



STAFF REPORT

Meeting Date: October 6, 2015

To: Honorable Mayor & City Council

From: Trish Rhay, Assistant Director of Public Works Services, Infrastructure & Field Operations
Michelle Tse, Senior Management Analyst *ms1*

Subject: Update on Water Conservation Efforts, Water Enterprise Plan, and Capital Improvement Projects

Attachments: 1. Conservation Task Force Work List

INTRODUCTION

The City has been working on several water related projects during the past several months. This report provides an update on the City's water conservation efforts, Water Enterprise Plan, and water related capital improvement projects.

DISCUSSION

Water Conservation Update

On April 1, 2015, the Governor declared the first ever state-wide mandatory water use reduction of 25% from June 2015 through February 2016. In response to the Governor's declaration, the State Water Resources Control Board ("State Water Board") adopted an emergency conservation regulations on May 5, 2015. The regulation includes numerous prohibitions on potable water usage and assigns a conservation reduction target to each urban water supplier, based on the residential gallons per capita per day consumption. The City received a conservation target of 32%.

During the last several months, the City has made water conservation a priority. The City has developed and implemented numerous policies, programs, and outreach materials to promote conservation and education. A 15-person Conservation Task Force was created which includes at least one representative from each department to coordinate citywide program efforts. The following highlights are some of these efforts:

- Developed a water-efficient appliance rebate and turf removal rebate program;
- Adopted a penalty surcharge structure and revisited rates;
- Created a landscape consultation program;
- Attended community events to promote water conservation;
- Enhanced residents' tools to view and understand their water usage with improvements on Water Tracker;

- Developed more than 60 different outreach materials — including postcards, mailers, brochures, signs, banners, pledge cards, newsletters, and videos — that have been distributed, displayed, or shown throughout the City;
- Engaged a public relations and marketing consultant to develop a long-term water conservation campaign.
- Developed standards for installation of artificial turf in residential front yards.

Each month, the City is required to submit a monthly report to the State Water Board regarding its conservation efforts for the previous month. Table 1 is a summary of the water use reduction numbers that were submitted to the State Water Board for the past four months when Stage D conservation measures were enacted.

Table 1: Summary of Beverly Hills Water Use Reductions Submitted to the State Water Resources Control Board

	May	June	July	August	Total
	Acre Feet				
2013	1047.3	1077.4	1185.5	1184.4	4494.6
2015	869.6	841.7	929.0	976.6	3616.9
% Reduction	17.0%	21.9%	21.6%	17.5%	19.5%

The general trend with neighboring cities appears to be that the reduction percentage decreased in August 2015 compared to July 2015. For instance, Culver City reported a 17% reduction in August 2015 compared to 20% in July; Santa Monica reported a 21% reduction in August 2015 compared to 25% in July 2015. The likely reason for the drop in water savings may be due to average warmer temperatures in August 2015 compared to August 2013. A table showing the varying temperatures is included below.

August 2015 Weather Temperatures:

Average	Ave. Daily Max.	Ave. Daily Min.	Min.
77.43	95.94	64.03	56

Source: <http://www.wrcc.dri.edu/cgi-bin/rawMAIN.pl?caCBEV>

August 2013 Weather Temperatures:

Average	Ave. Daily Max.	Ave. Daily Min.	Min.
74.53	93.71	61.42	55

Source: <http://www.wrcc.dri.edu/cgi-bin/rawMAIN.pl?caCBEV>

During the last few months, the City has been developing tools and identifying additional resources and strategies to further promote water conservation efforts. Additionally, the penalty surcharge assessments will appear in the October 2015 bills and staff anticipates this will increase conservation efforts. Additionally, staff recognizes conservation efforts impact the overall water operating system costs and an analysis is currently taking place regarding the City's existing water rate structure. The findings from this analysis will be conveyed to the City Council at a future meeting.

The City now has a Code Enforcement Officer completely devoted to water conservation and enforcement. This Code Enforcement Officer is tasked with enforcing water use restrictions, investigating incidents of reported water waste, issuing citations if warranted, as well as conducting on-site education efforts. Repeat violators will be given monetary fines or constitute a misdemeanor and, upon conviction, shall be punishable up to \$1,000 dollars.

Additionally, staff has been working with a recruiting firm to seek qualified candidates for the Conservation Administrator position. The position is currently posted and the application deadline is October 9, 2015. Initial screening of the applications and scheduling of interviews will be held shortly thereafter. It is anticipated that the position will be filled before the end of this calendar year.

It is noted that the City has been issuing warning notices to violators since the City's initial declaration of Stage B (10% reduction) in January 2015 before elevating to Stage D (30% reduction). Table 2 below is a summary of reported water waste reports received by the City and issuance of warning notices during Stage D. Repeat violators would be issued an administrative citation which includes a fine; there have been no repeat violators recorded from June 2015 to date.

Table 2: Summary of Water Related Notifications during City's Stage D Declaration for Period June 2015 - September 2015

Month	No. of Warning Notices	No. of Repeat Offenders	No. of Resident Complaint	No. of Follow Up Notices (Warning Notices + Resident Complaints)
June 2015	83	0	23	106
July 2015	73	0	12	85
Aug. 2015	52	0	9	61
Sep. 2015	24	0	2	26

Additionally, City staff has been working to enhance functions within Water Tracker to conduct targeted education efforts. The additional functionalities will allow staff to use the continuous usage detection in Water Tracker for mailings notifying water customers of potential leaks. Staff is working with the vendor to develop customized reports showing overall water savings and using the information to assist customers to increase conservation efforts. These efforts will complement the City's outreach efforts such as the residential toolkit and other mailings, and revamped website which will go live in the next few weeks. All of the City's education and enforcement efforts were submitted to the City's State Water Resources Control Board ("State Water Board") in response to their request for information on the City's water conservation and reduction strategies. At this time, the State Water Board has acknowledged receipt of the City's letter and contact the City if additional information is needed.

Water Enterprise Plan Update

Staff has been working on identifying consultants with the necessary skillsets and qualifications to assist with water banking and groundwater development projects as identified in the Water Enterprise Plan. A consultant has been identified to assist the City with developing and reviewing water banking opportunities. Additionally, staff has been interviewing three different consultants to develop a feasibility study and design scope of work related to Central Basin groundwater well development. Staff anticipates the Request for Proposal ("RFP") will be ready for advertisement in October 2015.

Staff is also working with a recruiting firm to proactively seek qualified applicants for the Water Resource Manager and Project Manager positions. The job posting will be on the City's website until October 9, 2015. Initial screening of the applications and scheduling of interviews will be held shortly thereafter. It is anticipated that the position will be filled before the end of this calendar year.

Water Related Capital Improvement Project Updates

Over the past several years, the City has made a substantial investment in the water distribution infrastructure, including the reconstruction and rehabilitation of reservoirs and the replacement of water main pipelines and associated facilities. Specific projects include the Coldwater Canyon Reservoir, rehabilitation Reservoir 4A , Reservoir 4A Overflow, and five Steel Tank Currently, four water related capital improvement projects are in the bidding and construction phase. These four projects will upgrade existing water distribution and treatment infrastructure and develop additional groundwater supply. Staff is also working on a pilot program to capture and store non-potable water near the Cabrillo Reservoir 4B on Coldwater Canyon. The following sections provide updates on each of these projects.

1) FY13/14 Water Main Replacement Project (CIP NO. 0387)

This project replaces aging and deteriorated underground water pipelines and associated appurtenances at various locations throughout the City. The work includes the installation of approximately 19,000 feet of 8-inch ductile iron pipe, 2,900 feet of 12-inch ductile iron pipe, 800 feet of 16-inch ductile iron pipe, 140 butterfly valves, 3 air release and vacuum valves, 8 fire hydrants, 28 fire service laterals, and 535 associated domestic service laterals. Pipelines that are to be replaced have reached the end of their useful life and have experienced water main breaks. The new pipelines are anticipated to have a service life in excess of 75 years.

The construction project was awarded on April 1, 2014 and construction began in June 2014. The project is substantially complete at this time. The contract will be accepted and a notice of completion will be recorded in the near future pending the completion of the installation of water meter boxes and pavement restoration. The current amount expended on the construction phase of this project is approximately \$3.9 million.

2) Rehabilitation/Upgrading of the Reverse Osmosis Water Treatment Plant (CIP NO. 0795)

This project includes several maintenance repairs and operational upgrades to the existing Water Treatment Plant. Due to the corrosive nature of the chemicals utilized in the water treatment process, several areas of the plant, including pipes, pipe supports, electrical conduits, valves and floor and wall surface coatings have deteriorated and require rehabilitation or replacement. Additionally, upgrades to the plant control system and components that will improve operational efficiency and safety are included. The improvements are all conducted within the existing Plant footprint, and include reconstruction/rerouting of the existing industrial waste line, the addition of baffle walls and an interior coating to the product water clearwell, new plant floor coatings and upgrade existing coatings, new chemical dosing pump skids, addition of electric actuators to certain manual valves, addition of air gaps for existing brine box and Clean-in-Place tank/scavenger tank per Division of Drinking Water regulations, and the addition of new control hardware and associated programming to improve plant operability.

The construction project was awarded on June 8, 2015 and construction began in August 2015. The construction phase of the project is anticipated to take approximately 9 months and is anticipated to be completed in April 2016. The construction contract amount is approximately \$2.6 million.

3) CIP NO. 0916 - Shallow Groundwater Wells at 342 Foothill Road

This project is for the drilling and construction of two shallow groundwater wells at 342 Foothill Road based on a Hydrogeologic Feasibility Study and Preliminary Design Report for Development of Shallow Groundwater Near Water Treatment Plant prepared by Richard C. Slade & Associates, in 2009 and updated in 2014. Upon completion of the well construction, a

water quality testing and permitting phase will begin. It is anticipated that the testing and permitting phase will take one year per the requirements of the State Water Resources Control Board – Division of Drinking Water.

The project was awarded on September 10, 2015. Preconstruction activities, including the execution of the construction contract, submittal of bonds and insurance and the development of the construction schedule are currently on-going. Mobilization of drilling equipment and the start of construction is anticipated to begin in November 2015. Construction of the wells is expected to take approximately 3 months. The construction contract amount is approximately \$1.0 million.

4) CIP NO. 0796 - Greystone Reservoir Joint Sealant Rehabilitation

This project includes several maintenance repairs to the existing 19 million gallon underground concrete reservoir. The sealant between concrete joints in the floor of the reservoir has deteriorated and requires removal and replacement. Additionally, existing valves are to be rehabilitated and deteriorated concrete surfaces are to be repaired. One-half of the reservoir will remain in service during the construction project.

Bids for the project are due on October 15, 2015. It is anticipated that the project will be awarded at a November 2015 City Council meeting. After the construction contract is awarded and the contract is executed, preconstruction activities including the submittal of the required bonds and insurance, development of a project schedule, ordering of materials and mobilization will begin. Preconstruction activities are anticipated to occur in December and construction will likely begin in January 2016. The duration of construction is expected to be 11 months. The Engineer's estimate for this project is \$750,000.

5) Cabrillo Reservoir 4B Non-Potable Water Capture and Storage

Staff is working on a pilot program near the inactive Cabrillo Reservoir 4B on Coldwater Canyon. Staff is currently evaluating the groundwater quality near this location and the potential to collect groundwater to serve as a non-potable water supply. The non-potable water supply may be used to support City operations, such as street sweeping and the filling of fountains.

FISCAL IMPACT

The various programs and capital projects referenced in this report are included in the FY15/16 budget.

RECOMMENDATION

The information is provided to the City Council for informational purposes.



George Chavez

Approved By

Attachment 1

**City of Beverly Hills
Water Conservation Task Force**

Last Updated 10/1/2015

Group	#	Item	End Goal/ Final Deliverable	Public Works	Policy Management	Community Services	Community Development	IT	Admin. Services	Capital Assets	Lead Staff member(s)	Timing	Status	Status Description
C+S	1	Residential toolkit	Compile informational materials developed by Cook + Schmid that will be mailed as a packet to all residential water customers and occupants.	Lead	x						Michelle, Therese, C+S	10/13/2015	In Progress	The toolkit will print during the week of October 5th and should begin mailing on October 13th.
C+S	2	Water Advocate Event	Organize and train Water Advocates, community stakeholders who can spread the word about water conservation, and establish a long-term plan for program	Lead	x						Michelle, C+S	11/7/2015	In Progress	The program is in development and a part of regular standing conference calls.
	3	Street pole banners	Produce and install approximately 150 street banners with water conservation messaging.	x	Lead						Logan, Michelle, Therese, Ryan	10/15/2015	In Progress	Display conservation banners on high traffic roadways throughout the city.
	4	Large Property Letter	Send out a letter regarding water conservation to owners of large residential properties.	Lead	x						Michelle, C+S, Logan	Mid-October	In Progress	Letter drafted and complete. Identifying the largest properties with Capital Assets GIS team to develop a mailing list.
C+S	5	Business Toolkit	Compile informational materials and water conservation messaging that will be distributed to businesses during enforcement routes, upon request and through the Chamber of Commerce.	Lead	x						Michelle Therese, C+S	October	In Progress	C+S has begun developing business-specific materials.
	6	Yard signs	Produce and distribute water conservation yard signs to residents.	Lead	x		x				Logan, Cynthia	October	In Progress	Yard sign design is being finalized.
G3LA	7	G3 promotion	Advertise the G3 program to encourage more signups.	x	Lead							9/1/2015	Ongoing	Posted flyer on city's website and inserted into every utility bill
Outreach Event	8	Temple Emmanuel outreach	Speak about water conservation efforts at panelist and organize a conservation booth.	Lead							George, Michelle	9/23/2015	Complete	
Water Tracker	9	Water Tracker Promotion	Advertise the Water Tracker software to encourage more signups.	Lead	x								Ongoing	Inserted sign up flyer into each utility bill beginning August 25.
	10	Elementary School program	Develop a program targeted to elementary students for the regular academic year.	Lead	x	x					Michelle, Logan	10/12/2015	In Progress	Program and contest to launch in October and includes the BH Public Works Water Conservation Photo Contest.
C+S	11	Enforcement educational toolkit	Compile informational materials and speaking points developed by Cook + Schmid that will be provided to water enforcement officers for training and outreach purposes.	Lead	x		x				Michelle, Therese, C+S	9/3/2015	Complete	Training for enforcement staff took place on September 3rd.
	12	Revamp website, round 2	Work with Cook + Schmid consultants to further develop City's conservation website to create a microsite that feels independent of City's website.	x	x			Lead			Michelle, Anne, Therese, Ryan	October	In Progress	Staff is working with C+S on site design and layout in regular standing meetings.
	13	Drought Tolerant Landscaping Signs	Develop drought-tolerant landscape signs for City Hall common areas	Lead	x	x						Late October, Early November	In Progress	
	14	Rain Barrels	Look into purchasing rain barrels and distributing them to water customers.	Lead							Michelle	Late October, Early November	In Progress	
Outreach Event	15	Horace Mann PTA outreach	Speak about water conservation efforts to Horace Mann PTA.	Lead							Michelle	10/15/2015	In Progress	Developing presentation for both PTA events.
Outreach Event	16	Hawthorne PTA outreach	Speak about water conservation efforts to Hawthorne PTA.	Lead							Michelle	10/14/2015	In Progress	Developing presentation for both PTA events.
Outreach Event	17	Beverly Hills DCS meeting	Speak about water conservation efforts.	Lead							Michelle	To be scheduled	In Progress	
Pledge	18	Water Conservation Pledge Goal	Get 1,000 water conservation pledges signed.	Leads	x								In Progress	757 pledges signed to date
Facilities	19	Plumbing fixtures	Explore the possibility of upgrading high-water-consuming fixtures in City facilities.	Lead							Michelle		In Progress	
G3LA	20	Beverly Hills Landscape Guide	Complete and distribute the Beverly Hills Landscape Guide.	Lead	x						Caitlin	October	In Progress	Pending final edits for for last round of revision
	21	Public meetings	Compile a list of all public meetings and events for internal use.		Lead						Kevin		Complete	
Water Tracker	22	Water Tracker usage targets	Include usage targets on Water Tracker.	x				x	Lead		Tatiana	9/1/2015	Complete	Phase 1 to be completed 8/1
	23	Utility bill inserts	Create a schedule for utility bill inserts for the 60-day billing cycle.	Lead	x						Logan	8/15/2015	Complete	Inserting water tracker and G3 flyers through October 25, next round will include additional water saving tips
Website	24	Leak widget	Incorporate and maintain a leak widget.		x			Lead			Anne		In Progress	The widget is complete, but pending further Task Force review and comments.

Group	#	Item	End Goal/ Final Deliverable	Public Works	Policy Management	Community Services	Community Development	IT	Admin. Services	Capital Assets	Lead Staff member(s)	Timing	Status	Status Description
Water Tracker	25	Water Tracker PSA	Develop a PSA to post online that explains how to sign up and use Water Tracker.	x	Lead			x			Therese	8/15/2015	Complete	
	26	Team Beverly Hills	Integrate water conservation and outreach into PWS lecture.	Lead							Logan	10/15/2015	In Progress	PWS typically delivers its lecture in November. Coordinate with Arnetta as event nears.
G3LA	27	Garden Guru survey	Prepare a questionnaire via Survey Monkey to send to Garden Guru Program participants after completing the program.	Lead	x						Michelle, Logan	8/7/2015	Complete	The survey is live and will possibly include a certificate to one randomly selected winner, so as to incentivize completing the survey.
Mailers	28	Penalty pass-through letter	Draft, finalize and send out a letter to all landlords an apartment renters that explain the penalty pass-through possibilities.	Lead			x		x		Logan	September	Complete	Letters were mailed out in late September
Mailers	29	Penalty surcharge and appeals letter	Draft, finalize and send out a letter to all water customers that explains upcoming surcharges and the corresponding appeals process.	Lead	x						Caitlin	8/21/2015	Complete	Letters to go out during the week of August 31.
	30	Water Consumption Maps	Create maps of water consumption by neighborhood for internal use.				Lead						Complete	Graphic completed and distributed to Task force to identify new usage patterns
Business	31	Hotel Outreach Meeting	Meet with Hotels to discuss drought crisis and water conservation opportunities.	x	Lead						Megan, Michelle	7/1/2015	Complete	
Business	32	Car Dealership Outreach Meeting	Organize a meeting/workshop with car dealerships for educational outreach.	x	Lead						Megan	6/9/2015	Complete	
C+S	33	Cook+ Schmid agreement	Execute an agreement between CBH and Cook + Schmid to develop marketing materials and a water conservation strategic plan	Lead							Michelle, Logan	7/28/2015	Complete	The agreement has been executed.
Employee	34	Employee letter	Send an email to all City employees from Mahdi Aluzri that explains the conservation and how City employees can conserve. Print and distribute this letter for field service workers who may not check City email often.	x	Lead						Kevin	7/1/2015	Complete	The letter was distributed via email and hard copy in PWS first floor lounge
G3LA	35	G3LA agreement	Execute an agreement between CBH and G3LA to develop a garden coaching program.	Lead							Michelle, Logan	6/23/2015	Complete	
G3LA	36	Session Visit	Participate in a Garden Guru session and to better understand the program and coordinate outreach.	Lead							Michelle, Caitlin, Logan	7/29/2015	Complete	Scheduled a follow up meeting with PWS staff.
G3LA	37	G3LA amendment	Amend the G3LA agreement to include costs beyond the \$50,000 threshold.	Lead							Michelle	7/17/2015	Complete	
G3LA	38	Garden Guru flyer	Produce and distribute a flyer that advertises the City's Garden Guru program.	Lead	x						Logan, Aram	7/31/2015	Complete	
Graphics	39	Postcard mailer	Send a postcard mailer with water-saving tips to all addresses within the water service area (25,000 addresses).	Lead	x						Logan, Ryan, Aram	6/22/2015	Complete	The mailer was sent out during the week of July 6/22
Graphics	40	Postcard flyers	Distribute postcards with water-saving tips to all City departments to display on countertops in public areas (i.e. front desks).	x	Lead						Ryan, Aram	6/22/2015	Complete	The postcard flyers were distributed during the week of 6/22.
Graphics	41	Laminated signs	Post stage D bathroom that indicate customers must conserve water usage by at least 30% in all City facilities.	x	Lead						Ryan, Aram	7/14/2015	Complete	The laminated bathroom signs were posted as of the week of 7/7.
Graphics	42	Countertop signs	Display countertop signs with water-saving tips and restrictions in high-traffic areas of City facilities (i.e. front desks).	x	Lead						Ryan, Aram	7/14/2015	Complete	The countertop signs were distributed as of the week of 7/7.
Graphics	43	Poster board signs	Display large poster board signs with water-saving tips and restriction in high-traffic areas of City facilities (i.e. on easels near entrances to main facilities and common areas).	x	Lead						Ryan, Aram	7/14/2015	Complete	The poster board signs were distributed as of the week of 7/7.
Graphics	44	Door hanger	Produce a door hanger with water saving-tips and restrictions in both English and Spanish for Community Development Public Work services to hang during enforcement routes.	x	Lead						Ryan, Aram	7/14/2015	Complete	The door hangers were distributed to PWS enforcement and customer service staff as well as Community Development enforcement staff during the week of 7/14.
Graphics	45	Water fountain signs	Produce and display signs at all City water fountains and water features that explain water is recirculating.	x	Lead						Ryan, Aram	7/14/2015	Complete	The water fountain signs were all posted as of the week of 7/14.
Graphics	46	Truck signs	Produce six a-frame signs for street cleaning crew that do power washing on streets and sidewalks (two signs for each truck).	Lead	x						Ryan, Aram	7/21/2015	Complete	Four signs will be stored in graphics until appropriate equipment can be produced. There is currently only one truck doing power washing that displays two signs, but we have plans to outfit two additional trucks.
Graphics	47	Watering days schedule	Redesign watering days schedule so that it is integrated with the design of all water conservation materials.		Lead						Ryan, Aram	6/15/2015	Complete	The schedule was redesigned during the week of 6/15.
Graphics	48	Parking Valet Signs	Produce and display water conservation signs at entrances to City parking facilities	x	Lead						Ryan		Complete	
Graphics	49	Median signs	Produce and display metal signs for Sunset and Burton medians that explain why grass has gone brown.	x	Lead							8/14/2015	Complete	Signs complete and posted. How many signs?
Mailers	50	Water rate letter	Draft, finalize and send out a water rate letter to every address in the City's water service area.	Lead	x			x	x		Michelle	7/20/2015	Complete	Letters sent out during the week of 7/20.
Pledge	51	Stickers	Produce "I pledge to conserve water!" stickers for outreach at Beverly Hills summer camps.	Lead							Logan, Ginelle		Complete	Logan will order 500 more stickers.
Pledge	52	Pledge cards	Produce water conservation pledge cards for summer camps	Lead							Tania		Complete	More than 400 pledge cards signed at camps.

Group	#	Item	End Goal/ Final Deliverable	Public Works	Policy Management	Community Services	Community Development	IT	Admin. Services	Capital Assets	Lead Staff member(s)	Timing	Status	Status Description
Pledge	53	Water droplet card	Produce and cut water droplet cards to accompany water conservation pledge cards. These water droplets will be signed and returned to city for a separate display.	Lead							Tania, Logan		Complete	
Pledge	54	Summer camp outreach	Present about water conservation to fourteen summer camps and encourage participants to sign the water conservation pledge and to return the conservation droplet.	Lead	x						Logan, Ginelle		Complete	
Pledge	55	National Night Out	Coordinate with PWS staff to integrate water conservation pledges into the department display/photo booth.	Lead	x						Ryan, Logan	7/31/2015	Complete	
Pledge	56	Minecraft Program Outreach	Introduce the water conservation pledge at the Minecraft event and encourage students to take the water conservation pledge.	x		Lead					Ken	8/3/2015	Complete	
Water Rates	57	Prop 218	Resolve any Prop 218 issues for water rates.	x					Lead		Tatiana		Complete	
Water Rates	58	Tiers and surcharges	Determine legal framework for tiers and surcharges.	x					Lead		Tatiana		Complete	
Water Rates	59	Standard rates	Conduct an analysis of standard rates.	x					Lead		Tatiana		Complete	
Water Rates	60	Penalty surcharge	Develop a water usage penalty surcharge.	x					Lead		Tatiana		Complete	
Water Rates	61	Penalty surcharge	Analyze the fiscal impacts of implement a penalty surcharge.	x					Lead		Tatiana		Complete	
Water Rates	62	Appeals process	Determine an appeal process and appropriate escalation procedures for fines associated with water usage violations.	x					Lead		Tatiana		Complete	
Water Rates	63	Water rate tiers	Implement new water rate tiered structure.	x					Lead		Tatiana		Complete	
Water Tracker	64	Water Tracker flyer	Produce a Water Tracker flyer that describes the software's features and demonstrates how to login.	Lead							Michelle, Ginelle, Aram		Complete	
Website	65	Revamp website, round 1	Design City water conservation site to have a unified theme and to be more easily navigated.		Lead						Ryan		Complete	
Website	66	Revamp website, round 1	Include separate sections for business and residential customers on the website.		Lead						Ryan, Therese		Complete	
Website	67	Revamp website, round 1	Upload tips content to website		Lead						Ryan, Therese		Complete	
Website	68	Upload materials	Upload and maintain residential and commercial information on conservation website.		Lead						Ryan, Therese		Complete	Making updates as needed.
Website	69	FAQ	Incorporate and maintain FAQ section on City's conservation website.		Lead						Ryan, Therese		Complete	Making updates as needed.
Website	70	Educational resources	Incorporate and maintain an educational resources section.		Lead						Ryan, Therese		Complete	
West Hollywood	71	West Hollywood Data	Provide West Hollywood water consumption data to City of West Hollywood.	Lead							Logan		Complete	
West Hollywood	72	West Hollywood Water Conservation Task Force	Attend the West Hollywood Task Force meeting to exchange ideas and explore other potential meeting formats.	Lead							Michelle, Logan		Complete	
	73	#BHWaterHeroes	Develop a hashtag for various social media platforms so that individuals have the opportunity to easily interact with the City on social media regarding water conservation.		Lead						Ryan		Complete	#BHWaterHeroes is being used on Facebook, Twitter and Instagram and will be integrated into printed materials going forward.
	74	Elevator screen display, BH ₂ O logo	Display conservation messaging in all City elevators equipped with the appropriate screens.	Lead	x						Logan, Ryan		Complete	Only verified at the two City Hall elevators
	75	Library display	Create a water-conservation-themed book display near the entrance to the City library.			Lead					Dana		Complete	
	76	Conservation coloring book	Produce and distribute BH ₂ O-branded water conservation coloring books to summer camp participants along with conservation talking points to camp counselors.			Lead					Dana		Complete	
	77	City Manager's Report	Update City Council regarding conservation efforts and progress.	Lead	Lead						Donielle, Therese	7/20/2015	Complete	
	78	Chamber building	Display large water conservation poster board sign in the 9400 building.	Lead							Logan	7/20/2015	Complete	
	79	30% conservation banner	Replace the old conservation banner with updated language and branding.	Lead	x						Ryan, Logan	7/14/2014	Complete	Future banners will exclude specifics for maximum usability.
	80	Spanish translation	Translate conservation language into Spanish for materials such as door hangers and flyers.	Lead							Logan		Complete	Coordinated with Mario for translation.
	81	Fire-wise plant list	Provide the list for Ryan to link to the City's conservation webpage.		Lead	x					Ryan, Ken		Complete	
	82	36% conservation banner	Produce and display water conservation banner with 36% language above entrance Rexford entrance to Civic Center parking garage.	x	Lead								Complete	
	83	Spanish translation	Translate the City's two-day watering schedule into Spanish	Lead							Logan		Complete	
	84	Writers' Bloc Meeting	Coordinate a writers' bloc meeting related to water consumption and conservation.	x	Lead						Therese	5/22/2015	Complete	
	85	Utility bill insert (round 1)	Produce a utility bill insert with water saving-tips and restrictions for all water bills over a 60-day period.	x	Lead				x				Complete	Insert began on 6/21/2015

Group	#	Item	End Goal/ Final Deliverable	Public Works	Policy Management	Community Services	Community Development	IT	Admin. Services	Capital Assets	Lead Staff member(s)	Timing	Status	Status Description
	86	WeHo National Night Out	Coordinate with Manny to attend west side West Hollywood event and reach out to water customers about the Garden Guru program and water usage policies.	Lead							Michelle, Logan	8/4/2015	Complete	
C+S	87	Color on Demand agreement	Execute an agreement between CBH and Color on Demand to print and mail marketing materials and informational documents related to water conservation to community stakeholders and customers.	Lead							Michelle, Logan	7/31/2015	Complete	
Mailers	88	Mailing list	Create mailing lists for all appropriate stakeholders for City's planned mailings related to conservation.	Lead				x				7/31/2015	Complete	Mailing lists finalized for (1) UB customers, (1) Assessor parcel owner mailing addresses and (3) residential toolkit mailer
	89	Utility bill revamp	Redesign utility bill.	x				x	Lead		Tatiana	8/1/2015	Complete	Phase 1 to be completed August 1
	90	Appliance and fixture information	Compile information regarding how much water appliances and fixtures consume.	x		Lead							Not Started	
Pledge	91	Step-and-repeat	Produce a BH20 backdrop that integrates the returned water droplets and water conservation pledge so that individuals may take photos/selfies at City events after signing the water conservation pledge.	Lead	x						Logan, Ryan		On Hold	
Pledge	92	Teen Scene	Reach out to Teen Scene organizers to develop a program/event focused on water conservation.	x		Lead					Logan		On Hold	
	93	Watering language	Determine whether it is appropriate to use 8-minute language on watering schedule and marketing materials.	Lead								8/4/2015	On Hold	Discussing alternative options with C+S
	94	Teen Advisory Group	Reach out to Teen Advisory Group regarding water conservation.			Lead					Dana		On Hold	
	95	Elevator screen display, extended	Display additional conservation messaging in the screens, once a more formalized process for producing and uploading content has been established.	Lead	x						Ryan, Logan		On Hold	Get updates from CL or CA to see if we can produce more content and how that might get uploaded.
	96	BH Courier	Develop and produce conservation ads/pages in the Beverly Hills courier that explains the drought situation, the City's response and upcoming water rate changes.			Lead					Therese		Ongoing	Content developed. Disseminating additional ads as needed.
Business	97	Chamber of Commerce Outreach	Continue to coordinate with the Chamber regarding water conservation	x	Lead						Megan		Ongoing	
C+S	98	C+S Regular Standing Meetings	Meet with C+S regularly to discuss updates and status for the various programs and collaterals.	Lead	x		x				Michelle, Therese, Logan, C+S	Weekly	Ongoing	Conference calls are held two times a week.
Customer Service	99	Customer service updates	Update customer service team regarding policies and water-conservation-related items.	Lead							Michelle	Weekly, as needed	Ongoing	
Customer Service	100	Address comments and complaints	Pull Comcate reports and address question and comments from the public.	Lead							Michelle	Weekly, as needed	Ongoing	
Employee	101	Update Staff	Update staff on policy changes and distribute department head meeting memos.	Lead							Michelle	As needed	Ongoing	
G3LA	102	Garden Guru Program	Conduct landscape irrigation audits. Track, follow up and follow up with G3LA and address any issues that arise as the program moves forward.	Lead							Michelle		Ongoing	Approximately 72 customers have signed up as of 7/21. Approximately 35 customers have completed the entire process.
Water Tracker	103	Water Tracker, data issues	Address performance and data issues.	x				Lead			Alain, Michelle	8/1/2015	Ongoing	Phase 1 to be completed August 1
Website	104	Rebate information	Upload and maintain rebate information on City's conservation website.		Lead						Ryan, Therese		Ongoing	Continually working with MWD to ensure website can accommodate City's supplemental program.
	105	BHTW	Coordinate Beverly Hills This Week messaging.			Lead					Therese	As needed	Ongoing	
	106	Employee email blasts	Send out email blasts to employees			Lead					Ryan, Therese	As needed	Ongoing	
	107	Regular Standing Meetings	Organize weekly Water Conservation Task Force meetings in order for all City departments to collaborate to effectively disseminate a conservation message.	Lead	x	x	x	x	x	x	Michelle, Logan		Ongoing	
	108	Water Rebates Program	Implement water rebates program.								Michelle		Ongoing	City is still offer \$1.75 dollar rebates
	109	Water Heroes	Find and promote a Beverly Hills Water Hero each month.		Lead						Ryan	Monthly	Ongoing	July, Ginelle Wolfe
	110	Council speaking points	Provide water conservation speaking points for indoor and outdoor watering tips for a council member to read at the start of each formal meeting.		Lead						Ryan		Ongoing	
	111	Monitor continuous flow	Monitor continuous flow an city facilities.	Lead							Michelle	As needed	Ongoing	
	112	Monitor continuous flow	Monitor continuous flow, leaks and leak remediation for water accounts	Lead				x			Michelle		Ongoing	
	113	Community events	Promote water conservation and community events.	x	x	Lead	x	x	x	x	Staff	As needed	Ongoing	
	114	Weekly Water Topic	Promote the weekly water topic on social media.			Lead					Ryan	Weekly	Ongoing	
	115	Press releases	Draft and finalize press releases.	x		Lead					Therese	As needed	Ongoing	

Group	#	Item	End Goal/ Final Deliverable	Public Works	Policy Management	Community Services	Community Development	IT	Admin. Services	Capital Assets	Lead Staff member(s)	Timing	Status	Status Description
	116	Water Topic E-blast	Distribute weekly water topic E-blast.			Lead					Ryan		Ongoing	
	117	Newsletter	Produce and distribute a quarterly newsletter with a water conservation focus.			Lead					Ryan, Therese	Quarterly	Ongoing	Developing content for next newsletter.
	118	Photos on social media	Collect and upload photos regarding City's water conservation activities on social media sites.			Lead					Ryan	As needed	Ongoing	
	119	Water conservation on social media	Post water conservation videos, podcasts news stories, etc. on social media and website.			Lead					Ryan	As needed	Ongoing	
	120	Mass emails	Send out water conservation mass emails			Lead					Ryan	As needed	Ongoing	
	121	Editorials	Draft editorials regarding water conservation and drought crisis.			Lead					Therese	As needed	Ongoing	
	122	Media interviews	Coordinate media interviews.			Lead					Therese	As needed	Ongoing	