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**DOING  
OUR PART  
TO SAVE  
WATER**



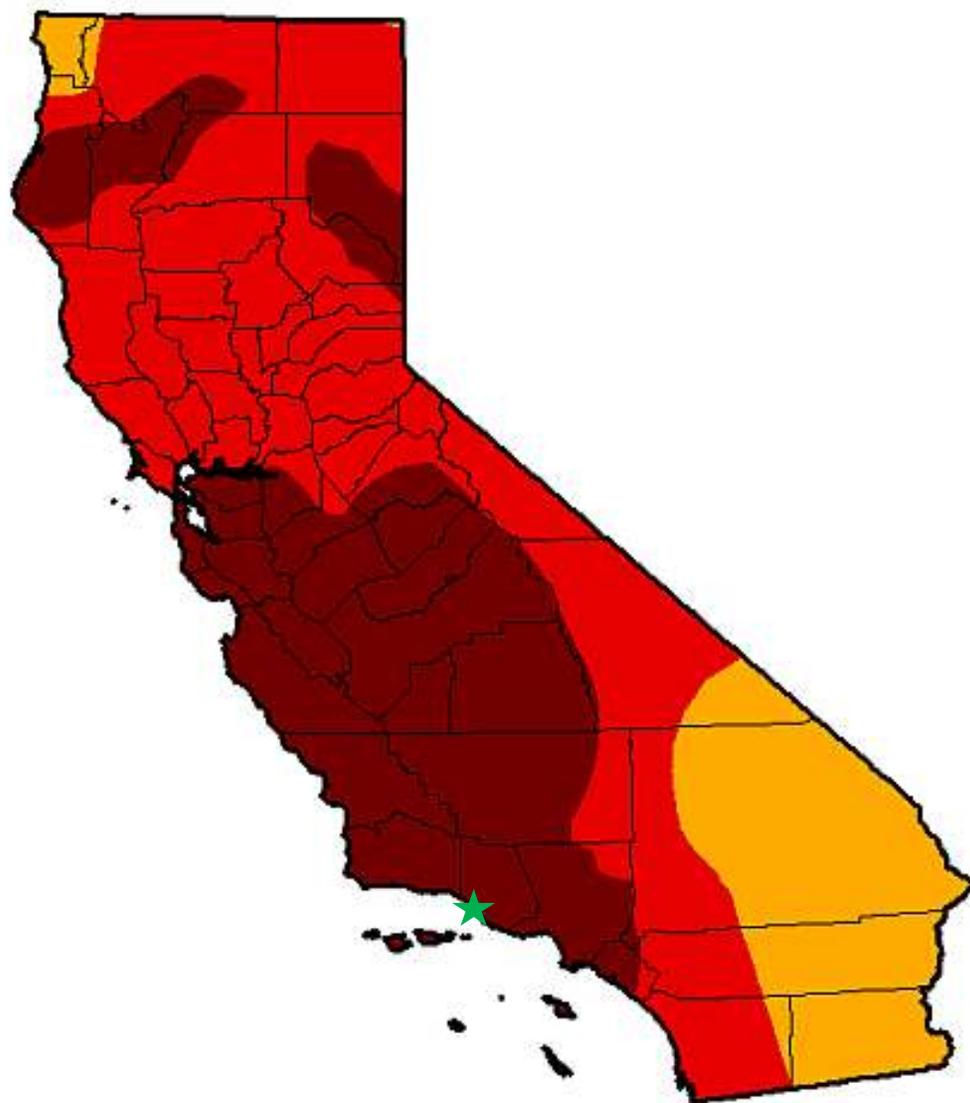
# Ventura's Drought

Community Drought Informational Meeting

July 30, 2014

# U.S. Drought Monitor California

**July 22, 2014**  
(Released Thursday, Jul. 24, 2014)  
Valid 8 a.m. EDT



*Drought Conditions (Percent Area)*

	None	D0-D4	D1-D4	D2-D4	D3-D4	D4
<b>Current</b>	0.00	100.00	100.00	100.00	81.89	36.49
<b>Last Week</b> 7/15/2014	0.00	100.00	100.00	100.00	81.85	36.49
<b>3 Months Ago</b> 4/22/2014	0.00	100.00	100.00	96.01	76.68	24.77
<b>Start of Calendar Year</b> 12/01/2013	2.61	97.39	94.25	87.53	27.59	0.00
<b>Start of Water Year</b> 10/01/2013	2.63	97.37	95.95	84.12	11.36	0.00
<b>One Year Ago</b> 7/23/2013	0.00	100.00	98.23	93.96	0.00	0.00

### Intensity:



*The Drought Monitor focuses on broad-scale conditions. Local conditions may vary. See accompanying text summary for forecast statements.*

### Author:

David Miskus  
NOAA/NWS/NCEP/CPC



<http://droughtmonitor.unl.edu/>

# Ventura Water Supply Conditions

- **Diminishing Ventura River supply**
- **Groundwater wells limited operation**
- **Fox Canyon GMA restriction**
- **Casitas Lake at 57% capacity**



# 10% Voluntary Reductions

- Targeted outdoor irrigation reductions (uses 40% to 60% of water)
- Average residential use 15,708 gallons every two months
- 10% reduction equals 785 gallons per month



# Water Efficiency Actions YTD

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



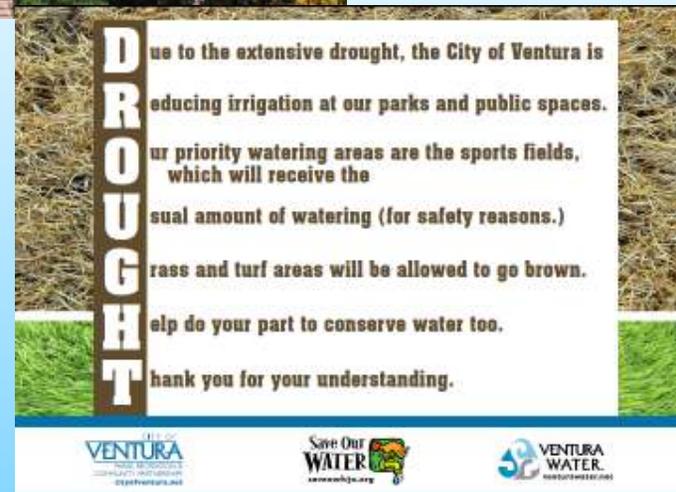
# Customer Resources

- **Customer billing account and water usage history online access 24/7 at [www.cityofventura.net/water](http://www.cityofventura.net/water)**
- **Home Water Works Calculator at [www.cityofventura.net/water/efficiency](http://www.cityofventura.net/water/efficiency)**
- **Water Wise Gardening in Ventura County at [www.ventura.watersavingplants.com](http://www.ventura.watersavingplants.com)**



# City Parks Actions

- Water by Priority
  - Safety
  - Aesthetics
  - Passive and low-watered areas
- Drought signs - July



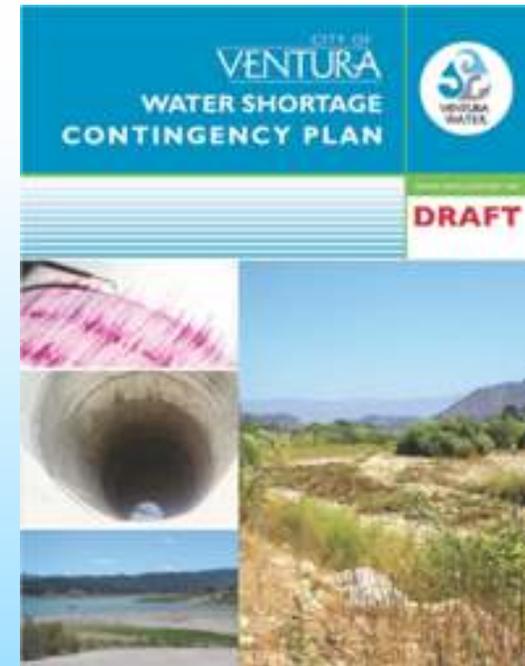
# City Actions & Collaboration

- **Leak detection program for City pipes**
- **Fire Department tracking/reduced usage**
- **Green Business Certification, Sustainability Kits**
- **Water efficient devices in City facilities**



# July 15 State Action

- **Water suppliers to initiate programs**
  - **Water Surveys**
  - **Utilize Police and Fire as outreach**
- **Authorizes fines up to \$500**
  - **Specific water waste activities**
- **Implement Contingency Plan**
  - **Achieve 20% reduction from 2013**
  - **Rates and other actions**





# Ventura's Compliance

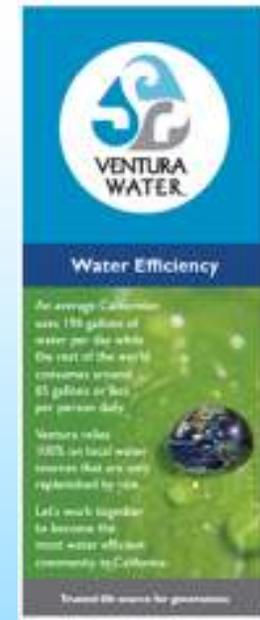
- **Water Waste Ordinance prohibited uses**
  - **\*Allowing water to run to waste for outdoor use**
  - **Allowing leaks to persist past 48 hours**
  - **\*Using a handheld hose to wash without a positive shutoff nozzle**
  - **Serving water to restaurant customers without first being asked**
  - **\*Operating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

*\* Aligns with July 15 State action*



# Ventura's Compliance

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



# Compliance Next Steps

- **Water Shortage Task Force (1<sup>st</sup> meeting August 13)**
- **Outdoor water use restrictions (2 days a week?)**
- **Water Shortage Contingency Plan Stages implementation (20% Mandatory)**
  - **Rates, surcharges**
- **More education/outreach**



# Water Efficiency Actions - Summer

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



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# Water Efficiency Actions - Summer

- City-wide engagement – new Water Efficiency Brochure & leak kits & talking points
- Water Hero Yard Signs
- Downtown SOW Signs



# Water Efficiency Actions - Fall

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



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# Questions?

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