Meeting Date: 01/11/11

ACTION	TYPE OF ITEM
☐ Approved Recommendation	☐ Info/Consent
☐ Ord. No(s). _	■ Report
☐ Res. No(s). _____	☐ Public Hearing
☐ Other _____	☐ Other _____

Prepared By: Anthony Emmert, Water Resources Manager Agenda Item No. O-4

Reviewed By: City Manager City Attorney SMF Finance Public Works

DATE: December 30, 2010

TO: City Council

FROM: Rob Roshanian, Interim Public Works Director
Public Works Department

SUBJECT: **Water Conservation Master Plan**

RECOMMENDATION

That City Council approve and adopt a resolution approving the City of Oxnard Water Conservation Master Plan.

BACKGROUND

In February 2009 the City Council directed the Public Works Department to prepare a Water Conservation Master Plan (WCMP), for the purpose of identifying a portfolio of water conservation programs that the City could implement to produce significant and measurable reductions in overall water demands, in the most cost-effective and practical manner possible. The WCMP's programs are intended to complement the City's ongoing efforts to develop new reliable water sources, such as recycled water. The suite of programs recommended in the WCMP all meet strict cost-effectiveness standards. Additionally, the WCMP's recommended programs have been proven in other southern California communities and will likely be practical to implement in the City of Oxnard.

The completion of the WCMP could not be timelier. Since the initiation of the water conservation planning effort, Oxnard's water supplies have become increasingly strained. Despite the 25% reduction in groundwater pumping mandated by the Fox Canyon Groundwater Management Agency over the past twenty years, the groundwater supplies in the Oxnard Plain remain in overdraft. Regional water supplies originating in the Santa Clara River watershed and traditionally used by United Water Conservation District to recharge groundwater basins and supply water to agricultural water users have been reduced as a result of the dedication of significant flows to help restore endangered fish species. Additionally, in response to a reduced amount of imported water available through the State Water Project due to pumping restrictions, the Metropolitan Water District of Southern California (MWD) and the Calleguas Municipal Water District have asked all of its retail water providers, including Oxnard, to reduce water consumption. In order to continue to meet the water reliability needs of its residents and businesses, the City must work to reduce the amount of water used by its existing customers and to

develop new reliable water supplies. Implementing the programs within the WCMP will help the City's residents and businesses to reduce their overall water usage, over the next several years. As the WCMP programs are all cost-effective, implementing them will help to reduce future costs to water customers.

Recently, the State has enacted two pieces of legislation, Assembly Bill (AB) 1420 and Senate Bill (SB) x7-7, which require urban water suppliers to implement water conservation programs and to generate measurable water savings, in order to remain eligible for State of California-funded water grants and loans. Over the past few years, the City has been quite successful in obtaining State grants funding for local water-related projects. Implementing the programs within the WCMP will help the City to meet the new statutory requirements and to remain eligible for continued grant funding, thereby reducing future costs to water customers.

DISCUSSION

The development of the WCMP consisted of several important steps, including:

- analysis of Oxnard's water demand and market opportunities to identify potential for water savings among Oxnard's water customers,
- identification of potential water conservation measures and programs,
- solicitation of customer feedback regarding the City's water conservation program needs through an open stakeholder process,
- a cost-benefit analysis and prioritization of conservation measures and programs with the most promise for water savings and ease of implementation in Oxnard,
- creation of the WCMP document

As a result of these analyses, the final WCMP features nine conservation programs deemed to be the most cost-effective and easy to implement in Oxnard. These programs include:

- **High Efficiency Irrigation Nozzle Direct Installation Program** – Existing irrigation systems would be retrofitted with new irrigation pop-up spray heads that use less water by applying water more evenly over a landscape and reducing the amount of water lost to runoff, overspray, and wind.
- **High Efficiency Irrigation Nozzle Distribution Program** – New, more efficient pop-up spray heads that use less water would be distributed to water customers so they could retrofit their own existing irrigation systems.
- **High Efficiency Toilet Distribution Program** – High efficiency toilets, which use 1.28 gallons per flush, would be distributed to customers at large single-day events for retrofit of existing high water use toilets. Customers would be required to turn in their old toilets for recycling.
- **Industrial Process Water Use and Cooling Tower Audit & Incentive Program** – The City's large industrial customers would be offered water use audits to identify potential water savings at their facilities. The customers will be offered support as they pursue changes to realize the water savings identified through the audit.

- **Multi-Family and Hotel/Motel High Efficiency Toilet Direct Installation Program** – High efficiency toilets would be installed in large multi-family residential complexes and hotels/motels that still contain old, high water use toilets.
- **MWD Save A Buck Commercial Incentive Program** – The City would continue to participate in MWD's rebate program for commercial water users. Where cost-effective, the City would augment the rebates offered by MWD to increase customer participation.
- **Smart Controller Direct Installation Program** – Weather based irrigation controllers (WBICs), which automatically adjust irrigation schedules to use only the water needed as a result of real-time weather conditions, would be installed in landscapes larger than 1 acre.
- **MWD SoCal Water$mart Residential Incentive Program** – The City would continue to participate in MWD's rebate program for residential water users. Where cost-effective, the City would augment the rebates offered by MWD to increase customer participation.
- **Water Budget Program** – The City would create water budgets, or site-specific monthly calculations of the amount of water needed to keep a landscape healthy, for dedicated landscape irrigation customers. Customers would receive mailings depicting their actual water use against their budget to help them establish appropriate watering schedules and practices. If a customer's water use is over their water budget, they would be offered recommendations on how to reduce their water use.

Results of the planning effort indicate that water conservation is a cost-effective component of the City's overall water supply portfolio. Oxnard still has a lot of "low hanging fruit," or potential for easily implementable and relatively inexpensive conservation programs, in comparison with other water supply options like purchasing Tier 2 water from CMWD, paying penalties for going over water supply allocations, or accelerating the construction GREAT Program Phase 2.

In order to achieve desired water savings, the WCMP recommends that the City start with the existing funding level included in the Water Conservation Program Budget and ramp-up over time, to the year 2030. In 2030, the recommended funding level of $960,000 per year would be approximately double the current funding level. The funding for the proposed programs would be developed through the City's normal budget process and approved by the City Council. In addition to funding from the Water Operating Fund, the WCMP recommends that additional funding could be secured through grants or through contributions from developers needing to meet the City's Water Neutral Policy.

FINANCIAL IMPACT

There are sufficient funds budgeted in the Water Operating Fund, Account Number 601-6011, to begin implementation of the programs included in the WCMP. Any necessary future increases in funding will be submitted as a part of the City's normal budget process.

Attachment #1 - Resolution adopting the City of Oxnard Water Conservation Master Plan
#2 - Water Conservation Master Plan

Note: Attachment No. 2 has been provided to the City Council. Copies are available for review at the Help Desk (second floor) in the Main Library after 6:00 p.m. on the Thursday prior to the Council meeting, and at the City Clerk's Office after 8:00 a.m. on Monday.

CITY COUNCIL OF THE CITY OF OXNARD

RESOLUTION NO.

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF OXNARD ADOPTING THE CITY OF OXNARD WATER CONSERVATION MASTER PLAN

WHEREAS, water is one of the City's most precious and limited resources and is necessary for a healthy community and vibrant economy, and

WHEREAS, local groundwater makes up a significant percentage of the City's water supplies, and local groundwater continues to be challenged by agricultural and municipal pumping, potentially reduced recharge and seawater intrusion, and

WHEREAS, the amount of regional surface water available to recharge local groundwater aquifers may be reduced due to the need to dedicate significant portions of that water to help restore endangered fish species, and

WHEREAS, imported surface water from the State Water Project, via the Metropolitan Water District of Southern California and the Calleguas Municipal Water District makes up a significant percentage of the City's water supplies, and the imported water continues to be challenged by endangered species issues in the San Francisco Bay-Sacramento-San Joaquin Rivers Delta System, and

WHEREAS, the City of Oxnard has committed to partner with its citizens and businesses to reduce the waste of water and to make continual improvements in the efficient use of water, and

WHEREAS, the City has included measurable and verifiable water savings through efficiency improvements in its long-term water planning efforts, including the General Plan and the Urban Water Management Plan, and

WHEREAS, Assembly Bill 1420 amended the Urban Water Management Planning Act, Water Code Section 10610 et seq., to require, effective January 1, 2009, that the terms of, and eligibility for, any water management grant or loan made to an urban water supplier and awarded or administered by the Department of Water Resources, State Water Resources Control Board, or California Bay-Delta Authority, or its successor agency, be conditioned on the implementation of the water Demand Management Measures described in Water Code Section 10631(f), and

WHEREAS, to demonstrate its commitment to water conservation, the City Council has executed a Memorandum of Understanding with the California Urban Water Conservation Council with stated commitments by the City for the funding and execution of water conservation programs.

WHEREAS, Chapter 2 of Title 14 of the California Code of Regulations exempts the project from the requirement for the preparation of environmental documents imposed by the California Environmental Quality Act; and

NOW THEREFORE, the City Council of the City of Oxnard resolves:

1. The Water Conservation Master Plan is hereby adopted and ordered filed with the City Clerk.

PASSED AND ADOPTED THIS 11th day of January, 2011 by the following vote:

AYES:

NOES:

ABSENT:

Dr. Thomas E. Holden, Mayor

ATTEST:

Daniel Martinez, City Clerk

APPROVED AS TO FORM:

Alan Holmberg, City Attorney