



San Diego County Water Authority

**SPECIAL MEETINGS OF THE**  
**ENGINEERING AND OPERATIONS COMMITTEE &**  
**LEGISLATION, CONSERVATION AND OUTREACH COMMITTEE**

**Board Room**

**AUGUST 14, 2014**

**1:30 p.m. ENGINEERING AND OPERATIONS COMMITTEE**

1. Call to order.
2. Roll call – determination of quorum.
3. Public comment – opportunities for members of the public to address the Committee on matters within the Committee’s jurisdiction.

**I. DISCUSSION**

1. San Vicente Pumped Storage Study update.

Frank Belock/  
Kelly Rodgers

**II. ADJOURNMENT**

**Immediately following**  
**LEGISLATION, CONSERVATION AND OUTREACH COMMITTEE**

1. Call to order.
2. Roll call – determination of quorum.
3. Public comment – opportunities for members of the public to address the Committee on matters within the Committee’s jurisdiction.

**I. DISCUSSION**

1. Presentation on enhanced Drought Response Outreach Campaign for drought alert conditions. Jason Foster

**II. ADJOURNMENT**

**NOTE:** These meetings are also called and noticed as a meeting of the Board, but will be conducted as Committee meetings. Members of the Board who are not members of the Committee may participate in the meeting pursuant to Section 2.00.060(g) of the Water Authority Administrative Code. All items on the agenda, including information items, may be deliberated and become subject to Committee action. All public documents provided to the Committee or Board for this meeting including materials related to an item on this agenda and submitted to the Board of Directors within 72 hours prior to this meeting may be reviewed at the San Diego County Water Authority headquarters located at 4677 Overland Avenue, San Diego, CA 92123 at the reception desk during normal business hours.



August 7, 2014

**Attention: Engineering and Operations Committee**

**San Vicente Pumped Storage Study update. (Information)**

### **Background**

The raising of the San Vicente Dam not only provides additional emergency and carryover storage capacity for the region, but can also serve as the lower reservoir for an up to 500 megawatt pumped storage project. In raising the San Vicente Dam an additional 117 feet, the reservoir's storage capacity increased from 90,000 acre feet to 242,000 acre feet. This increase in storage provides an opportunity to generate revenue from a pumped storage project for both the City of San Diego and Water Authority.

In October 2013, the Water Authority and City, owner and operator of San Vicente Dam and Reservoir, entered into a Memorandum of Understanding and jointly procured Black and Veatch Corporation to study the economic and financial requirements for the San Vicente Pumped Storage project. This study evaluated project risks and mitigation strategies, and contemplated the potential candidates' competitive advantages, power purchase opportunities, power purchase agreement terms, funding opportunities, licensing requirements, legal considerations, energy market demand forecast, return on investment, and project delivery approach. Collectively, these criteria assisted Black and Veatch Corporation in determining that the project is economically and financially viable. Based on these results, the Hydropower Task Force and Board have met regularly over the past several months to discuss how to best move forward with this project. As a result, in June 2014, the Board approved the addition of the San Vicente Pumped Storage Study to the Capital Improvement Program and the appropriation of \$1.2 million from the San Vicente Dam Raise project to the San Vicente Pumped Storage Study.

### **Discussion**

The Task Force last met on July 17, 2014. The purpose of this Special Meeting of the Engineering and Operations Committee is to update the Committee on the Task Force's discussions, the Water Authority's response to the recent FERC action and upcoming hearing, and to discuss those actions necessary to continue progress on the project. This meeting is precedent to potential actions for the August 28, 2014, Engineering and Operations Committee meeting.

Prepared by: Kelly Rodgers, Principal Engineer  
Reviewed by: William J. Rose, Director of Engineering  
Approved by: Frank Belock, Jr., Deputy General Manager



August 7, 2014

**Attention: Legislation, Conservation and Outreach Committee**

**Enhanced Drought Response Outreach Campaign for Drought Alert Conditions (Discussion)**

**Purpose**

This report summarizes the status of the development of an enhanced drought response communications and outreach plan to help achieve immediate water use reductions and compliance with Drought Alert mandatory water use restrictions as part of the Water Authority's Water Shortage and Drought Response Plan.

**Background**

The Water Authority promotes water-use efficiency as an ongoing, community ethic through its "WaterSmart"-branded website, programs and tools to help the region's member agencies achieve their state-mandated water conservation goals for 2020 as set by SBX 7-7.

The Water Authority's Water Shortage and Drought Response Plan, approved by the Board in 2006, also calls for launching a more urgent communications campaign to promote increased water conservation when the plan is activated. Following the Board's decision in February 2014 to activate the plan and declare a Drought Watch condition of the region's Model Drought Response Ordinance, the Water Authority developed and implemented a drought response communications campaign with input from its 24 member retail agencies. The campaign, titled "When in Drought, Save Every Day Every Way," launched in late April 2014. The launch phase of the campaign thanked ratepayers for their existing efforts to save water, called for additional voluntary conservation actions consistent with the Drought Watch condition, and increased awareness of efforts by the region's water agencies to enhance water supply reliability.

The When in Drought campaign included a range of strategies and tactics, all of which are still under way. They include:

- Coordinating with and providing campaign messages and materials to member agencies
- Promoting increased conservation via the Water Authority's existing communications channels (media relations, speaker's bureau, e-newsletter, social media, web sites, fact sheets, etc.)
- Hosting booths at community events
- Increasing outreach to business groups, HOAs, landscape contractors, civic organizations and other stakeholder groups
- Placing TV, radio, online and social media advertising that complements drought response advertising campaigns by other state, regional and local water agencies
- Developing partnerships with high-profile destinations and organizations who donate ad or message space to promote the campaign
- Providing regular reports of drought response outreach activities to the Board

## **Discussion**

In recent months several significant developments have occurred. They include:

- Sustained record-breaking heat across the San Diego region and California has made voluntary efforts to save more water extremely difficult, and has significantly reduced storage levels statewide.
- On July 15, the State Water Resources Control Board approved several statewide emergency conservation measures. They included mandatory outdoor water use restrictions that apply to all Californians, and an order for urban water agencies to enact drought response plans at a level that includes mandatory outdoor water use restrictions. These measures became effective August 1.
- On July 24, the Water Authority Board of Directors unanimously approved moving to the Supply Enhancement stage of the Water Shortage and Drought Response Plan and declaring a Drought Alert condition in accordance with its regional Model Drought Response Ordinance. The action, taken as part of the Water Authority's role to coordinate drought response actions for San Diego County, makes voluntary Drought Watch conservation measures mandatory, and it adds several outdoor watering restrictions. Local drought response ordinances and restrictions may vary.

The Water Authority is transitioning the "When in Drought" campaign to a new phase with a more urgent water conservation message and a more aggressive set of outreach tactics. The following sections provide an outline of this more aggressive outreach plan.

### *Objectives*

- Motivate water users to increase conservation immediately in ways that are consistent with water use restrictions at the Drought Alert level.
- Raise awareness and understanding of the serious nature of California's worsening drought conditions and the need to keep as much water as possible in storage for 2015.
- Prepare the region for the potential of water supply allocations from the Metropolitan Water District of Southern California and additional mandatory water management measures in 2015 or beyond if dry conditions and other factors continue to negatively affect water supplies.
- Minimize confusion and maintain credibility of water agencies and their conservation messages.
- Make water users feel appreciated for their existing accomplishments in improving their water use efficiency, and for supporting regional and local investments in water supply reliability.
- Educate regional civic and business leaders and the public that the Water Authority and its member agencies have greatly improved the region's water supply reliability by promoting conservation programs, diversifying water supply sources and investing \$2 billion over the last decade in major water infrastructure.
- Ensure all stakeholders believe they are being treated fairly in relationship to other stakeholders.
- Emerge from drought management conditions having demonstrated the effectiveness and value of conservation actions and water supply reliability investments in minimizing impacts to the region's \$191 billion economy and to the quality of life for its 3.1 million residents.

### *Primary Messages*

- Drought conditions facing the San Diego region and the state are serious.
- Mandatory water-use restrictions are now in effect, including
  - Limits on outdoor watering days and run times
  - Outdoor watering allowed only during early mornings or late evenings
  - No excessive irrigation runoff
  - No hosing down paved surfaces (except for health and safety needs)
  - Leaks must be repaired in 72 hours
- For information on local restrictions, drought conditions and conservation programs, visit [www.whenindrought.org](http://www.whenindrought.org).
- The region needs to save more water now in order to keep as much water as possible in storage for 2015 in case drought conditions continue.

### *Supporting Messages*

- San Diego County residents, businesses and growers have done a great job with water conservation and have cut our region's water use by 20 percent since 2007, but extraordinary times call for additional actions. Given three straight dry years, record-breaking heat during the first half of 2014, dwindling storage levels and no guarantee of a wet winter that can help stabilize storage levels, the time to save more water is now.
- The Water Authority is following an orderly, progressive drought response plan that calls for increasing levels of restrictions that are designed to meet escalating water supply challenges while minimizing disruptions to the region's economy and quality of life.
- The Water Authority and its 24 member agencies have been preparing for supply challenges such as the current drought for more than 20 years, and these preparations are paying off by reducing the impacts of the current drought in San Diego County. These preparations include:
  - Investments in water supply diversification, including water transfers that are part of the historic 2003 Colorado River Quantification Settlement Agreement. Water supplies from the Water Authority-Imperial Irrigation District transfer and related canal-lining projects will provide 180,000 acre-feet of highly reliable supplies to the San Diego region this year. (An acre-foot is about 325,900 gallons, enough to meet the needs of two average single-family households of four people for a year.)
  - \$2 billion of investments over the past decade in new, large-scale water infrastructure projects and programs that are contributing to a more reliable water supply.
  - Development of the Carlsbad Desalination Project, now under construction and on track to add locally controlled, drought-proof desalinated seawater to the region's water supply as early as fall 2015.

### *Strategies*

The next phase for the When in Drought campaign will continue activities that began in the campaign's first phase. Additional strategies deployed during this phase will include:

- Develop and get member agency support for campaign creative images and messaging that have a more serious tone and reflect the need for compliance with mandatory water use restrictions. Provide visuals and other supporting materials for the campaign to member agencies.

- Send clear, consistent and understandable messages regarding mandatory water use restrictions in effect; enhance the Water Authority's status as the regional go-to source for drought response information by updating [www.whenindrought.org](http://www.whenindrought.org) with agency-by-agency links to local water use restrictions, conservation program information and incentives, and updated information on statewide drought conditions and regional drought response actions.
- Enhance media relations activities and social media communications related to water-use restrictions, conservation programs and drought conditions. Schedule these efforts to provide timely support for new campaign initiatives, conservation events and other programs.
- Leverage stakeholder groups' communication channels to help distribute updated information about restrictions and conservation as soon as possible; groups to include business organizations, civic organizations, service clubs, religious groups, elected officials, along with key associations governing HOAs, building managers, and landscape companies.
- Expand efforts to recruit community and media partners who can expand the reach of drought response communications without additional cost.
- Enhance the campaign's current level of community outreach with strategies and tactics that encourage more community members to publicly show their support for the campaign (i.e., turn more homeowners, property managers, students, etc. into individual "community partners" promoting increased conservation in neighborhoods around the county).
- Extend drought outreach advertising schedules on television, radio, online news outlets and social media; continue to coordinate communications and advertising messages and plans to the greatest extent possible with the region's 24 member agencies, the Metropolitan Water District of Southern California, the state Department of Water Resources, and other agencies.
- Adjust water conservation resources and programs where possible to make finding and participating in key programs easier, or to facilitate additional immediate water savings. Support these efforts with targeted advertising, events, social media and other marketing efforts.

#### *Tactics*

- Member agency communications
  - Continue to involve member agencies in the development and implementation of the drought response campaign and communications planning through regular JPIC meetings and other communications.
  - Provide campaign updates to member agency general managers and Board members.
  - Provide drought response outreach materials (newsletter articles, graphics, bill stuffers, promotional items, etc.) to member agencies for reproduction and distribution.
  - Encourage member agencies to promote the regional drought response campaign and available conservation programs to their customers and the public in their service areas.
- Water Authority communications
  - Websites
    - Add directory to [www.WheninDrought.org](http://www.WheninDrought.org) with links to local agency webpages containing water-use restrictions and conservation program information and incentives for customers. Explore development of an online

- searchable directory of available conservation rebates by postal code or street address
  - Modify [www.WaterSmartSD.org](http://www.WaterSmartSD.org) regional conservation website to make regional turf replacement rebate program and additional popular programs directly accessible from the home page
- E-newsletter
  - Ensure drought updates or conservation information are distributed at least twice monthly through WaterSource e-newsletter
- Social media
  - Develop specific social media campaigns to increase engagement of targeted markets (college students, apartment residents, military housing, etc.) in conservation actions and drought awareness
- Media relations
  - Raise awareness of water-use restrictions and conservation resources through steady stream of news releases, photo opportunities and story pitches
- Speakers Bureau
  - Increase Board member involvement in Speakers Bureau program;
- Stakeholder outreach
  - Accelerate efforts to provide key stakeholder groups with updated campaign messaging to distribute to their members, audiences, etc. through their own communication channels (newsletter, email, social media, etc.)
    - Business and industry groups (chambers, EDCs, BIOCOM, IEA, etc.)
    - Community and environmental organizations
    - Trade and labor organizations
    - Elected officials
    - Property-related organizations (San Diego County Apartment Association, Building Owners and Managers Association, HOA groups, property management companies)
    - Military housing
    - Religious organizations
  - Organize an executive-level briefing for business leaders to explain drought conditions, regional water supply reliability efforts, and mandatory water use restrictions
  - Partner with the League of Cities to convene a regional briefing or workshop for elected officials to discuss drought conditions, regional water supply reliability efforts, and related policy issues
  - Accelerate outreach efforts with property-related organizations (San Diego County Apartment Association, Building Owners and Managers Association, HOA groups, property management companies, landscape companies to increase awareness of and compliance with water use restrictions, as well as to update information on available conservation resources.

- Grassroots campaigning
  - Develop and produce a range of promotional items to help more members of the public raise awareness of the need for increased conservation and provide recognition for their support of water conservation
    - Yard signs
    - Refrigerator magnets
    - Magnetic vehicle decals
    - Lapel pins
  - Distribute promotional items through a broad array of channels
    - Water Authority presentations and events
    - Member agency presentations and events
    - Conservation program participants
    - Home Depot Plant fair attendees
    - Colleges and universities
    - Regional gardens
    - Other partners
- Partnerships
  - Continue to work with and pursue additional high-impact community partners that extend the reach of the When in Drought campaign
    - Hotels/motels
    - Local breweries
    - San Diego Gas & Electric
    - Large employers (public and private)
    - Public agencies (CalTrans, San Diego County, etc.)
    - Shopping malls (Westfield, Simon Property Group)
    - High-traffic destinations
    - Sports teams
    - Regional gardens (Water Conservation Garden, San Diego Botanic Garden)
  - Pursue donated media space
    - Encourage all television stations, radio stations and public access channels to use public service announcements provided by the Water Authority
    - Encourage all community newspapers to provide print ad templates provided by the Water Authority
  - Work with member agencies and The Home Depot to host another series of water-efficient plant fairs this fall
  - Work with the San Diego Chapter of the California Restaurant Association and the Food and Beverage Association to develop and distribute water conservation table tents
- Ethnic outreach
  - Increase awareness through presentations and community events
  - Request ethnic newspapers run translated print ads provided by the Water Authority
- School education
  - Conduct back-to-school campaign featuring promotional items and social media to engage college students in increasing conservation

- Modify elementary school assembly program content to include messages about drought response and increased voluntary conservation
- Celebrity endorsements
  - Recruit celebrities with strong ties to the San Diego region to help promote water conservation through public service announcements
- Advertising
  - Extend and expand television and online advertising to raise general awareness of drought conditions and water-use restrictions
  - Use radio advertising in a targeted manner to raise awareness of specific campaign events or initiatives

#### *Conservation Program Adjustments*

In addition to the public outreach tactics listed above, Water Authority staff will undertake several measures related to its conservation programs to help make it easier for residents and businesses to take action to save water. These actions include:

- Work with the Metropolitan Water District of Southern California to enable customers who qualify for each of the turf replacement rebates offered by the Water Authority and MWD to complete only one application
- Add an irrigation controller re-programming service to the free WaterSmart Checkup residential water use survey program
- Develop a pilot artificial turf public-private partnership for providing artificial turf purchase and installation at a discounted rate to customers. Development of this program would include a competitive bidding process to achieve the best private sector-funded incentive to customers.
- Promote the availability of Property Assessed Clean Energy (PACE) financing programs that also cover water efficiency projects in conservation program materials
- Create a new fact sheet that serves as a starting “price guide” for different levels of water-saving landscape projects

Existing budget or resources from applicable categories will be used or re-prioritized to carry out the upcoming phase of the drought response campaign. These resources include remaining funding from its Drought Response and Outreach Program grant from the state Department of Water Resources, and available marketing and re-purposed funds from the Public Outreach and Conservation Department’s fiscal years 2014-2015 operating budget. Combined, these funding sources give the Water Authority sufficient resources to carry out this campaign through the end of 2014.

Staff will provide monthly updates to the Board on the continuing implementation and execution of drought management communications activities.

Prepared by: Jason Foster, Director, Public Outreach and Conservation

Reviewed by: Dennis A. Cushman, Assistant General Manager