

How the San Diego Region is Managing the Drought



Save every day, every way.

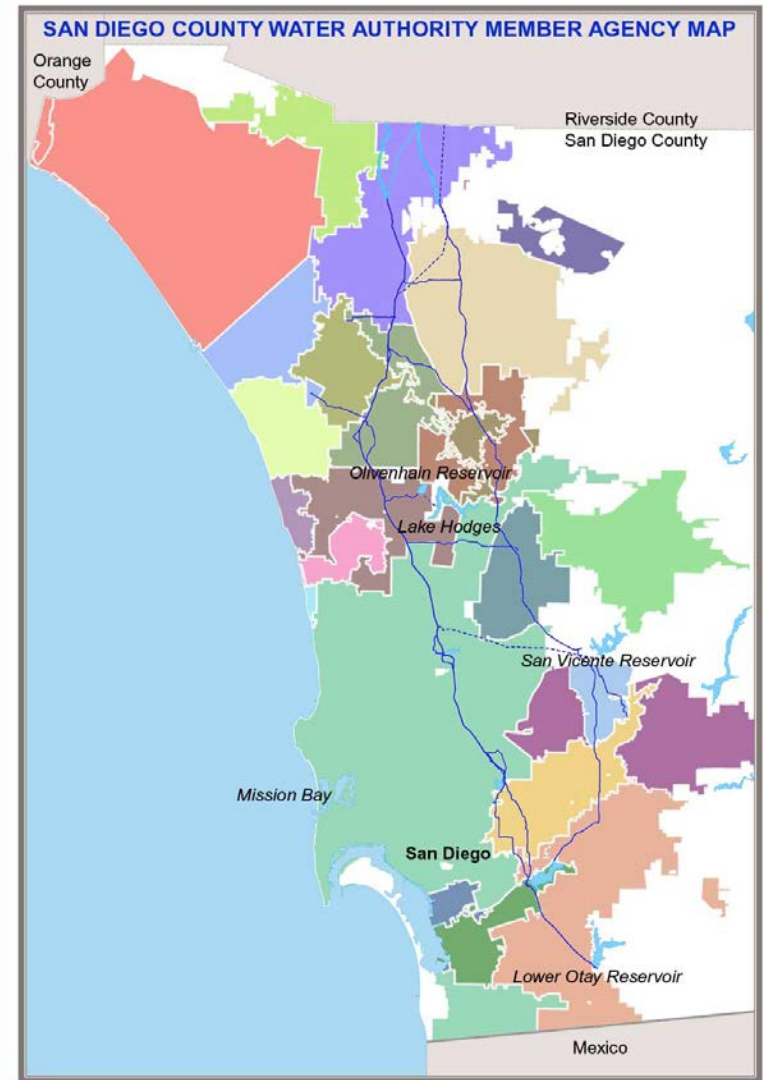
**California Water Association Spring Conference
May 20, 2014**

Presented by: Dana L. Frieauf, Acting Water Resources Manager

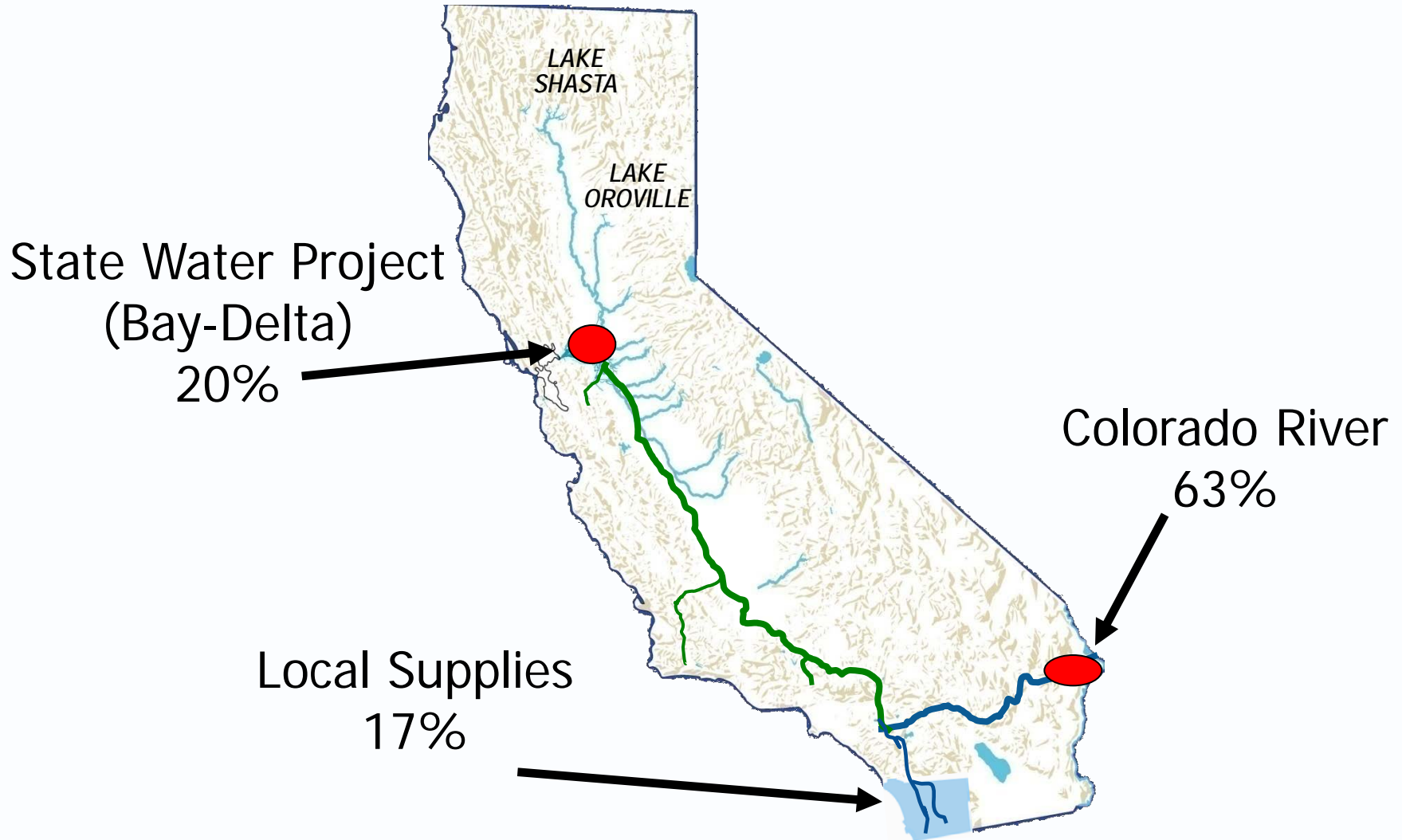


San Diego County Water Authority

- Wholesale water agency created by State Legislature in 1944
 - 24 member agencies
 - 35-member board of directors
 - Serves 3.1 million people and region's \$191 billion economy
- Mission is to provide safe and reliable water supply to member agencies
- Service area
 - 950,000 acres
 - 97% of county's population



Sources of San Diego Region's Water Supply (2009-2013, 5-year average)



Ratepayers Investments and Water Conservation Reduces San Diego Region's Vulnerability to Drought



Diversification

- Long-term Colorado River Transfers
- Local Supply Projects



Regional Storage

- Adequate storage reserves in Southern California
- MWD Diamond Valley Lake



Water Conservation

- Water-Use down 24% since 2007

February 13, 2014 Water Authority Board Actions on Drought Response

- Respond to Governor's call for conservation statewide
- Help maintain storage reserves should 2015 be dry
- Board Actions
 1. Activate the Water Authority's Water Shortage and Drought Response Plan, Voluntary Stage
 2. Declare a Regional Drought Response Level 1, Drought Watch condition
 3. Support the expediting of local and regional supply development



Water Shortage and Drought Response Plan

Drought Response Matrix

POTENTIAL SDCWA DROUGHT ACTIONS	REGIONAL STAGES		
	Voluntary Supply Management	SDCWA Supply Enhancement	Mandatory Cutbacks
Implement ongoing conservation programs (Assist member agencies in SBX7-7 compliance)	X	X	X
Call for increased voluntary conservation	X		
Enact communication strategy	X	X	X
Monitor supply conditions, water demands and storage levels	X	X	X
Put in and take from SDCWA Carryover Storage	X	X	X
Secure transfer option contracts	X	X	X
Call transfer options		X	X
Implement allocation methodology			X
Utilize Emergency Storage Program Supplies			X

2008 Model Drought Response Ordinance

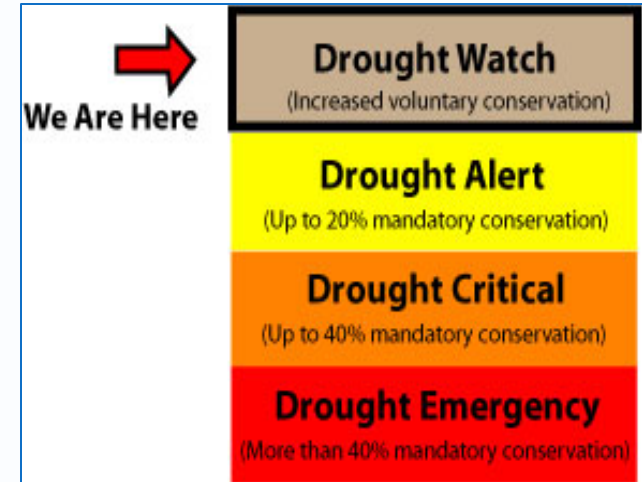
- Provide regional consistency
- Core water-use restrictions
 - Prohibit wasteful water practices
 - Progressive severity of restrictions
- All member agencies updated ordinances
 - Consistent levels
 - Restrictions vary slightly
- Levels and restrictions consistent with sample included in Office of Planning and Research, 2014 Local Government Drought Toolkit



Drought Response Level 1

Voluntary Water Conserving Measures

- ✓ Washing paved surfaces only when necessary for health and safety
- ✓ Eliminating inefficient landscape irrigation, such as runoff and overspray
- ✓ Irrigating only before 10am and after 6pm
- ✓ Serving and refilling water at restaurants only on request
- ✓ Offering hotel guests the option of not laundering their linens and towels daily
- ✓ Using recycled on non-potable water for construction activities when possible
- ✓ Use re-circulated water to operate ornamental fountains

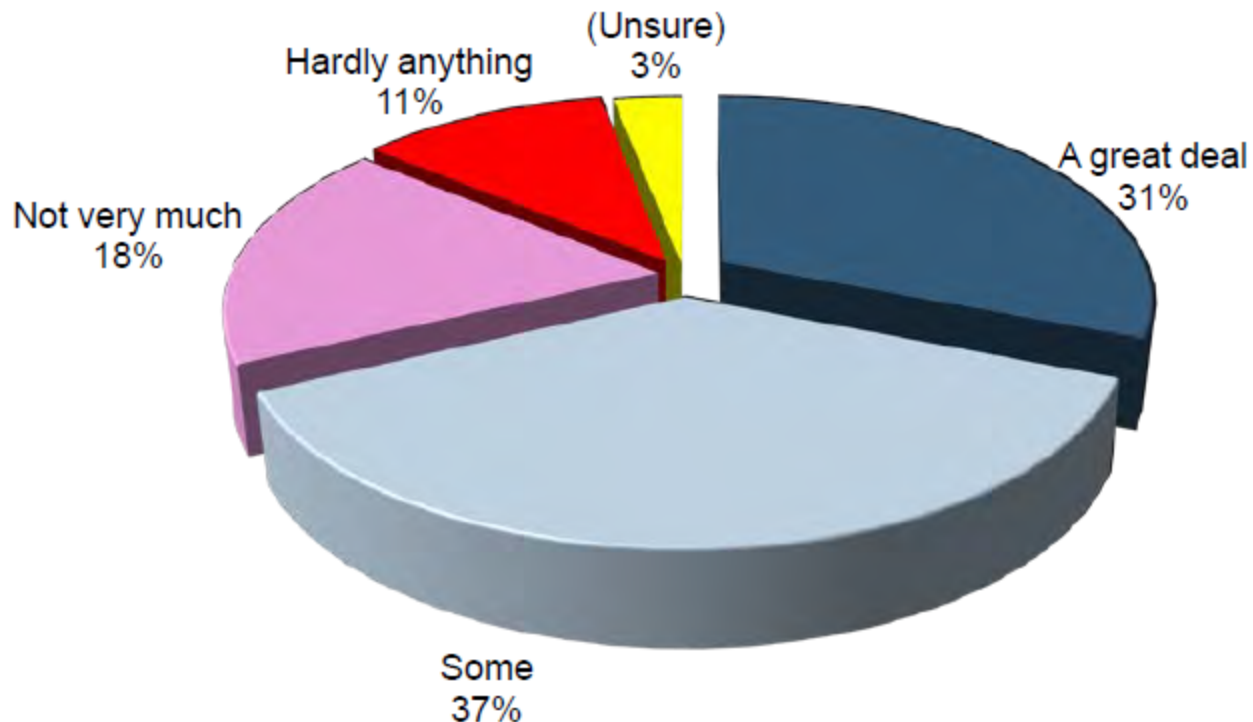


March 2014 Water Issues Public Opinion Poll



Drought Awareness in San Diego County

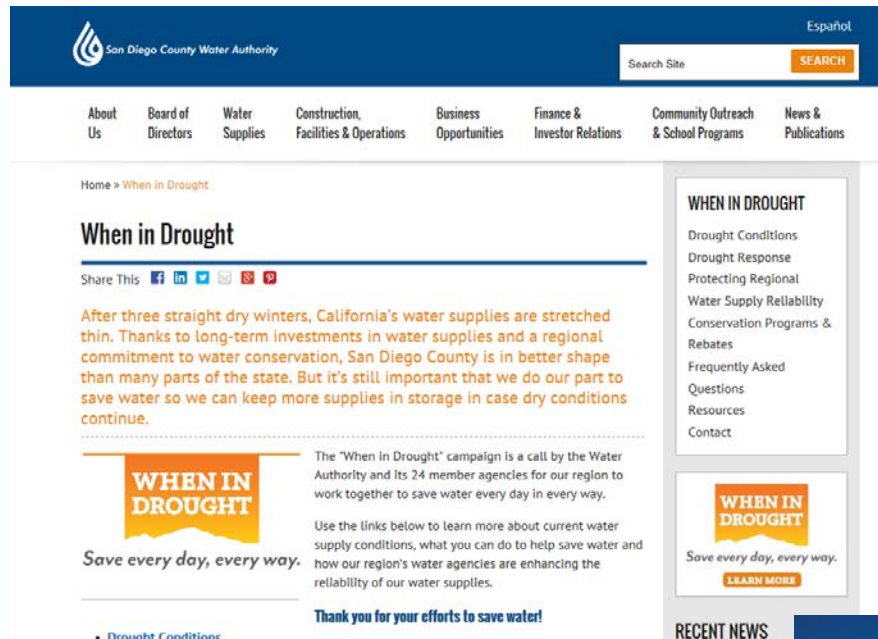
Q.10 "The governor and local water agencies are calling for increased voluntary water conservation because of a statewide drought. How much, if anything, have you heard about the water supply situation?" (n=1,000)



Base: All Respondents

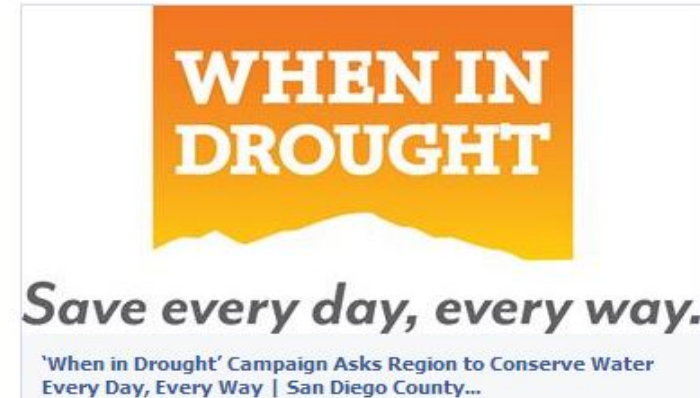


Conservation Outreach Campaign



San Diego Gas & Electric shared a link via San Diego County Water Authority.
16 minutes ago

A call for conservation from the San Diego County Water Authority. "When in Drought" Campaign Asks Region to Conserve Water Every Day, Every Way bit.ly/1hOVb6w



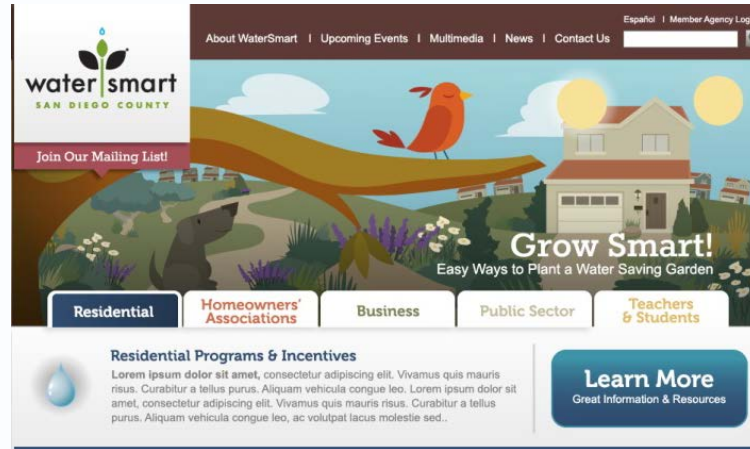
- Web Portal
- Advertising
- Social Media
- Partnerships
- Community Outreach



Rebates and Resources for WaterSmart Living



Rebates

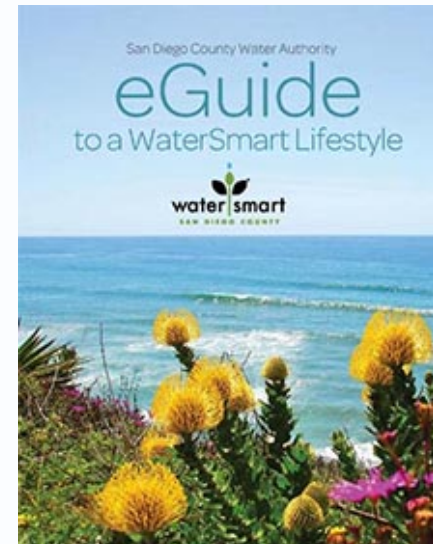


WaterSmartSD.org



**Turf Replacement
Program**

**Online digital
magazine**



Pursuing Grant Funding for Local Drought Preparedness Projects

- Drought Relief Legislative Package
 - Provides \$200 million through Integrated Regional Water Management (IRWM) drought preparedness funding
- San Diego IRWM Program preparing application for potential grant funding
 - Regional stakeholder process selecting projects for application
 - Excellent drought relief projects that produce new water
 - Expansion of water recycling, groundwater recovery, conservation programs
- Application due July 2014



Additional Near and Long-Term Actions to Provide Drought Protection



Carlsbad Seawater Desalination Project

- Nation's largest facility at 56,000 AF/YR
- On-line October 2015



San Vicente Dam Raise

- 152,000 AF additional carry-over and emergency storage
- Complete summer 2014 (followed by fill period)



Member Agency Potable Reuse Projects

- City of San Diego Proposed Pure Water Project
- Three phased project: 1st phase 15 mgd by 2023



WHEN IN DROUGHT

Save every day, every way.

www.whenindrought.org

www.watersmartsd.org

