



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: JUNE 23, 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 thinkh20 campaign.

ANALYSIS OF ISSUES:

The severe drought continues and current rainfall is 48% less than normal. Lopez Lake is currently at 36% 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 May the City's water use was 27% below May 2013. The reduction requirement imposed by the State Water Resources Control Board for Arroyo Grande is 28%.

**CITY COUNCIL
MONTHLY WATER SUPPLY AND DEMAND UPDATE
JUNE 23, 2015
PAGE 2**

Based on current use and weather patterns, the 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.

Ground water levels are the same as last year in May. Minimal pumping of the City's entitlement from the Santa Maria Groundwater Basin (SMGB) is anticipated in water year 2015/16.

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.

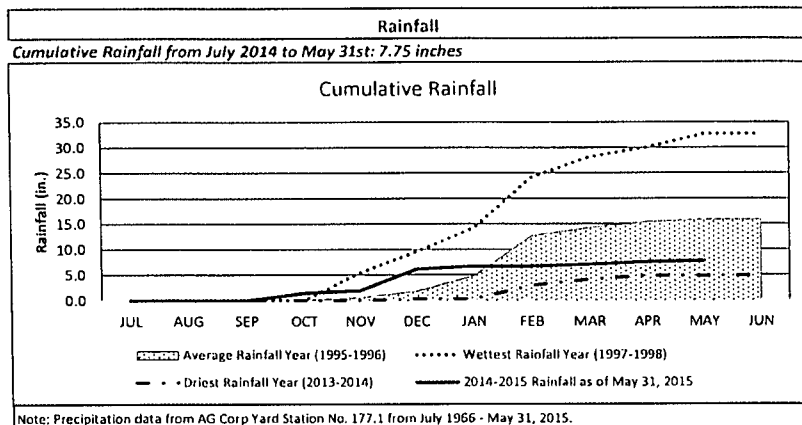
PUBLIC NOTIFICATION AND COMMENTS:

The Agenda was posted in front of City Hall on Thursday, June 18, 2015. The Agenda and staff report were posted on the City's website on Friday, June 19, 2015.

Attachments:

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

City of Arroyo Grande Water Supply and Demand Update-May 2015



Water Supply

Lopez Lake

	May 2015	WY 15/16 Year to Date	Remaining Allocated Supply
Lake Elevation (full at 522.37 ft)	476.94		
Storage (full at 49,200 AF)	17,564.4		
Storage - Percent Full	36%		
Status	Enacted		
Current Entitlement Reduction	10%		
Deliveries (AF)	204.05	385.22	2,556.93

Note: The Water Year (WY) for Lopez Lake is from April to March. The actual amount of storage in Lopez at the end of May 2015 was 18,288 AF; however, the storage amount and storage percentage above were adjusted to account for the 723.61 AF of stored State Water Project water in the lake.

Water Demand

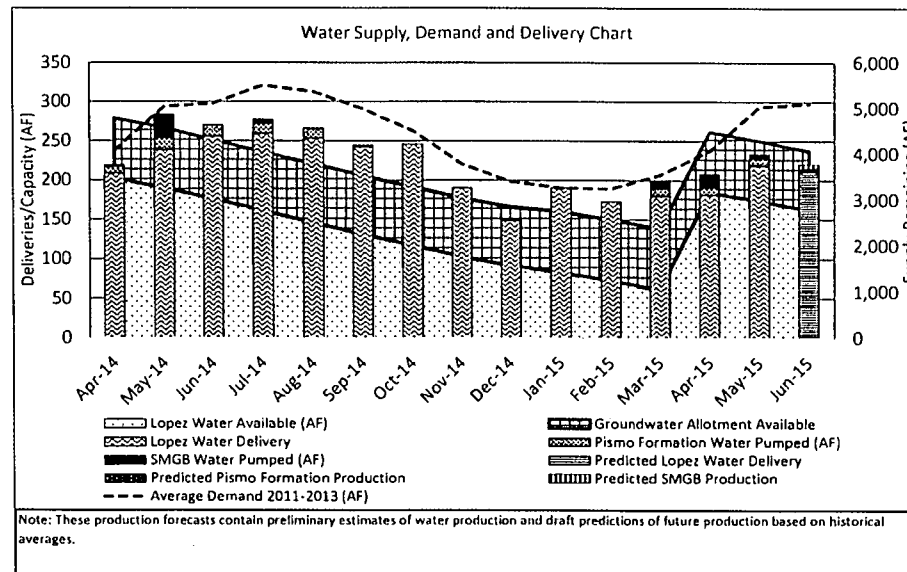
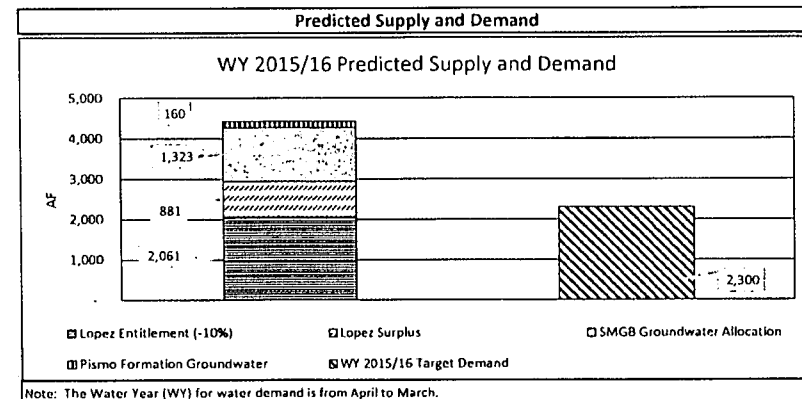
	Total City Demand (AF)
May 2013	299.8
May 2015	218.8
% Difference from 2013	-27%
WY 2013/14 YTD	566.3
WY 2015/16 YTD	426.6
% Difference from WY 2013/14	-25%

Groundwater

	May 2015	Calendar Year to Date	Remaining Entitlement
SMGB Production (AF)	5.1	31.6	1,291.4
Pismo Formation Production (AF)	9.6	29.5	NA

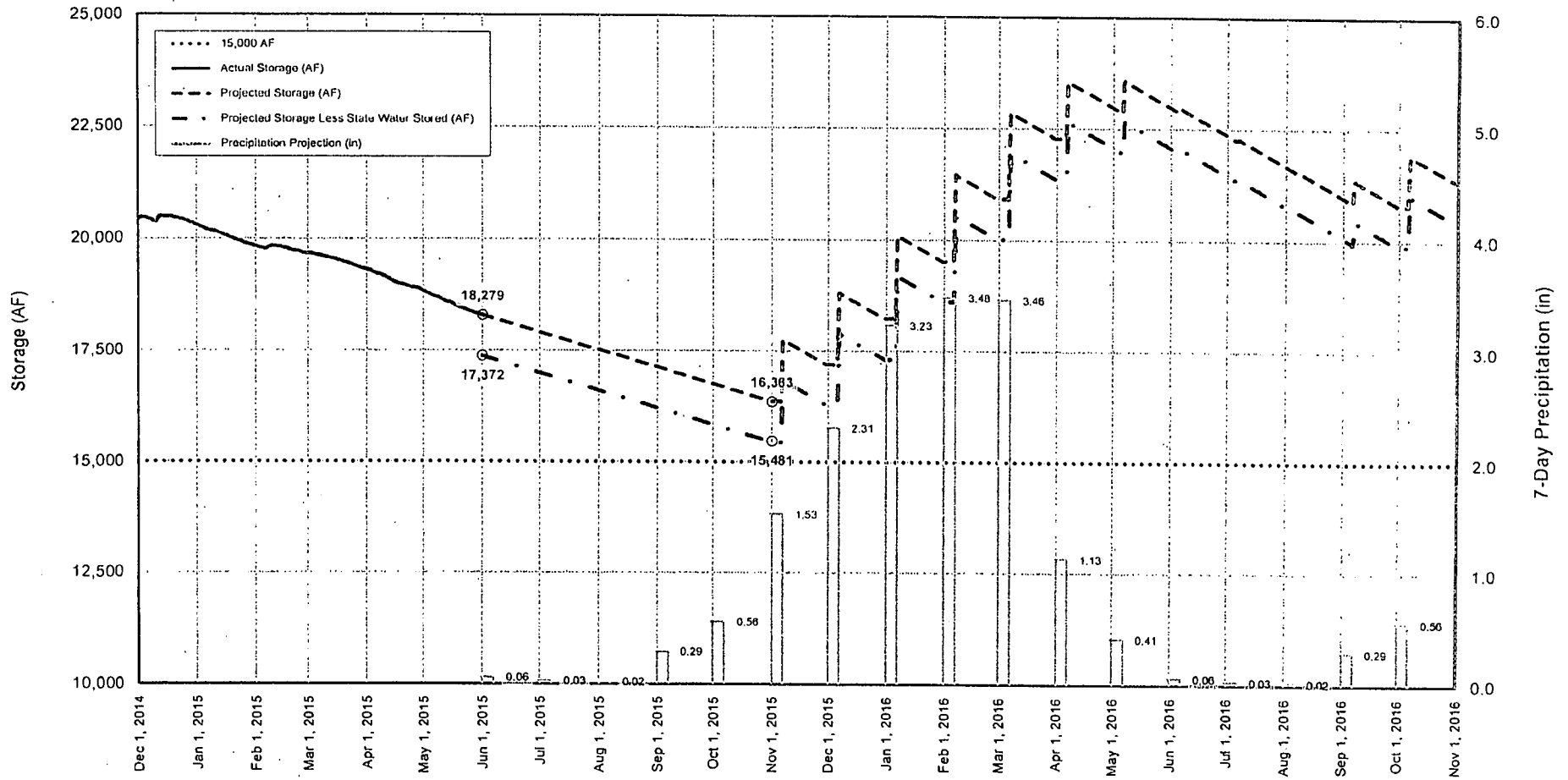
City SMGB average well levels for May 2015 were equal to May 2014.

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



ATTACHMENT 1

Lopez Reservoir Storage Projections - Revised: 6/1/2015
 (precipitation scenario source: www.LongRangeWeather.com)



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.
- Assumed rainfall: 100% of average rainfall.
- Average rainfall projection values provided by www.LongRangeWeather.com, and updated 5/6/2015.
- State Water stored is 907.10 AF.



FORMS SUBMITTED TO CITY

Info Coming Soon

CALLS TO CITY PROGRAMS & REBATES

Info Coming Soon

CONSERVATION PERCENTAGE (FROM 2013)

27%

ADVERTISING Total Impressions: 1,164,106

PANDORA

Campaign to Date:

- 507,408 impressions
- 1343 clicks
- .53% Click-Thru Rate (National CTR average: .04 – .08%)

May:

- 71,028 impressions
- 338 clicks
- .50% Click-Thru Rate (National CTR average: .04 – .08%)

FACEBOOK

Campaign to Date:

- 236,365 impressions
- 2,165 clicks
- .91% Click-Thru Rate (National CTR average: .04 – .08%)

May:

- 122,326 impressions
- 1,415 clicks
- 1.157% Click-Thru Rate (National CTR average: .04 – .08%)

DIGITAL ADS

Campaign to date:

- 340,333 impressions
- .09% Click-Thru Rate (National CTR average: .04 – .08%)

May:

- 134,472 impressions
- 105 web clicks
- 338 engagements
- .09% Click-Thru Rate (National CTR average: .04 – .08%)

COAST NEWS

Estimated 80,000 impressions
(4 ads at industry read average of 2.5)

CINEMA ADVERTISING

Will begin June 2015

SOCIAL MEDIA Total Impressions: 578,000

FACEBOOK

Total campaign:	May:
• Likes: 387	• Likes: 21
• Total Reach: 169,290	• Total Reach: 4,185
• Engagement Reach: 3%	• Engagement Reach: 2.7%
• Page Impressions: 519,794	• Page Impressions: 120,929

TWITTER

Total campaign:	May:
• New Followers: 41	• New Followers: 14
• Mentions: 6	• Mentions: 1
• Clicks: 133	• Clicks: 2
• Retweets: 14	• Retweets: 5

WEBSITE Total Visitors: 5,027

Campaign to Date:	May:
Unique visitors: 3,899	Unique visitors: 1,355
Returning visitors: 1,128	Returning visitors: 445
Total visitors: 5,027	Total visitors: 1,800



We are continuing to see a growth in website traffic, with the majority of traffic coming from mobile or tablets (68%). The pages with the highest traffic are the rebates and mandatory restrictions, showing that people are interested in the programs the cities are offering and what is expected of them as citizens.

Social Media has been growing strong with excellent engagement rates and a growing number of likes and followers. Reach is remaining high on Facebook despite the small target community and recent changes to the Facebook News Feed algorithm, suggesting that the content being shared is considered useful and engaging to the user.

Digital Advertising is continuing to bring in engagement number that are much higher than the national average. Pandora is continuing to be an excellent tool for getting out the message, as many people are engaging with the ad and clicking-thru for more information. Digital Ad creative is currently being updated and the new ads will generate new interest in the campaign.

Beyond the digital advertising, the Regal Cinemas ad was completed and began running on all screens on June 12, just in time for the opening of the Summer Blockbuster Season and what is expected to be some huge releases including Jurassic World, Inside Out and the Fantastic Four to name a few.

A presentation is currently being completed by Mike de Milo and arrangements are being made to schedule presentations at local service clubs, the Chamber of Commerce, HOAs, Church Groups, etc. Verdin has also been researching and gathering pricing for ideas for installation marketing pieces, as well as tactics that are being used across the state for reaching out to businesses, including hotels and restaurants, to help them reduce their water usage.