

## MEMORANDUM

**TO: CITY COUNCIL**

**FROM: GEOFF ENGLISH, DIRECTOR OF PUBLIC WORKS**

**BY: SHANE TAYLOR, PUBLIC WORKS SUPERVISOR – UTILITIES**

**SUBJECT: MONTHLY WATER SUPPLY, DEMAND AND MARKETING UPDATE**

**DATE: SEPTEMBER 22, 2015**

### **RECOMMENDATION:**

It is recommended the City Council receive and review the monthly Water Supply, Demand and Marketing Update Report.

### **IMPACT ON FINANCIAL AND PERSONNEL RESOURCES:**

The cost to provide the report is approximately \$500.

### **BACKGROUND:**

The severe drought continues to impact the City's water supply and demand. As a result, the City Council declared a Stage 1 Water Shortage Emergency on May 26, 2015. This monthly update on the current supply and demand statistics will provide the Council with the data required to make decisions related to Emergency Water Shortage Restrictions and Regulations. In addition, a marketing update is included to inform the Council on the thinkh2o campaign.

### **ANALYSIS OF ISSUES:**

The severe drought continues, however a new rainfall year began in July and we received 1.4" of rain. Lopez Lake is currently at 33% capacity. The Low Reservoir Level Response Plan (LRRP) has been enacted.

At the Zone 3 Advisory Board meeting on May 21, 2015, the Board recommended that the deliveries from the Water Treatment Plant be reduced by 10% starting April 1, 2015. This is in advance of the Lake reaching 15,000 AF of storage, which is the automatic reduction trigger.

In August the City's water use was 36% below August 2013. The reduction requirement imposed by the State Water Resources Control Board for Arroyo Grande is 28%.

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MONTHLY WATER SUPPLY AND DEMAND UPDATE  
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Based on current use and weather patterns, Lopez Lake is predicted to reach the 15,000 AF storage level in October 2015 unless the current weather pattern changes. The Lopez supply for water year 2015/16 for Arroyo Grande is 2,942 AF, which includes 883 AF of carry-over water. Based on the projected water demand of 2,300 AF, we expect to be able to meet the demand in water year 2015/16 with minimal groundwater pumping.

**ADVANTAGES:**

No advantages noted at this time.

**DISADVANTAGES:**

No disadvantages noted at this time.

**ALTERNATIVES:**

Not applicable at this time.

**ENVIRONMENTAL REVIEW:**

No environmental review is required for this item.

**PUBLIC NOTIFICATION AND COMMENTS:**

The Agenda was posted in front of City Hall on Thursday, September 17, 2015. The Agenda and staff report were posted on the City's website on Friday, September 18, 2015.

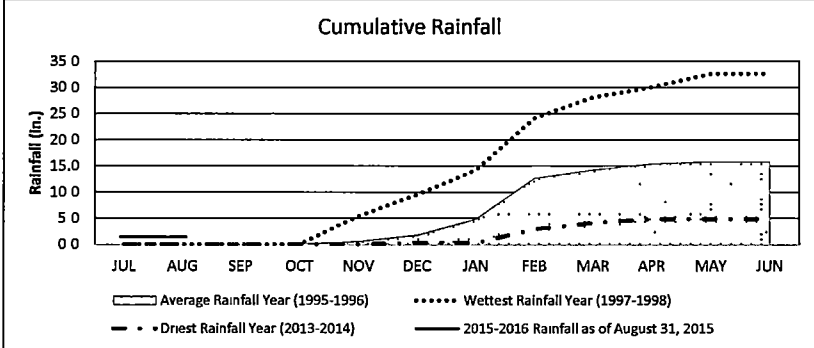
**Attachments:**

1. August 2015 Water Supply and Demand Charts
2. Lopez Reservoir Storage Projections
3. Thinkh2o Report

### City of Arroyo Grande Water Supply and Demand Update-August 2015

#### Rainfall

**Cumulative Rainfall from July 1, 2015 to August 31st: 1.4 inches**

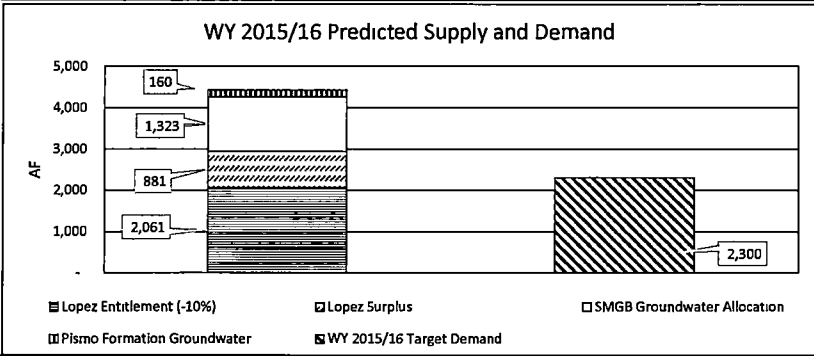


Note: Precipitation data from AG Corp Yard Station No. 177.1 from July 1966 - August 31, 2015

#### Water Demand

<u>Total City Demand (AF)</u>	
August 2013	308.6
August 2015	197.6
% Difference from 2013	-36%
WY 2013/14 YTD	1,498.7
WY 2015/16 YTD	1,016.8
% Difference from WY 2013/14	-32%

#### Predicted Supply and Demand



Note: The Water Year (WY) for water demand is from April to March

#### Water Supply

<u>Lopez Lake</u>			
	<u>August 2015</u>	<u>WY 15/16 Year to Date</u>	<u>Remaining Allocated Supply</u>
Lake Elevation (full at 522.37 ft)	472.39		
Storage (full at 49,200 AF)	16,314.4		
Storage - Percent Full	33%		
Status	Enacted		
Current Entitlement Reduction	10%		
Deliveries (AF)	197.18	959.44	1,982.71

Note: The Water Year (WY) for Lopez Lake is from April to March. The actual amount of storage in Lopez at the end of August 2015 was 16,380 AF, however, the storage amount and storage percentage above were adjusted to account for the 65.57 AF of stored State Water Project water in the lake.

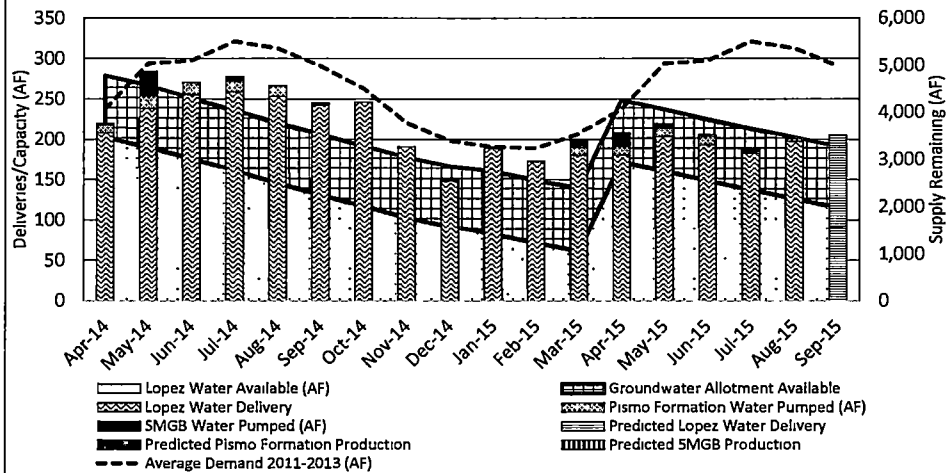
#### Groundwater

	<u>August 2015</u>	<u>Calendar Year to Date</u>	<u>Remaining Entitlement</u>
SMGB Production (AF)	0.4	33.1	1,289.9
Pismo Formation Production (AF)	0.0	44.0	NA

City SMGB average well levels for August 2015 were 0.62 feet higher than in August 2014.

Note: Groundwater entitlement and production data is based on the calendar year.

#### Water Supply, Demand and Delivery Chart

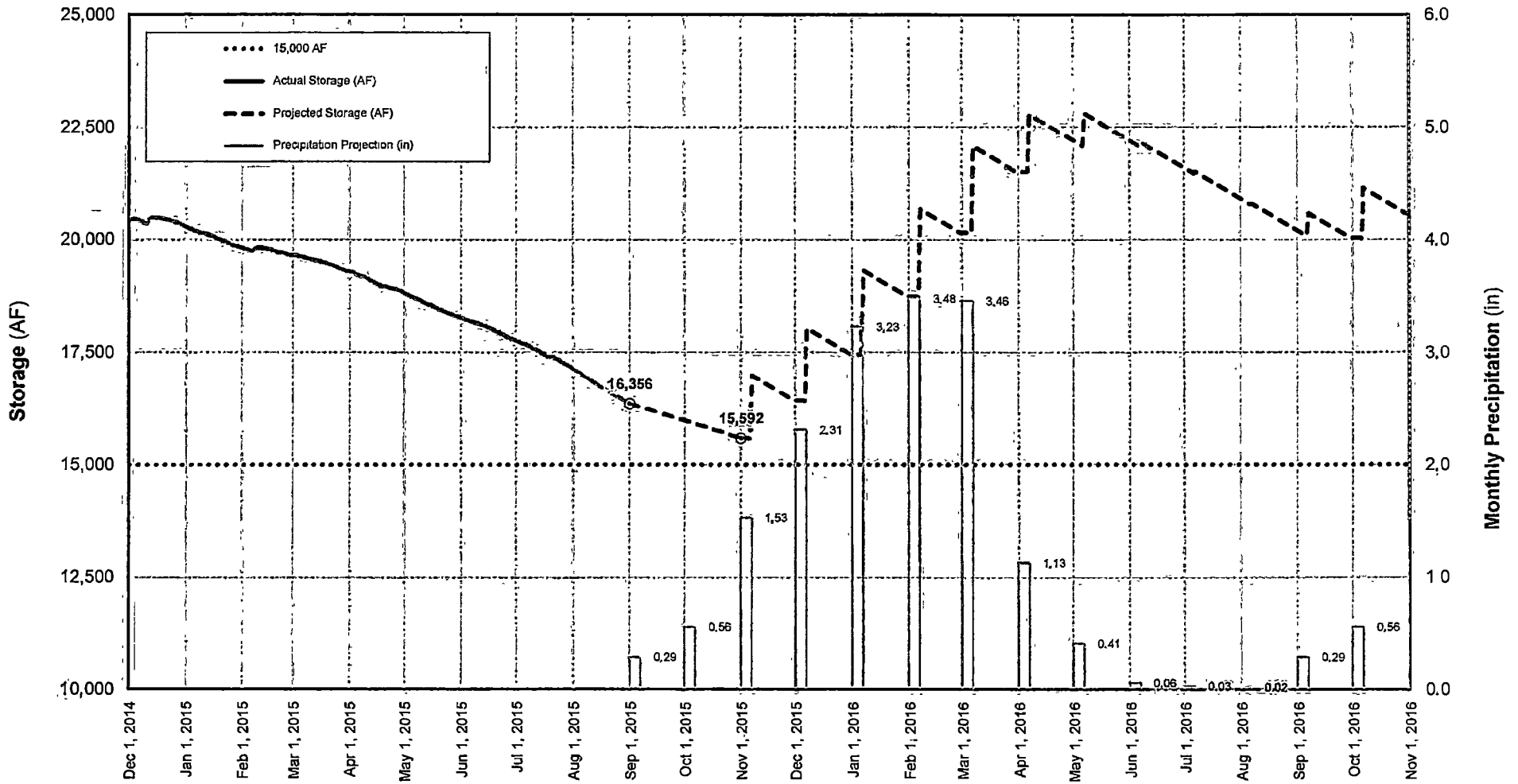


Note: These production forecasts contain preliminary estimates of water production and draft predictions of future production based on historical averages.

Updated: 9/10/2015

**Lopez Reservoir Storage Projections**  
 (precipitation scenario source: www.LongRangeWeather.com)

Revised: 9/1/2015



**Notes.**

- For "Dry Months", projected increases and/or decreases in storage estimated to mimic 2013 conditions.
- For "Wet Months", projected storage declines assume annual downstream release of 4,200 AFY and deliveries of 4,530 AFY.
- For "Wet Months", projected storage increases based on historic trends from actual storm data for the period of 12/1993 through 6/2011.
- Storage projection for "Wet Months" assume that unsaturated conditions exist.
- Monthly rainfall projections assumed to occur during the first week of each month
- Rainfall projection provided by www.LongRangeWeather.com, and updated 5/6/2015.
- State Water stored is 907.10 AF.
- Evaporation included in storage projection.



# REPORT from verdin

## Arroyo Grande/Pismo Beach Water Conservation

MARKETING SUMMARY – AUGUST 2015

SUBMITTED – 9/11/15

### Website

Website traffic continues to grow with over 4,000 page views in August and almost 20,000 page views since the website launched in March. In August, 63% of web traffic was from new visitors, meaning that new people are viewing the site but it also shows that a significant number of people are returning to the site. The top performing pages are still the homepage and rebates pages but traffic to the conservation tips pages jumped significantly due to the switch in advertising that occurred in mid-late July. Almost half of the web traffic is referred from Facebook. Blogs are continuing to be added monthly to the website in order to increase engagement and search engine optimization.

### Social Media

Facebook continues to attract new users with 66 new fans in July and more than 558 fans overall. Reach remains very high despite the small demographic of the community targeted and engagement rate remains above average as well. Engagement also jumped significantly in August, with more people interacting and sharing the content from the page.

Twitter is still growing and increased in new followers by 60% from July, with more being added from the local press and governmental agencies. The account has also been gaining traction on a state-level and is being followed and retweeted by well-known Water Conservation accounts such as Water Use it Wisely (with 9168 followers), CA Waterkeepers (with 11.4k followers), the San Francisco Public Utilities Commission (with 11.4k followers) and Clean Water Wednesday (with 109k followers). The high number of followers these organizations have mean that not only are the messages getting out to an exponentially higher number of people but they are also giving the brand further credibility.

### Advertising

Digital Advertising is consistently bringing in engagement numbers that are much higher than the national average. The Pandora schedule ended in August and the last month declined slightly in clicks, as is expected because Pandora “front loads” schedules, meaning more ads are served at the beginning of the contract than at the end. 350 clicks to the website in the month of August. Facebook is performing very well, with a significant increase (3072 clicks in August, vs 1362 clicks in July, an increase of 126%) in response and engagement. Digital Banner ads remain a steady source of impressions and engagements. The Regal Cinema ad runs 40x daily across all screens and August’s estimated attendance was over 35,000.

### Public Relations

Press Releases were distributed to the local media about the significant conservation numbers the two achieved during the months of June and July. Local media including KSBY, The Tribune and KCBX ran the story and KCOY/KKFX/KEYT expressed interest in creating a larger segment once the August numbers were made available.

# REPORT from verdin



## **Business and Community Outreach**

Material and presentations have been finalized for each City and presentations are currently being arranged with the Chambers of Commerce and service clubs.

Overall, the marketing efforts are continuing to be successful as shown by the growing numbers of engaged users on the website, social media and digital advertising, as well as the amount of people utilizing the cities rebates and other water conservation programs. This has all helped lead to a substantial decrease in water-consumption by residents of both Arroyo Grande and Pismo Beach that exceeds the state mandated conservation numbers for each city.