



**CITY OF SAN DIEGO  
COUNCILMEMBER SHERRI S. LIGHTNER  
DISTRICT ONE**

**MEMORANDUM**

DATE: April 2, 2009  
 TO: Andrea Tevlin, Independent Budget Analyst  
 FROM: San Diego Councilmember Sherri Lightner  
 SUBJECT: Water Conservation Plans

As the Council will soon consider a program to reduce citywide water usage, I am requesting your office provide the following information that will help determine the best strategy to maximize water conservation in a fair manner without penalizing users who have previously conserved.

Please review other California water districts and/or cities of similar size (including Irvine Ranch Water District) that have instituted programs to reduce water consumption. As a part of your review, please analyze the recommendations, benefits and drawbacks of each strategy discussed in the California Department of Water Resources (DWR) 2008 Urban Drought Guidebook ([www.owue.water.ca.gov/docs/UrbanDroughtGuide.pdf](http://www.owue.water.ca.gov/docs/UrbanDroughtGuide.pdf)). In addition, please include the following information for the other water districts and/or cities of similar size:

- 1) Number, type, and total water volume of water accounts for the City of San Diego and/or the agency/city that you reviewed;

Class	# of Customers	Parcel Size	Purple Pipe in use (gal. used)	Purple Pipe-use possible (gal.)	2006	2007	2008
Single Family							
Multi-Family							
Commercial							
Institutional							
Agricultural							
Other							
Amt avail. in urban water mgmt plan							

- 2) Length of time each agency/city you reviewed needed to develop and implement their water reduction programs;

- 3) Staffing needs to develop and implement the different water reduction strategies and programs and the staffing needs to maintain it;
- 4) Results of the amount of water conserved per average user of each class when the different agencies/cities first implemented their programs and now;
- 5) Response and feedback from users including average users, users who are under their allotment, and users who go over their allotment;
- 6) Determine how each reviewed agency/city program and recommended state strategies manage all classes of users, including single family households, multi-family households, agricultural, institutional and commercial;
- 7) Determine how each reviewed agency/city program and each recommended state strategy addresses the special needs of institutions (like hospitals and schools) and industries like biotechnology that have a high need for an ample supply of process water;
- 8) Assess and analyze new technologies and methods that are available to reduce water consumption for industries like biotech and institutions like hospitals and schools, including their cost, effectiveness and availability;
- 9) Analyze whether each plan has determined the amount of water that cannot be reduced;
- 10) Analyze the benefits and drawbacks of each reviewed agency/city program and each strategy described by DWR. This must include how each plan is perceived by the users, the level of difficulty for the city to implement, and will provide long-term incentives for conservation beyond this current drought; and
- 11) Analyze each agency/city program and described DWR strategy on whether they achieve water reduction through penalties for over-consumption or incentives for conservation, and assess what is the best way to change consumer behavior for the long-term.

**Please complete this review by no later than April 15, 2009.** This information is needed by that date to consider alternatives for managing the water supply reduction which is proposed to start on July 1, 2009. If you have any questions, please contact my chief of staff, John Rivera at (619) 236-6611.

cc: Honorable Mayor Jerry Sanders  
Councilmembers  
Jan Goldsmith, City Attorney