

TO: James L. App, City Manager
FROM: Dick McKinley, Director of Public Works
SUBJECT: **Water Conservation Incentive Programs**
DATE: July 7, 2015

NEEDS: For City Council to consider allocating additional budget to maintain water conservation incentive programs.

FACTS:

1. On April 1, 2015, Governor Jerry Brown issued an Executive Order calling for increased urban water conservation and directing the State Board to impose restrictions on water suppliers to achieve reductions in water use. The City of Paso Robles is to reduce water use by 28% relative to 2013 usage.
2. On May 5th, 2015 the City Council authorized an additional \$50k for the on-going rebate programs. Additional program funding will be required to keep pace with the demand for conservation incentives through FY15/16.

**ANALYSIS &
CONCLUSION:**

The City's Landscape Rebate Program promotes long-term outdoor water conservation. For each 1,000 square feet of turf converted to low-water-use landscaping, outdoor water use can be reduced by over 20,000 gallons per year.

Participation in the rebate programs has nearly tripled since 2010. If additional funds are not allocated, rebates may not be available through FY 15/16.

On May 5th, 2015, City Council approved allocation of an additional \$50,000 for water conservation rebates which allowed continuation of the rebate programs through FY14/15. To keep pace with the increasing participation in the rebate programs, Council may consider increasing the funding by \$36,000.

**POLICY
REFERENCE:**

State of California Governor's Order B-29-15, Water Conservation Shortage Contingency Plan, Integrated Water Resources Plan, and CUWCC MOU.

**FISCAL
IMPACT:**

Allocate \$36,000 from Water Fund Reserves to the water conservation program (6003403), increasing annual conservation budget from \$121,000 to \$157,000.

OPTIONS:

- a. Increase the total conservation program budget by \$36,000 to \$157,000 annually.
- b. Amend, modify, or reject the above option.

Attachments: Resolution 15-____.

RESOLUTION NO. 15-xxxx

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASO ROBLES
ALLOCATING ADDITIONAL FUNDS FOR WATER CONSERVATION INCENTIVES

WHEREAS, On April 1, 2015, Governor Jerry Brown issued an Executive Order calling for increased urban water conservation and directing the State Board to impose restrictions on water suppliers to achieve reductions in water use; and

WHEREAS, the State of California recently adopted emergency regulations that mandate reductions in urban water use. The City of Paso Robles is to reduce water use by 28% relative to 2013 use; and

WHEREAS, the City has placed into effect Enhanced Mandatory Level 2 water restrictions; and

WHEREAS, the City previously authorized funding for a water conservation program including rebates for turf and high-flow toilet replacement per Resolution No. 10-019 and subsequent City budget approvals; and

WHEREAS, additional customer outreach and incentives are desired to promote long-term water conservation and reduction of indoor and outdoor water use; and

WHEREAS, applications for turf and high-flow toilet replacement rebates have increased significantly since program inception and are expected to continue to be in high demand due to drought conditions and increasing water rates; and

WHEREAS, available funding for water conservation rebates is projected to be expended before the end of the 2015/16 fiscal year.

NOW, THEREFORE, BE IT RESOLVED AS FOLLOWS:

SECTION 1. The City Council of the City of El Paso de Robles does hereby authorize a \$36,000 increase in the annual water conservation program budget; increasing the total annual budget from \$121,000 to \$157,000.

PASSED AND ADOPTED by the City Council of the City of Paso Robles this 7th day of July 2015 by the following vote:

AYES:
NOES:
ABSTAIN:
ABSENT:

Steven W. Martin, Mayor

ATTEST:

Caryn Jackson, Deputy City Clerk