

Agenda Report

December 17, 2007

TO: City Council

FROM: City Manager

SUBJECT: Conservation of Water Through Implementation of Water Shortage Plan I Pursuant to the Water Shortage Procedures Ordinance (PMC Chapter 13.10)

RECOMMENDATION

It is recommended the City Council:

1. Conduct a public hearing pursuant to Pasadena Municipal Code (P.M.C.) section 13.10.035 Water Shortage Plan Implementation for the purposes of determining whether a water shortage may exist;
2. Adopt a finding that a projected water shortage exists and Water Shortage Plan I as set forth in P.M.C. section 13.10.040 is appropriate to address the projected shortage at this time;
3. Order implementation of Water Shortage Plan I by way of public proclamation (attached).

RECOMMENDATION OF THE ENVIRONMENTAL ADVISORY COMMISSION

At its meeting of November 13, 2007 the Environmental Advisory Commission recommended approval of the staff recommendation.

BACKGROUND

Notice of this public hearing was published Monday, December 3, 2007 in the *Pasadena Star News* pursuant to PMC Chapter 13.10.035.

The southwest portion of the United States continues to experience lower than average rainfall and the majority of Los Angeles County is considered to be in a state of extreme drought according to the U. S. Department of Agriculture. Pasadena Water and Power (PWP), in addition to continuing efforts to promote water conservation, has been monitoring closely the drought's impact on water supplies.

Pasadena Municipal Code Chapter 13.10 sets forth a graduated series of three plans to address water shortages. These plans range from voluntary actions which result in less water use (Plan I); to mandatory actions with imposition of fines (Plan II); to mandatory

Water Shortage Plan
December 17, 2007

water use reductions compared to a base year, i.e. customers must reduce their 2008 usage by 10% versus their usage during the same period in 2006 (Plan III).

PMC Chapter 13.10.020(G) defines a water shortage as a condition in which the existing or projected water supply available to the City is not anticipated to meet the ordinary water requirements of customers of the department. Staff has determined that a projected water shortage exists within the meaning of this section. This determination is based on the following factors:

- Pasadena provides about 39,000 acre-feet annually to its customers, 40% of which is pumped from local groundwater supplies and 60% from imported water from the Metropolitan Water District (MWD)
- Reservoirs on the Colorado River, which provides about 40% of MWD's supply, are at record lows as the region is in the eighth year of a drought
- The State Water Project has reported the worst water year on record
- Pasadena experienced record-low rainfall in 2006-2007
- Water levels in some of Pasadena Water and Power's (PWP) groundwater wells have dropped as much as 60 feet below historical norms
- A recent federal district court ruling has restricted pumping activities in the Sacramento-San Joaquin Delta, which provides about 60% of MWD's supply, that could reduce water deliveries to the region by as much as 30%
- MWD anticipates that 500,000 acre-feet, or about 20%, of its water reserves will be drawn from storage to meet current demand. MWD storage will be about 40% full at the end of 2007; and
- MWD may require its member agencies, such as Pasadena, to reduce their total water consumption by 10-15% if current conditions persist

Because the groundwater levels in some wells are so far below historical levels, if MWD institutes reductions, as anticipated, PWP will not be able to supplement the reduced supply by pumping more groundwater. In that case, supply may not meet demand.

In July, the Mayor called for a City-wide reduction in water use of at least 10%. So far that goal has not been realized. Staff is now recommending the implementation of Water Shortage Plan 1. This plan provides residents and businesses with specific water saving measures.

Pursuant to this Plan all customers of the PWP are directed to reduce water usage by taking the following water conservation measures:

- A. Refrain from hosing or washing sidewalks, walkways, driveways, parking areas or other paved surfaces
- B. Refrain from cleaning, filling, or maintaining levels in decorative fountains, ponds, lakes, and similar structures unless such structure is equipped with a water recycling system
- C. Refrain from serving drinking water, unless at the express request of a customer, in all restaurants, hotels, cafes, cafeterias, or other public places where food is sold, served or offered for sale

Water Shortage Plan
December 17, 2007

- D. Promptly repair all leaks from indoor and outdoor plumbing fixtures, including but not limited to sprinkler systems
- E. Refrain from allowing water to run off landscape areas into adjoining streets, sidewalks, parking lots or alleys
- F. Refrain from allowing water to run off into adjoining streets, sidewalks, parking lots or alleys while washing vehicles
- G. Refrain from landscape watering more often than once every 3 days;
- H. Refrain from landscape watering between the hours of 10:00 a.m. and 5:00 p.m.; and
- I. Refrain from filling or refilling a swimming pool. (Ord. 6289 § 1 (part), 1988; Ord. 6275 § 1 (part), 1988)

It is anticipated that through these voluntary efforts, total water use in the City may be reduced up to 10% or about 1.1 billion gallons annually. Implementation of Plan I is also in line with similar efforts in a number of other cities.

For example:

- Los Angeles-voluntary prohibition of six water use activities that are included in Pasadena's Water Shortage Plan I. They have enlisted 15 "Drought Busters" to patrol the City looking for violators, but no fines are issued
- Anaheim-voluntary "Help Us Save Water" campaign, offering customers a list of conservation tips to help conserve water
- Burbank-launched the "20 Gallon Challenge," asking each resident to reduce water use by 20 gallons per day; and
- Glendale-implemented Phase I of the City's Water Conservation plan, which calls for a voluntary 10% water use reduction

Pursuant to PMC Chapter 13.10.035, City Council may implement Water Shortage Plan I by way of a public proclamation published one time in a newspaper of general circulation in the City. The form of the Proclamation is attached. Once the water shortage has been declared, PWP will continue its community outreach efforts (Exhibit B) with advertisements in print and online media, as well as face-to-face meetings with local businesses.

Staff will continue to monitor water savings as a result of the Plan as well as any action on the part of MWD to implement a water rationing plan. If water savings are not realized through Plan I and/or MWD implements a water rationing plan, staff will return to City Council to request implementation of Water Shortage Plan II or III, which place mandatory restrictions on water use.

The City has long been a strong proponent of both energy and water conservation and offered customers a host of conservation resources as well as rebate programs for the purchase of high-efficiency appliances, equipment, and fixtures. Customers' conservation efforts have saved millions of gallons of water and millions of kilowatt-hours of electricity. But more needs to be done.

Water Shortage Plan
December 17, 2007

The goal of these measures is not a short-term savings of a specific amount of water, but rather it is a first step in changing the way customers think about water and how they use it. As the population of southern California continues to grow, so too will the demand on limited water resources. By implementing a voluntary plan, customers have the opportunity to take this issue into their own hands and modify their lifestyles accordingly rather than through City regulation. Instead, customers could follow the lead of some of Pasadena's business leaders like Caltech, Huntington Memorial Hospital, the Art Center College of Design, Pasadena City College, and the Pasadena Unified School District. They have already taken steps to reduce their water use by installing water efficient fixtures and weather based "smart" irrigation controllers. Every resident and business in Pasadena can do their part by adopting the voluntary measures in Water Shortage Plan I.

Water Shortage Plan I is exempt from the California Environmental Quality Act under Article 19 Section 15307, "Actions by Regulatory Agencies for Protection of Natural Resources."

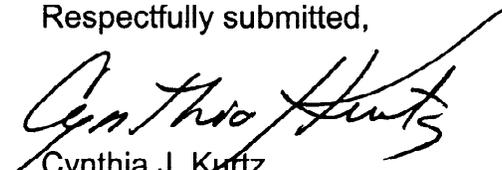
The factors necessitating the water shortage proclamation, specifically the drought and the Bay Delta pumping restrictions, are subject to changing conditions. PWP will continue to explore all options to supplement our local water supply, including use of reclaimed water, groundwater recharge/storage, conservation, and efficiency measures with a goal of ensuring supply for current demand as well as future growth. MWD is also taking actions to supplement the regional supply. Planning projections by its member agencies are taken into account in MWD's plans for future water needs. Staff will provide a very careful analysis of the water needs of new construction and remodeling projects during the project review stage to ensure that water demands can be met before such projects are approved.

FINANCIAL IMPACT

Under the proposed Water Shortage Plan I, if targeted water savings of 10% are achieved, revenues from water sales will be reduced by about \$2.2 million. Associated purchased water costs will be reduced by about \$2.3 million and purchased power costs will be reduced by about \$0.1 million. Also, non-operating income will be reduced by about \$0.4 million. Therefore, net income will be reduced by about \$0.2 million. Consequently, the Capital Improvements Charge (CIC) revenues, which are based on a volumetric CIC charge, will decrease by about 10% or about \$1.0 million annually.

In addition, the General Fund Transfer for the year following the first year of implementation of the water shortage plan will decrease by about \$130,000 per year due to the approximately \$2.2 million decrease in operating revenues the prior year.

Respectfully submitted,



Cynthia J. Kurtz
City Manager

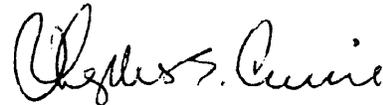
Prepared by:



Tim Roe

Management Analyst III
Pasadena Water and Power

Approved by:



Phyllis E. Currie
General Manager
Pasadena Water and Power

**Pasadena Water and Power
Water Shortage Outreach Efforts
December 2007**

The following strategies will be used to alert customers to the current water shortage situation and ways to save water, as well as the provisions of Water Shortage Plan I:

- Official notification in English and Spanish via direct-mail to every Pasadena address and every Altadena water service address
- Official notice distribution at public facilities, community centers, and through *Neighborhood Connections*
- Official notice printed in Pasadena Star News and Pasadena Weekly
- Official notice and information links at www.PWPweb.com/watershortage
- Official notice on KPAS
- Notification “blitz” the day after proclamation (hand delivery of notices to businesses in major commercial centers)
- Direct feedback communication with customers via a water shortage telephone hotline and online question/comment form
- Announcement directly on bill and on bill envelopes
- Press briefing and press release from PWP officials
- Radio talk-show interviews with PWP officials
- New conservation message ad campaign in local print and online newspapers - *Pasadena Star News, Pasadena Weekly, Pasadena Journal, Arroyo Monthly, Business Life, Senior Living, PasadenaNow.com, PasadenaStarNews.com*
- Ad campaign posters at local bus shelters and in the Pasadena ARTS buses
- Ad campaign on screens at Laemmle Playhouse and Laemmle One Colorado Movie Theaters
- Ad campaign on KPAS
- Conservation tips at www.PWPweb.com/savewater and www.PasadenaSavesWater.com
- Conservation message on City vehicles
- Pitch conservation stories to city news/environmental journalists
- Article and conservation tips in City newsletter *Pasadena In Focus*
- Article and conservation tips in the PWP commercial customer newsletter *Conduit*
- Face-to-face meetings with major business customers and homeowner associations
- Landscaping workshops
- Conservation message on table tents distributed to all restaurants and food service venues

PROCLAMATION NO. _____

A PROCLAMATION OF THE CITY COUNCIL OF THE
CITY OF PASADENA ORDERING WATER SHORTAGE
PLAN I PURSUANT TO THE WATER SHORTAGE
PROCEDURES ORDINANCE, CHAPTER 13.10 OF THE
PASADENA MUNICIPAL CODE

WHEREAS, on December 17, 2007, after a duly noticed public hearing, the City Council determined that a water shortage exists;

WHEREAS, the City's projected water supplies may not be sufficient to meet its projected water demand;

WHEREAS, Pasadena receives approximately forty percent (40%) of its water from local groundwater supplies and approximately sixty percent (60%) from imported water from the Metropolitan Water District (MWD);

WHEREAS, reservoirs along the Colorado River, which supplies about forty (40%) of MWD's water, are at record lows due to eight years of drought;

WHEREAS, the State Water Project has reported the lowest water year on record;

WHEREAS, Pasadena experienced record-low rainfall in 2006-2007;

WHEREAS, groundwater levels in Pasadena are approximately sixty feet below historic norms;

WHEREAS, pumping restrictions in the Sacramento-San Joaquin Delta could reduce water deliveries to MWD by thirty percent (30%); and

WHEREAS, MWD will draw upon about twenty (20%) of its storage water to meet its current demand:

NOW, THEREFORE, the City Council of the City of Pasadena proclaims as follows

1. Water Shortage Plan I set forth in Section 13.10.040 of the Pasadena Municipal Code is hereby ordered to take effect:

All persons and customers of the department shall, on a voluntary basis, reduce water usage by taking the following water conservation measures:

A. Refrain from hosing or washing sidewalks, walkways, driveways, parking areas or other paved surfaces;

B. Refrain from cleaning, filling, or maintaining levels in decorative fountains, ponds, lakes, and similar structures unless such structure is equipped with a water recycling system;

C. Refrain from serving drinking water, unless at the express request of a customer, in all restaurants, hotels, cafes, cafeterias, or other

public places where food is sold, served or offered for sale;

D. Promptly repair all leaks from indoor and outdoor plumbing fixtures, including but not limited to sprinkler systems;

E. Refrain from allowing water to run off landscape areas into adjoining streets, sidewalks, parking lots or alleys;

F. Refrain from allowing water to run off into adjoining streets, sidewalks, parking lots or alleys while washing vehicles;

G. Refrain from landscape watering more often than once every 3 days;

H. Refrain from landscape watering between the hours of 10:00 a.m. and 5:00 p.m.; and

I. Refrain from filling or refilling a swimming pool.

2. City personnel are hereby authorized to take all necessary and appropriate steps to implement Water Shortage Plan I, including without limitation publication of this Proclamation as provided in Section 13.10.035 of the Pasadena Municipal Code.

3. Water Shortage Plan I shall remain in effect until further order of the City

Council.

4. This Proclamation shall take effect immediately upon publication.

Adopted at the _____ meeting of the City Council
of Pasadena on the _____ day of December, 2007, by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

Jane L. Rodriguez
City Clerk

Approved as to form:


Scott D. Rasmussen
Assistant City Attorney