



SAVE WATER – GO BLUE

Conservation Program Update

Stephanie Locke

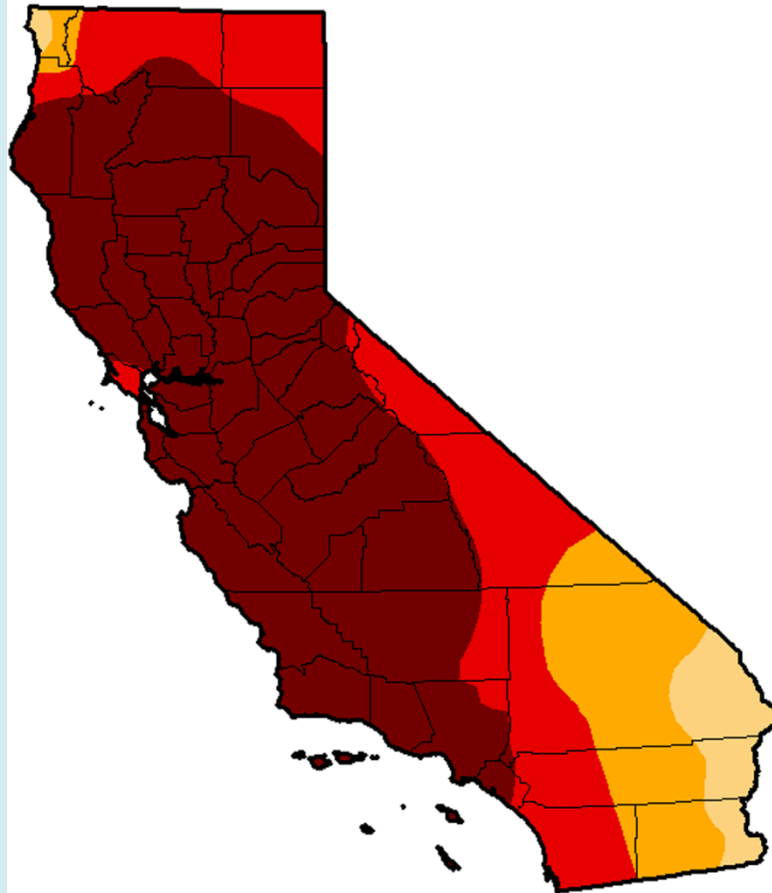
October 20, 2014

Monterey County Drought Task Force

- Group of County stakeholders, including Office of Emergency Services, Health Department, Cities, utilities, etc.
 - Regular updates on drought conditions and responses
 - Reviews available resources
 - Coordinates local response
- MPWMD represented
- MPWMD presented information on its Go Blue campaign

Drought Monitor – October 14, 2014

U.S. Drought Monitor **California**



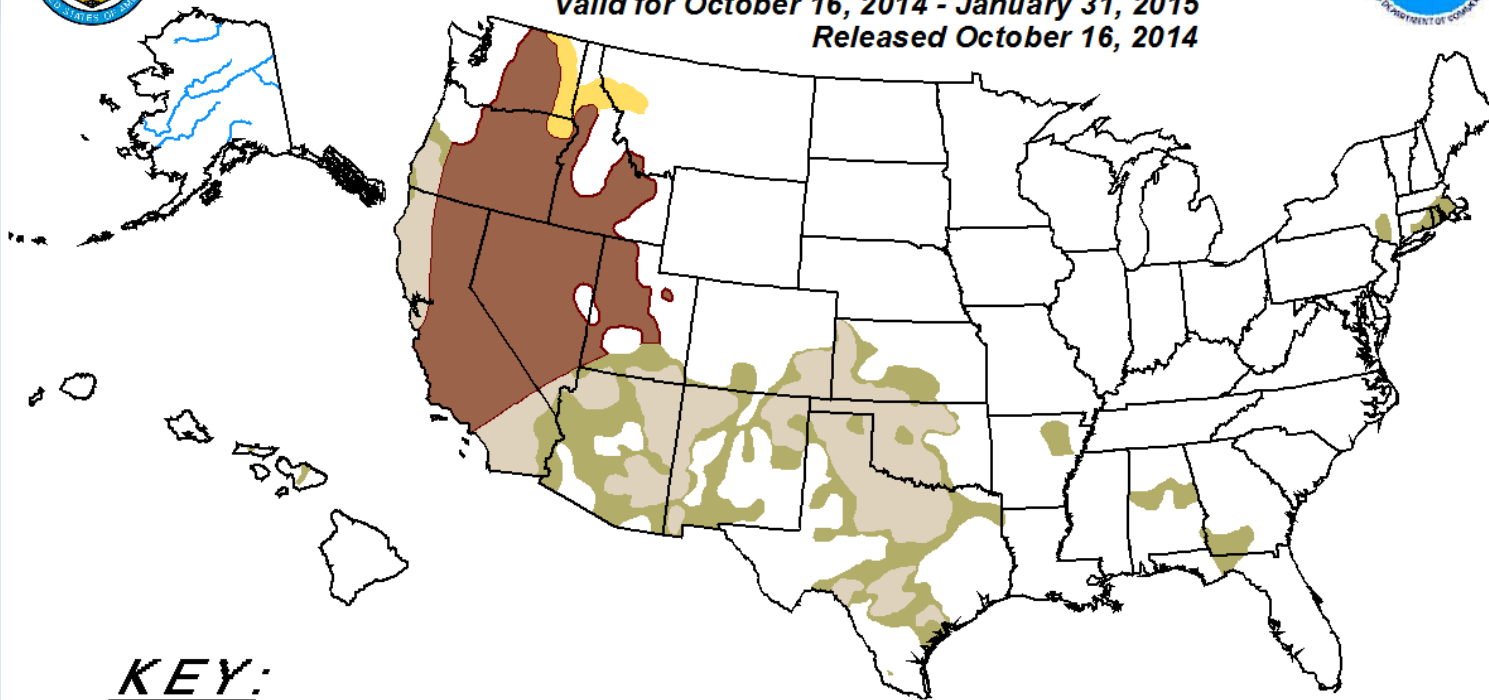
Over 95 percent of the State is classified as being in Severe, Extreme, or Exceptional Drought.

More than 58 percent of the State is in Exceptional Drought, **including Monterey County.**





Monterey County Drought Outlook



U.S. Seasonal Drought Outlook Drought Tendency During the Valid Period Valid for October 16, 2014 - January 31, 2015 Released October 16, 2014



KEY:

-  Drought persists or intensifies
-  Drought remains but improves
-  Drought removal likely
-  Drought development likely

Author: Brad Pugh, Climate Prediction Center, NOAA
http://www.cpc.ncep.noaa.gov/products/expert_assessment/sdo_summary.html

Depicts large-scale trends based on subjectively derived probabilities guided by short- and long-range statistical and dynamical forecasts. Short-term events -- such as individual storms -- cannot be accurately forecast more than a few days in advance. Use caution for applications -- such as crops -- that can be affected by such events. "Ongoing" drought areas are approximated from the Drought Monitor (D1 to D4 intensity). For weekly drought updates, see the latest U.S. Drought Monitor.
NOTE: The tan area areas imply at least a 1-category improvement in the Drought Monitor intensity levels by the end of the period although drought will remain. The Green areas imply drought removal by the end of the period (D0 or none)

Monterey County Drought Task Force

- NOAA update on drought
 - Weak El Niño event will likely develop between the November and January timeframe
 - Weak El Niño does not produce higher than normal rainfall
 - So. California may be wetter than last year
 - Conditions favorable for another high pressure area over Northern California
 - Central Coast located in neutral area

Join the Team!



Monterey Herald
October 8, 2014

Water use continues to drop in Monterey County, state

State still falls short of the 20 percent decline officials want

By Julia Reynolds

jreynolds@montereyherald.com @jreynoldsmh on Twitter

POSTED: 10/07/2014 04:01:21 PM PDT

0 COMMENTS

UPDATED: 10/08/2014 09:02:57 AM PDT

SALINAS >> Californians' water use continues to decline, new data from a state agency show.

In August, residents and businesses decreased their water usage by 11.5 percent compared to a year ago, with continuing reductions in Monterey County, data released Tuesday by the State Water Resources Control Board show.

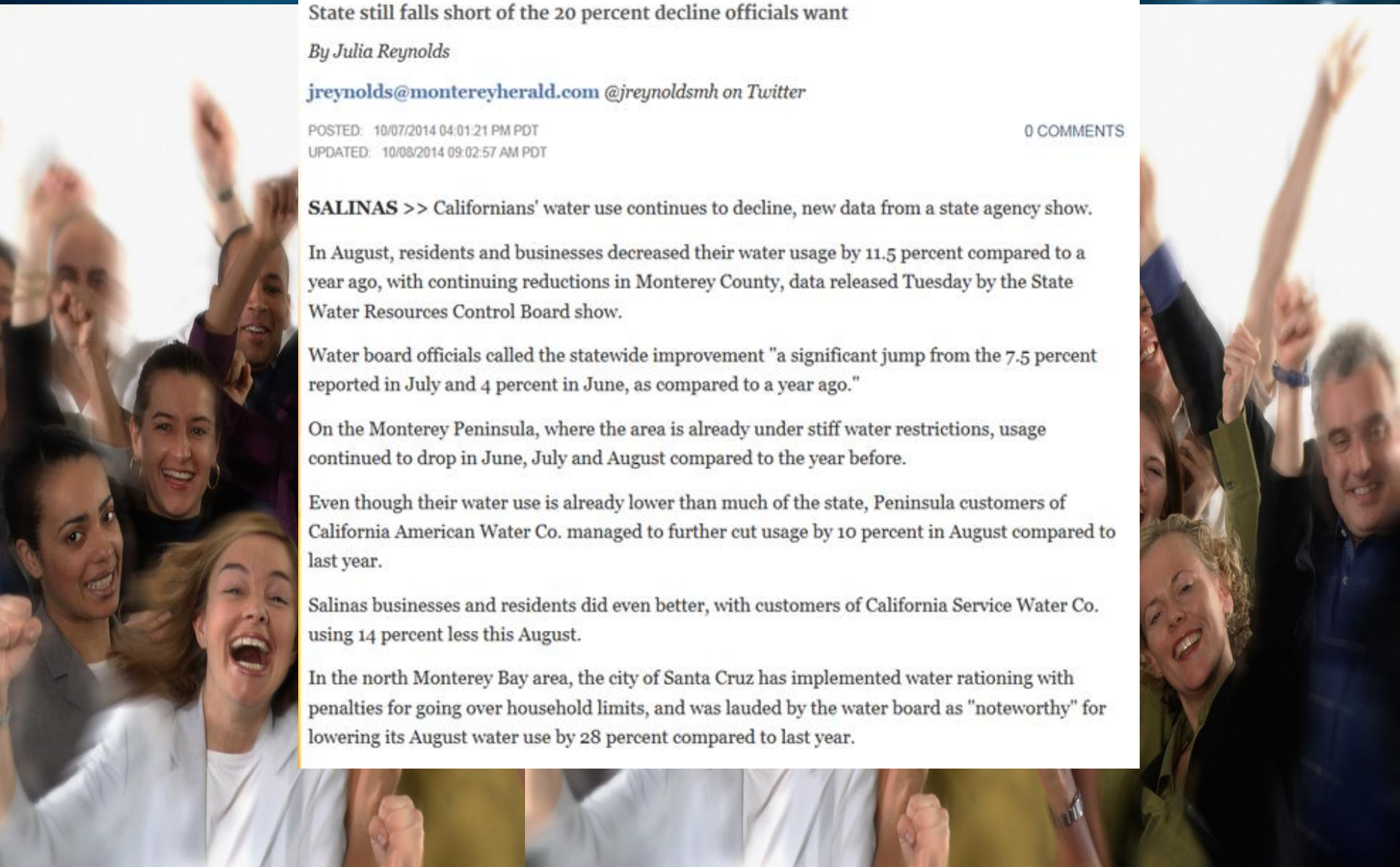
Water board officials called the statewide improvement "a significant jump from the 7.5 percent reported in July and 4 percent in June, as compared to a year ago."

On the Monterey Peninsula, where the area is already under stiff water restrictions, usage continued to drop in June, July and August compared to the year before.

Even though their water use is already lower than much of the state, Peninsula customers of California American Water Co. managed to further cut usage by 10 percent in August compared to last year.

Salinas businesses and residents did even better, with customers of California Service Water Co. using 14 percent less this August.

In the north Monterey Bay area, the city of Santa Cruz has implemented water rationing with penalties for going over household limits, and was lauded by the water board as "noteworthy" for lowering its August water use by 28 percent compared to last year.



Save Water – GO BLUE!

“It will take a team effort, not just from residents and businesses, but from the cities and schools on the Monterey Peninsula as well.

That’s why we want every-one to **Save Water and Go Blue!**

An extension of the popular go green initiative, we are asking everyone to join in saving as much water as possible.”



GO BLUE Campaign Visibility

- TV and radio ads
- Print ads
- Yard signs
- Website
(www.MontereyWaterInfo.org)
- Car wraps



GO BLUE Activities

- Drought Drive Up Days
- Laundry to Landscape workshops
- Rainwater Harvesting workshops
 - Demonstration sites in Monterey, Carmel Valley and Chachagua
- Living with Less (35 gallons per day) workshop
- Monthly televised conservation report w/ tips
- Hand outs to trades at Pebble Beach gates
- Presence at local chamber events, city events, etc
- Speaker's bureau



GO BLUE Free Devices

- Shower buckets (while you wait for hot)
- Free hose nozzles
- Moisture meters
- 1.5 gpm showerheads
- Faucet aerators
- Leak detector tablets
- Shower timers
- Leak calculators
- Flow measurement bags
- Toilet flappers
- Pre-rinse spray valves
- Dish squeegees
- Shower shut-off valves
- Hotel/restaurant signage



Water Waste Enforcement

- Monterey Peninsula Hotline **831-658-5653**
- Websites Water Waste Reporting online form
 - www.montereywaterinfo.org
 - www.mpwmd.net
- In the past month, MPWMD responded to 35 instances of Water Waste
 - Most relate to over-watering and water running to waste
 - No fines have been levied to date



Water Waste Enforcement

- Non-residential outdoor and indoor “reminder” cards
 - Water service only on request
 - Irrigation on Wed and/or Sat. only
 - Positive action hose nozzles required
 - No washing of hard outdoor surfaces
- Door hangers
- Trade flier for landscapers/gardeners



WHILE YOU WERE OUT

A conservation representative called today for the following reason:

- Irrigation operating on an improper day. Irrigation is limited to Wednesdays and Saturdays.
- Excess water was running off your property due to landscape irrigation. Please check watering time, sprinkler adjustment and placement so that water does not flow off of the landscape.
- Irrigation running between 9 a.m. and 5 p.m.
- A leak or broken sprinkler/missing emitter has been reported on the property. If you have a leak, a reasonable effort must be made to repair it, or arrange for its repair within three (3) days.
- Use of a hose without a quick acting positive action shut off nozzle.
- Use of a hose for outdoor washing of a driveway or hard surface.
- Other: _____

If you have any questions about this notice or about the District's water waste regulations, please contact us at conserve@mpwmd.net or 831-658-5601.

NOTE: Key water restrictions that are currently in place are listed on the back of this notice. Please follow these regulations to avoid fines up to \$500 per violation.*

THANK YOU FOR YOUR COOPERATION.

**Fines for high volume customers using over 1 million gallons per year are tripled*

**SAVE WATER
GO
BLUE**

OUTDOOR WATER WASTE REMINDER

You are receiving this Water Waste Reminder because all Restaurants, Hotels and Businesses on the Monterey Peninsula are required to comply with the State of California's Outdoor Emergency Water Waste Regulation Title 23, Section 863, 864 and 865 and the Monterey Peninsula Water Management District's Stage 1 Conservation Rules which prohibit the following:

- Use of hoses without shut-off nozzles
- Cleaning sidewalks, patios, driveways and other hard surfaces with potable water
- Landscape irrigation that causes run-off
- Watering any landscaping between 9am and 5pm
- Watering on days other than Wednesdays and Saturdays unless by professional landscapers or gardener and not exceeding two watering days per week. Non-sprinkler Smart Controlled irrigation is exempt from two day per week watering
- Non-recirculating water features using potable water

**FAILURE TO COMPLY WITH THESE
REGULATIONS CAN RESULT
IN FINES OF UP TO \$500 PER VIOLATION***

**Fines for high volume customers using over 1 million gallons per year are tripled*

MONTEREY PENINSULA
WATER
MANAGEMENT DISTRICT

FOR MORE INFO:
CALL: 831.658.5601
VISIT: montereywaterinfo.org

**SAVE WATER
GO
BLUE**

RECORDATORIO DE DESPERDICIO DE AGUA AL AIRE LIBRE

Usted está recibiendo esta Notificación de desperdicio de agua porque todos los Restaurantes, Hoteles y Negocios en la Península de Monterey están obligados a cumplir con los Reglamentos de Emergencia de desperdicio de agua del Estado de California y etapa 1 de conservación el Distrito de Administración de Agua de la Península de Monterey. La MPWMD Etapa 1 reglas prohíben las siguientes:

- Uso de mangueras sin boquillas de cierre
- Limpieza de aceras, patios, caminos y otras superficies con agua potable
- Riego que causa la escorrentía
- Riego entre 9am y 5pm
- Riego en días otros que Miércoles y Sábado a menos por paisajistas profesionales o jardinero y no mas de dos días de riego por semana. No inteligente controlado por rociadores de riego está exento de dos días por semana
- No riego de agua de recirculación en fuentes utilizando agua potable

**EL INCUMPLIMIENTO DE ESTAS REGULACIONES
PUEDE RESULTAR A MULTAS DE HASTA
500 DÓLARES POR VIOLACIÓN***

**Las multas para los clientes de mayor volumen con más de 1 millones de galones por año se triplican*

MONTEREY PENINSULA
WATER
MANAGEMENT DISTRICT

PARA OBTENER MÁS INFORMACIÓN:
LLAMAR: 831.658.5601
VISITE: montereywaterinfo.org

**SAVE WATER
GO
BLUE**

INDOOR WATER WASTE REMINDER

You are receiving this Water Waste Reminder because all **Restaurants, Hotels and Businesses** on the Monterey Peninsula are required to comply with the State of California's Emergency Water Waste Regulations and the Monterey Peninsula Water Management District's Stage 1 Conservation Rules. The MPWMD Stage 1 Rules prohibit the following:

- Serving drinking water to guests unless specifically requested
- Use of non-water efficient toilets (over 1.6 gpf) urinals (over .5 gpf) and clothes washers (Water-Factor over 5)
- Use of non-water efficient showerheads (flow over 2.0 gpm)
- Failure to address correctable leaks, breaks or malfunctions within 72 hours

**FAILURE TO COMPLY WITH THESE
REGULATIONS CAN RESULT
IN FINES OF UP TO \$500 PER VIOLATION***

**Fines for high volume customers using over 1 million gallons per year are tripled*

MONTEREY PENINSULA
WATER
MANAGEMENT DISTRICT

FOR MORE INFO:
CALL: 831.658.5601
VISIT: montereywaterinfo.org

**SAVE WATER
GO
BLUE**

RECORDATORIO DE DESPERDICIO DE AGUA INTERIORES

Usted está recibiendo esta Notificación de desperdicio de agua porque todos los **Restaurantes, Hoteles y Negocios** en la Península de Monterey están obligados a cumplir con los Reglamentos de Emergencia de desperdicio de agua del Estado de California y etapa 1 de conservación el Distrito de Administración de Agua de la Península de Monterey. La MPWMD Etapa 1 reglas prohíben las siguientes:

- Servir agua potable a los huéspedes a menos que se solicite.
- Uso de excusados (más de 1.6 gpf), los urinarios (mas de .5gpf) y lavadoras de ropa (factor de agua mas de 5)
- Uso de regaderas de agua no eficiente (flujo de 2.0 gpm)
- Falta de corregir fugas, roturas o desperfectos después de un período razonable de tiempo

**EL INCUMPLIMIENTO DE ESTAS REGULACIONES
PUEDE RESULTAR A MULTAS DE HASTA
500 DÓLARES POR VIOLACIÓN***

**Las multas para los clientes de mayor volumen con más de 1 millones de galones por año se triplican*

MONTEREY PENINSULA
WATER
MANAGEMENT DISTRICT

PARA OBTENER MÁS INFORMACIÓN:
LLAMAR: 831.658.5601
VISITE: montereywaterinfo.org

Join the TEAM –
I'm Going Blue! Are You?



www.montereywaterinfo.com

