



Planning For Drought

Hoping for Rain



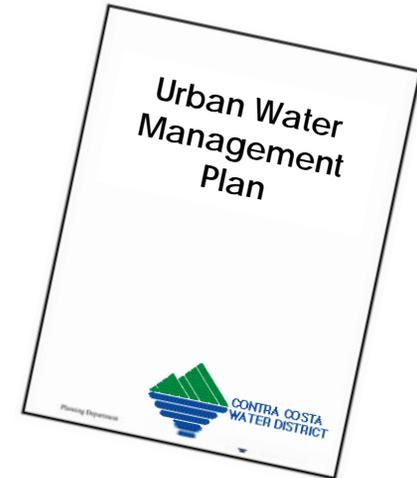
Contra Costa Water District





Drought Contingency Plan

- Part of Urban Water Management Plan
 - Addresses drought impacts
 - Sets reduction goals and stages
 - Sets triggering mechanisms
 - Presents water allocation options
- However, does not provide detail action items



Drought Action Items

Drought Team

- Created in December 2007
- Consists of team members from all departments
- Addresses implementation details



Drought Action Items

Actions This Year

- Water Savings Team
- Beat the Drought Campaign
- Commercial Outreach



Water Savings Team

- Swift response to waste reports
- Goal is to inform and educate
- Require repair or adjustment to eliminate waste
- Nearly 300 resolved since July 2008



Drought Action Items

Beat the Drought Campaign

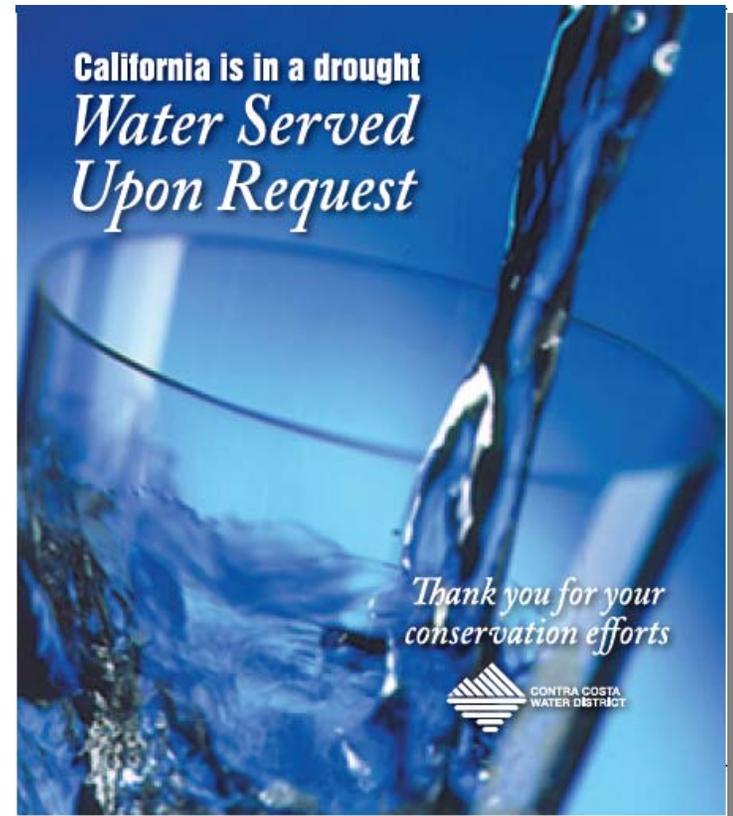


- Fall Message: Reduce landscape watering
- Winter Message: Drought proof your home
 - Weekly newspaper advertisements
 - Weekly newspaper conservation tips
 - Comprehensive list of tips on line
 - Conservation *E*-Newsletter
 - Bill inserts and bill messages
 - Banners on Contra Costa Trail
 - Direct mail
 - Fairs, festivals and speaking engagements

Drought Action Items

Commercial Outreach

- Direct mail
- Restaurant Table Tents
- Cling-stick bathroom mirror decals
- Promote rebate programs



Looking Ahead

2008 did not require rationing, however...

- if dry conditions continue, rationing may be required next year

and

- specific action items must be identified

Allocation Methods

Guidelines used in developing allocation

- Shared sacrifice
- Don't punish past conservation
- Minimize impact to business
- Provide incentive to conserve
- Simple and straight forward



Drought Action Items

Excess Use Charges

We want the water, not your money

- Steep inclining blocks for excess use
- Maintain incentive to conserve
- Address water waste promptly
- Clear and understandable

Billing System

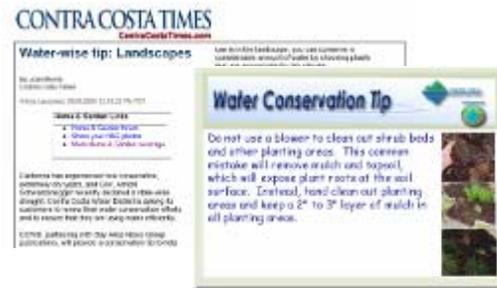
It's never too early to start programming

- Program existing billing system to accept new allocations and penalties.
- Table driven to allow for adjustments
- Test various scenarios
- Be flexible

Drought Action Items

Customer Outreach Plan

- Clear message and call to action
- Use multiple methods to reach customers
- Keep customers updated on savings goals and achievements





Drought Action Items

Staffing & Equipment Plan

- Create Drought Call Center
- Expand Water Savings Team
- Expand Conservation Services
- Equipment
 - Vehicles, cell phones, conservation equipment, uniforms, etc.



Tracking Success

- Develop daily water use tracking system ✓
- Develop financial tracking system ✓



Thank You

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