

M E M O

TO: District Manager

FROM: Director of Operations

SUBJECT: Voluntary Water Conservation Program

DATE: June 14, 2007

RECOMMENDATION:

It is recommended that the District Manager review this memo and request the Board of Directors to approve a Voluntary Water Conservation Program for Summer 2007. The proposed Voluntary Water Conservation Program would seek a District wide voluntary fifteen percent (15%) reduction in customer water use. The proposed program would be implemented through direct mail notification, media campaign and billboard placement in strategic areas of the District.

BACKGROUND:

Lower than normal rainfall throughout the State of California has required many water agencies to call for reduced water use from their customers. This year, rainfall in the San Lorenzo Valley was approximately 27 inches, or fifty-three percent (53%) of normal average annual rainfall (Average Annual Rainfall = 50.78 inches). Lower than average rainfall has impacted the District's production of surface water sources. Currently, surface water production is approximately 350 gallons per minute (gpm). Normal surface water production for this time of year is approximately 700 gpm. Currently, the District's groundwater wells are maintaining normal production. However, it is anticipated that drought conditions could also impact water production in the well fields by late summer. Due to reduced surface water production, increased demand will be placed on the groundwater wells. Increased groundwater production may result in greater dynamic well drawdown levels, which have the potential to reduce production.

Staff is recommending that the District implement a Voluntary Water Conservation Program. It is recommended that the District implement a voluntary program to seek a reduction in water consumption by fifteen percent (15%). Staff is recommending the following actions:

1. Request all District customers voluntary reduce their water use by fifteen percent (15%) throughout the summer months.
2. Provide direct mail notification to customers regarding "Notice of Conservation".
3. Place billboards in strategic areas of the Water District regarding "Notice of Conservation".
4. Implement Media campaign, press releases, etc.
5. Increase monitoring of water supply, production and consumption.
6. Expedited repairs for District main leaks to reduce system losses.
7. Develop contingency plans for greater water use reductions/restrictions, if needed.

San Lorenzo Valley is experiencing drought conditions which have impacted water supplies for the District. It is recommended that the District immediately move forward with a Voluntary Water Conservation Program and other contingencies relative to this matter.

RR/

Rick Rogers
Director of Operations