



City of Ventura Water Shortage Response

Karen Waln
Management Analyst

Ventura River Watershed Council
October 7, 2014



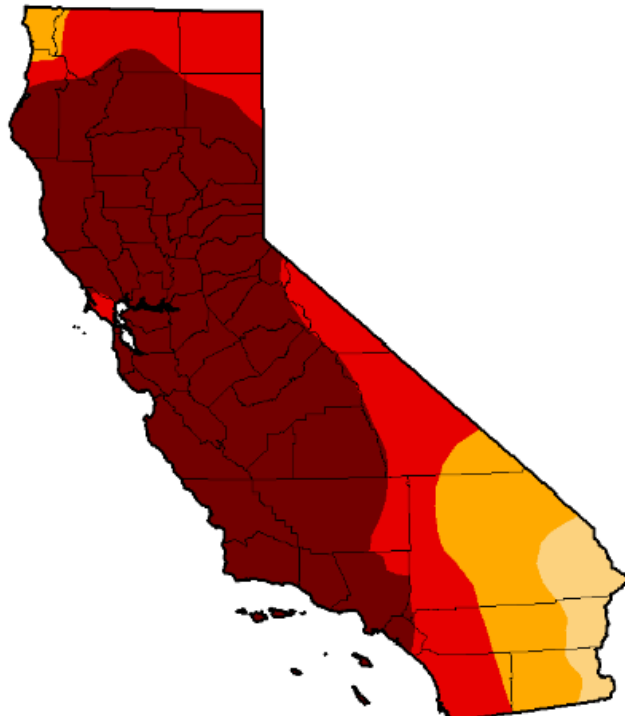
Current Drought Map

U.S. Drought Monitor
California

September 16, 2014
(Released Thursday September 18, 2014)
Valid 8 a.m. EDT

Statistics type: Traditional (D0-D4, D1-D4, etc.) Categorical (D0, D1, etc.)

Drought Condition (Percent Area):



Week	Date	None	D0-D4	D1-D4	D2-D4	D3-D4	D4
Current	2014-09-16	0.00	100.00	100.00	95.42	81.92	58.41
Last Week	2014-09-09	0.00	100.00	100.00	95.42	81.92	58.41
3 Months Ago	2014-06-17	0.00	100.00	100.00	100.00	76.69	32.98
Start of Calendar Year	2013-12-31	2.61	97.39	94.25	87.53	27.59	0.00
Start of Water Year	2013-10-01	2.63	97.37	95.95	84.12	11.36	0.00
One Year Ago	2013-09-17	2.63	97.37	96.04	89.84	11.36	0.00

Population Affected by Drought: **37,253,959**

[View More Statistics](#)

Intensity:

- D0 - Abnormally Dry
- D1 - Moderate Drought
- D2 - Severe Drought
- D3 - Extreme Drought
- D4 - Exceptional Drought

The Drought Monitor focuses on broad-scale conditions. Local conditions may vary. See accompanying [text summary](#) for forecast statements.

10% Voluntary Reductions

- February call
- Targeted outdoor irrigation reductions (uses 40% to 60% of water)
- Water wise landscaping or lawn replacement



July 15 State Action

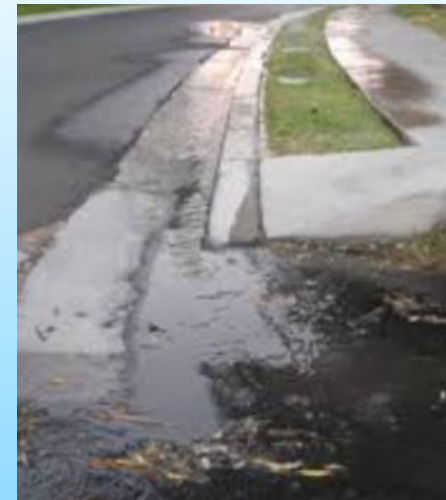
- **Water suppliers with 3,000+ customers**
- **Implement Contingency Plan Achieve 20% Reduction**
- **Authorizes fines up to \$500**

Ventura's Compliance

- ***Allowing water to run to waste for outdoor use**
- **Allowing leaks to persist past 48 hours**
- ***Using a handheld hose to wash without a positive shutoff nozzle**
- **Serving water to restaurant customers without first being asked**
- ***Operating fountains without recycling the water**
- ***Washing hardscape**
- **Knowingly wasting water**
- ***Restrict irrigation with potable water between 9 am – 6 pm**
- ***Limit the use of irrigations systems to 2 days per week**
- **** Aligns with July 15 State action***

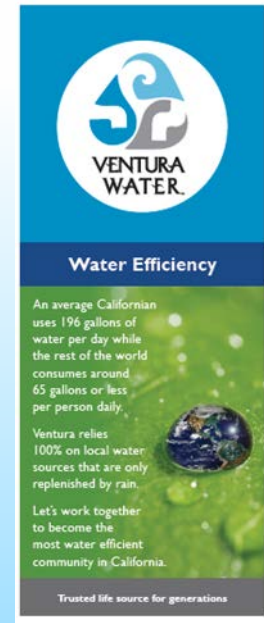


Water Waste Examples



Ventura's Compliance

- **Water Waste Ordinance enforcement**
- **Begins with education**
 - **By City staff**
 - **By Neighbors**
- **City official warning**
- **Progressive fines starting at \$25**





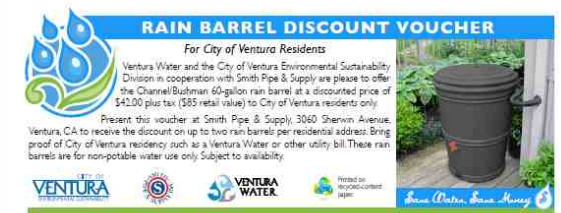
Water Efficiency Outreach

- Bill inserts, My Ventura magazine, Pipeline newsletter
- Website
- Social Media – Facebook, Twitter, Blog
- Videos – YouTube Channel
- Special Events and Water Wise Classes



Customer Assistance

- Low-flow showerhead
- Leak detection kit
- Garden shutoff nozzle
- Dish squeegee
- Kitchen faucet aerator
- Rain Barrel (50% discount)
- Contact Customer Care at 667-6500




Date _____ Customer Name _____
Street Address: _____ Ventura, CA Zip _____
Telephone _____
e-mail (optional) _____
How did you hear about this program? _____
If from a newspaper, which one? _____

For Office Use Only

Verification of City of Ventura residency _____ Number of rain barrels purchased _____
Amount paid by customer \$ _____ Amount owed to Smith Pipe & Supply \$ _____

**Bring this voucher to:
Smith Pipe & Supply**

3050 Sherwin Ave., Ventura
(805) 485-5469
Mon-Fri, 7 am - 4:30 pm
Saturday, 8 am - 12:00 pm



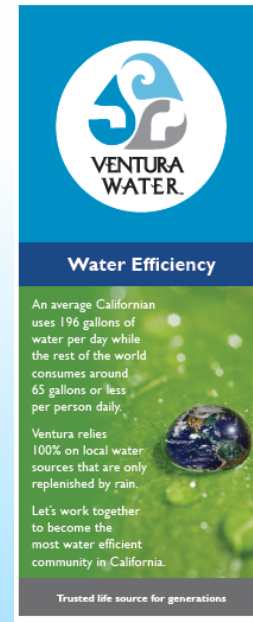
Water Efficiency Outreach - Summer

- “Don’t Wash Your Car” Challenge
- Fun/Car wash education
- Radio promotion (English & Spanish)
- Billboard/Facebook Contest



Water Efficiency Outreach - Summer

- City-wide engagement – new Water Efficiency Brochure & leak kits
- Water Hero Yard Signs
- Downtown Save Our Water Signs
- Water Surveys



Water Efficiency Outreach - Fall

- “Extreme Water Saver” Challenge
- Re-think water use/share ideas
- Radio promotion+Social Media
- Supports “stop water waste” message

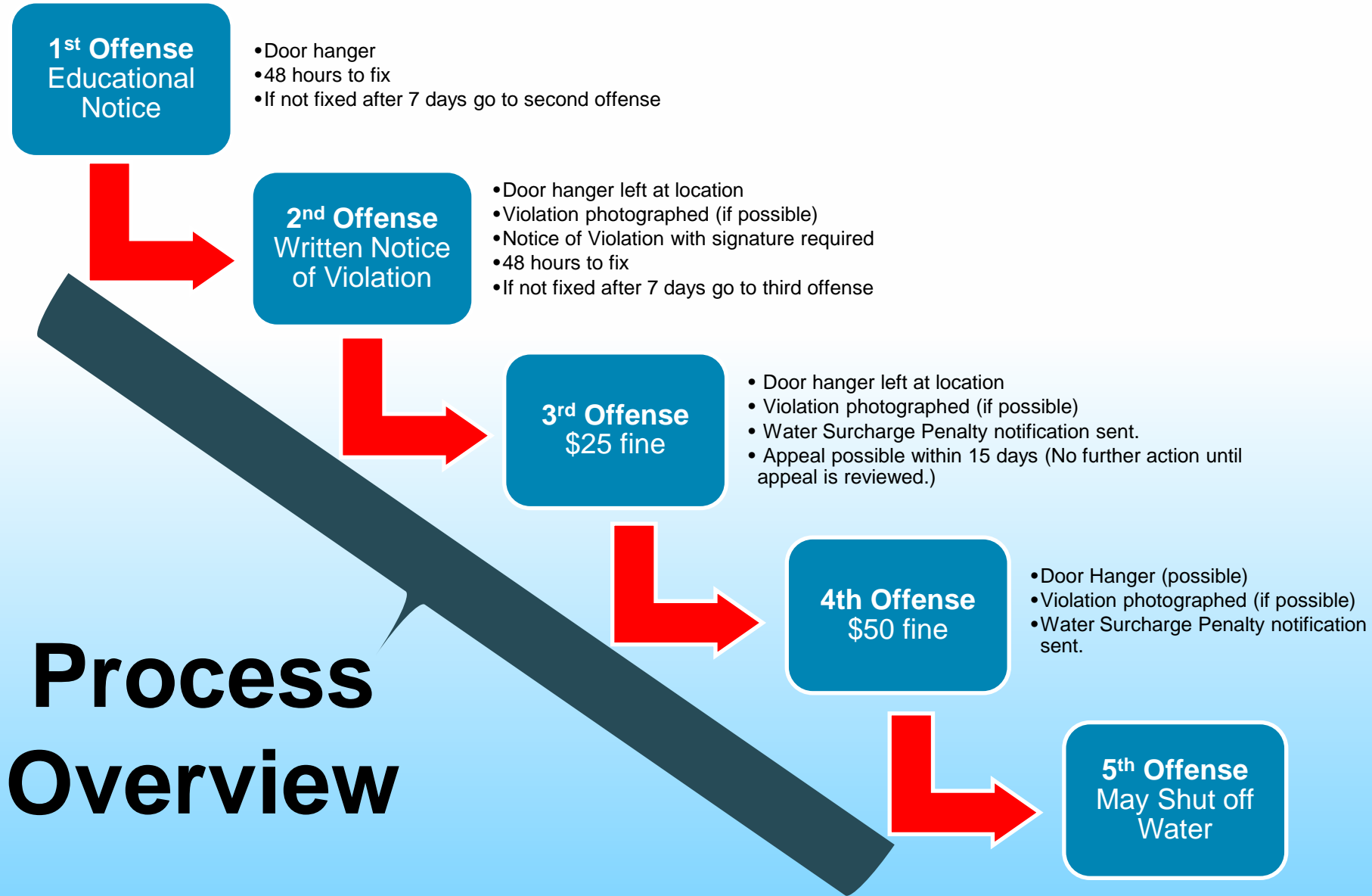




Water Efficiency Outreach - Fall

- **Goal: Most water efficient community in California**
- **Goal: New normal landscape - no turf, rainwater capture, graywater, mulch**
- **Water Wise and School Classes**
- **Potential incentive programs**







1st Offense - Educational Notice

Door Hanger



Dear Resident,

In the spirit of cooperation to stop water waste, we are alerting you that the following activities have been observed at your residence:

- Your sprinklers are spraying the pavement.
- Your irrigation water is running onto the pavement.
- You have a broken sprinkler, and/or your irrigation system is leaking.
- You were using a hose to wash a driveway, sidewalk or other paved surface.
- You were washing your car without a shutoff nozzle on the hose.
- Other _____

The City of Ventura prohibits these water waste activities and we request that you correct these issues within 48 hours from this notice. If corrected promptly, no further action is necessary on your part, but please be aware that this water misuse has been documented. For more information, contact Customer Care at (805) 667-6500 or myvtawater@cityofventura.net or visit www.venturawater.net.

This document is available in alternate formats by calling (805) 667-6500 or by contacting the California Relay Service.

(City staff Please complete this section and brown mail to Ventura Water Customer Care at City Maintenance Yard)

Date: _____ Time: _____

Address: _____

(Complete reverse side)

VW-1 REV 8-2014

Dear Resident,

In the spirit of cooperation to stop water waste, we are alerting you that the following activities have been observed at your residence:

- Your sprinklers are spraying the pavement.
- Your irrigation water is running onto the pavement.
- You have a broken sprinkler, and/or your irrigation system is leaking.
- You were using a hose to wash a driveway, sidewalk or other paved surface.
- You were washing your car without a shutoff nozzle on the hose.
- Other _____

The City of Ventura prohibits these water waste activities and we request that you correct these issues within 48 hours from this notice. If corrected promptly, no further action is necessary on your part, but please be aware that this water misuse has been documented. For more information, contact Customer Care at (805) 667-6500 or myvtawater@cityofventura.net or visit www.venturawater.net.

This document is available in alternate formats by calling (805) 667-6500 or by contacting the California Relay Service.



1st Offense - Educational Letter

Mailed Directly
to
Resident/Business

WORKING TOGETHER TO SAVE WATER



Dear Customer,

In the spirit of cooperation to stop water waste, we wanted to alert you that the following has been observed at your residence/business:

- Your sprinklers are spraying the pavement.
- Your irrigation water is running onto the pavement.
- You have a broken sprinkler, and/or your irrigation system is leaking.
- You were using a hose to wash a driveway, sidewalk, or other paved surface.
- You were washing your car without a shutoff nozzle on the hose.
- Other _____

Date: _____ Time: _____ (if known)

The City of Ventura **prohibits** these water waste activities and we request that you correct these issues within 48 hours from this notice. If corrected promptly, no further action is necessary on your part, but please be aware that this water misuse has been documented.

To help our customers, Ventura Water has water efficiency devices such as low-flow shower heads, faucet aerators and hose shut-off nozzles available for pick-up as well as free water survey services. Please contact Customer Care at myvtawater@cityofventura.net or (805) 667-6500 for more information or an appointment. Please read the enclosed brochure with more water efficiency tips.

For the latest about Ventura's water supplies and how you can help during the drought, please visit www.venturawater.net to connect with Ventura Water.

Everyone needs to do their part to save water. Thank you for your cooperation.

This document is available in alternate formats by calling (805) 667-6500 or by contacting the California Relay Service.

2nd Offense – Written Notice of Violation

WORKING TOGETHER TO SAVE WATER



Dear Resident,

In the spirit of cooperation to stop water waste, we are alerting you that the following activities have been observed at your residence:

- Your sprinklers are spraying the pavement.
- Your irrigation water is running onto the pavement.
- You have a broken sprinkler, and/or your irrigation system is leaking.
- You were using a hose to wash a driveway, sidewalk or other paved surface.
- You were washing your car without a shutoff nozzle on the hose.
- Other _____

The City of Ventura prohibits these water waste activities and we request that you correct these issues within 48 hours from this notice. If corrected promptly, no further action is necessary on your part, but please be aware that this water misuse has been documented. For more information, contact Customer Care at (805) 667-6500 or mytawater@cityofventura.net or visit www.venturawater.net.

This document is available in alternate formats by calling (805) 667-6500 or by contacting the California Relay Service.

(City staff Please complete this section and brown mail to Ventura Water Customer Care at City Maintenance Yard)

Date: _____ Time: _____

Address: _____

(Complete reverse side)

VW-1 REV. 8-2014

TRABAJANDO JUNTOS PARA AHORRAR AGUA



Estimado Residente,

En el espíritu de cooperación para parar el desperdicio de agua, le estamos alertando que las siguientes actividades han sido observados en su residencia:

- Sus aspersores están rociando el pavimento.
- Su agua de riego está corriendo sobre el pavimento.
- Tiene un aspersor roto, y / o su sistema de riego tiene fugas.
- Estaba usando una manguera para lavar una calzada, acera u otra superficie pavimentada.
- Estaba lavando su coche sin una boquilla de cierre en la manguera.
- Otro _____

La Ciudad de Ventura prohíbe estas actividades que desperdician agua y le pedimos que corrija estos problemas dentro de las 48 horas de este aviso. Si se corrigen rápidamente, no hay que tomar más medidas de su parte. Pero favor de tener en cuenta que este mal uso de agua ha sido documentado. Para obtener más información, comuníquese con El Servicio al Cliente al (805) 667-6500 o mytawater@cityofventura.net o visite www.venturawater.net.

Este documento está disponible en formatos alternativos contactando (805) 667-6500 o por el Servicio de Retransmisión de California.

Sprinkler spraying pavement Irrigation water runoff
 Broken sprinkler or leak Hosing pavement

Car washing with no shutoff nozzle

Other _____

Staff printed name: _____

Staff signature: _____

(City staff: Please complete this section and brown mail to Ventura Water Customer Care at City Maintenance Yard)

Date: _____ Time: _____

Address: _____

(Complete reverse side)

VW-1 REV. 8-2014

Sprinkler spraying pavement Irrigation water runoff

Broken sprinkler or leak Hosing pavement

Car washing with no shutoff nozzle

Other _____

Staff printed name: _____

Staff signature: _____

3rd – 5th Offense

- Third offense = \$25 fine
- Fourth offense = \$50 fine
- Fifth offense - Flow may be restricted or shut-off

Customer Resources

- **Customer billing account and water usage history online access 24/7 at www.cityofventura.net/water**
- **Home Water Works Calculator at www.cityofventura.net/water/efficiency**
- **Water Wise Gardening in Ventura County at www.venturacountygardening.com**



Trusted life source for generations



Questions?

Follow Ventura Water on

