

ITEM 2: DISCUSSION/ACTION – Discussion of changes to “Outreach and Education” and “Retrofit at Sale” Recommendations on Water Conservation

Outreach and Education

1. Substantially increase water conservation outreach and education among the general public, to establish a citywide water conservation ethic that will influence water use both indoors and outdoors and in both residential and commercial settings. Call on elected officials, community leaders, media outlets and other influential persons to participate in conveying the message of the importance of conserving water to ensure the sustainability of the region, even if it does not result in immediate cost reductions to consumers. Instruct city staff to report on the cost and effectiveness of past outreach and education efforts and to make recommendations for future efforts.

Retrofit at Sale

2. Aggressively enforce the existing Municipal Code provisions (Chapter 14, Article 7, Division 4) mandating retrofitting of existing structures with water-conserving fixtures prior to change of ownership. Instruct staff to investigate and report on the effectiveness of current monitoring and enforcement under these provisions, and request the City Attorney to advise on how these provisions could be enforced more effectively.