

MEMO

TO: District Manager
FROM: Director of Operations
SUBJECT: Water Conservation Program 2008
DATE: April 11, 2008

RECOMMENDATION:

It is recommended that the District Manager review this memo and approve a Water Conservation Program for 2008 which implements a District wide 20% reduction in water use effective May 01, 2008.

BACKGROUND:

Throughout the State of California lower than normal rainfall has required many water supply agencies to call for water use reductions from their customers. To date the San Lorenzo Valley has received 37.35 inches of rainfall, only 70 percent of annual average rainfall. Last year (2007) total rainfall was 24.37 inches, only 55 percent of annual average rainfall. 2008 is anticipated to be classified as a "dry" year.

While this year has not been as dry as last year, rainfall totals are still well below the level that would ensure a sustainable water supply for all customers. Because stream flows and aquifer levels were already impacted by last year's significant lack of rainfall, it is imperative that District customers continue to implement water conservation measures.

Lower than average rainfall has impacted the District's surface water source production. Currently, surface water sources are meeting demand. However, it is anticipated that the District's deep water wells will be impacted by late summer as a higher demand will be placed on the wells to make up for the loss of surface water.

To implement the Water Conservation Program for 2008 staff is recommending that the billboards be changed with a new message and a fresh look to attract greater attention. Further, staff is recommending that a direct message be mailed to all customers during the week of April 28, 2008. Water conservation kits should arrive at the District by the first week of May 2008. It is anticipated that the 2008 water conservation program will cost approximately \$10,000 to implement.

In order to avoid a potential shortfall in water supply, continued water conservation measures are required. Staff has determined that a continued 20 percent water use reduction will be necessary to avoid shortfalls during the summer peak water production/consumption months. At this time the following immediate actions are recommended.

1. Phase Two Drought Contingency Management Plan 20 percent mandatory customer water use reduction effected May 01, 2008 through October 15, 2008, or until further notice.
2. Direct mailing to customers "Notice of Mandatory Conservation" outlining water conservation program.

3. Billboards placed in strategic areas of the water district “Notice of Conservation”
4. Expand water conservation information program into the Felton area
5. Increased monitoring of water supply production/consumption
6. Expedited repairs for District main leaks
7. Contingency planning for greater water use reductions/restrictions if needed
8. Media campaign

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Rick Rogers
Director of Operations

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