



AGENDA

Water Shortage Task Force

Suzanne McCombs, Task Force Chair
Edward McCombs, Task Force Vice Chair
Bryan Bondy, Task Force Member
Ted Cook, Task Force Member
Rob Corley, Task Force Member
Diane de Mailly, Task Force Member
Douglas Hahn, Task Force Member

Don Jensen, Task Force Member
Robert McCord, Task Force Member
Marty Melvin, Task Force Member
Don Mills, Task Force Member
Ed Summers, Task Force Member
Diane Underhill, Task Force Member

TASK FORCE MEETING

TUESDAY, SEPTEMBER 9, 2014, 6:00 P.M.

VENTURA WATER MAINTENANCE YARD, 336 SANJON ROAD, VENTURA

ROLL CALL

COMMITTEE ITEMS

1. **APPROVAL OF MINUTES, SPECIAL MEETING ON AUGUST 26, 2014**
Recommendation: Approve August 26, 2104 meeting minutes.

2. **INTRODUCTION OF TASK FORCE MEMBERS**
Recommendation: Task Force Members briefly introduce themselves.

3. **EX PARTE COMMUNICATION**
Staff: Shana Epstein, Ventura Water General Manager

Recommendation: Receive communication.

4. **STATUS OF VENTURA WATER CONSERVATION OUTREACH**
Staff: Nancy Broschart, Management Analyst

Recommendation: Receive presentation.

5. **CITYWIDE EFFORTS TO EDUCATE AND ACHIEVE CONSERVATION REDUCTION GOALS**
Staff: Ryan Kintz, Environmental Services Specialist and Teresa Purrington, Management Analyst

Recommendation: Receive presentation.

6. **IMPLEMENTATION OF MANDATORY MEASURES**

Staff: Karen Waln, Management Analyst II

Recommendation:

- A. Receive report and presentation;
- B. Approve one of three options for the penalty structure for noncompliance of mandatory water conservation regulations; and
- C. Exempt customers from the limits set on watering hours to allow for very short periods of time for the express purpose of adjusting or repairing an irrigation system, low-flow drip irrigation systems and for sports fields to maintain safe conditions; and to define a week as Sunday through Saturday.

7. VENTURA'S RECYCLED WATER SYSTEM AND SANTA CLARA RIVER ESTUARY STATUS UPDATE

Staff: Shana Epstein, Ventura Water General Manager

Recommendation: Receive report and presentation.

8. HISTORICAL WATER PRODUCTION NUMBERS

Staff: Ryan Kintz, Environmental Services Specialist

Recommendation: Receive and file report.

- 9. PUBLIC COMMENT** – (For items not listed on this agenda, but within the jurisdiction of the Task Force. Note that no general discussion of such items, or action on such items, may be taken by the Task Force. At this time, the Task Force will provide an opportunity for the public to address them on any subject, which is not scheduled on this Agenda but is within the jurisdiction of the Task Force. Comments are limited to three (5) minutes.)

10. ADJOURNMENT – NEXT MEETING SEPTEMBER 23, 2014

Minutes relating to this agenda are available in the Ventura Water Office, 336 Sanjon Road, Ventura, during normal business hours as well as on the City's Web Site – www.venturawater.net. Materials related to an agenda item submitted to the Ventura Water Department after distribution of the agenda packet are available for public review at the Ventura Water Office.

This agenda was posted on Thursday, September 4, 2014 at 3:00 p.m. in the Ventura Water Office, City Clerk's Office, on the City Hall Public Notices Board, and on the Internet.

In compliance with the Americans with Disabilities Act, if you need assistance to participate in this meeting, please contact the Ventura Water Office at (805) 652-4503 or the California Relay Service at (866) 735-2929. Notification by Monday, September 8, 2014, at 5:00 p.m. will enable the City to make reasonable arrangements for accessibility to this meeting.

Agenda Item Number 1
Approval of Minutes,
Meeting on August 26, 2014
September 9, 2014



DRAFT MINUTES

Water Shortage Task Force

Suzanne McCombs, Task Force Chair
Edward McCombs, Task Force Vice Chair
Bryan Bondy, Task Force Member
Ted Cook, Task Force Member
Rob Corley, Task Force Member
Diane de Mailly, Task Force Member
Douglas Hahn, Task Force Member

Don Jensen, Task Force Member
Robert McCord, Task Force Member
Marty Melvin, Task Force Member
Don Mills, Task Force Member
Ed Summers, Task Force Member
Diane Underhill, Task Force Member

Shana Epstein, Ventura Water General Manager

AUGUST 26, 2014

The Water Shortage Task Force met in the City of Ventura Maintenance Yard Facility, Assembly Room, 336 Sanjon Road, Ventura, at 6:00 pm.

ROLL CALL

Present: Task Force Chair, Suzanne McCombs, Vice Chair, Edward McCombs, Members Bryan Bondy, Ted Cook, Rob Corley, Diane de Mailly, Douglas Hahn, Don Jensen, Robert McCord, Marty Melvin, Don Mills, Ed Summers, and Diane Underhill.

Absent: None.

TASK FORCE ITEMS

1. APPROVAL OF MINUTES, SPECIAL MEETING ON AUGUST 13, 2014

Recommendation: Approve August 13, 2014 meeting minutes.

Members of the public: None.

Task Force Member Marty Melvin moved to approve the recommendation. Task Force Member Edward Mc Combs seconded. The vote was as follows:

AYES: All Present Task Force Members.

NOES: None.

Chair Suzanne McCombs declared the motion carried.

2. STATUS OF CASITAS MUNICIPAL WATER DISTRICT WATER SUPPLY

Recommendation: Receive report and presentation.

Speakers

Guest Speaker: Ron Merckling; Water Conservation and Public Affairs Manager, Casitas Municipal Water District.

Members of the public: Dan Cormode.

The Task Force members received the report and presentation.

3. IMPLEMENTATION OF STAGE 3 WATER SHORTAGE CONTINGENCY PLAN

Amended Recommendation: Prepare a resolution for the City Council recognizing the statewide water supply shortage emergency. Prepare an ordinance restricting outdoor irrigation of ornamental landscape or turf with potable water through an irrigation system between the hours of 9:00 a.m. and 6:00 p.m. Pacific Standard Time, and to be limited to two days a week.

Speakers

Staff: Karen Waln, Management Analyst II.

Members of the public: Tom Stanley, Dan Cormode, Leslie Purcell, and Roy Allen.

Task Force Member Ed Summers moved to approve the recommendation as amended. Task Force Member Edward Mc Combs seconded. The vote was as follows:

AYES: Suzanne McCombs, Edward McCombs, Bryan Bondy, Ted Cook, Rob Corley, Diane de Mailly, Douglas Hahn, Don Jensen, Robert McCord, Marty Melvin, Don Mills, and Ed Summers.

NOES: Diane Underhill.

Chair Suzanne McCombs declared the motion carried.

4. APPROVAL OF RULES AND PROCEDURES BASELINE CONSUMPTION FOR CITYWIDE REDUCTION COMPARISON

Recommendation: Adopt state methodology to measure success by using 2013 water production numbers as baseline for citywide reduction comparisons.

Speakers

Staff: Ryan Kintz, Environmental Services Specialist

Member of the public: Kioren Moss.

Information submitted.

Task Force Member Marty Melvin moved to approve the recommendation.

Task Force Member Diane Underhill seconded. The vote was as follows:

AYES: All Present Task Force Members.

NOES: None.

Chair Suzanne McCombs declared the motion carried.

5. VENTURA'S RECYCLED WATER SYSTEM AND SANTA CLARA RIVER ESTUARY STATUS UPDATE

Recommendation: Receive report and presentation.

Speakers

Staff: Shana Epstein, Ventura Water General Manager.

Task Force Member Ed Summers moved item to be tabled. Task Force Member Bob McCord seconded. The vote was as follows:

AYES: Edward McCombs, Bryan Bondy, Ted Cook, Diane de Mailly, Don Jensen, Robert McCord, Marty Melvin, Don Mills, Ed Summers, and Diane Underhill.

NOES: Suzanne McCombs and Rob Corely.

ABSTAIN: Douglas Hahn.

Chair Suzanne McCombs declared the motion carried, item to be moved to September 9, 2014 meeting.

6. PUBLIC COMMENT

Speakers/Member of the Public: Camille Harris and John Chaudier.

7. ADJOURNMENT

The meeting was adjourned at 9:00 pm. The next meeting, Tuesday, September 9, 2014, at 6:00pm located at the Ventura Maintenance Yard Facility, 336 Sanjon Road, Ventura.

Minutes relating to this agenda are available in the Ventura Water Office, 336 Sanjon Road, Ventura, during normal business hours as well as on the City's Web Site – www.venturawater.net . Materials related to an agenda item submitted to the Ventura Water Department after distribution of the agenda packet are available for public review at the Ventura Water Office.

This agenda was posted on Thursday, August 21, 2014 at 5 p.m. in the Ventura Water Office, City Clerk's Office, on the City Hall Public Notices Board, and on the Internet.

In compliance with the Americans with Disabilities Act, if you need assistance to participate in this meeting, please contact the Ventura Water Office at (805) 652-4503 or the California Relay Service at (866) 735-2929. Notification by Monday, August 25, 2014 at 5:00 p.m. will enable the City to make reasonable arrangements for accessibility to this meeting.
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Agenda Item Number 2
Introduction of Task Force Members
September 9, 2014

No Written Report for this Item
Task Force Members will Briefly Introduce Themselves

Agenda Item Number 3
Ex Parte Communication
September 9, 2014

No Written Report for this Item

Agenda Item Number 4
Status of Ventura
Water Conservation Outreach
September 9, 2014

PowerPoint Presentation
by
Nancy Broschart
Ventura Water Management Analyst

Agenda Item Number 5
Citywide Efforts to Educate and Achieve
Conservation Reduction Goals
September 9, 2014

PowerPoint Presentation

by

Ryan Kintz, Ventura Water Environmental Services Specialist and
Teresa Purrington, Management Analyst

Agenda Item Number 6
Implementation of Mandatory Measures
September 9, 2014

Administrative Report Prepared for this Item



ADMINISTRATIVE REPORT

Date: September 2, 2014

Agenda Item No: 6

Meeting Date: September 9, 2014

To: WATER SHORTAGE TASK FORCE

From: SHANA EPSTEIN, VENTURA WATER GENERAL MANAGER

Subject: IMPLEMENTATION OF MANDATORY MEASURES

RECOMMENDATIONS

- A. Receive report and presentation;
- B. Approve one of three options for the penalty structure for noncompliance of mandatory water conservation regulations; and
- C. Exempt customers from the limits set on watering hours to allow for very short periods of time for the express purpose of adjusting or repairing an irrigation system, low-flow drip irrigation systems and for sports fields to maintain safe conditions; and to define a week as Sunday through Saturday.

DISCUSSION

At the August 26, 2014 meeting of the Water Shortage Task Force, the members approved the following amended recommendation:

Prepare a resolution for the City Council recognizing the statewide water supply shortage emergency. Prepare an ordinance restricting outdoor irrigation of ornamental landscape or turf with potable water through an irrigation system between the hours of 9:00 a.m. and 6:00 p.m. Pacific Standard Time, and to be limited to two days a week.

The recommendation was silent on two points: (1) penalty structure for noncompliance and (2) exemptions to restrictions on watering hours.

Penalty Structure for Noncompliance

Three proposed penalty structures associated with noncompliance of mandatory water conservation regulations.

Option A is the penalty structure of the City's Water Waste Ordinance contained in the City's municipal code, Division 22 – Public Utilities, Chapter 22.170 Water Conservation, which is currently being implemented for water waste regulations (see Attachment A).

Option B is what City staff proposed as a penalty structure based on what neighboring cities and statewide agencies have implemented.

Option C is a penalty structure with reduced fines of the staff recommended option (a hybrid of Option A & B). A comparison of the three options is outlined in Attachment B.

The selected penalty structure would apply to all water customers, and would apply to all mandatory water conservation regulations, including the existing Water Waste Ordinance.

Clarification and Exemptions to Watering Hours

Staff proposes the previous recommendation be rewritten to read as follows:

Prepare a resolution for the City Council recognizing the statewide water supply shortage emergency. Prepare an ordinance restricting outdoor irrigation of ornamental landscape or turf with potable water through an irrigation system between the hours of 9:00 a.m. and 6:00 p.m. Pacific Standard Time, and to be limited to two days a week, a week being defined as Sunday through Saturday, except for very short periods of time for the express purpose of adjusting or repairing an irrigation system, low-flow drip irrigation systems and for sports fields to maintain safe conditions.

Prepared by Karen Waln, Management Analyst II
for



Shana Epstein
Ventura Water General Manager

ATTACHMENTS

- A Water Waste Ordinance
- B Proposed Penalty Options for Non-Compliance of Mandatory Water Conservation Regulations

ATTACHMENT A

WATER WASTE ORDINANCE

San Buenaventura, California, Code of Ordinances >> DIVISION 22 - PUBLIC UTILITIES >> Chapter 22.170
Water Conservation >>

Chapter 22.170 Water Conservation

[Sec. 22.170.010. Water waste prohibited.](#)

Sec. 22.170.010. Water waste prohibited.

- A. *Prohibited uses.* No person shall use or permit the use of water:
1. For the watering of turf, ornamental landscape, open ground crops and trees, including agricultural irrigation, in a manner or to an extent which allows water to run to waste;
 2. Such that the escape of water through leaks, breaks or malfunction within the water user's plumbing or distribution system occurs for any period of time beyond which such break or leak should reasonably have been discovered and corrected. It shall be presumed that a period of 48 hours after the water user discovers such leak, break or malfunction, or receives notice from the city of such condition, whichever occurs first, is a reasonable time within which to correct such condition;
 3. In conjunction with use of a handheld hose to wash automobiles, trucks, trailers, boats, or other types of mobile equipment without the use of a workable positive shutoff nozzle;
 4. For the operation of any ornamental fountain, or similar structures, unless water for such use is recycled for lawful reuse without substantial loss;
 5. For washing of sidewalks, walkways, driveways, parking lots or any other hard-surfaced areas by hose or flooding, except as otherwise necessary to prevent or eliminate conditions dangerous to the public health and safety or for other legitimate necessity;
 6. For serving of water by a restaurant to its customers without first being requested by the customer; or
 7. Knowingly for any indiscriminate running of water or washing with water not otherwise prohibited above which is wasteful and without reasonable purpose.
- B. *Failure to comply.*
1. *Civil penalties.* In addition to any other penalties or sanctions provided by this Code, the following civil penalties shall apply for violation of any of the provisions of this article:
 - (a) For the first violation of any of the provisions of this article a written notice is to be given.
 - (b) For the second violation of any of the provisions of this article a surcharge penalty is hereby imposed in an amount equal to 50 percent of the most recent bimonthly water bill (exclusive of the sewer portion of the bill), or \$25.00, whichever is less, payable as part of the water bill, by the customer at the premises at which the violation occurred.
 - (c) For the third violation of any of the provisions of this article a surcharge penalty is hereby imposed in an amount equal to 25 percent of the most recent bimonthly water bill (exclusive of the sewer portion of the bill), or \$50.00, whichever is greater. This penalty is payable as part of the water bill, by the customer at the premises at which the violation occurred.
 - (d) For a fourth violation of any of the provisions of this article within 12 calendar months, the city will install a flow restricting device of one GPM capacity for services up to 1½ inch size, and comparatively sized restrictors for larger services, on the service of the

customer at the premises at which the violation occurred for a period of not less than 48 hours. The charge for installing such a flow restricting device will be based upon the size of the meter and the actual cost of installation. The charge for removal of the flow restricting device and restoration of normal service shall be based on the actual cost involved. Said charges shall be payable by said customer as part of the water bill. Restoration of normal service will be performed during the hours of 8:00 a.m. to 4:00 p.m. on regular working days. In addition, a surcharge penalty of 50 percent of the most recent water bill shall be imposed for restoration of normal service, payable by said customer as part of the water bill.

- (e) For any subsequent violation after the fourth violation of any of the provisions of this article within 12 calendar months, the city may discontinue water service to the customer at the premises at which the violation occurred.
2. **Notice.** The city will give notice of each violation to the customer at the premises at which the violation occurred, as follows:
- (a) For a first, second or third violation, the city may give written notice of the fact of such violation to the customer personally or by regular mail.
- (b) If the penalty assessed is, or includes the installation of a flow restrictor or the discontinuance of water service to the customer for any period of time whatever, notice of the violation will be given in the following manner:
- (1) By giving written notice thereof to the customer personally; or
- (2) If the customer is absent from or unavailable at either the customer's place of residence or place of business, by leaving a copy with an adult at either place, and sending a copy through the United States mail addressed to the customer at either the customer's place of business or residence; or
- (3) If such place of residence and business cannot be ascertained, or an adult cannot be found on the premises, then by affixing a copy in a conspicuous place on the property where the failure to comply has occurred and also by delivering a copy to a person residing at the premises, if such person can be found, and also by sending a copy through the United States mail addressed to the customer at the customer's billing address and to the place where the property is situated;
- (4) All notices will contain, in addition to the facts of the violation, a statement of the possible penalties for each violation, a statement informing the customer of the customer's right to a hearing on the violation, a brief summary of the appeal process specified herein, and the date and time termination will occur.
3. **Hearing.** Any customer against whom a penalty is to be levied pursuant to this section shall have a right to a hearing, in the first instance by the city water superintendent, with the right of appeal to the city public works director, on the merits of the alleged violation, upon the written request of that customer to the city clerk within 15 days of the date of notification of the violation. Penalties, including termination of water service, will be stayed until any such hearing is conducted and a written decision is made by the city water superintendent or his or her designee.
4. **Appeal of decision of water superintendent.** A request for an appeal must be in writing and filed with the city clerk. The filing by a customer of a request for an appeal for any form of relief must be made within 15 days of the decision of the water superintendent. Filing of such a request will automatically stay the implementation of the proposed course of action, pending the decision of the public works director. No other or further stay will be granted. The appeal hearing will be scheduled to occur within a reasonable, prompt period of time following the written notice of appeal. The water user may present any evidence which would tend to show that the alleged wasteful water use has not occurred. Formal rules of evidence will not apply and all relevant evidence customarily relied upon by reasonable persons in the conduct of

serious business affairs will be admissible, unless a sound objection warrants its exclusion by the city public works director. The decision of the city public works director shall be final.

5. *Reconnection.* Where water service is disconnected, as authorized above, it will be reconnected upon correction of the condition or activity and the payment of the estimated reconnection charge.
 6. *Public health and safety.* Nothing contained in this article shall be construed to require the city to curtail the supply of water to any customer when, in the discretion of the city water superintendent or public works director, such water is required by that customer to maintain an adequate level of public health and safety.
 7. *Reservation of rights.* The rights of the city hereunder shall be cumulative to any other rights of the city to discontinue service. All monies collected by the city pursuant to this article shall be deposited in the city water fund.
- C. *Applicability.* The provisions of this article shall apply to all persons using city water, both in the outside the city, and within the city water service areas. Sections [1.150.010](#) through [1.150.050](#) of the San Buenaventura Ordinance Code shall only apply to water users within the city. Violations of subsection A. shall be punishable as specifically provided in Ordinance Code section 1.150.030.

(Code 1971, § 4591)

ATTACHMENT B

**PROPOSED PENALTY OPTIONS FOR
NON-COMPLIANCE OF MANDATORY
WATER CONSERVATION**

Proposed Penalty Options for Non-Compliance of Mandatory Water Conservation Regulations

The following are the three proposed penalty structures associated with noncompliance of mandatory water conservation regulations. Option A is the penalty structure of the City's Water Waste Ordinance that is currently being implemented, Option B is City staff proposed penalty structure based on what is being implemented by other local agencies, and Option C is a penalty structure with reduced fines of the staff recommend option (a hybrid of Option A & B).

The selected penalty structure would apply to all water customers, and would apply to all mandatory water conservation regulations, including the Water Waste Ordinance.

Option A: Current Penalty Structure – Penalty structure currently implemented per the City's water waste ordinance:

Civil penalties. In addition to any other penalties or sanctions provided by this Code, the following civil penalties shall apply for violation of any of the provisions of this article:

- (a) For the first violation of any of the provisions of this article a written notice is to be given.
- (b) For the second violation of any of the provisions of this article a surcharge penalty is hereby imposed in an amount equal to 50 percent of the most recent bimonthly water bill (exclusive of the sewer portion of the bill), or \$25.00, whichever is less, payable as part of the water bill, by the customer at the premises at which the violation occurred.
- (c) For the third violation of any of the provisions of this article a surcharge penalty is hereby imposed in an amount equal to 25 percent of the most recent bimonthly water bill (exclusive of the sewer portion of the bill), or \$50.00, whichever is greater. This penalty is payable as part of the water bill, by the customer at the premises at which the violation occurred.
- (d) For a fourth violation of any of the provisions of this article within 12 calendar months, the city may install a flow restricting device of one GPM capacity for services up to 1½ inch size, and comparatively sized restrictors for larger services, on the service of the customer at the premises at which the violation occurred for a period of not less than 48 hours. The charge for installing such a flow restricting device will be based upon the size of the meter and the actual cost of installation. The charge for removal of the flow restricting device and restoration of normal service shall be based on the actual cost involved. Said charges shall be payable by said customer as part of the water bill. Restoration

of normal service will be performed during the hours of 8:00 a.m. to 4:00 p.m. on regular working days. In addition, a surcharge penalty of 50 percent of the most recent water bill shall be imposed for restoration of normal service, payable by said customer as part of the water bill.

- (e) For any subsequent violation after the fourth violation of any of the provisions of this article within 12 calendar months, the city may discontinue water service to the customer at the premises at which the violation occurred.

Option B: Staff Recommended Penalty Structure – Based on the penalty structure implemented by the local cities of Camarillo, Thousand Oaks, Oxnard and Port Hueneme; and the Casitas Municipal Water District, Meiners Oaks Water District, and Ventura River Water District:

Penalty fines and water service actions may be levied and applied for each verifiable violation of a provision of the Ordinance as follows:

- a. First Violation: The City will provide educational material to the customer and offers services which may include water survey and customer assistance.
- b. Second Violation: The City will issue a written notice to the water customer describing the violation, required compliance date and require a signature that the customer has received the notification.
- c. Third Violation: If the second violation is not corrected within the time frame specified by the City, or if a third violation occurs within the following twelve (12) months after the second violation notice, a third notice of violation will be issued and a penalty fine of one hundred dollars (\$100) shall be levied for the third violation.
- d. Fourth Violation: If the third violation is not corrected within the time frame specified by the City, or if a fourth violation occurs within the following twelve (12) months after the third violation notice, a fourth notice of violation will be issued and a penalty fine of two hundred dollars (\$200) shall be levied for the fourth violation.
- e. Fifth Violation: If the fourth violation is not corrected within the time frame specified by the City, or if a fifth violation occurs within the following twelve (12) months after the fourth violation notice, a fifth notice of violation will be issued and a penalty fine of three hundred dollars (\$300) shall be levied for the fifth violation.
- f. Sixth Violation: If the fifth violation is not corrected within the time frame specified by the City, or if a sixth violation occurs within the following twelve (12)

months after the fifth violation notice, a sixth notice of violation will be issued and a penalty fine of four hundred dollars (\$400) shall be levied for the sixth violation.

- g. **Seventh Violation:** If the sixth violation is not corrected within the time frame specified by the City, or if a seventh violation occurs within the following twelve (12) months after the sixth violation notice, a seventh notice of violation will be issued and a penalty fine of five hundred dollars (\$500) shall be levied for the seventh violation. Each day that a violation occurs beyond the remedy allowance provided in the seventh notice of violation the customer is subject to any or all of the following penalties:
 - 1. A fine \$500 may be imposed per day of continued violation.
 - 2. Water service may be restricted or may be turned off. Where water service is flow restricted or turned off, it shall be unrestricted or turned on upon correction of the violation and the payment of the reconnection charges.

Option C: Reduced Fine Penalty Structure – A hybrid option between A and B with reduced fines, not implemented locally.

Penalty fines and water service actions may be levied and applied for each verifiable violation of a provision of the Ordinance as follows:

- h. **First Violation:** The City will provide educational material to the customer and offers services which may include water survey and customer assistance.
- i. **Second Violation:** The City will issue a written notice to the water customer describing the violation, required compliance date and require a signature that the customer has received the notification.
- j. **Third Violation:** If the second violation is not corrected within the time frame specified by the City, or if a third violation occurs within the following twelve (12) months after the second violation notice, a third notice of violation will be issued and a penalty fine of fifty dollars (\$50) shall be levied for the third violation.
- k. **Fourth Violation:** If the third violation is not corrected within the time frame specified by the City, or if a fourth violation occurs within the following twelve (12) months after the third violation notice, a fourth notice of violation will be issued and a penalty fine of one hundred dollars (\$100) shall be levied for the fourth violation.
- l. **Fifth Violation:** If the fourth violation is not corrected within the time frame specified by the City, or if a fifth violation occurs within the following twelve (12) months after the fourth violation notice, a fifth notice of violation will be issued

and a penalty fine of one hundred and fifty dollars (\$150) shall be levied for the fifth violation.

- m. Sixth Violation: If the fifth violation is not corrected within the time frame specified by the City, or if a sixth violation occurs within the following twelve (12) months after the fifth violation notice, a sixth notice of violation will be issued and a penalty fine of two hundred dollars (\$200) shall be levied for the sixth violation.
- n. Seventh Violation: If the sixth violation is not corrected within the time frame specified by the City, or if a seventh violation occurs within the following twelve (12) months after the sixth violation notice, a seventh notice of violation will be issued and a penalty fine of two hundred and fifty dollars (\$250) shall be levied for the seventh violation. Each day that a violation occurs beyond the remedy allowance provided in the seventh notice of violation the customer is subject to any or all of the following penalties:
 - 3. A fine \$250 may be imposed per day of continued violation.
 - 4. Water service may be restricted or may be turned off. Where water service is flow restricted or turned off, it shall be unrestricted or turned on upon correction of the violation and the payment of the reconnection charges.

Agenda Item Number 7
Ventura's Recycled Water System and
Santa Clara River Estuary
Status Update
September 9, 2014

Administrative Report Prepared for this Item



ADMINISTRATIVE REPORT

Date: September 2, 2014

Agenda Item No: 7

Meeting Date: September 9, 2014

To: WATER SHORTAGE TASK FORCE

From: SHANA EPSTEIN, VENTURA WATER GENERAL MANAGER

Subject: VENTURA'S RECYCLED WATER SYSTEM AND SANTA CLARA RIVER ESTUARY STATUS UPDATE

RECOMMENDATIONS

It is recommended that the Committee receive and file the information provided on Ventura's recycled water system and receive an update on the Santa Clara River Estuary.

SUMMARY

The Ventura Water Reclamation Facility (VWRF) was expanded in 1972 to include tertiary filters to provide filtered effluent for both water reclamation and discharge to the Santa Clara River Estuary. Effluent reuse for irrigation is an integral part of the Reclaimed Water Program and is primarily used for landscape irrigation for golf courses and parks. It currently represents a reduction in demand on the drinking water supply of approximately 325 million gallons per year. In addition, the filtered water is detained in three wildlife ponds for the support and enhancement of the estuarine habitat before discharge into the estuary. An expansion of water reuse, or water recycling, is currently in the planning stages.

The VWRF has a National Pollutant Discharge Elimination System (NPDES) Permit to discharge tertiary treated water to the Santa Clara River Estuary (Estuary). Issued by the Los Angeles Regional Water Quality Control Board (RWQCB), the Permit is renewed every five years following a lengthy review process during which all existing and proposed requirements are evaluated for inclusion in the new Permit. As part of the renewal process in 2008, concerns arose regarding the potential environmental impacts of the discharge to the Estuary.

While some parties wanted the RWQCB to revoke the existing exemption to State water policy, which allows the discharge, but others, including resource agencies such as National Oceanic and Atmospheric Administration (NOAA) Fisheries and California Department of Fish and Wildlife, did not want any decrease in the amount of the current

discharge until all alternatives were evaluated thoroughly to allow for the best ecologically sustainable alternative since the discharge supports the Estuary's endangered species and enhancement of its habitat value. Subsequently, to address these concerns scientifically, the Permit issued in 2009 required additional environmental studies, including a stakeholder element, which has been accomplished in two phases.

All of the work from the Phase 2 studies supporting the NPDES discharge permit was presented to the Los Angeles Regional Water Quality Control Board (RWQCB) at a public hearing held on November 7, 2013. The new Permit issued required additional Phase 3 studies regarding toxicity and nutrients in the Estuary. The additional studies are to begin in September 2014.

In addition, the City is looking at reducing potable water usage by utilizing reclaimed water from the Ojai Valley Sanitary District (OVSD) to offset potable water demands from oil recovery operations (Aera Energy) and possible agricultural/irrigation demands on the Westside.

DISCUSSION

A. Existing Recycled Water Policy

The City Council adopted the current reclaimed water system expansion policy in July 1999. At the time of the adoption policy the City's Regional Water Quality Control Board NPDES Permit stated that at a minimum 5.6 mgd of effluent must be discharged to the Santa Clara River Estuary. The current available supply of reclaimed water to potential customers above and beyond existing demands was estimated at 1.2 mgd (see Attachment A)

The existing master plan for reclaimed water was adopted in 1992 and recommended several projects that would expand and improve the reclaimed water system. The capital costs associated with the implementation of all the recommended improvements were estimated in 1992 to be over \$5 million.

B. Ventura Water Reclamation Facility (VWRF)

Scientific Special Studies

The Phase 1 study was intended to confirm that the VWRF discharge improves the Estuary by analyzing the existing geomorphology, hydrology, water quality, vegetation and four focal species that use the Estuary lagoon and surrounding environments. The Phase 1 study found that the Estuary discharge provided a fuller realization of beneficial uses in the Estuary.

The findings are contained in the *Estuary Subwatershed Study Assessment of the Physical and Biological Condition of the Santa Clara River Estuary: Final Synthesis Report* completed in March 2011.

The Phase 2 study was intended to develop additional information to improve the understanding of the Estuary functioning and help assure protection of the sensitive wildlife and aquatic resources and habitats within the Estuary. The Phase 2 report was also intended to provide information to regulators and stakeholders on the various environmental and physical aspects of the Estuary and the discharge to aide in the decision making process.

Specifically, the study looked at how much water delivery should continue to discharge into the Estuary and how much should be diverted from the Estuary. The study concluded that about 50% of the water currently released (4 to 5 million gallons daily) would be better for the habitat than completely stopping the discharge of water into the Estuary.

The Phase 2 work also evaluated these findings with previous studies to develop a process to determine best discharge management practices and the best potential use for the increased amount of diverted water. This work developed the *Estuary Special Studies Phase 2: Facilities Planning Study for Expanding Recycled Water Delivery* report which identified potential reuse projects and the volume of water they would require.

2011 Settlement Agreement

On December 12, 2011, the City Council approved the final agreement between Ventura Water, Heal the Bay, and Wishtoyo Foundation's Ventura CoastKeeper Program to resolve the debate about the impact of the tertiary treated water on the sensitive ecology of the Estuary as well as associated legal and administrative actions against the City. Innovative in its approach, the settlement outlines common goals and a collaborative process which relies on the best available science (Estuary Special Studies) to decide how to use the reclaimed water produced by the VWRf in the future. The major points of the long-term settlement include:

- Creating opportunities to use between 50-100% of the treated water and reduce the amount released into the Estuary
- If any treated water is still released into the Estuary, a treatment wetlands will be constructed to further improve water quality
- Working together with Ventura Water's customers to arrive at the most responsible and sustainable solution for the health of the Estuary and Ventura's water supply by 2025.

The agreement also includes a price cap of \$55 million in 2011 dollars to fund the costs of projects to divert the water to other uses in the future.

The different options to fund this program were evaluated during Ventura Water's 2011-12 Cost of Service and Rate Design Study and as a result, current water and wastewater rates include an Estuary Protection Charge as a separate line item cost. The revenues collected from this charge are held in a separate fund and are restricted to planning purposes only, at this time.

2013 NPDES Renewed Permit

The City's new NPDES Permit (R4-2013-0174) for the Ventura Wastewater Reclamation Facility includes requirements to conduct special studies related to continued discharges to the Santa Clara River Estuary (SCRE). The City submitted a workplan for these special studies in May 2014. The special studies identified in the permit included:

1. Phase 3 Studies - to perform additional estuary studies to provide sufficient information to allow the Regional Water Board to determine whether or not the continued discharge of effluent enhances the Estuary.
2. Nutrient and Toxicity Special Study - a special study to identify the cause of nutrient, dissolved oxygen and toxicity impairments in the Estuary.
3. Groundwater Special Study –a special study to document the interaction between the SCRE, discharge and groundwater and determine if the beneficial use applies to the water impacted by the discharge.

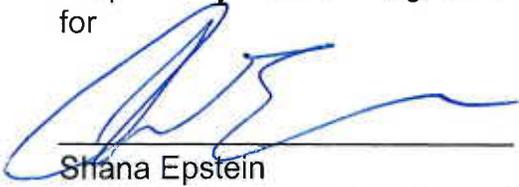
C. OVSD Reclaimed Water

Ventura Water supplies raw water (i.e. surface water) for landscape irrigation to a few users near the Ojai Valley Sanitary District (OVSD) 1.7 MGD Wastewater Treatment Plant located off of N. Ventura Avenue on City property adjacent to the City's Avenue Treatment Plant. Currently OVSD discharges all of its tertiary treated municipal effluent into the Ventura River. Per the City's lease agreement, the City is entitled to the effluent. The City has identified four (4) irrigation customers that are currently provided potable or raw water by the City's Ventura Water that could be served by recycled water from the Ojai Valley Sanitary District's Wastewater Treatment Plant (OVSD WWTP). The City desires to convert its raw water pipeline to supply Title 22 water from the OVSD WWTP to these customers and potential future customers. Before recycled water projects can be implemented the State of California Water Recycling criterion requires the submission of a Title 22 Engineering Report.

Prior to initiating the work necessary to complete a Title 22 Engineering Report, several concerns need to be addressed through a feasibility analysis whether and to what extent recycled water may be utilized under current policies and regulatory restrictions. Carollo Engineering, Inc. was selected to conduct the Feasibility Analysis and Title 22 Engineering Report through the City's Request for Qualification Process, as a two phase step. In this manner, Ventura Water retains the ability to choose not to proceed with a Title 22 Engineering Report based on the outcome of the Feasibility Analysis.

Utilizing the OVSD effluent to offset water demands is one step towards the City utilizing the effluent for Direct Potable Reuse.

Prepared by Susan Rungren, Ventura Water Resources Manager
for



Shirana Epstein
Ventura Water General Manager

ATTACHMENT

A Recycled Water Policy

ATTACHMENT A

RECYCLED WATER POLICY



ADMINISTRATIVE REPORT

Date: July 2, 1999

Agenda Item No.:

Council Action Date: July 12, 1999

To: DONNA LANDEROS, CITY MANAGER

From: RONALD J. CALKINS, DIRECTOR OF PUBLIC WORKS

Subject: RECLAIMED WATER SYSTEM EXPANSION POLICY

RECOMMENDED ACTION

It is recommended that the City Council review and adopt the attached Policy for Reclaimed Water Use.

SUMMARY

At the October 26, 1998 Council Meeting, staff was directed to return to Council with recommendations for future improvements to the reclaimed water system with possible funding options. A policy has been developed that will establish guidelines to enable the City to expand the reclaimed water system and pay for the cost of related improvements. The proposed mechanism is to charge each customer a connection fee, similar to water and sewer services.

Adoption of the policy will allow the City to provide reclaimed water to new and existing potable water customers, thereby decreasing potable water demand. This increased reclaimed water usage for landscape irrigation would assist us in offsetting our need for an alternative water supply to meet future demands and would result in financial savings to our customers.

ALTERNATIVES

Instead of the recommended action, Council could choose to not adopt the proposed policy, or to change various portions of the recommended policy.

Administrative Report

July 2, 1999

Page 2 of 5

FISCAL IMPACTS

There is no fiscal impact associated with Council adoption of the policy. However, with implementation of the proposed reclaimed water policy, fiscal impacts to the City and future reclaimed water customers would occur.

The fiscal impact to the City would include the costs associated with expanding the system. In addition to these costs there would be a minor loss of water sales associated with the customer switching from potable to reclaimed water. However, the beneficial savings to the City through decreased potable water demand would be greater than the costs associated with implementing the Policy.

Existing potable water customers in the defined focus area (see map) will be evaluated for connection to the reclaimed water system. New developments in this area will be required to connect for landscape irrigation. These future reclaimed water customers may fund a portion of the City's costs associated with expanding the reclaimed water system. Their costs would vary depending on their proximity to the existing reclaimed water system, the presence of a separate irrigation meter and their proportional share of the cost of improvements. Once in place, they will enjoy ongoing cost savings because reclaimed water rates are significantly less than potable water rates.

DISCUSSION

The Ventura Water Reclamation Facility provides Tertiary wastewater treatment to deliver highly treated reclaimed water. This reclaimed water is currently provided for landscape irrigation to the City's Buena Ventura and Olivas Park Golf Courses, Marina Park, the Olivas Adobe, the Four Points Hotel Sheraton, the Ventura Port District and the LA Times Building, near the Buena Ventura Golf Course.

At the October 26, 1998 Council Meeting, staff was directed to return to Council with recommendations for future improvements to the reclaimed water system and possible funding options. The discussion has been broken down to the following topics:

- Existing Master Plan for Reclaimed Water System
- Reclaimed Water Supply
- Reclaimed Water Demand
- Guidelines for Reclaimed Water Use
- Recommendations for Future Improvements
- Funding Options

Administrative Report

July 2, 1999

Page 3 of 5

Existing Master Plan for Reclaimed Water System

In August of 1992, Black & Veatch completed the City's Master Plan for Reclaimed Water (Master Plan). The Master Plan included an overview of the existing reclaimed water system and an implementation plan for potential expansion alternatives. The Master Plan recommended several projects that would expand and improve the reclaimed water system and in turn make better use of our reclaimed water as a resource. The capital costs associated with the implementation of all the recommended improvements were estimated in 1992 to be over \$5 million. The recommended improvements were based on a number of assumptions such as the amount of available effluent and the potential use of reclaimed water by several large users. Implementation of all the recommended improvements is not justified at this time because: (1) the amount of available effluent supply is less than anticipated; and (2) the proposed expansion of the golf courses will utilize most or all of the estimated available supply.

Reclaimed Water Supply

Current average annual effluent flows are approximately 9 millions gallons per day (mgd). A portion of the effluent is pumped to reclaimed water customers and a portion is lost to evaporation and percolation losses. The remaining effluent is discharged to the Santa Clara River estuary. The Master Plan indicates that historically, evaporation and percolation losses have averaged 1.25 mgd, with most of this amount due to percolation through the ponds. A minimum of 5.6 mgd effluent must be discharged to the Santa Clara River Estuary as required by the existing Regional Water Quality Control Board NPDES Permit. The current amount of available reclaimed water supply averages approximately 2.2 mgd.

Reclaimed Water Demands

Some revisions and minor modifications have been made to the reclaimed water distribution system since the Master Plan was completed. Most recently, the Los Angeles Times Building service near the Buenaventura Golf Course has been added. The average maximum day demand for the entire system over the last three years is approximately 1 mgd.

Therefore, the current available supply of reclaimed water to customers above and beyond existing demands is approximately 1.2 mgd.

Administrative Report

July 2, 1999

Page 4 of 5

Guidelines for Reclaimed Water Use

The City does not have an existing policy for reclaimed water use. The proposed policy will establish guidelines to enable the City to provide existing and new customers with reclaimed water.

Recommendations for Future Improvements

An analysis of the existing reclaimed water system was completed to determine the recommendation for future expansion. Significant findings from the analysis are shown below.

- The available amount of reclaimed water supply is currently substantially less than the estimated amount per the Master Plan.
- The average maximum day demand for the entire system over the last three years is approximately 1 mgd.
- The current available supply of reclaimed water to customers above and beyond existing demands is approximately 1.2 mgd.
- If approved, expansion of the Olivas Park and Buenaventura Golf Courses are scheduled to occur within three to five years. These expansions will use most or all of the estimated available supply.
- The current reclaimed water charges do not include enough revenue for expansion and/or upgrades to the existing reclaimed water system.
- The City does not have an existing policy for reclaimed water use.
- There are a number of existing customers using potable water for irrigation that are located near existing reclaimed water mains that have expressed an interest in using reclaimed water.

Funding Options

For minor improvements that impact a single customer, such as disconnect from the potable system and connection to the reclaimed system, the customer should pay the costs. Payment options may include (1) payment through a charge on their water bill, or (2) supplemental funding by the water enterprise fund where warranted.

For major improvements that impact several customers, such as expansion of the system and/or the addition of new facilities, cost allocation among the customers will be

Administrative Report

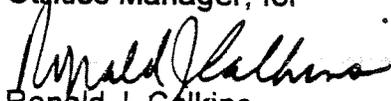
July 2, 1999

Page 5 of 5

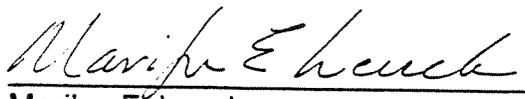
evaluated. Funding options may include (1) partial funding by the water enterprise fund if the cost to provide reclaimed water service is equal to or less than the cost to offset potable water demand, or (2) funding by customers based on the proportional cost to provide the improvements. These are funding options considered by staff. When a proposed expansion is under evaluation, staff will return to council for specific funding authorization.

Based on the above findings, we recommend the attached Policy be adopted.

Prepared by Greg Morehead,
Utilities Manager, for


Ronald J. Calkins
Director of Public Works

Reviewed as to fiscal impacts


Marilyn E. Leuck
Director of Management Resources

FORWARDED TO THE CITY COUNCIL

Office of the City Manager

Attachment A: Policy for Reclaimed Water Use

CITY OF SAN BUENAVENTURA

Policy Guidelines for Reclaimed Water Use**A. Purpose**

A.1 The purpose of this reclaimed water policy is to establish guidelines that will enable the City to continue to pursue reclaimed water as a source to offset potable water demand, thereby increasing the City's ability to better utilize its water resources.

B. Policy Guidelines

B.1 The City should pursue cost effective, environmentally sound alternatives that could potentially increase the available supply of reclaimed water.

B.2 All City facilities will have first priority for the use of reclaimed water. The City's golf courses are anticipated to be expanded in the near future. Upgrades to the existing reclaimed water system and/or new facilities required to meet the demands of the proposed expansions will be paid for directly by the Golf Enterprise Fund.

B.3 Existing potable irrigation customers located near existing reclaimed water mains or within the defined reclaimed water focus area, as identified in the attached Figure 1, will be evaluated for the use of reclaimed water. Existing accounts will be identified and evaluated on a case by case basis by the Public Works Department. The Public Works Department will determine if the use of reclaimed water will offset the City's potable supply and whether the cost to provide reclaimed water service is equal to or less than the cost to offset the potable water demand. Customers identified by the evaluation will be contacted and encouraged to use reclaimed water when it is deemed to be cost effective.

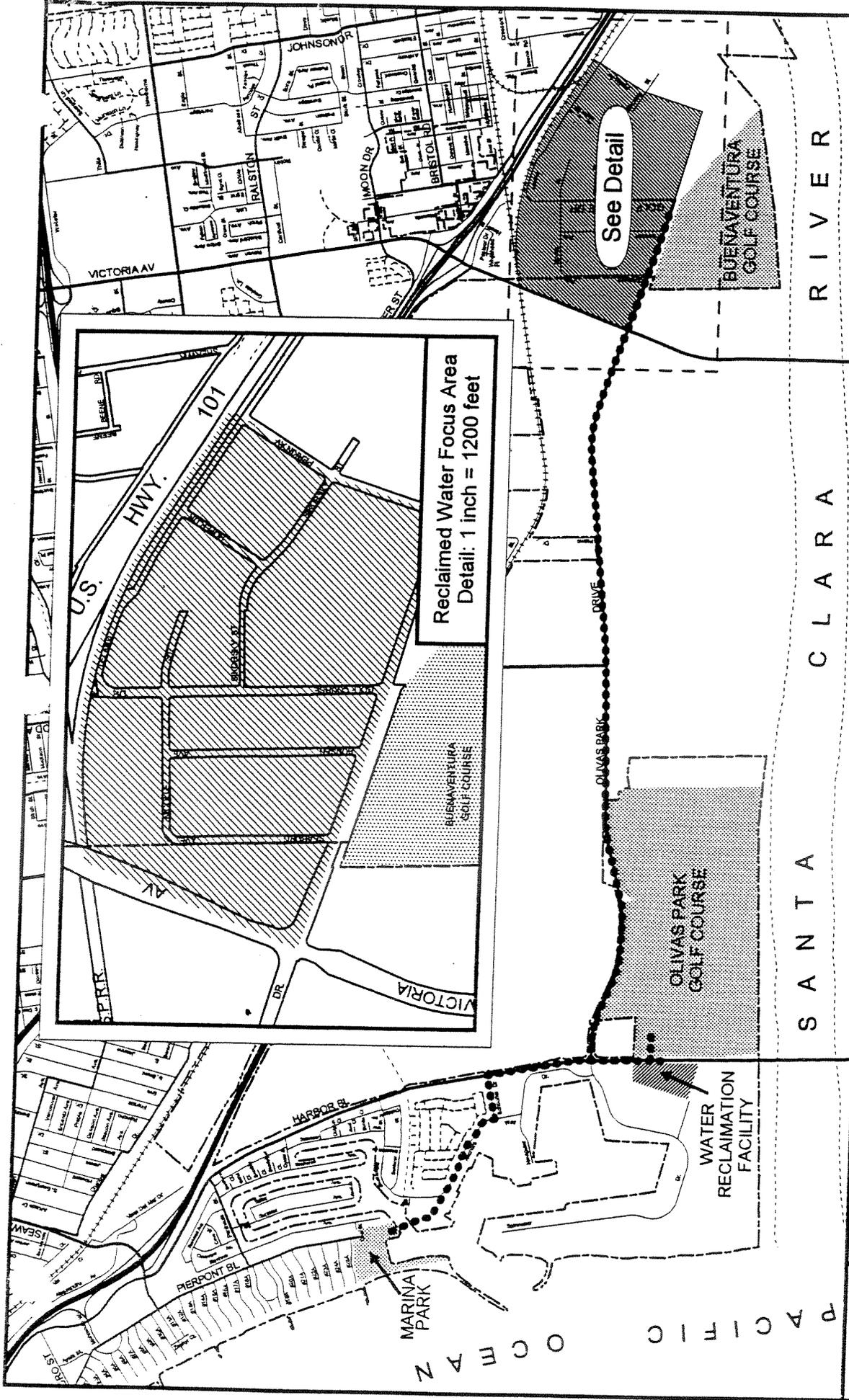
B.4 New development located near existing reclaimed water mains or within the defined reclaimed water focus area, as identified in the attached Figure 1, will be required to use reclaimed water in lieu of potable water for irrigation and other uses as appropriate. Each development will be required to pay for upgrades to the existing reclaimed water facilities and/or new facilities required to meet their reclaimed water demands. Developments will be evaluated by the Public Works Department on a case by case basis with the determination to be made by the Public Works Director. To the extent that facilities benefit more than one customer, the City will make an effort to proportionally spread the cost of the improvement to the beneficiaries.

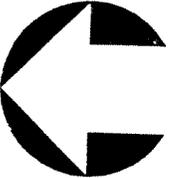
C. Appeals

C.1 Any customer/developer may appeal for reconsideration of the Public Works Department requirement to use reclaimed water in lieu of potable water and the required payment of upgrades to the existing reclaimed water facilities and/or new facilities required to meet their reclaimed water demands. Appeals for reconsideration shall be processed as set forth below.

- (1) Any customer/developer who wishes to appeal for reconsideration of the requirement to use reclaimed water shall do so in writing to the City Utilities Manager by letter setting forth the reasons for the appeal.
- (2) The appeal for reconsideration shall be reviewed by the City Utilities Administration Office and a site visit scheduled if required.
- (3) A committee consisting of the Director of Public Works, Utilities Manager and Utilities Planning Engineer shall review all appeals for reconsideration and make decisions on the appeal.
- (4) If a customer/developer disagrees with this decision, the decision may be appealed in the same procedural manner as specified above to the City Manager or designee, whose decision shall be final.

Attachment: Figure 1 – Reclaimed Water Focus Area



Prepared By: Geographic Information Systems	Department: A.S.	Division: I.T.	Section: I.S.	Date: 2 JUL 1999		Title: FIGURE 1 Reclaimed Water Focus Area*	Prepared For: City of San Buenaventura	Legend: <ul style="list-style-type: none">  Existing Reclaimed Water Pipeline  Reclaimed Water - Focus Area 	 NORTH	Scale: 1" = 2400'

Although reasonable efforts have been made to ensure the accuracy of this map, the City of San Buenaventura cannot guarantee its accuracy.

Agenda Item Number 8
Historical Water Production Numbers
September 9, 2014

Administrative Report Prepared for this Item
and PowerPoint Presentation



ADMINISTRATIVE REPORT

Date: September 3, 2014

Agenda Item No: 8

Meeting Date: September 9, 2014

To: WATER SHORTAGE TASK FORCE

From: SHANA EPSTEIN, VENTURA WATER GENERAL MANAGER

Subject: HISTORICAL PRODUCTION 2010-2014

RECOMMENDATIONS

Receive report.

DISCUSSION

Per the Task Force request for 5 or 10 years of production data Ventura Water is providing historical production numbers from all Ventura Water sources for Calendar Years 2010-2014 (2014 = January-August). Additional historical data can be provided at the request of the Task Force; however this will require extensive records archiving and research.

Please note that the production numbers shown below do not include production from the Las Posas Groundwater Basin. This supply is used exclusively for the Saticoy Country Club area (Country Club and residential properties) and is separate from the City's other water supply sources.

	2010	2011	2012	2013	2014
January	1,213	1,144	1,296	1,145	1,465
February	964	1,056	1,228	1,167	1,179
March	1,224	1,141	1,305	1,334	1,227
April	1,248	1,336	1,162	1,422	1,373
May	1,507	1,557	1,487	1,626	1,617
June	1,524	1,516	1,588	1,603*	1,523*
July	1,716	1,725	1,686	1,673*	1,574*
August	1,760	1,723	1,771	1,681	1,499
September	1,668	1,538	1,600	1,646	
October	1,317	1,380	1,564	1,645	
November	1,234	1,156	1,335	1,396	
December	1,122	1,225	1,028	1,370	
Grand Total for the Year	16,498	16,495	17,050	17,709	11,457

All values in Acre Feet

* Note: August 26, 2014 production reported as follows: June 2013 = 1,554.82 AF, June 2014 = 1,476.21 AF, July 2013 = 1623.54 AF, July 2014 = 1528.41 AF. These reported numbers had Saticoy Country Club production subtracted from the total production numbers; however the total production number from the source report had already removed Saticoy Country Club production.

Prepared by Ryan Kintz, Environmental Services Specialist
For

Shana Epstein
Ventura Water General Manager

PowerPoint Presentation
for
Agenda Items 4, 5, and 8
September 9, 2014

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Water Shortage Task Force

Shana Epstein
Ventura Water General Manager

September 9, 2014

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Item 4 : Status of Ventura Water Conservation Outreach

Nancy Broschart
Management Analyst

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Overview

- Outreach history
- Program goals (Communications 101)
- Outreach efforts
 - YTD
 - Current
 - Future



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Our History



- Delivering drinking water from local sources since 1923
- Cleaning water for more than a century
- Maintenance operation within Public Works Department until January 2011

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A Separate City Department

- Environmental Challenges
- Aging Infrastructure
- Water Integration
- Public Engagement
- Collaboration



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Pathway To Change



- Quality standards
- Branding/logo/uniforms
- Utility Billing = Customer Care
- Water efficiency focus
- Outreach Team

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Outreach Goals

- Inclusive/accessible
- Future forward
- Relationship building (internal and external customers)
- Clear messages in layman terms
- Cost effective
- Creative/engaging




Know Your Customer(s)

Audience	Background	Home	Communication Preferences
Max (8 yrs old)	Skate boarder/loves ocean/active in sports/video games	Multi-family apartment	Pop music, radio, internet
Lizzy (28 yrs old)	Millennial/College student/works part-time/environmentally conscious	Rents apartment	Socially connected, internet, watches reality TV
Heidi (35 yrs old)	Stay-at-home mom/active in community/pays bills/kid-centric	Owns single-family	Socially connected, watches TV, magazines
Maria (35 yrs old)	Works outside home/pays bills/Spanish first language/family-health centric/multi-generational	Rents single-family	Radio, local newspaper
Chris (38 yrs old)	Small business owner/work-centric/lawn care/politically aware	Owns single-family	Online news at work, newspaper, some social media
Judy (50+ yrs old)	Property manager/bottom-line focused/squeezed by expectations	Rents apartment	Talk radio, local TV news, newspaper, some social media
Sally (75+ yrs old)	Fixed income/low water user/lives alone/active in community/attends meetings	Owns single-family	Local newspaper, local TV news, direct mail
Leonard (75+ yrs old)	Retired/affluent/active in community/conservative/golfs	Owns single-family	Local newspaper, local TV news, direct mail

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Building Platforms

- Ventura Water website
www.venturawater.net
- Social Media – Facebook, Twitter, Blog
- Media – Pipeline e-Newsletter, Print, Articles
- Videos – YouTube Channel
- Water: Take 1 Online Short Film Contest
- Special Events
- Community Presentations



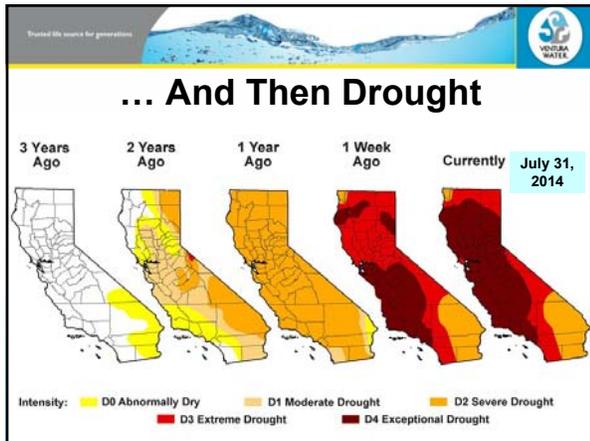
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Building Customer Resources

- 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.ventura.watersavingplants.com





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10% Voluntary Reductions

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



Treated life source for generations

Water Efficiency Outreach - Sept

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

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Water Efficiency Outreach - Fall

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

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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

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Item 5 : Citywide Efforts to Educate and Achieve Conservation Reduction Goals

Ryan Kintz
Environmental Services Specialist

Teresa Purrington
Management Analyst

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What Is Water Waste?

Water Waste Ordinance prohibited uses

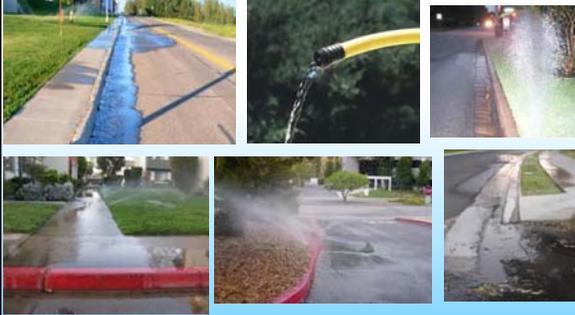
- *Allowing water to run to waste for outdoor use
- Allowing leaks to persist past 48 hours
- *Using a handheld hose to wash without a positive shutoff nozzle
- Serving water to restaurant customers without first being asked
- *Operating fountains without recycling the water
- *Washing hardscape
- Knowingly wasting water

** Aligns with July 15 State action*

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Water Waste Examples



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Low Water Use Examples



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Step 1: Water Waste Identification

- Determine if water waste is occurring?



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 shut-off 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 myventura@cityofventura.net or visit www.vcwaterservices.com.

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

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Step 2: Customer Notification

- Water waste is happening/observed
- Complete "Working Together" door hanger
 - Check activity observed (both sides English & Spanish)
 - Complete bottom (date, time, address, activity, name)
 - Tear off bottom tab, to be brown mailed
- Put on door with VW bag with brochure and item from blue box

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Step 3: Return Door Hanger Tab

- Brown mail door hanger tab to:
 - Ventura Water Customer Care, Sanjon Yard

(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 9 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: _____

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Step 4: Customer Care Logs

- Customer Care logs incident into Billing system for tracking
- Customer Care mails "Working Together" notification letter [tip12](#)
- The door hanger and letter are considered "Education" (first offense) [tip11](#)
- If no other incident is observed, no further action taken

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Step 5: Second Incident Observed

- Within 7 days of first incident, not counted as second offense
- After 7 days of first incident, second door hanger is placed, tab returned and second incident logged by Customer Care. [tip13](#)
 - If possible a picture should be taken with date.
- Case is referred to Code Enforcement for follow-up (second offense)

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Step 6: Code Enforcement

- Code Enforcement Staff visits location
- Issues Notice of Violation, either in person or by mail
- Customer request to sign notice and return to Code Enforcement
- Signing the notice ensures customer understands the issue and potential consequences
- Code Enforcement logs incident in Billing System
- No further issues, case is suspended
- Another incident within a year, case progresses

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Step 7: Code Enforcement

- Third issue observed (staff issued door hanger and dated picture submitted if possible)
- Customer Care logs incident and notifies Code Enforcement (documented third offense)
- Code Enforcement issues a Notice of Surcharge Penalty of \$25 to be added to water bill.
- Penalty may be appealed to Customer Care Supervisor. Appeal must be in writing and received within 15 days of the date of notification.

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Step 8: Code Enforcement

- Fourth issue observed (staff issued door hanger or dated picture submitted if possible)
- Customer Care logs incident and notifies Code Enforcement (documented fourth offense)
- Code Enforcement Issues another Notice of Surcharge Penalty of \$50 to be added to water bill
- Penalty may be appealed to Customer Care Supervisor. Appeal must be in writing and received within 15 days of the date of notification.

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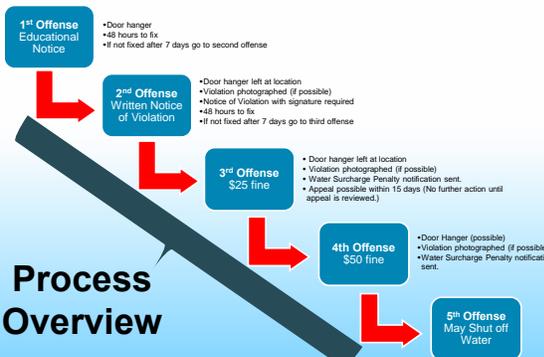
Step 9: Code Enforcement

- Fifth and subsequent issue observed (staff issued door hanger or dated picture submitted)
- Customer Care logs incident and notifies Code Enforcement (documented fifth+ offense)
- Per ordinance, the City ^{tip14} may discontinue water service

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Process Overview



1st Offense
Educational Notice

- Door hanger
- 48 hours to fix
- If not fixed after 7 days go to second offense

2nd Offense
Written Notice of Violation

- Door hanger left at location
- Violation photographed (if possible)
- Notice of Violation with signature required
- 48 hours to fix
- If not fixed after 7 days go to third offense

3rd Offense
\$25 fine

- Door hanger left at location
- Violation photographed (if possible)
- Water Surcharge Penalty notification sent.
- Appeal possible within 15 days (No further action until appeal is reviewed.)

4th Offense
\$50 fine

- Door Hanger (possible)
- Violation photographed (if possible)
- Water Surcharge Penalty notification sent.

5th Offense
May Shut off Water

Trusted life source for generations



FAQs

- **What if I see the same water waste again?**
 - Place another door hanger unless there is another one already there ^{tip15}
- **What if I am not sure if it's water waste?**
 - Go a head and place the door hanger with your observations written in the other section
 - On the door hanger tab, write a note, if necessary
- **What if customer is present?**
 - Talk to them about water waste (what it is, how to prevent etc.) and hand them door hanger
 - Answer questions that you can answer
 - Refer to Customer Care notify them they can request a free water survey by calling 667-6500

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Recommendation

- Receive Presentation

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Item 6 : Implementation of Mandatory Measures

Karen Waln
Management Analyst

Trusted life source for generations




Mandatory Measure

Task Force Approved Recommendation:

Prepare a resolution for the City Council recognizing the statewide water supply shortage emergency. Prepare an ordinance restricting outdoor irrigation of ornamental landscape or turf with potable water through an irrigation system between the hours of 9:00 a.m. and 6:00 p.m. Pacific Standard Time, and to be limited to two days a week.

Points Recommendation Silent On:

1. Penalty structure for non compliance, and
2. Exemptions to restrictions on watering hours and clarification of the definition of a week.

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Noncompliance Penalty Structure

Proposed structures:

- **Option A** is the penalty structure of the City's Water Waste Ordinance
- **Option B** is City staff proposed structure based on implementation by other local and statewide agencies
- **Option C** is a penalty structure with reduced fines of the staff recommend option (a hybrid of Option A & B).

Trusted life source for generations



Penalty Option A

- Penalty structure currently implemented per the City's water waste ordinance

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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) 647-6500 or myventurer@cityofventura.net or visit www.venturawater.net.

This document is available in alternate formats by calling (805) 647-6500 or by contacting the California Relay Service.

Treated life source for generations



WORKING TOGETHER TO SAVE WATER

1st Offense - Educational Letter

Mailed Directly to Resident/Business

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 shut-off 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 the notice if corrected promptly no further action is necessary on your part, but please be aware that this water issue 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 myventura@myventura.net or (805) 647-4300 for more information on 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) 647-4300 or by contacting the California Relay for voice.
301 Fish Street • P.O. Box 99 • Ventura, California 93003-0099 • 805 647 4300
Ventura is 100% water recycled.

Treated life source for generations



WORKING TOGETHER TO SAVE WATER

2nd Offense – Written Notice of Violation

TRABAJANDO JUNTOS PARA AHORRAR AGUA

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

Dear Resident:

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

Dear Business:

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

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 shut-off nozzle

Other _____

Staff printed name: _____

Staff signature: _____

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WORKING TOGETHER TO SAVE WATER

3rd – 5th Offense

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

Treated life source for generations



Penalty Option B

- Based on the penalty structure implemented by the local cities and agencies
- Implemented by cities of Camarillo, Thousand Oaks, Oxnard and Port Hueneme; and the Casitas Municipal Water District, Meiners Oaks Water District, and Ventura River Water District

Treated life source for generations



1st Offense - Educational Notice

Door Hanger

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 shut-off 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 myventura@cityofventura.net or visit www.venturawater.com.

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

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 shut-off 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 myventura@cityofventura.net or visit www.venturawater.com.

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

Treated life source for generations



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 shut-off 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 saving services. Please contact Customer Care at myventura@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.com 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.

801 Park Street • P.O. Box 99 • Ventura, California 93003-0099 • 805 667 6500
Printed on 100% recycled, post-consumer waste paper.

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 shut-off 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 saving services. Please contact Customer Care at myventura@cityofventura.net or (805) 667-6500 for more information or an appointment. Please read the enclosed brochure with more water efficiency tips.

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801 Park Street • P.O. Box 99 • Ventura, California 93003-0099 • 805 667 6500
Printed on 100% recycled, post-consumer waste paper.

Treated life source for generations



2nd Offense – Written Notice of Violation

WORKING TOGETHER TO SAVE WATER

TRABAJANDO JUNTOS PARA AHORRAR AGUA

Water Wasteful:
 In the yard or elsewhere in the yard, water is not being used in a way that is necessary for the intended purpose.
 No action is being taken to prevent water waste.
 Water is being used in a way that is not necessary for the intended purpose.
 Water is being used in a way that is not necessary for the intended purpose.
 No action is being taken to prevent water waste.

Water Wasteful:
 No action is being taken to prevent water waste.
 Water is being used in a way that is not necessary for the intended purpose.
 Water is being used in a way that is not necessary for the intended purpose.
 No action is being taken to prevent water waste.

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

Date: _____ Time: _____

Address: _____

(Complete reverse side) VM 1 REV 9 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: _____

Treated life source for generations



3rd – 7th Offense

- Third offense = \$100 fine
- Fourth offense = \$200 fine
- Fifth = \$300 fine
- Sixth = \$400 fine
- Seventh and + = \$500 fine and possible water shut off

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Penalty Option C

- Not implemented locally or statewide
- Same structure as Option B with penalty charges reduced by 1/2

Trusted life source for generations



3rd – 7th Offense

- Third offense = \$50 fine
- Fourth offense = \$100 fine
- Fifth = \$150 fine
- Sixth = \$200 fine
- Seventh and + = \$250 fine and possible water shut off

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Penalty Recommendation

Approve one of three options for the penalty structure for noncompliance of mandatory water conservation regulations

Trusted life source for generations



Clarification & Exemptions

Clarification:

- A week being defined as Sunday through Saturday,

Exemptions:

- very short periods of time for the express purpose of adjusting or repairing an irrigation system,
- low-flow drip irrigation systems, and
- sports fields to maintain safe conditions.

Treated life source for generations



Recommendation

Water Shortage Task Force Asked to Approve:

Prepare a resolution for the City Council recognizing the statewide water supply shortage emergency. Prepare an ordinance restricting outdoor irrigation of ornamental landscape or turf with potable water through an irrigation system between the hours of 9:00 a.m. and 6:00 p.m. Pacific Standard Time, and to be limited to two days a week, a week being defined as Sunday through Saturday, except for very short periods of time for the express purpose of adjusting or repairing an irrigation system, low-flow drip irrigation systems and for sports fields to maintain safe conditions.

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Item 7 : Ventura's Recycled Water System and Santa Clara River Estuary Status Update

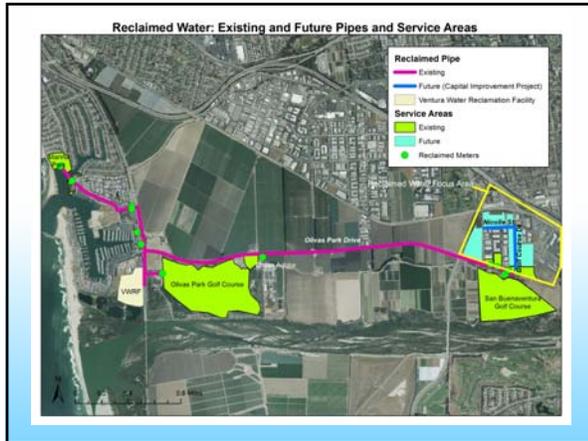
Shana Epstein
Ventura Water General Manager

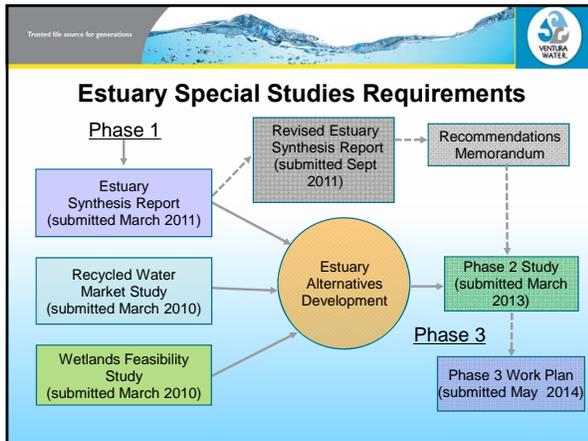
Treated life source for generations



Recycled Water Status

- Existing Reclaimed Water Policy
- Ventura Water Reclamation Facility Special Studies
- Ojai Valley Sanitation District





Phase 1 and 2 Work Elements

- Phase 1: Three separate reports
 - Estuary Subwatershed Study
 - Treatment Wetlands Feasibility Study
 - Phase 1 Recycled Water Market Study
- Phase 2: Report Submitted March 2013
 - Collected more data on estuary water balance and water quality
 - Additional evaluation on wetlands siting and costs
 - Additional evaluation on reuse opportunities and costs

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Ojai Valley Sanitary District: Potential Source of Reclaimed Water



Location Map



Ojai Valley Sanitary District - Treatment Plant [Wastewater]

City of Ventura - Avenue Water Treatment Plant [Potable]

Treated life source for generations



Feasibility Study on the Reuse of Ojai Valley Sanitary District Effluent



City of San Buenaventura
June 29, 2007



Treated life source for generations 

OVSD Study Scope of Work

- **Phase 1** – Feasibility Analysis to determine to what extent recycled water may be utilized under current policies and regulatory restrictions
- **Public Workshops** – Identify/evaluate alternatives, gain customer support and address environmental concerns
- **Phase 2** - Preparation of Engineer's Report to comply with CDPH's Title 22 requirements and the UV commissioning required demonstrating compliance with Title 22 of the OVSD tertiary/UV system

Treated life source for generations 

Item 8: Historical Production

Ryan Kintz
Environmental Services Specialist

Treated life source for generations 

Item 8: Historical Production

	2010	2011	2012	2013	2014
January	1,213	1,144	1,298	1,354	1,605
February	964	1,056	1,238	1,167	1,179
March	1,224	1,141	1,305	1,334	1,227
April	1,248	1,336	1,162	1,422	1,373
May	1,507	1,557	1,487	1,626	1,617
June	1,524	1,516	1,588	1,603*	1,523*
July	1,716	1,725	1,686	1,673*	1,574*
August	1,760	1,723	1,771	1,681	1,499
September	1,668	1,538	1,600	1,646	
October	1,317	1,380	1,564	1,645	
November	1,234	1,156	1,333	1,396	
December	1,123	1,225	1,038	1,376	
Grand Total for the Year	16,408	16,484	17,050	17,708	11,457

* Note: August 26, 2014 production reported as follows: June 2013 = 1,554.82 AF, June 2014 = 1,476.21 AF, July 2013 = 1,623.54 AF, July 2014 = 1,528.41 AF. These reported numbers had Salicoy Country Club production subtracted from the total production numbers; however the total production number from the source report had already removed Salicoy Country Club production.
