



2016 Water Efficiency Program Think Twice

OBJECTIVE: Meet the requirements of the Governor's Executive Order B-36-15 extending 2015 statewide restrictions through October 2016.

STRATEGY: A multi-pronged approach of voluntary efforts by customers and statewide mandatory requirements and restrictions. The goal is to promote water efficient behaviors, increase awareness about outdoor water use efficiencies, and continuously eliminate water waste.

BACKGROUND: The District has provided incentives and outreach regarding conservation and water use efficiency for years. In response to the State Drought Emergency mandates, the District reduced its system-wide potable demand by 21% in July-December 2014 and achieved a 24% reduction in 2015 from baseline of 2013.

PROGRAM COMPONENTS:

1) Weekly Irrigation Policy: 2 Assigned Days

The 2-day weekly irrigation schedule is established as follows:

- Even-ending street numbers watering on Saturdays and Tuesdays
- Odd-ending street numbers watering on Sundays and Wednesdays.

The Policy on Outdoor Irrigation Limitations continues to be enforced including the following elements:

- Patrolling and follow up by field staff
- Bumper stickers, and lawn and District fleet signs
- Up to \$500 daily fines as a last resort for non-compliance

2) District and State Rebate Programs

- District rebates with a primary focus on landscape water efficiency continue, with additional promotion of statewide drought rebates.
- District Water Use Efficiency staff will participate in county-wide conservation coalition events, including a shared inter-agency website, tabling events, and a youth video contest.

3) Water Waste Watch

Know when and where not to use water. District adopted Policy on Water Waste in May 2015 including new elements required by the State:

- No application of potable water to outdoor landscapes during and within 48 hours after measurable rainfall
- No irrigation with potable water of ornamental turf on public street medians
- No irrigation with potable water of landscapes of newly constructed homes and buildings in a manner inconsistent with building standards.

Patrolling and fines up to \$500 per day per violation will be used to enforce the regulations.

DATE PROGRAM EFFECTIVE: March through October 2016