

Comprehensive Water Conservation Plan

The final report will include information on the following:

- Efforts to provide better usage data on bills, appropriate levels of usage for a given customer,
- Collect better usage by customer class & segment, etc.

Additional Education

PWP hired an irrigation professional to develop and conduct a series of bi-monthly efficient landscaping workshops for residential customers and professional landscapers. The workshops were launched in July 2008. The workshops are innovative in that they are not the typical PowerPoint presentations, they offer hands on demonstrations that include displays, irrigation equipment such as weather based irrigation controllers, drip irrigation and the latest technology in sprinkler heads. These innovative workshops are well attended and are now being replicated in Burbank and Glendale. Two new workshops are currently being developed; low water using trees and shrubs beginning March 2009 and alternatives to turf beginning in June 2009. Spanish translation is available and provided upon request. The workshops will be video taped and made available for viewing on PWP's website, and possibly KPAS, in spring 2009.

In addition to irrigation classes, PWP has continued to offer California Friendly Landscaping classes sponsored by MWD, co-sponsored (with Burbank and Glendale) a landscaping workshop for Homeowners Associations and Property Managers and hosted a Native Plants seminar conducted by a renowned horticulturist. PWP has offered 17 landscaping classes since December 2007, a total of 520 PWP customers have participated in the workshops. PWP partnered with a local landscaping supply house to host a workshop for landscapers that was conducted in English and Spanish. Fifty six landscapers attended which exceeded the goal of forty five attendees.

PWP proposes that the City adopt a Certification program that would encourage participation in efficiency training courses for professional landscapers and plumbers. The Green Plumbers Organization and EPA Watersense both offer certification programs in which Pasadena can participate in and promote.

Outreach Plan

PWP has aggressively pursued a broad range of approaches to build awareness, change behaviors and guide customers to practice water efficiency and conservation. For change to occur, PWP recognizes that all facets of its population must be educated about the importance of adapting water usage to scarcity conditions by adopting new behavioral practices. PWP intends to reinforce the message that there will be an adequate water supply if all citizens make a few simple and necessary changes in their use of water.

PWP's next advertising campaign will be guided and driven by the conservation goals and ordinances adopted by the City Council, strategies or restrictions adopted by MWD, evolving water supply conditions, and input from various stakeholders, all in

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coordination with other local utilities. PWP anticipates that the key messages will continue to revolve around the following themes:

- Water waste is intolerable
- Water Shortage is imminent
- Proper irrigation drastically reduces waste
- Make habit changes now – lifelong changes are critical
- Alerts as changes are projected: water supply issues, ordinances, restrictions, rates
- Promote rebate programs, events & work shops

Before launching the next advertising campaign, PWP will form a focus group in January 2009 to obtain feedback from the community regarding effective messaging, attitudes about water conservation and determine levels of awareness regarding the water shortage. Also, the Pasadena, Burbank & Glendale Water Shortage Task Force is working to create consistent regional messages and water use guidelines or restrictions. PWP is currently leading the development of a joint ad campaign with Burbank and Glendale that will carry a strong message against over-watering. The intention is not for this campaign to replace other outreach, but rather to supplement to a broader public education campaign strategy that will address both near term critical water shortage issues and the long term behaviors.

Beginning in April 2009, PWP will be stepping up its customer recognition efforts. PWP currently publishes a customer spotlight in a monthly business newsletter called "The Conduit" that features companies that have taken steps to make their businesses more water and energy efficient. In order to enhance customer recognition, PWP plans to honor commercial customers that are implementing significant water efficiency measures at their facilities with a water efficiency award. PWP will be soliciting nominations for honorees in the monthly newsletter. The awards will be presented at a public ceremony and listed on the PWP website and in local newspapers.

Likewise, the residential recognition program will be stepped up with a focus on outdoor water use. The program will include depictions of residential customer's attractive, water-efficient landscape projects and offer awards to customers that transform their yards from high water using plants and lawns into California Friendly landscaping. Award recipients will be recognized publicly as "Water Heroes". Recognition will include a public award ceremony, a feature in the monthly newsletter In Focus and signage for their newly transformed yard.

During the period between November 2007 and January 2009, PWP participated in 71 outreach events. The range of outreach varies widely and includes large city-sponsored community events, business forums, town hall meetings, presentations to homeowners associations and other organizations. PWP sponsored two major water events for students between the ages of 5-11: "World Water Day" and "Water Awareness Day". Both events utilized interactive displays depicting ways to save water. Educational materials relating to water conservation and the Water Shortage Ordinance are provided at all events and meetings.

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The following is an outline of PWP's varied strategies and methodology:

- Identify and Target Audiences
 - Rate Payers
 - Residential Customers
 - Commercial, Institutional & Multi-family Customers
 - Stakeholders
 - Business Districts & Associations
 - Neighborhood Associations
 - Homeowners Associations
 - Service & Non-Profit Organizations
 - Retailers
 - Professional Landscapers
 - Industry Organizations i.e. Green Plumbers, EPS Watersense
 - Influencers
 - City Council and other elected officials
 - Commissions
 - Environmental Organizations
 - News Media
 - Other utilities & local cities

In December 2007, PWP developed a website dedicated to water conservation and efficiency www.PasadenaSavesWater.com. The website offers visitors an opportunity to report water waste and get information about rebate programs, water conservation tips, an indoor water use survey and a customized watering schedule for irrigation. Other methods of messaging include:

- Bill inserts and direct mail
- Press releases
- Monthly Newsletters –
 - In Focus (Residential)
 - The Conduit (Business)
 - Currents (PWP employees)
- Welcome kits for new customers – distribution begins in February 2009
- Focus group(s) – Form first group in January 2009
 - Ascertain level of awareness with community regarding water issues
 - Feedback to create effective messaging campaign(s)
 - Obtain input on proposed rebate programs
- Follow up messaging – “How are we doing?” feedback on conservation efforts
- Presentations & demonstrations provided for:
 - Community Events
 - Business Forums
 - Neighborhood Association Meetings
 - Homeowners Association Meetings
 - Town Hall Meetings
 - Non-profit & Service Organizations
 - Schools K-12

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- Newspapers – Local daily and weekly editions
- Magazines
- Local access television
- Radio Spots - KPCC
- Video monitors – Permit Center
- Collaboration with landscaping professionals, retailers and organizations such as Green Plumbers, EPA Watersense and California Landscape Contractors Association (CLCA)

ATTACHMENTS

Attachment 1: Best Management Practices

Attachment 2: Pasadena's Existing Water Shortage Procedures Ordinance

Attachment 3: MWD Model Water Conservation Ordinance, summarized in

Attachment 4: PWP's Current Water Conservation Incentive Programs

Attachment 1 – Best Management Practices

California Urban Water Conservation Council

The Council was created to oversee the 1991 *Memorandum of Understanding Regarding Urban Water Conservation in California* (MOU), which sets forth Best Management Practices (BMP's) for the efficient use of water in urban areas of the state.

In becoming signatories to the MOU, Council members agree to implement the 14 BMP's and comply with all requirements of the MOU. Members submit bi-annual progress reports to the Council, which reports annually to the State Water resources Control Board.

The California Urban Water Conservation Council is a consensus-based partnership of agencies and organizations concerned with water supply and conservation of natural resources in California. The Council's membership consists of three groups:

Group 1 – urban water suppliers

Group 2 – public advocacy groups

Group 3 – other interested parties

BMP's

What are BMP's? – Best Management Practices are conservation programs or measures that signatory water suppliers have agreed to implement in the manner according to the timeframe specified in the text of the MOU. They include the following:

- 1. Residential Water Surveys** – Indoor and outdoor audits of residential water use and distribution of water saving devices.
- 2. Residential Plumbing Retrofits** – Distribution or installations of water-saving devices an pre-1992 residences

3. **System Water Audits** – Unaccounted-for water calculated annually, and distribution system audits as required.
4. **Metering with Commodity Rates** – Metering of consumption and billing by volume.
5. **Large Landscape Conservation** – ET-based water budgets for large landscape irrigators.
6. **High Efficiency Clothes Washers** - Rebates for efficient washing machines.
7. **Public Information** – Public information to promote water conservation.
8. **School Education** – Provision of educational materials and services to schools.
9. **Industrial, Commercial and Institutional Conservation** – Programs to increase water use efficiency in ICI sectors.
10. **Wholesale Agency Assistance** – Support by wholesalers for conservation programs of retail water suppliers.
11. **Conservation Pricing** – Uniform or increasing block rate structure, volume-related sewer charges, and service cost recovery.
12. **Conservation Coordinator** – Designation of staff coordinator of agency conservation programs.
13. **Water Waste Prohibition** – Enforced prohibition of wasteful use of water.
14. **Residential ULFT Replacement** – Programs promoting replacement of high-water-use toilets with ultra-low-flush toilets.

Attachment 2 – Pasadena Existing Water Shortage Procedures Ordinance

13.10.010 Short title.

This chapter shall be known as the city of Pasadena “water shortage procedures”. (Ord. 6275 § 1 (part), 1988)

13.10.015 Policy and purpose.

It is declared that because of the conditions prevailing in the city of Pasadena and in the areas of this state and elsewhere from which the city obtains its water supplies, the general welfare requires that the water resources available to the city be put to the maximum beneficial use to the extent to which they are capable, and that the waste or unreasonable use or unreasonable method of use of water be prevented, and the conservation of such waters is to be exercised with a view to the reasonable and beneficial use thereof in the interests of the people of the city and for the public welfare. The purpose of this chapter is to provide water shortage procedures with voluntary and mandatory provisions to minimize the effect of a water shortage to the customers of the city and, by means of this chapter, to adopt provisions that will significantly reduce the consumption of water over an extended period of time thereby extending the available water required for the customers of the city while reducing the hardship of the city and the general public to the greatest extent possible. (Ord. 6275 § 1 (part), 1988)

13.10.020 Definitions.

As used in this chapter:

- A. “Base period” means that period of time over which the base is computed.
- B. “Base” means the amount of water used on a customer’s premises during the corresponding billing period in the calendar year preceding the water shortage period, as established by the department. In event a base cannot be established using actual recorded amounts of water used on a customer’s premises during the corresponding billing period in the calendar year preceding the water shortage period, the department shall assign a base. For purposes of assigning such base, the department may consider water usage data applicable to similarly situated customers or data for such customer’s premises before or after the water shortage period. The department shall have the further discretion to adjust a customer’s base in the event the customer’s use of the premises is substantially different from the previous use thereof during the base period.
- C. “Billing unit” means the unit amount of water used to apply water rates for the purposes of calculating commodity charges for customer water usage and equals 100 cubic feet or 748 gallons of water.
- D. “Customer” means any person, persons, association, corporation, or governmental agency supplied and billed for water service by the department.
- E. “Department” means the water and power department of the city of Pasadena.
- F. “Process water” means water used to manufacture, alter, convert, clean, heat or cool a product or the equipment used for such purposes; water used for plant and equipment washing and for transporting raw materials and products; and water used to grow trees or plants for sale or installation.
- G. “Water shortage” means 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. This condition may be the result of factors including but not limited to voluntary or mandatory curtailment of Pasadena’s water allocation from the metropolitan water district, emergency conditions, and/or failure of the city’s or its

supplier's water distribution systems.

H. "Water shortage period" means the period beginning on the effective date of the board of directors' implementation of a water shortage plan as provided in this chapter and ending on the date of the board's finding that a water shortage no longer exists. (Ord. 6425 § 1, 1991; Ord. 6275 § 1 (part), 1988)

13.10.025 Authorization.

The various officers, departments, commissions, and agencies of the city are authorized and directed to implement the applicable provisions of this chapter upon the effective date hereof. (Ord. 6275 § 1 (part), 1988)

13.10.030 Application.

The provisions of this chapter shall apply to all customers and property served water by the department wherever situated, and shall also apply to all property and facilities owned, maintained, operated, or under the jurisdiction of the various officers, departments, commissions, and agencies of the city. (Ord. 6275 § 1 (part), 1988)

13.10.035 Water shortage plan implementation.

The department shall monitor and evaluate the projected supply and demand for water by its customers. In the event of a water shortage, the department shall recommend to the city council such water shortage plan or plans as provided in this chapter which permit the department to prudently plan for and supply water to its customers. The environmental advisory commission shall review the department's recommendation. Prior to implementation of a water shortage plan as provided in this chapter, the city council shall hold a public hearing for the purposes of determining whether a water shortage exists and the water shortage plan or plans which may be appropriate to address the water shortage. Notice of the time and place of said public hearing shall be published not less than 10 days before the hearing in a newspaper of general circulation within the city. The city council may, upon finding that a water shortage exists, order implementation of such water shortage plan or plans as provided in this chapter which it deems appropriate to address the water shortage. Said order shall be made by public proclamation and shall be published one time only in a daily newspaper of general circulation and shall become effective immediately upon such publication. The provisions of Section 13.10.050 shall take effect with the first full billing period commencing on or after the effective date of the city council's public proclamation. At any time during the water shortage period, the city council may discontinue any plan or may implement another plan as provided in this chapter. Upon a finding by the city council that a water shortage no longer exists, any water shortage plan then in effect shall terminate. (Ord. 7082 § 6, 2007; Ord. 6289 § 1 (part), 1988; Ord. 6275 § 1 (part), 1988)

13.10.040 Water shortage plan I.

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.;

I. Refrain from filling or refilling a swimming pool. (Ord. 6289 § 1 (part), 1988; Ord. 6275 § 1 (part), 1988)

13.10.045 Water shortage plan II.

A. No customer of the department shall use or allow the use of water from the department to hose or wash sidewalks, walkways, driveways, parking areas or other paved surfaces.

B. No customer of the department shall use or allow the use of water from the department to fill or maintain levels in decorative fountains, ponds, lakes, and similar structures unless such structure is equipped with a water recycling system.

C. No restaurant, hotel, cafe, cafeteria, or other public place where food is sold, served, or offered for sale shall serve drinking water from the department unless at the express request of its customer.

D. No customer of the department shall allow water from the department to leak from any facility on his premises or on premises under his control or fail to effect a timely repair of any such leak.

E. No customer of the department shall cause or allow the use of water from the department to run off landscape areas into adjoining streets, sidewalks, parking lots or alleys due to incorrectly directed or maintained sprinklers or excessive watering.

F. No customer of the department shall use or allow the use of water from the department for landscape watering more often than once every 3 days.

G. No customer of the department shall use or allow the use of water for landscape watering between the hours of 10:00 a.m. and 5:00 p.m.

H. No customer of the department shall use or allow the use of water from the department to refill a swimming pool emptied after the commencement of a water shortage period. (Ord. 6289 § 1 (part), 1988)

13.10.050 Water shortage plan III.

A. Phase 1. No customer shall use or allow the use of water from the department for any purpose in an amount in excess of 85 percent of that customer's base, except that process water may be used to the extent of 95 percent of that customer's base.

B. Phase 2. No customer shall use or allow the use of water from the department for any purpose in an amount in excess of eighty 80 percent of that customer's base, except that process water may be used to the extent of 90 percent of that customer's base.

C. Phase 3. No customer shall use or allow the use of water from the department for any

purpose in an amount in excess of 75 percent of that customer's base, except that process water may be used to the extent of 85 percent of that customer's base.

D. Phase 4. No customer shall use or allow the use of water from the department for any purpose in an amount in excess of 65 percent of that customer's base.

E. Phase 5. No customer shall use or allow the use of water from the department for any purpose in an amount in excess of 50 percent of that customer's base.

F. Nothing contained in this section shall be deemed to require any customer of the department to reduce his consumption of water provided by the department to an amount less than 20 billing units bi-monthly at each meter during any billing period. (Ord. 6425 § 2, 1991; Ord. 6289 § 1 (part), 1988; Ord. 6275 § 1 (part), 1988)

13.10.055 Exception.

The prohibited uses of water from the department provided in this chapter are not applicable to that use of water necessary for public health and safety or for essential governmental services such as police, fire, and emergency services. Nothing contained in this chapter shall be construed to require the department to curtail the supply of water to any customer when, in the discretion of the department, such water is required by that customer to maintain an adequate level of public health and safety. (Ord. 6275 § 1 (part), 1988)

13.10.060 Additional water shortage measures.

The board of directors may order implementation of other water conservation measures additional to those set forth in Sections 13.10.040, 13.10.045 and 13.10.050. Such additional water shortage measures shall be implemented in the manner provided in Section 13.10.035. (Ord. 6289 § 2 (part), 1988; Ord. 6275 § 1 (part), 1988)

13.10.065 Penalties.

A. It shall be a violation for any customer to fail to comply with any of the provisions of Sections 13.10.045 or 13.10.050 while the same shall be in effect. Following public hearing as provided in Section 13.10.035, the board of directors shall establish a schedule of penalties, up to and including reduction or termination of service, to be assessed for the violation of any of the provisions of Sections 13.10.045 and 13.10.050.

B. Monetary penalties imposed under this section shall be collected by adding the same to the customer's water bill and shall be payable at the same time and in the same manner as such bills, or by such other method of collection and payment as established by the department.

C. The penalties applicable upon violation of additional water shortage measures implemented in accordance with Section 13.10.060 and the manner in which notice of such violation shall be given shall be set forth in the order implementing such additional water conservation measures. Said order shall also specify the applicability, if any, of Section 13.10.075 and 13.10.085 to such violations. (Ord. 6425 § 3, 1991; Ord. 6289 § 2 (part), 1988; Ord. 6275 § 1 (part), 1988)

13.10.070 Notices of violation.

The department shall give notice of violation to any customer committing a violation of any of the provisions of Sections 13.10.045 and 13.10.050. Said notice shall contain, in

addition to the facts of the violation, a statement of the possible penalties for each violation and a statement informing the customer of his right to a hearing on the merits of the alleged violation. Notice of violation of Section 13.10.095 shall be given in the following manner:

1. By giving written notice thereof to the customer personally; or
2. If the customer be absent from or unavailable at the premises at which the violation occurred, by leaving a copy with some person of suitable age and discretion at said premises and sending a copy through the regular mail to the address at which customer is normally billed by the department; or
3. If a person of suitable age or discretion cannot be found, then by affixing a copy in a conspicuous place at the premises at which the violation occurred and also sending a copy through the regular mail to the address at which customer is normally billed by the department.

Notice of violation of Section 13.10.050 shall be given by sending a copy through the regular mail to the address at which the customer is normally billed by the department. (Ord. 6289 § 2 (part), 1988: Ord. 6275 § 1 (part), 1988)

13.10.075 Right to hearing--Stay.

Any customer receiving a notice of violation of any of the provisions of Sections 13.10.045 or 13.10.050 shall have a right to a hearing by the general manager of the department, or his designee, on the merits of the alleged violation upon that customer's written request to the department. Customer's written request for a hearing must be received by the department within 10 days of the date of notification of the violation or customer's right to a hearing shall be deemed waived. Customer shall be deemed notified of a violation upon the personal delivery of the notice to customer or, if personal delivery is not given, the date on which the notice is placed in the regular mail. Customer's timely written request for a hearing shall automatically stay the imposition of penalty until the general manager, or his designee, renders a decision. No other or further stay shall be granted by the department. The department shall issue regulations to govern the contents of the request for hearing and the manner in which such hearings may be conducted. (Ord. 6289 § 2 (part), 1988: Ord. 6275 § 1 (part), 1988)

13.10.080 Reservation of rights.

The rights of the department hereunder shall be cumulative to any other right of the department to discontinue service. All moneys collected pursuant to the penalty provisions of Section 13.10.065 shall be deposited in the water fund. (Ord. 6275 § 1 (part), 1988)

13.10.085 Application for relief.

A customer may file with the department an application for relief from the department's application of the provisions of Section 13.10.050. The department shall have the power to take such steps as it deems reasonable and to set up such procedures as it considers necessary to resolve such application for relief. In determining whether to grant relief and the nature of the relief to grant, the department shall take into consideration all factors relevant to the customer's water usage including, but not limited to:

- A. Whether any additional reduction in the customer's water consumption will result in unemployment;

- B. Whether additional members have been added to the customer's household;
- C. Whether any additional landscaped property has been added to the customer's property subsequent to the base period;
- D. Changes in vacancy factors in multi-family housing;
- E. Increased number of employees in commercial, industrial and governmental offices;
- F. Increased production requiring increased process water;
- G. Water uses during new construction;
- H. Adjustments to water use caused by emergency, health or safety hazards;
- I. First filling of a permit-constructed swimming pool;
- J. Water use necessary for reasons related to family illness or health; and
- K. Whether the customer had, prior to the water shortage, taken measures to reduce his water consumption to the greatest extent possible.

Relief shall be granted only on a showing by the customer that he has achieved the maximum practical reduction in water consumption in his residential, commercial, industrial, agricultural or governmental water consumption, as the case may be, other than in the specific areas in which relief is being sought. No relief shall be granted to any customer who, when requested by the department, fails to provide the department with information necessary for the department to resolve that customer's application for relief. (Ord. 6289 § 3, 1988; Ord. 6275 § 1 (part), 1988)

13.10.090 Willful misrepresentation.

Notwithstanding any other provision of law, and in addition thereto, and not in lieu thereof, any willful misrepresentation of a material fact by any person to the department, made for the purpose of securing relief from the provisions of this chapter for any customer, is unlawful. A violation of this section shall be punishable by a fine not exceeding the sum of \$500, or by imprisonment in the county jail for a period not to exceed 6 months, or by both such fine and imprisonment. (Ord. 6275 § 1 (part), 1988)

13.10.095 Reduction in water supplied.

If any customer fails to comply with any provision of this chapter, the department may reduce the amount of water provided to that customer to the level which that customer would be using said water if he were complying with the provisions of this chapter. The provisions of this section shall be applied in lieu of, or in addition to, any other penalties provided in this chapter, in the discretion of the department, and shall be applied without regard to the status or nature of the customer. (Ord. 6275 § 1 (part), 1988)

13.10.100 Reports.

At the written request of the general manager of the department, all commercial and industrial customers of the department using 25,000 billing units per year or more shall submit a water conservation plan to the department on a form and with a content approved by the department. These users shall thereafter submit quarterly reports to the department on the progress of their conservation plans. (Ord. 6275 § 1 (part), 1988)

13.10.105 Public nuisance.

In addition to the penalties provided in this chapter, any condition caused or permitted to exist in violation of any of the provisions of this chapter shall be deemed a public

nuisance and may be, by the city, summarily abated as such, and each day such condition continues shall be regarded as a new and separate offense. (Ord. 6275 § 1 (part), 1988)

SUMMARY OF MWD MODEL WATER CONSERVATION ORDINANCE

| Permanent | Level 1 | Level 2 | Level 3 – Emergency | Other Provisions for Consideration |
|--|--|---|---|--|
| <p><i>Permanent</i></p> <p>Restrictions</p> <ul style="list-style-type: none"> <input type="checkbox"/> No Watering: __am- __pm, except by hand <input type="checkbox"/> Irrigation system limit of 15 minutes <input type="checkbox"/> No excessive water flow or runoff <input type="checkbox"/> No washing down hard or paved surfaces <input type="checkbox"/> Fix leaks within reasonable time (within __ days of notice) <input type="checkbox"/> Fountains only with re- circulating water <input type="checkbox"/> Restaurants only serve water on request <input type="checkbox"/> Wash vehicles only with bucket or shut-off nozzle | <p><i>Up to __% Anticipated Shortage</i></p> <p>Same as Permanent +</p> <ul style="list-style-type: none"> <input type="checkbox"/> Watering limited to 3 days a week <input type="checkbox"/> Fix leaks within 72 hours | <p><i>Up to __%</i></p> <p>Same as Permanent & Level 1 +</p> <ul style="list-style-type: none"> <input type="checkbox"/> Watering limited to 2 days a week <input type="checkbox"/> Fix leaks within 48 hours <input type="checkbox"/> No filling or re-filling ornamental lakes or ponds <input type="checkbox"/> Wash vehicles only at car wash with re-circulating system <input type="checkbox"/> No filling residential pools or outdoor spas | <p><i>More than __%</i></p> <p>Same as Permanent, Level 1 & Level 2 +</p> <ul style="list-style-type: none"> <input type="checkbox"/> No watering or irrigating with certain exceptions <input type="checkbox"/> Fix leaks within 24 hours <input type="checkbox"/> No new potable water service | <ul style="list-style-type: none"> <input type="checkbox"/> Commercial Car Washes must have re-circulating systems by Jan. 1, 2011 <input type="checkbox"/> One acre or more must have rain sensors <input type="checkbox"/> Recycled or non-potable water must be used for construction <input type="checkbox"/> No new annexations to service areas <input type="checkbox"/> City may limit or withhold building permits <input type="checkbox"/> Must use recycled water if City shows cost effective alternative <input type="checkbox"/> Recycled water must be used for new water connection if feasible <input type="checkbox"/> City Manager prepares water recycling plan and reports on progress |

* **Bold Items required for certain Metropolitan funding of conservation and local projects.**

| Permanent | Level 1 | Level 2 | Level 3 – Emergency | Other Provisions for Consideration |
|---|-------------------|---|---|---|
| <ul style="list-style-type: none"> ○ No installation of single-pass cooling systems ○ No installation of non re-circulating car wash systems ○ Restaurants must use conserving nozzles | Same as Permanent | Same as Permanent + | Same as Permanent and Level 2 + | <ul style="list-style-type: none"> ○ City Departments prepare annual conservation reports ○ Customers that use more than 25,000 billing units may need to do water conservation report ○ Plumbing retrofits upon sale, transfer or change in service ○ City establishes water waste Hotline ○ Adopt State Model Landscape Ordinance by reference |
| <p><u>Administration & Penalties</u></p> <ul style="list-style-type: none"> ○ Administrative penalties ○ Civil fines, flow restrictor or disconnect service after 4th violation ○ Misdemeanor ○ Reporting mechanism | Same as Permanent | <p>Options:</p> <ul style="list-style-type: none"> ○ Water allocation requirements and penalties for exceeding allotment ○ Potential increase in water supply shortage rates ○ Mandatory % reduction and penalties for overage | <p>Options:</p> <ul style="list-style-type: none"> ○ Water allocation requirements and penalties for exceeding allotment ○ Potential increase in water supply shortage rates ○ Mandatory % reduction and penalties for overage | |

* **Bold Items required for certain Metropolitan funding of conservation and local projects.**

Attachment 4 – PWP's Current Water Conservation Incentive Programs

CURRENT REBATE SCHEDULE - FY 2009

Residential Program

| | GOAL | ANNUAL A/F SAVINGS | LIFETIME A/F SAVINGS | MWD FUNDS | PWP FUNDS |
|--|---------------|-----------------------|-------------------------|------------------|-----------------|
| High Efficiency Toilets | 350 | 14.9 | 297.5 | 35,000 | 0 |
| High Efficiency Washers | 500 | 42.3 | 338.5 | 67,500 | 45,000 |
| Smart Controllers | 200 | 130.0 | 650.0 | 16,000 | 16,000 |
| Rotating Nozzles | 2,500 | 10.0 | 50.0 | 10,000 | 2,500 |
| Turf Reduction (3 rd Qtr. FY 09) | 20,000 Sq.Ft. | 3.0 | 21.0 | 20,000 | 20,000 |
| Residential Totals | | 200.2 | 1,357.0 | \$148,500 | \$83,500 |

Commercial, Industrial, Institutional & Multi-family Program

| | GOAL | ANNUAL A/F SAVINGS | LIFETIME A/F SAVINGS | MWD FUNDS | PWP FUNDS |
|--|---------------|-----------------------|-------------------------|------------------|-----------------|
| High Efficiency Toilets | 310 | 17.1 | 340.0 | 66,000 | 40,000 |
| High Efficiency Washers | 120 | 5.9 | 47.5 | 10,950 | 8,300 |
| High Efficiency Urinals | 25 | 1.5 | 30.8 | 5,000 | 2,500 |
| Zero Water Urinals | 25 | 3.1 | 61.2 | 900 | 900 |
| Waterbrooms | 50 | 7.7 | 38.4 | 7,500 | 0 |
| Cooling Tower Controllers | 4 | 2.6 | 12.9 | 2,500 | 800 |
| Pre-rinse Spray Heads | 25 | 3.9 | 19.1 | 1,500 | 0 |
| Smart Controllers | 100 | 65.0 | 325.0 | 3,500 | 20,000 |
| Rotating Nozzles | 3,500 | 14.0 | 70.0 | 14,000 | 3,500 |
| Turf Reduction (3 rd Qtr. FY 09) | 10,000 Sq.Ft. | 1.5 | 10.5 | 10,000 | 10,000 |
| CII & Multi-family Totals | | 121.0 | 944.0 | \$181,850 | \$86,000 |