

TO: James L. App, City Manager
FROM: Doug Monn, Public Works Director
SUBJECT: Water Conservation Program Summary – Summer 2010
DATE: October 19, 2010

NEEDS: To receive and file a report concerning the summer 2010 water conservation program.

- FACTS:**
1. To avoid potential production shortfalls, Level 2 watering schedule restrictions were in place during the summer of 2010.
 2. Additionally, several customer incentive programs to support the community's water conservation efforts were implemented this year including:
 - Rebates for installation of High Efficiency Toilets
 - Rebates for replacing turf with drought-tolerant landscaping.
 - Water surveys/audits for homes and businesses
 3. Outreach efforts included: grade school education, radio, print advertising, landscape workshops, events participation, and a Speaker's Bureau.

ANALYSIS &

CONCLUSION: City-wide water use reduction averaged 20 percent from May 1 to September 30, 2010. Reductions were seen in all customer categories. The Golden Hills tanks were refilled each night and maintained adequate water reserves throughout the summer.

The community adhered well to the 3-day watering schedule. There were fewer warning notices and violations compared with 2009.

| | 2010 | 2009 |
|---------------------------|------|------|
| First Notices | 846 | 967 |
| Second Notices | 72 | 113 |
| Violations (fines) | 8 | 25 |

The three new conservation incentive programs implemented this year have been very well-received by customers. To date, the number of rebates and home water surveys that have been processed or completed are:

- Toilet Rebates – 78
- Turf Conversion Rebates – 109 Pre-Inspected (57 completed, 52 pending)
- Total rebates paid to date since program inception - \$29,688.33
- Home/Business Water Surveys – 114 Completed

The City's commitment to implementing a multi-faceted water conservation program is paying dividends. The various aspects of the program are working together to foster the community's commitment to efficient water use, thus helping to maintain a reliable and cost-effective water supply for Paso Robles.

POLICY

REFERENCE: Ordinance No. 09-962 N.S., Council Resolution No. 10-019

FISCAL

IMPACT: None

OPTIONS: This report is for information only

Prepared by: Keith Larson, Water Conservation Manager