

Critical Drought Action Plan

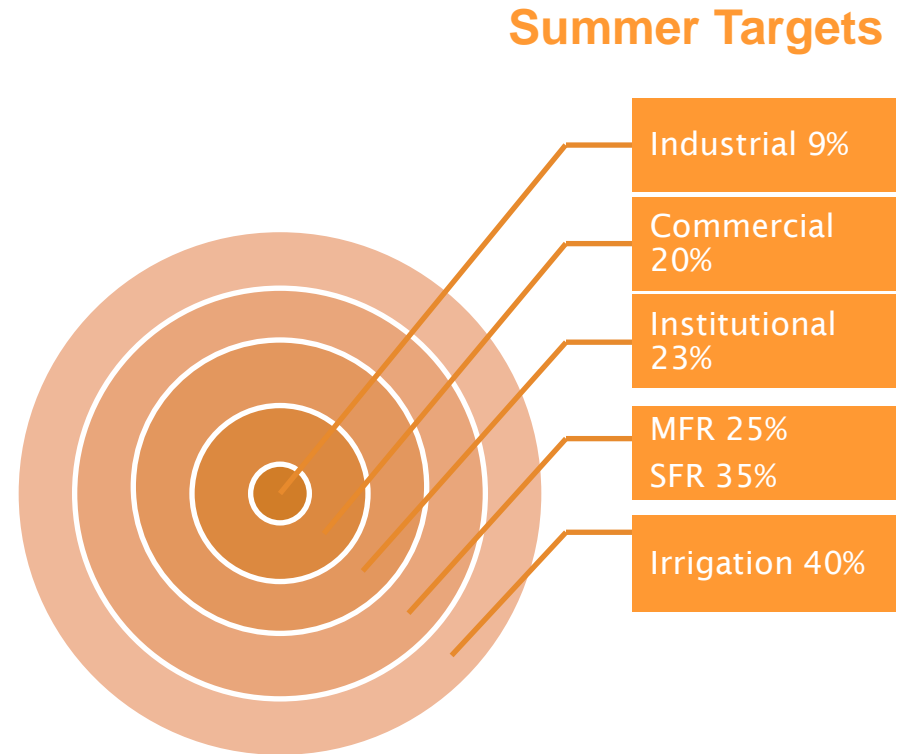
July 14, 2015 Update



Explaining Conservation Goals



- The state's 16% goal for EBMUD is based on state needs; 20% factors in our storage and supplemental supply uncertainties.
- 20% overall assumes varied cutbacks by season and class.
- “Musts and shoulds.”



Public Outreach Goals

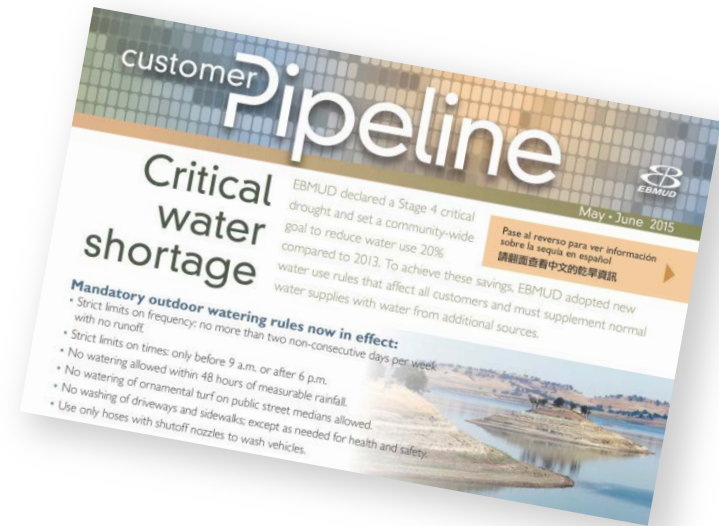


- Tell customers they must comply with mandatory outdoor use rules
- Tell customers they should strive for 35 gallons per day per person indoors
- Offer free devices and technical assistance to help customers conserve
- Explain supplemental supply actions
- Thank routine conservers

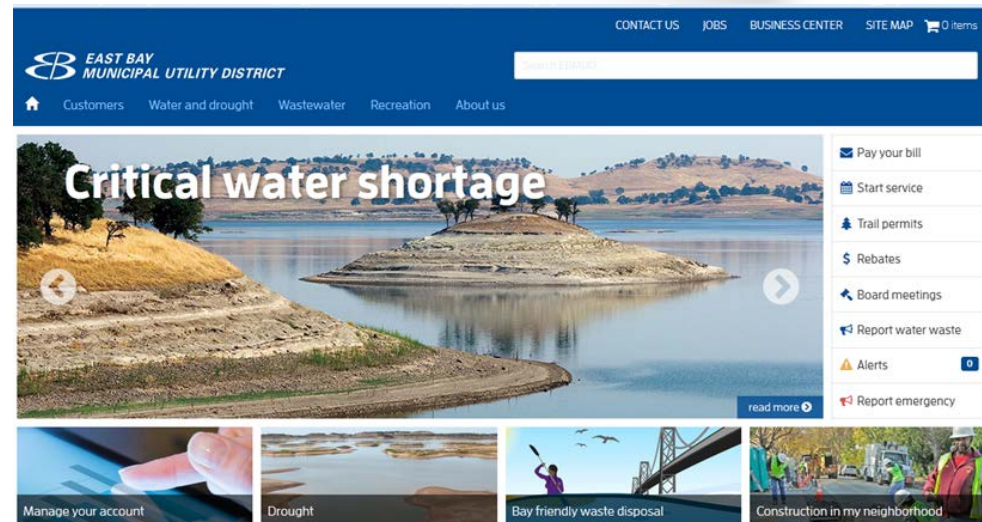
Recent Customer Alerts about Drought Restrictions



- 145,000 robocalls
- 255,000 water quality report notices
- 255,000 postcards to non-billed customers



- Bill messages
- Media: 64 inquiries
- Web services: 10,500 drought page visits



July-August Outreach Highlights



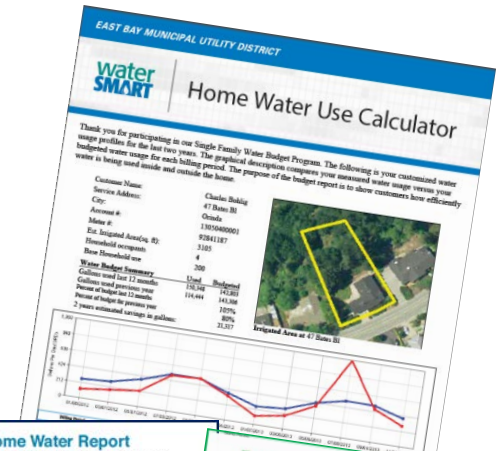
- Participate in summer and fall festivals and provide speakers to groups
- New web videos on in-line drip irrigation, mulching and adjusting irrigation
- Activate Twitter use with conservation messaging
- Thank supersavers using 8 or less units bimonthly



Conservation Outreach (FY2015)



- >26,900 rebates and devices
 - >1,000,000 sq. ft. lawn removal rebated
- >50,000 home water report participants
- >37,400 educ. materials
- June-July highlights
 - Water waste report outreach
 - Excessive use penalty letters
 - Non-billed customer outreach
 - Supersaver inserts <8 units



Home Water Report

Your WaterScore

Hi Salvador! Thanks for looking more about your water and ways to use it wisely.

Your household uses 127 gallons of water per day.

Take Action

You are using 127 gpd. Average Households use 94 gpd. You used 3,375 more gallons than the average EBMUD household, and a similar sized property, in EBMUD's service area.

It's Easy to Control Your Water

Go online and explore ways to save water today.

3 Suggestions For You

- Stop a Leaking Toilet**
Did you know a leaky toilet can waste up to 1,000 gallons of water per month? To check for leaks, put food coloring in the tank. Or, use a dye tablet. Check the toilet level ten minutes later. If you see color in the bowl, the tank has a leak - check! Keep from water heater leaks.
- Seasonal Irrigation Tune-up**
Check for:
 - Sprinklers that aren't popping up
 - Sheds blocking your ground/rot holes
 - Broken or clogged nozzles
 - Sprinklers that are spraying sideways
 - Purchased hoses or leaky valves.Leaky can waste thousands of gallons each year.
- Choose Plants Wisely**
When you're choosing new ones that require a lot of water, you plants are low water use plants and conditions and ground maintenance and less water. In addition, you can choose drought-tolerant plants. With your \$200 to \$400, you can save about 15,000 gallons per year.

Check today. It's quick, easy, and can save you a bundle. Don't wait. Check today! For help, visit our gardening resources.

Contact us: 1-866-46-EBMUD or wtrserv@ebmud.com or www.ebmud.com/mywater

Printed on Recycled Paper | 100% Post Consumer Waste | Printed by WaterSmart Software

Water SMART Plants

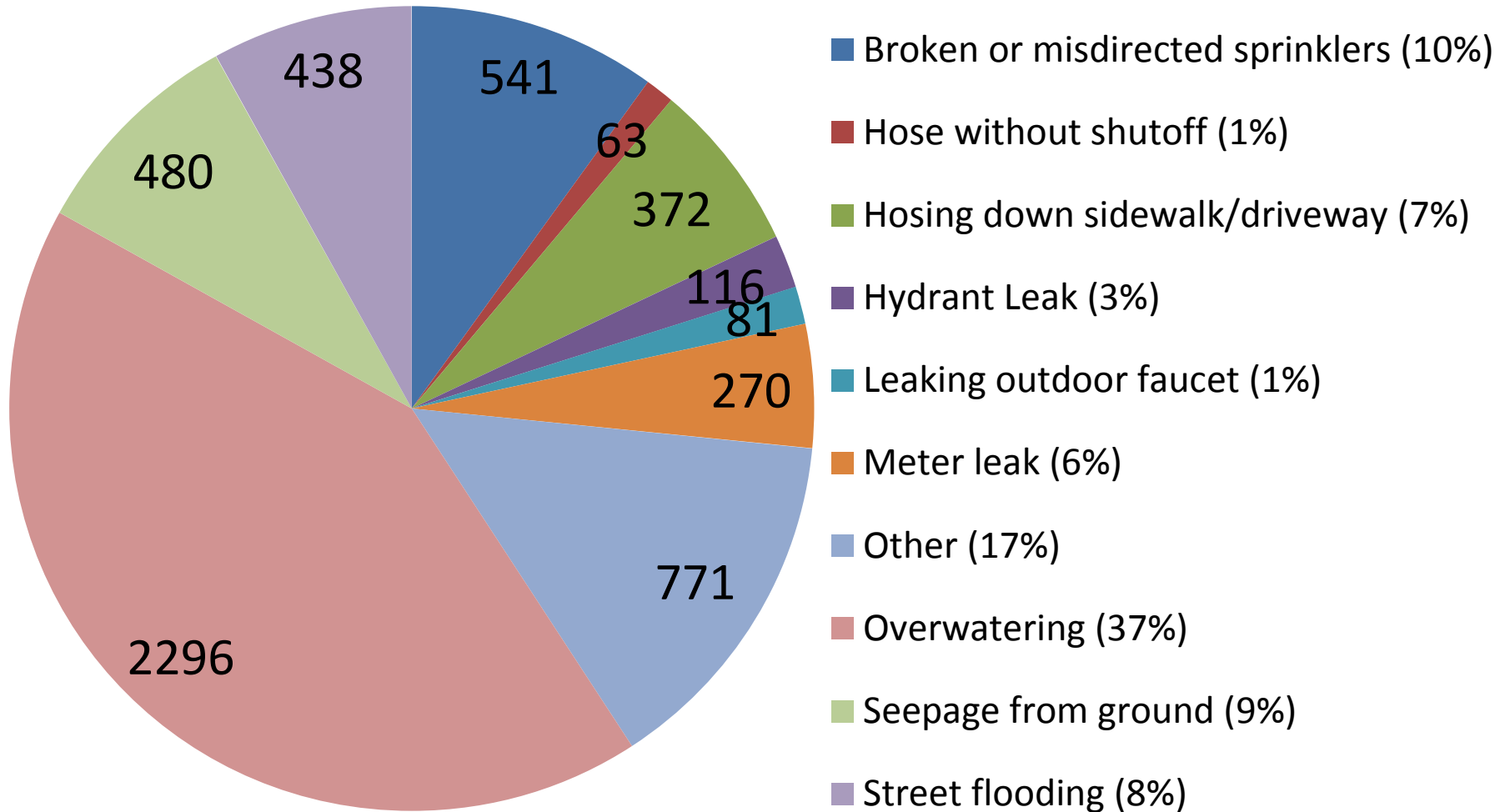
Beautiful plants that thrive in the East Bay's winter-wet and summer-dry climate.

- Water misers that require little to no water once grown
- Resilient plants that resist diseases and pests

Look for this tag!

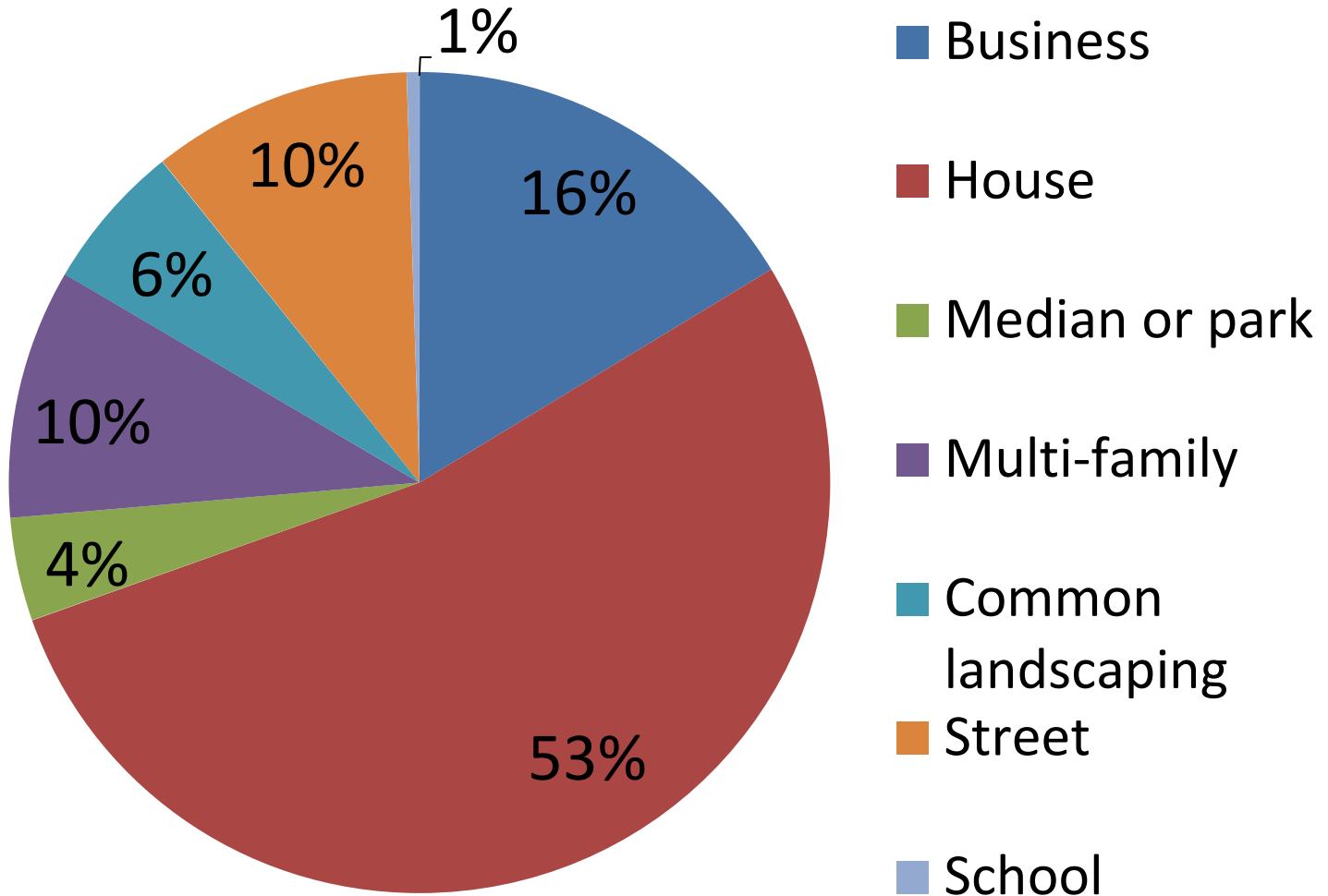
EBMUD Water SMART BUSINESS

Water Waste Reporting and Enforcement



Total of 5,428 (Feb. 2014 - June 2015)

Water Waste Reporting and Enforcement

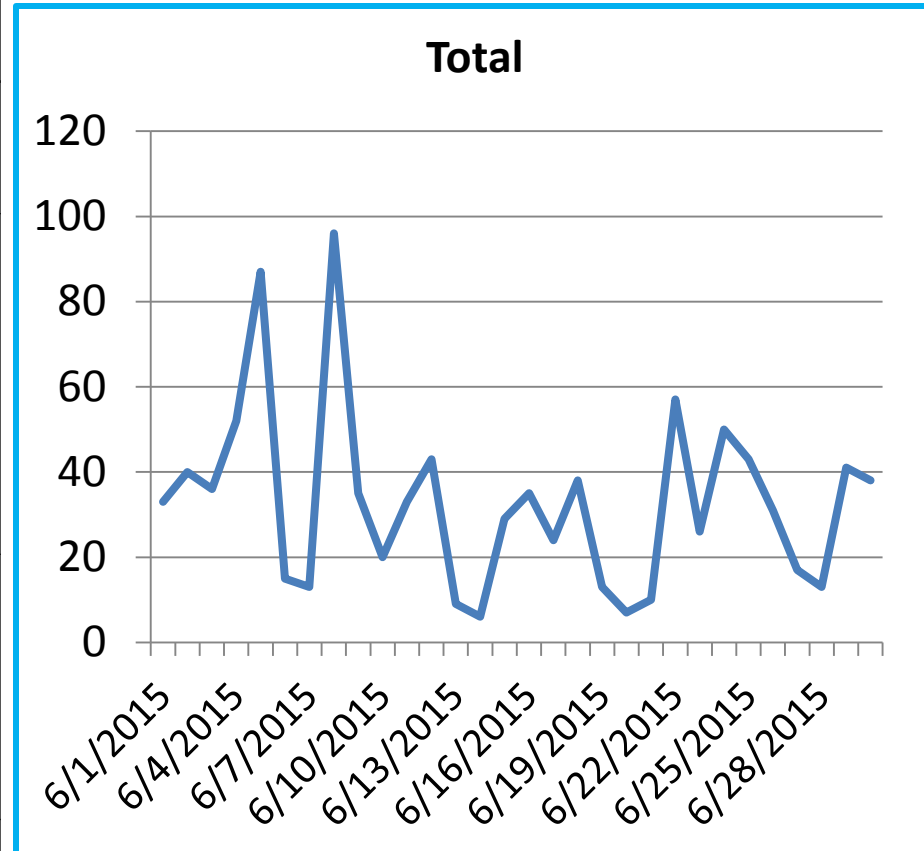


Total of 5,428 (Feb. 2014 - June 2015)

SWRCB Monthly Water Waste Reporting



Description	June
<u>Water waste complaints</u> or violation of conservation rules	990
<u>Contact follow up</u> (written or verbal) made with customers for actual/alleged waste or violation	627
<u>Warning Actions</u> - how many formal warning actions (e.g. written notifications, warning letters, door hangers) issued	85
<u>Penalties</u> (fines) issued	0



13 Warning Letters sent (Feb. 2014 - June 2015)

Trucked Recycled Water



- In June, 257,000 gallons from North Richmond which offset potable commercial use in Richmond
- In June, 517,000 gallons from East Bayshore which offset potable commercial use in Oakland
- Investigating location for pilot residential fill station, in-service date to be determined



Stege Sanitary District truck, North Richmond

Recycled Water Distribution System Expansions



- San Ramon Valley-Bishop Ranch:
 - Pipeline construction June 2015 - June 2016
 - 40 irrigation sites to be converted and connected
 - 425,000 gallons per day
- East Bayshore-Emeryville:
 - Pipeline construction summer 2015 - summer 2016
 - 15 irrigation sites to be converted and connected
 - 24,000 gallons per day



Alcosta Pipeline Installation, San Ramon

Supply-side Highlights



- Closely monitoring taste and smell complaints
- April – June: 22,144 AF of CVP water delivered to terminal reservoirs
- July – Aug: 11,106 AF
- Transfers: completing the environmental documentation and permitting for 25,000 AF

