



*Local Agency Formation Commission  
September 9, 2015  
Rick Howard, General Manager*

*Town of Discovery Bay  
Outreach, Education and Enforcement*



## *Background...*

- ▶ The Town of Discovery Bay is home to approximately 14,000 residents in eastern Contra Costa County.
- ▶ One of the services the Town provides is domestic water service to the community.
- ▶ Approximately 3,700 of the approximately 5,800 service connections are NOT metered.

## *Water Use - June 2013 Benchmark*

- June 2013 - February 2014 are the "Benchmark" months for comparison purposes.
- In June 2013, the Town produced 145MG of water, or 338.1 gallons of water per capita per day (GPCPD).
- In March 2015, the state Water Board placed Discovery Bay in the 9<sup>th</sup> Tier of their new water conservation Tier system. The 9<sup>th</sup> tier is the highest Tier and mandated a 36% conservation target for the Town.
- In May, 2015, the consumption was recalculated and the state moved the Town to Tier 8, at a 32% mandated conservation target.

## *Drought Conservation Efforts*

- ▶ Issued 20% voluntary water conservation measure in June 2014.
- ▶ Adopted ordinance #25 establishing Emergency Drought Regulations in August 2014.
- ▶ April 2015 Board of Directors authorized the installation of water meters for the remaining 3,700<sup>JS6</sup> unmetered homes by mid-2017.
- ▶ August 2015 amended Ordinance #25 to parallel new regs adopted by the state.

## *So, What'd we do?*

The Town entered into a Public Education, Outreach and Enforcement program.

### Public Education

- ▶ Media/Press Materials and Press Releases
- ▶ Electronic Message Board strategically placed throughout town

### Outreach

- ▶ Direct Mailings to every DB property owner and business
- ▶ Dedicated Drought Related Town newsletter to every Town address

### Enforcement

- ▶ The Town hired a Drought Water Monitor
- ▶ Issued Courtesy Notices for non-compliance
- ▶ Issued Notices of Violation for non-compliance after third courtesy notice

## Slide 5

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**JS6** 3,550 is my latest record  
Justin Shobe, 9/4/2015

# Media and Public Education Efforts



**TOWN OF DISCOVERY BAY**  
A COMMUNITY SERVICES DISTRICT

President - Mark Soren • Vice-President - Chris Black • Director - Bill Pease • Director - Kevin Drake • Director - Marianne Whelan

**For Immediate Release**  
Contact: Risk Manager, Gettine Wagner, Town of Discovery Bay (925) 634-1121  
Email: [awagner@discoverybay.gov](mailto:awagner@discoverybay.gov)  
Release Date: 08/26/2014

**TOWN OF DISCOVERY BAY COMPLIANT SERVICES DISTRICT IMPLEMENTS EMERGENCY WATER CONSERVATION MEASURES**

Discovery Bay, CA - The Town of Discovery Bay Community Services District (CSD) is proceeding to implement emergency water conservation measures required by the Water Resources Control Board on July 15, 2014. All areas follow the Community's 2012 resolution order seeking to strengthen the water's ability to manage water and habitat efficiency in drought conditions.

Emergency conservation measures that the Town will implement and that all residents of Discovery Bay must comply include the prohibition of watering lawns and landscapes more than twice weekly and the watering of outdoor landscapes that cause runoff to adjacent property, non-irrigated areas, private and public streets, sidewalks, and parking lots. Additionally, the new restrictions include prohibitions on direct application of water to any hard surface for washing, using a hose to wash a motor vehicle, boat or RV, unless the hose is thoroughly a full off nozzle, and using portable water as a fountain of water features unless the water is recirculated. These emergency measures go into effect on August 1, 2014.

As a result of these regulations, the Town will immediately reduce irrigation to all parks and recreational areas to twice weekly as well as close the Ravenswood Park Splash Pad effective August 1st.

All Californians are required to comply with these regulations. Fines of up to \$100 per day for failure to implement water conservation measures are also a part of the laws mandated order. The Town will monitor water use and those who are non-compliant will receive a notice from the Town directing them to conform to the new conservation measures. Repeat violations may result in fines and water conservation measures are required.

"This is the third year of outdoor drought in California, and it is important that all Discovery Bay residents take these measures seriously," stated Discovery Bay General Manager Rick Howard. "Hopefully, a wet winter will ease the drought, but in the meantime, we have to work together and conserve our water to protect future supplies."

The Town provides water saving tips on its website and residents can also visit [www.discoverybay.org](http://www.discoverybay.org) for more information.

The Town of Discovery Bay Community Services District is located in eastern Contra Costa County and provides and manages water, sewer, landscaping and recreation services to the community of 14,000 residents.

###

1900 Willow Lake Road • Discovery Bay • CA • 94505-8076  
Telephone: (925) 634-1121 • Fax: (925) 913-2750  
[www.discoverybay.org](http://www.discoverybay.org)

Visit [www.thegreepress.net](http://www.thegreepress.net) for your daily news!

**DISCOVERY BAY PRESS**  
YOUR HOME TOWN WEEKLY NEWS PAPER

**Brown is the new green**  
By [Name] [Photo]

**Back in the pool**  
By [Name] [Photo]

**Every Fifteen Minutes**  
[Photo]

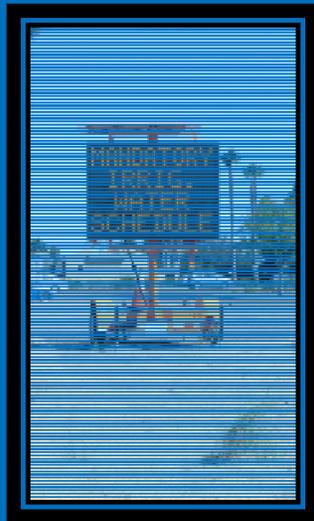
**Off To See The Wizard**  
[Photo]

**Yacht club teams up with Special Olympics**  
[Photo]

**Cementing A Dynasty**  
[Photo]

**Get news? Get Social! Get Power! Earth Day!**

# Deployed Electronic Message Board



## Public Outreach Efforts

- ▶ Letters Mailed to every DB property owner.
- ▶ The *Pipeline* newsletter went to every DB address.
- ▶ Watering Schedule Delivered to every house via newspaper “sticky” note.
- ▶ Ordered and deployed Brown is the new Green signs customized for Discovery Bay.
- ▶ Other collateral materials customized for different events.
- ▶ Speaking before different groups and meetings with HOA’s.





**TOWN OF DISCOVERY BAY**  
A COMMUNITY SERVICES DISTRICT

President - Chris Steble • Vice President - Bob Passer • Director - Kevan Grause • Director - Robert Laine • Director - Mark Simon

June, 2015

Dear Discovery Bay Resident,

Facing a fourth consecutive dry year and severely reduced water supplies, Gov. Jerry Brown ordered a 25 percent statewide reduction in potable water use. The State Water Resources Control Board has responded by passing emergency regulations implementing the Governor's orders to become effective May 15, 2015. This unprecedented action affects the security of the drought and water conservation efforts of California to ensure that our water use meets our need. Based upon past water consumption, the state has required an average conservation standard of 20% for Discovery Bay. Failure to comply with the mandatory reductions may result in the Town of Discovery Bay (TODB) being fined by the state \$25,000 for each day of non-compliance.

To address the required conservation, the TODB will continue to enforce the Emergency Drought Regulations enacted by the TODB Board of Directors in September 2014. The TODB's water use prohibitions implement statewide mandates including the limitation of outdoor irrigation to no more than twice weekly based upon address/lot address. See reverse side of this notice for weekly water schedules.

Many water use prohibitions are currently in effect. All residents are strongly encouraged to continue their current conservation efforts and to increase those efforts where possible as there will be no exceptions for non-compliance. Please refer to the complete list of air's and don'ts on the back side of this letter, along with easy and helpful hints to reduce consumption.

Failure to comply with the regulations may result in fines of up to \$500 for residents and businesses. The Town may issue a Notice of Violation to you, your business, association, or other party who fails to comply with any provision of the regulations. A Notice of Violation that is issued is punishable by a fine of \$25 for a first violation, \$50 for a second violation, \$100 for a third violation, and \$200 for a fourth and any subsequent violation.

You and your neighbors have been working diligently to reduce discretionary water use. Thanks to changes many of you have made to recent years, this mandated reduction in water use is achievable and water reach. If you need help finding additional ways to save, we are here to help. Encourage us to do your part, and to use water wisely. To show your commitment and to "Save the Green", stop by the Community Center or Town office and pick up your own SIGN! It's the NEW 2015 year sign! Visit us at [www.saveourwater.com](http://www.saveourwater.com) and click on the Drought Sign, visit [www.discoverybay.org](http://www.discoverybay.org) for more tips and sign up at 925-255-2222. We're here to assist.

This is a great community and with a little effort, we'll get through this together.

Sincerely,  
**Rick Howard**  
Rick Howard, General Manager  
Town of Discovery Bay

1800 Willow Lake Road • Discovery Bay • CA • 94505-0276  
Telephone • 925.255.2222 Fax • 925.255.2700  
[www.toddb.ca.gov](http://www.toddb.ca.gov)

## DISCOVERY BAY Landscape Watering Schedule

🔹 Dwellings or establishments with **even numbered street addresses** may use outdoor water before 1 p.m. and after 7 p.m. on Tuesdays and Saturdays only.

🔹 Dwellings or establishments with **odd numbered street addresses** may use outdoor water before 1 p.m. and after 7 p.m. on Wednesdays and Sundays only.



[WWW.SAVEOURWATER.COM](http://WWW.SAVEOURWATER.COM)  
#SAVEOURWATER



[WWW.TODB.CA.GOV](http://WWW.TODB.CA.GOV)



**BROWN IS THE NEW GREEN**

## Enforcement Efforts

- ▶ Adopted and Amended Ordinance #25.
- ▶ Hired Drought Water Monitor.
- ▶ Distributed Courtesy Notices for Non-Compliance.
- ▶ Issued Final Notice Letters.
- ▶ Issued Notices of Violation incurring fines

Hired Drought Water Monitor to provide public education, outreach and enforcement.





**CONSERVE WATER**  
THIS IS A COURTESY NOTICE

EXCESSIVE WATER USE WAS NOTED ON YOUR PROPERTY. PLEASE CHECK FOR WATER LEAKS, OVER WATERING, AND/OR USING WATER IN A WASTEFUL MANNER.

SPECIFICALLY, PLEASE NOTE THAT THE FOLLOWING ITEMS WERE IDENTIFIED ON YOUR PROPERTY AT:

OVER WATERING
WATER SHUT-OFF
POSSIBLE WATER LEAK
WATERING DRIVEWAY/WALKWAY
FAILURE TO USE BALL-OFF NOZZLE ON HOSE
WATERING ON WEDNESDAY/TIME
OTHER:

FAILURE TO COMPLY MAY RESULT IN FURTHER ACTION FOR NON-COMPLIANCE

QUESTIONS OR COMMENTS? CONTACT US AT:  
1800 WILLOW LAKE RD.  
DISCOVERY BAY, CA 94513  
(925) 634-1131  
WWW.TODB.CA.GOV

*After all of that, How'd we do  
(thru August 2015)*

- ▶ Since May 2015 the Town has been exceeding mandated conservation levels of 32%
- ▶ Grass all over town is dead or on life support.
- ▶ Trees and plants are stressed due to lack of a suitable water supply.
- ▶ Ballfields being considered for closure due to dangerous gaps in turf from separation.
- ▶ Revenues down significantly for metered customers.
- ▶ You know who is complying and who is not by the color of their grass.

*Compliance???*  
*Some do, some don't!*



Lakeshore Down 36%



The Lakes Up 35%

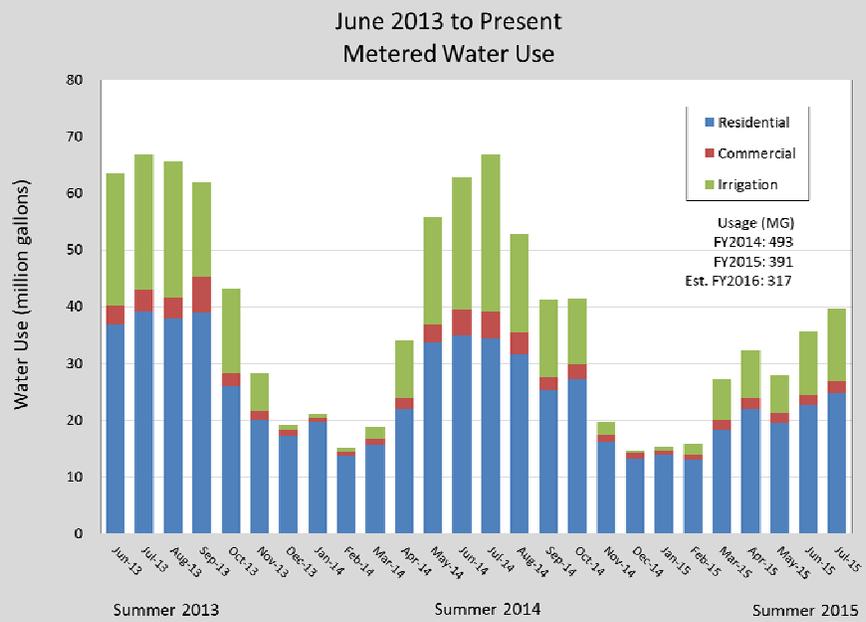
# Discovery Bay Community Center



Before Drought Regulations



September 4, 2015



**Town of Discovery Bay CSD  
Water Reductions from Conservation Efforts**

	Month	2013 - 2014 Production (MG)	2015 - 2016 Production (MG)	Monthly Water Reduction	Cumulative Water Reduction (Jun'15-Feb'16)
<b>2013 / 2015</b>	January	53	48	9%	-
	February	58	44	24%	-
	March	85	69	19%	-
	April	100	75.0	25%	-
	May	143	80.0	44%	-
	June	145	87.0	40%	<b>40.0%</b>
	July	157	93.0	41%	<b>40.4%</b>
	August	151	94.0	38%	<b>39.5%</b>
	September	131			
	October	114			
	November	83			
	December	66			
<b>2014 / 2016</b>	January	69.0			
	February	52.0			

(Conservation Standard      32%)

Compliance Period  
(June 2015 - February 2016)

## *Summary*

- ▶ June 2013 GPCPD            338.1
- ▶ June 2015 GPCPD            197.2
- ▶ July 2015 GPCPD            204.0
- ▶ August 2015 GPCPD        205.0
  
- ▶ Water Meter rollout system -wide expected to begin first quarter 2016
  
- ▶ Pray for Rain!



Questions?

Visit us at [www.todb.ca.gov](http://www.todb.ca.gov)