wide summer peak water demands will exceed available supply by 20% (equivalent to a 25% reduction in residential use).
  2. To mitigate the possibility of water shortages, loss of water system pressure, and the associated threats to public health and safety, outdoor irrigation by all residential and commercial water users will be limited to three days per week. These requirements will be mandatory. Staff will bring recommended fines and other penalties for repeat violations for Council consideration at a later date. The planned start date for the program is April 24, 2009.
  3. In association with limiting watering to three days per week, residential and commercial users will be asked to reduce outdoor irrigation use by 50 percent from historical levels to avoid water shortages. A significant public outreach effort is needed to educate customers on how to achieve this level of water use reduction.
  4. To achieve the program goals, an intensive public outreach program will be required to distribute information directly to homes and businesses during the April through August period. Direct delivery will ensure conservation information is distributed in a timely and effective manner as the summer water use season progresses and water supply and demand conditions change. It is anticipated that information may need to be distributed as often as weekly.
  5. A significant number of additional seasonal staff will need to be hired to implement the program. Temporary staff will be supervised by the Water Conservation Manager.

**ANALYSIS &**

**CONCLUSION:** While other avenues of communication, such as direct mail, and print and radio media are planned, direct distribution to the City's approximately 10,000 customer accounts will be the most effective tool to educate the public on the need to reduce water use and how to reduce water use both outdoors and inside the home.

Seasonal staff to distribute information door-to-door would be hired from a pool of college students and others at the Staff Assistant I level. It is anticipated that approximately 15-20 staff would be needed for approximately five months (April 15<sup>th</sup>

through September 15<sup>th</sup>). One or two staff would also be needed at the Staff Assistant III or IV level to supervise the day-to-day activities of those distributing information.

**POLICY**

**REFERENCE:**

**FISCAL**

**IMPACT:**

The estimated staffing cost of the program is \$150,000. It is proposed that City Council authorize this additional budget allocation to the Water Maintenance & Operations Budget No. 600.310.5102.165.

**OPTIONS:**

- a. Adopt Resolution No. 09-xx approving expenditure of funds to fill approximately 20 temporary water conservation Staff Assistant positions.
- b. Amend, modify, or reject the above option.

Prepared by: Keith Larson, Water Conservation Manager

Attachments: Resolution

RESOLUTION NO. 09-

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASO ROBLES  
APPROVING EXPENDITURE OF FUNDS FOR  
HIRING TEMPORARY WATER CONSERVATION STAFF

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WHEREAS, the Public Works Department projects that community-wide summer peak water demands will exceed available supply by 20%; and

WHEREAS, to mitigate the possibility of water shortages, loss of water system pressure, and the associated threats to public health and safety, the City will implement a mandatory outdoor irrigation limit of three days per week for by all residential and commercial water users; and

WHEREAS, the planned start date for the program is April 24, 2009; and

WHEREAS, in association with limiting watering to three days per week, residential and commercial users will be asked to reduce outdoor irrigation use by 50 percent from historical levels to avoid water shortages; and

WHEREAS, to achieve the program goals, an intensive public outreach program will be required to distribute information directly to homes and businesses during the April through August 2009 period; and

WHEREAS, approximately 15 to 20 staff would be needed for approximately five months (April 15 through September 15) to implement the program.

NOW, THEREFORE, BE IT RESOLVED AS FOLLOWS:

SECTION 1. The City Council of the City of El Paso de Robles does hereby approve expenditure of \$150,000 to fill approximately 20 temporary water conservation Staff Assistant positions.

SECTION 2. The City Council does hereby authorize allocation of \$150,000 to the Water Maintenance & Operations Budget No. 600.310.5102.165 for this purpose.

PASSED AND ADOPTED by the City Council of the City of Paso Robles this 7th day of April 2009 by the following vote:

AYES:  
NOES:  
ABSTAIN:  
ABSENT:

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Duane Picanco, Mayor

ATTEST:

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Cathy M. David, Deputy City Clerk