


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: AUGUST 25, 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 July the City's water use was 41% below July 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
AUGUST 25, 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.

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.

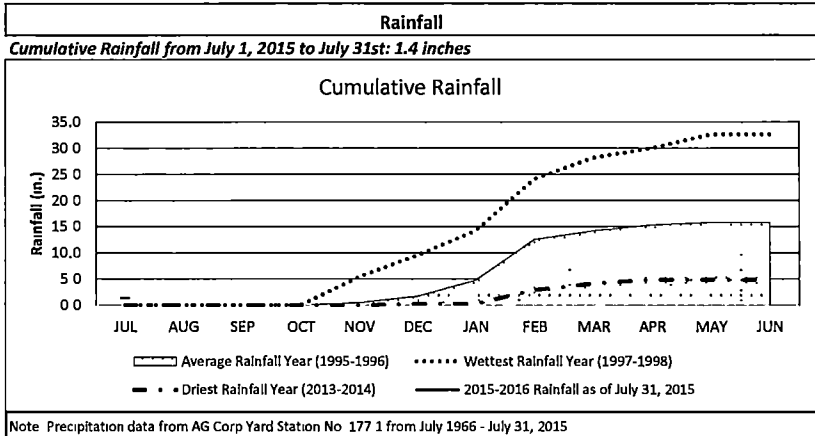
PUBLIC NOTIFICATION AND COMMENTS:

The Agenda was posted in front of City Hall on Thursday, August 20, 2015. The Agenda and staff report were posted on the City's website on Friday, August 21, 2015.

Attachments:

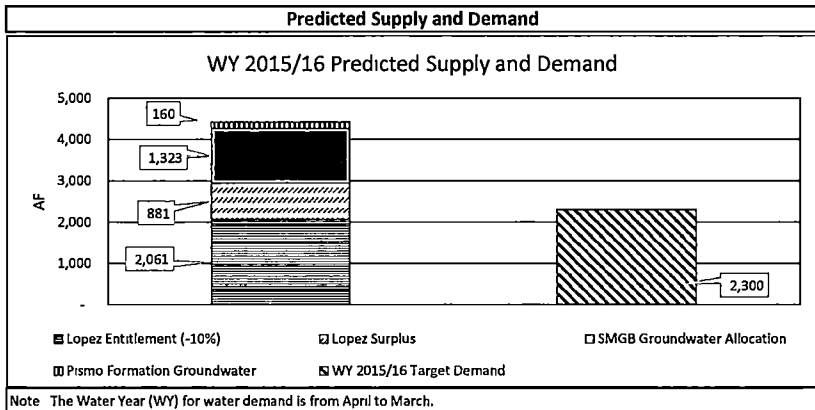
1. July 2015 Water Supply and Demand Charts
2. Lopez Reservoir Storage Projections
3. Thinkh2o Report

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



Water Demand

| | <u>Total City Demand (AF)</u> |
|-------------------------------------|-------------------------------|
| July 2013 | 318.9 |
| July 2015 | 187.3 |
| <i>% Difference from 2013</i> | -41% |
| WY 2013/14 YTD | 1,190.1 |
| WY 2015/16 YTD | 819.3 |
| <i>% Difference from WY 2013/14</i> | -31% |



Water Supply

Lopez Lake

| | <u>July 2015</u> | <u>WY 15/16 Year to Date</u> | <u>Remaining Allocated Supply</u> |
|------------------------------------|------------------|------------------------------|-----------------------------------|
| Lake Elevation (full at 522.37 ft) | 474.31 | | |
| Storage (full at 49,200 AF) | 16,272.4 | | |
| Storage - Percent Full | 33% | | |
| Status | Enacted | | |
| Current Entitlement Reduction | 10% | | |
| Deliveries (AF) | 183.39 | 762.26 | 2,179.89 |

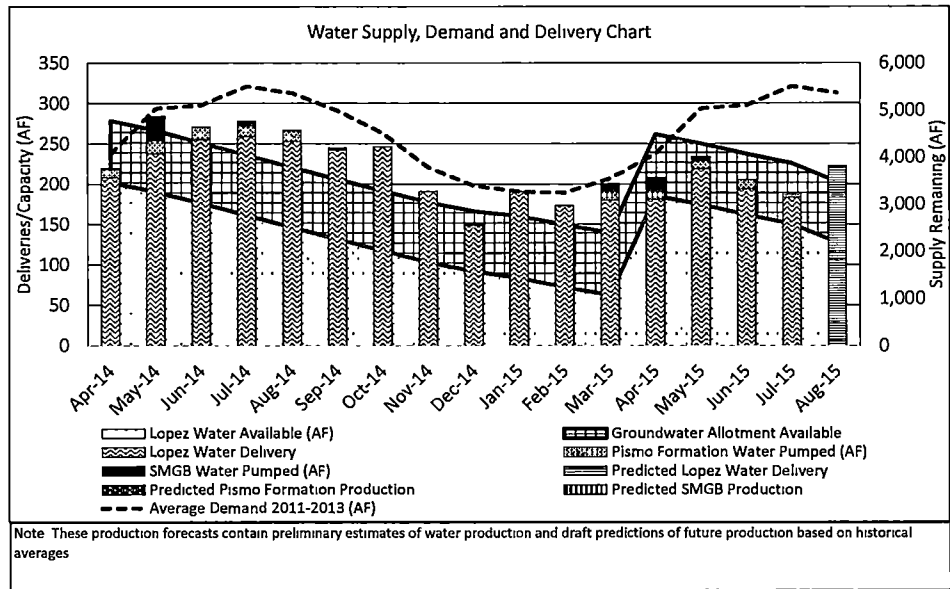
Note: The Water Year (WY) for Lopez Lake is from April to March. The actual amount of storage in Lopez at the end of July 2015 was 17,159 AF, however, the storage amount and storage percentage above were adjusted to account for the 886.58 AF of stored State Water Project water in the lake.

Groundwater

| | <u>July 2015</u> | <u>Calendar Year to Date</u> | <u>Remaining Entitlement</u> |
|---------------------------------|------------------|------------------------------|------------------------------|
| SMGB Production (AF) | 0.3 | 32.7 | 1,290.3 |
| Pismo Formation Production (AF) | 3.6 | 44.0 | NA |

City SMGB average well levels for July 2015 are not available at this time.

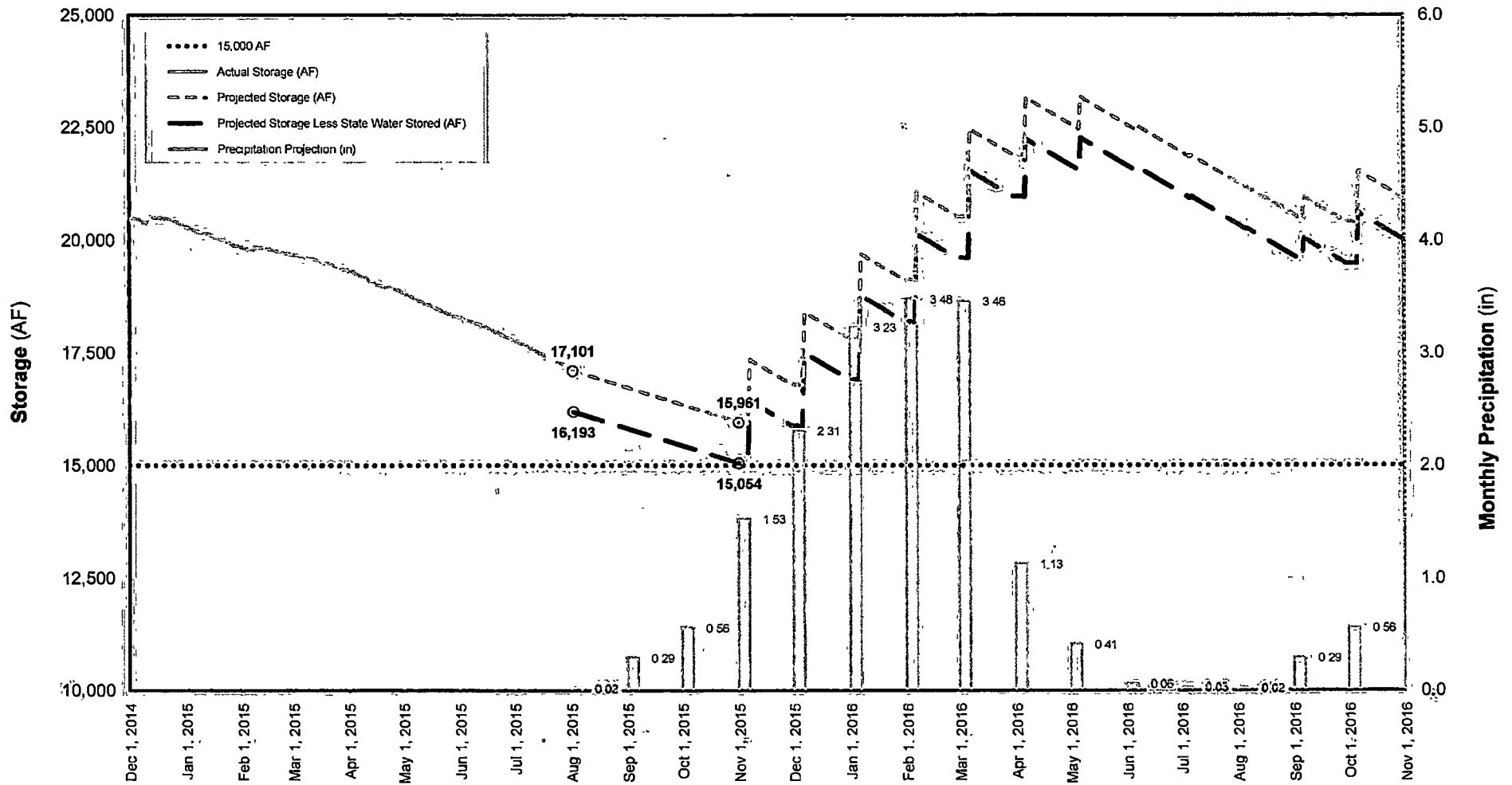
Note: Groundwater entitlement and production data is based on the calendar year.



Lopez Reservoir Storage Projections

(precipitation scenario source: www.LongRangeWeather.com)

Revised: 8/2/2015



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.

Arroyo Grande/Plsimo Beach Water Conservation

MARKETING SUMMARY – JULY 2015

SUBMITTED – 8/14/15

Website

Website traffic continues to grow with over 2,800 users visiting the page in July and over 9,000 since the website launched in March. About 75% are new visitors, meaning more and more people are discovering the site everyday. The top performing pages are the homepage, rebates page and conservation tips pages. 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 shine with 54 new fans in July and more than 500 fans overall. Reach remains very high despite the small demographic of the community targeted and engagement rate remains above average as well.

Twitter is growing and doubled the amount of followers in July from June, with most being from the local press, governmental agencies and other water agencies. Retweets and engagements are coming from reporters for the San Luis Obispo Tribune and the Santa Maria Times, San Luis Obispo County Government, SLO City News and more. These users have thousands of followers, meaning the messages are getting out to an exponentially higher number of people than just the amount of ThinkH2O followers.

Advertising

Digital Advertising is consistently bringing in engagement numbers that are much higher than the national average. Pandora is continuing to be an excellent tool for getting out the message, (403 clicks to the website in the month of July), as the people engaging with the ad and clicking-thru for more information stayed consistent from June to July. The new creative on Facebook is directly correlated with the significant increase in response and engagement bringing in 1362 clicks in the month of July, a 71% increase. The Regal Cinema ad runs 40x daily across all screens and July's estimated attendance was over 35,500.

Business and Community Outreach

REPORT from verdin



Material and presentations have been created for the South County Water Symposium and additional presentations are currently being arranged. Public Relations regarding new rebates/mandates for Pismo Beach as well as Public Relation for the significant amount of water savings (41% conserved for July in Arroyo Grande) is also occurring.

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.