

MEMO

TO: District Manager
FROM: Director of Operations
SUBJECT: WATER CONSERVATION PROGRAM 2010
DATE: April 27, 2010

RECOMMENDATION:

It is recommended that the District Manager review this memo and approve a Water Conservation Program for 2010 which implements Voluntary Conservation Phase 1, District wide 15 percent of normal reduction in water use effective June 1, 2010.

BACKGROUND:

After three years of drought, rainfall has returned to normal for 2010. To date the San Lorenzo Valley has received 53.58 inches of rainfall, 112 percent of normal annual average. Last year (2009) total rainfall was 40.36 inches, only 82 percent of annual average. In 2008 total rainfall was below normal totaling only 37.61 inches and 2007 rainfall totaled 27.37 inches (Rainfall year is from October 1 through September 30).

While this year has been above normal rainfall the District's groundwater aquifers have not recovered to pre-drought levels. Surface water sources have greatly improved with the rainfall. However, it is anticipated flows will greatly reduce late summer.

Last year the District adopted Phase 2, requiring a mandatory 20 percent of normal reduction in customer water use. Because stream flows and aquifer levels are already impacted by the last three years of a significant lack of rainfall, it is recommended that District customers continue to implement water conservation measures on a voluntary effort.

In order to avoid a potential shortfall in water supply, continued water conservation measures are required. Staff has determined that a 15 percent of normal voluntary water use reduction will be necessary to avoid shortfalls during the summer peak water production/consumption months and should be maintained until well aquifers show significant recovery.

To implement the Water Conservation Program for 2010 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 May 15, 2010 incorporated in the District's annual Consumer Confidence Report.

At this time the following actions are recommended:

1. Phase One Drought Contingency Management Plan 15 percent of normal voluntary customer water use reduction from June 1, 2010 through October 15, 2010, or until further notice.
2. Direct mailing to customers "Notice of Conservation" outlining water conservation program.
3. Billboards placed in strategic areas of the water district "Notice of Conservation".
4. Monitoring of water supply production/consumption.
5. Expedited repairs for District main leaks.
6. Contingency planning for greater water use reductions/restrictions if needed.
7. Media campaign.

It is recommended that the District Manager review this memo and approve a Water Conservation Program for 2010 which implements Voluntary Conservation Phase 1, District wide 15 percent of normal reduction in water use effective June 1, 2010.

A handwritten signature in blue ink, appearing to read "Rick Rogers", written over a horizontal line.

Rick Rogers
Director of Operations

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