

# Drought Response

Padre Dam Municipal Water District  
October 15, 2008



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**PADRE DAM**  
Municipal Water District

# Padre Dam

- Water, sewer, recycled water, recreation
- 15 minutes east of downtown San Diego
- 97,000 service area population



# When We Got Started

- **June 4** Governor's Executive Order
- **June 10** MWD Calls for Conservation
- **June 24** Padre Dam Adopts Drought Ordinance



# Drought Ordinance

- Regional model ordinance
- Levels and restrictions same at all agencies
- Will facilitate regional media coverage



# Mandatory Conservation

- Every employee's second job
- Staff and Board talking points
- 30 minute training sessions with departments
- Violation forms (and cameras) in every vehicle
- Drought hotline for customers to report waste
- Tracking on web-based Excel spreadsheet
- Customers receive violation notice in mail





Level 1 Violation

# Mandatory Conservation

- 1<sup>st</sup> Violation – written warning
- 2<sup>nd</sup> Violation – fine or traffic school
- 3<sup>rd</sup> Violation – larger fine
- Higher drought levels – higher fines
- Status: 100 first violations, 5 second violations



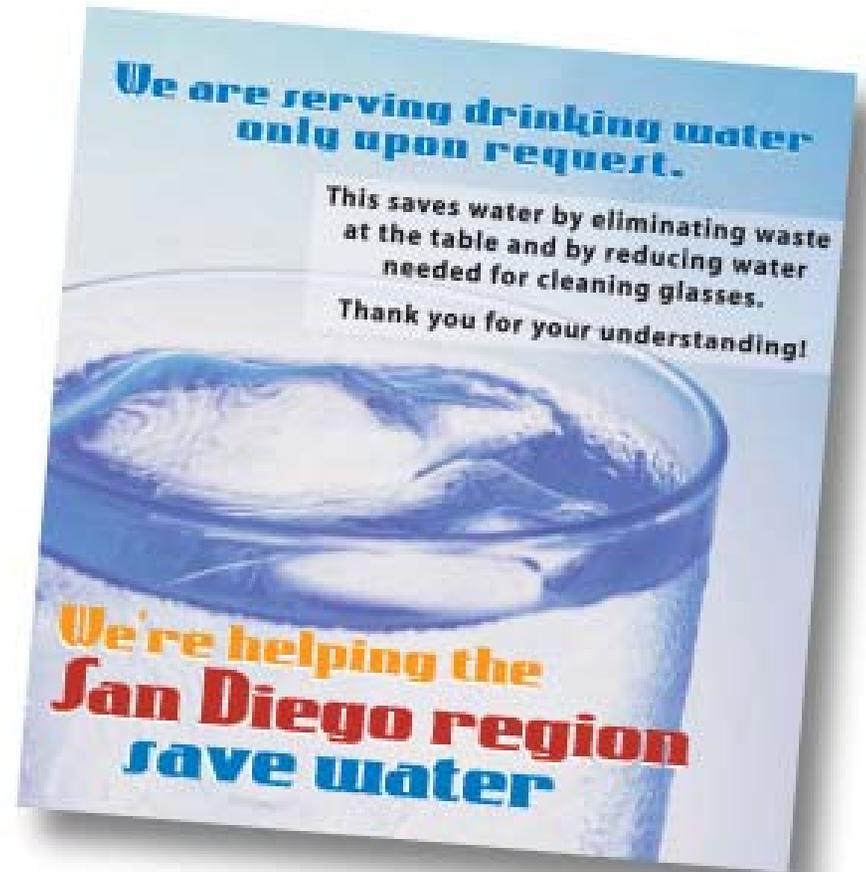
# Human Resources

- Coordinated multi-agency training on managing customer confrontation
- 3 sessions; 300 attendees



# FOG Specialist

Distributing drought  
materials to restaurants  
and hotels



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# Operations

System flushing crews managing on-site signage and distributing flyers to inquiring customers



A black pop-up sprinkler head is shown in a lush green lawn. Water is being sprayed from the head in a wide, shallow arc. The background is a dense field of green grass.

# Facilities Maintenance

Resolving our own  
landscape irrigation  
issues

# Engineering

- Restructuring capacity fees for water so that they fund both potable and recycled water systems



# Development Services

- They will administer the demand offset program



# Finance/GIS/Engineering

- Water budgets
- Customers perceive water budgets as fair
- Billing data replaces water cops



# Communications

February Summit with the public agencies in Padre Dam's service area to discuss drought, state model landscape ordinance, collaboration

# Communications

6 websites

City mails to residents quarterly

School districts mail to parents weekly

Chamber mails to businesses monthly

Chamber mails to residents semi-annually

Padre Dam mails bills bi-monthly



# Level 1 Drought Watch Condition

**Padre Dam is Now Enforcing Mandatory Water Use Restrictions**



Watering the street and sidewalk is a level 1 water use restriction

Go to [www.padredam.org](http://www.padredam.org) to see all Level 1 mandatory water use restrictions

Go to [www.20gallonchallenge.com](http://www.20gallonchallenge.com) for water conservation incentives

Call Padre Dam's **drought hotline at 619-258-4687** to report water waste



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# SANTEE SCHOOL DISTRICT

"Where Young Minds Meet Open Doors"



- \$60 million school bond
- 110 waterless urinals
- Water efficient landscaping
- Smart irrigation controllers
- 4 campuses connected to recycled water
- MWD Public Sector Program
- New educational activities
- Press conference

# Communications

Padre Dam, Helix,  
Otay and Sweetwater  
are co-funding two  
HOA workshops

**A Water Conservation Garden Educational Workshop**

**Saving Water and Money for Your HOA**

**Free of Charge!**

Homeowner associations and landscapers can be powerful allies in conserving water in the landscape. HOA property managers, board members, and landscape technicians are invited to attend together to learn how to lower the water use at their sites. The workshop will include real-world testimonial from industry leaders who have successfully improved their properties—and reduced the water costs through cooperation and innovation. The latest information about valuable water-agency financial incentive programs will also be included.

- Hear success stories.
- See how you can save water - and improve your property at the same time.
- Learn about programs that help you get it done.



**Make your Reservations Now!**  
By phone or online  
Space is limited

Helix Water District  
Operation Center  
1233 Vernon Way, El Cajon 92020

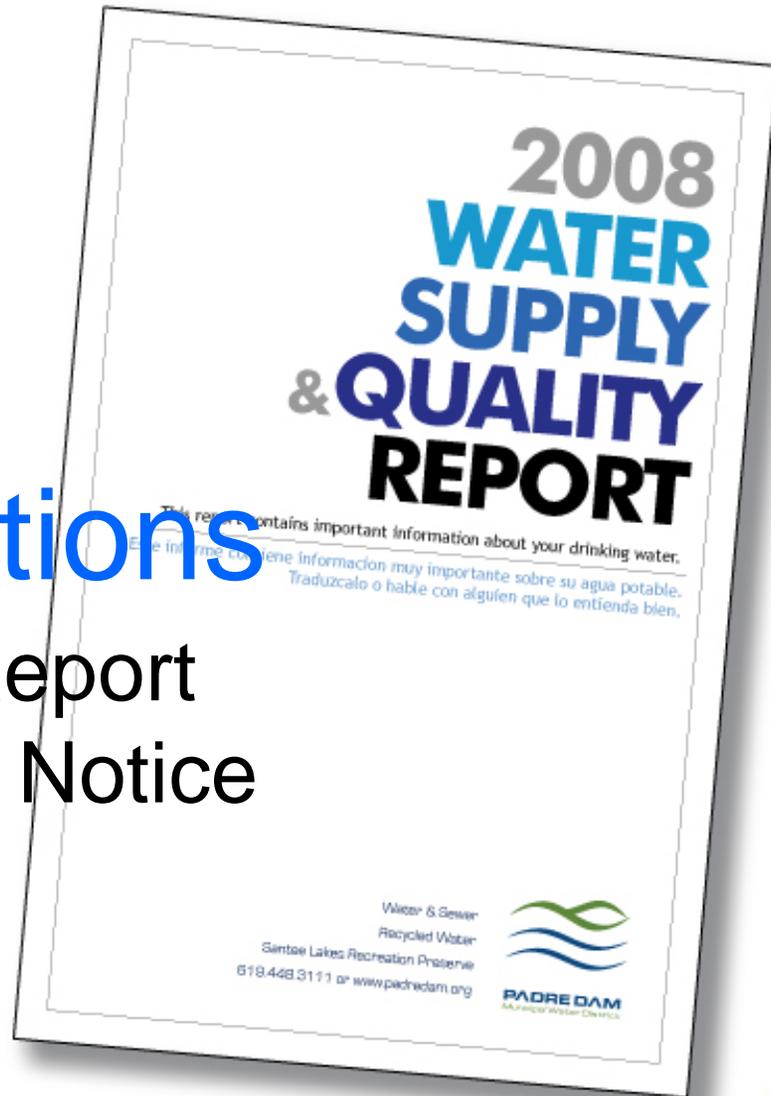
Friday, November 14  
10:00 AM to 12:00 PM

RSVP:  
619.660.0614 x10  
[www.thegarden.org](http://www.thegarden.org)



# Communications

- Water Quality Report
- Proposition 218 Notice



# Communications

Tip: put a clock in your bathroom

**GOOD** 10 Minute Shower

**BETTER** 10 Minutes – 10% = 9 Minutes

**BEST** 10 Minutes – 20% = 8 Minutes

*“That’s not hard.”*



# Communications

Tip: reduce irrigation runoff

**GOOD** Reduce irrigation to 3days/week

**BETTER** Use our landscape irrigation calculator

**BEST** Instead of one irrigation cycle,  
do two cycles one hour apart,  
half as many minutes per station



*“Not a problem.”*



# Conclusion

- This much alignment doesn't happen often
- Do something good with it

