



CITY OF BEVERLY HILLS

PUBLIC WORKS SERVICES DEPARTMENT

MEMORANDUM

TO: PUBLIC WORKS COMMISSION

FROM: Trish Rhay, Assistant Director of Public Works Services, Infrastructure & Field Operations 
Donielle Kahikina, Deputy Director of Public Works Services, Operational Support 
Caitlin Sims, Senior Management Analyst *met*

DATE: September 10, 2015

SUBJECT: WATER CONSERVATION OUTREACH UPDATE

ATTACHMENT: 1. Conservation Task Force Master Work List

This report highlights staff activities related to the City's Water Conservation and Outreach efforts.

General Updates

- The City received an Information Order Request from the State Water Resources Control Board (SWRCB) requesting additional information about the City's water conservation efforts since the City did not meet its 32% cutback target in June 2015. Staff submitted responses to the SWRCB's questions and provided a packet of information highlighting all of the City's efforts. Staff will continue to provide information to the SWRCB upon request.
- The City Council adopted an amendment to the Stage D Water Conservation ordinance that clarified policies related to commercial car washing and washing of exterior buildings at its September 1, 2015, meeting. The Ordinance will be effective October 1, 2015.
- Recommended amendments to the City's Building and Safety Code related to water conservation, including changes to the water efficiency requirements for indoor fixtures, requirements for a separate landscape water meter, and requirements for metering apartment buildings, will be presented to the City Council at its September 10, 2015, Study Session. The information was presented to the Public Works Liaison Committee (Vice Mayor Mirisch and Councilmember Brien) at its August 12, 2015, meeting.
- The Beverly Hills Garden Handbook has been completed and will be posted on the City's website. Copies of the handbook will also be given to each customer that completes at Garden Guru Appointment and will be made available at the Public Library.
- Forty-two Garden Guru appointments have been completed by Beverly Hills water customers, and an additional thirty water customers that have signed-up for the

program. Staff has begun distributing a survey to collect feedback from participants. Feedback from participants from the survey has been positive.

- At the September 1, 2015 meeting, the City Council approved for additional funds to support the conservation education and rebate program efforts through November 2015. The November timeframe is to coincide with Metropolitan Water District's review of the turf rebate program.

Public Education and Outreach

- The City is working with marketing firm Cook + Schmid to finalize the educational toolkit package to be mailed to all residential addresses (both single family and multi-family), which includes an exterior hose bib hanger, washing machine cling, and flyer to raise awareness of the drought conditions and water-saving tips. The toolkit is expected to be mailed out this month. Staff has also been working with Cook + Schmid on the microsite page, which will serve as an online portal on water conservation information.
- Staff has developed a school conservation program with educational print materials which will be distributed to schools, along with a contest to encourage student participation.

Enforcement

- Staff continues to provide public outreach on outdoor watering restrictions. An enforcement officer has been assigned to focus on conservation efforts. Staff is finalizing a contract with a hearing officer to review appeals of violations issued to residents for violating the City's outdoor watering restrictions.

Water Rates, Penalty Surcharges, and Appeals Process

- The Public Hearing to consider two water rate increases – a 5% increase in Fall 2015 and a subsequent potential 5% increase in Spring 2016 – was opened at the September 1, 2015, City Council meeting. The public hearing will continue through October 6, 2015 to provide another opportunity for water customers to speak on this item. Additional noticing was completed to reach property owners to comply with legal noticing requirements. If approved, the effective date for the first rate increase will be November 20, 2015 with the second rate increase to go into effect on March 2016, if needed.
- All water customers have been notified of their water usage target to avoid penalty surcharges. Staff has pre-identified customers who have demonstrated water savings prior to the State drought and their water use target has been adjusted accordingly. The penalty surcharges will appear on the October 2015 bill.
- Since August 1, 2015, Water Tracker has a "Penalty Surcharge" tab which shows a customer's baseline usage (based on 2013 data), allowing customers to track current usage, and determine whether usage patterns may trigger penalty surcharge assessments. The second phase of work, to incorporate cost information into the application, will begin shortly.
- Staff continues to work with the Conservation Subcommittee and HF&H Consultants, LLC on the new tiered rate structure analysis and development. Staff anticipates the framework will be presented to the Public Works Commission in September 2015 and subsequently presented to the Public Works Liaison Committee for review. If the Public

Works Liaison recommends the framework be moved forward, it will initially be presented to the City Council at the October 6, 2015, Study Session. The Public Hearing is expected to be held at the December 1, 2015, City Council meeting.

City of Beverly Hills
Water Conservation Task Force

Direct all questions to Public Works Customer Service: (310) 285-2467
Include Logan on all status updates: philipp@beverlyhills.org

Last Updated 9/1/2015

#	Item	End Goal/ Final Deliverable	Public Works	Management	Policy	Community Services	Development	Community	IT	Admin. Services	Capital Assets	Lead Staff member(s)	Timing	Status	Status Description
1	Water Conservation Pledge Goal	Get 1,000 water conservation pledges signed	Leads	X										In Progress	589 pledges to date
2	G3 promotion	Advertise the G3 program to encourage more signups. Develop a PSA to post online that explains how to sign up and use Water Tracker.	X	Lead									9/1/2015	Ongoing	Posted flyer on city's website and inserted into utility bill
3	Water Tracker PSA		X	Lead					X			Therese	8/15/2015	Complete	
4	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
5	Public meetings	Compile a list of all public meetings and events for internal use. Work with Cook + Schmid consultants to further develop City's conservation website to create a microsite that feels independent of City's website.		Lead							Kevin			Complete	
6	Revamp website, round 2				X				Lead		Anne			In Progress	Staff is working with C-5 on site design and layout in regular standing meetings. Program and content to launch September 9th and includes the BH Public Works Water Conservation Photo Contest.
7	Elementary School program	Develop a program targeted to elementary students for the regular academic year.	X			Lead						Donielle, Dana, Logan	9/9/2015	In Progress	
8	Yard signs	Produce and distribute water conservation yard signs to residents.	Lead	X			X					Logan, Cynthia	8/15/2015	In Progress	Yard sign design is being finalized. Distribution will possibly include a form so that PW customer service staff can mail yard sign to those who request it through the website. Graphic completed and distributed to Task force to identify new usage patterns
9	Water Consumption Maps	Create maps of water consumption by neighborhood for internal use.					Lead							Complete	
10	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								Donielle, Therese, C-5	September	In Progress	Adding new logo to packet
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. 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			X					Donielle, Therese, C-5	9/3/2015	In Progress	Training for enforcement staff to take place on September 3rd.
12	Water Advocates Program		Lead	X								Donielle, C-5	9/30/2015	In Progress	The program is in development and a part of regular standing conference calls.
13	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								Donielle, Therese, C-5	September	In Progress	C-5 has begun developing business-specific materials.
14	Plumbing fixtures	Explore the possibility of upgrading high-water-consuming fixtures in City facilities.	Lead									Donielle, Michelle		In Progress	
15	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
16	Beverly Hills Landscape Guide	Complete and distribute the Beverly Hills Landscape Guide.	Lead	X								Caitlin	9/1/2015	In Progress	Complete pending final review
17	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	In Progress	Determining final mailing list.
18	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.
19	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	
20	Teen Scene	Reach out to Teen Scene organizers to develop a program/event focused on water conservation.	X		Lead							Logan		On Hold	
21	Water Tracker usage targets	Include usage targets on Water Tracker.	X					X	Lead			Tatiana	9/1/2015	In Progress	Phase 1 to be completed 8/1

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22	Leak widget	Incorporate and maintain a leak widget.									Anne		In Progress	Speak with Anne to discuss updates.
23	Utility bill rewrap	Redesign utility bill.	X	X							Tatiana		In Progress	Phase 1 to be completed August 1
24	Street pole banners	Produce and install approximately 450 street banners with what kind of information?!	X	Lead							Megan, Kevin		In Progress	
25	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.
26	Watering language	Determine whether it is appropriate to use 8-minute language on watering schedule and marketing materials.	Lead								Dana		On Hold	Discussing alternative options with C+S
27	Teen Advisory Group	Reach out to Teen Advisory Group regarding water conservation.											On Hold	
28	Team Beverly Hills	Integrate water conservation and outreach into PWS lecture.		Lead							Logan		In Progress	PWS typically delivers its lecture in November. Coordinate with Arnetta as event nears.
29	Hotel Outreach Meeting	Meet with hotels to discuss drought crisis and water conservation opportunities.	X	Lead							Megan, Michelle		Complete	
30	Car Dealership Outreach Meeting	Organize a meeting/workshop with car dealerships for educational outreach.	X	Lead							Megan		Complete	
31	Cook + Schmid agreement	Execute an agreement between CBH and Cook + Schmid to develop marketing materials and a water conservation strategic plan	Lead								Donelle, Logan		Complete	The agreement has been executed.
32	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		Complete	The letter was distributed via email and hard copy in PWS first floor lounge.
33	GLIA agreement	Execute an agreement between CBH and GLIA to develop a garden coaching program.	Lead								Michelle, Logan		Complete	
34	Session Visit	Participate in a Garden Guru session and to better understand the program and coordinate outreach.	Lead								Michelle, Caitlin, Logan		Complete	Scheduled a follow up meeting with PWS staff.
35	GLIA amendment	Amend the GLIA agreement to include costs beyond the \$50,000 threshold.	Lead								Michelle		Complete	
36	Garden Guru flyer	Produce and distribute a flyer that advertises the City's Garden Guru program.	Lead	X							Logan, Aram		Complete	
37	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		Complete	The mailer was sent out during the week of July 6/22
38	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		Complete	The postcard flyers were distributed during the week of 6/22
39	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		Complete	The laminated bathroom signs were posted as of the week of 7/7
40	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		Complete	The countertop signs were distributed as of the week of 7/7
41	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		Complete	The poster board signs were distributed as of the week of 7/7
42	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		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
43	Water fountain signs	Produce and display signs at all City water fountains and water features that explain water is recirculating.	X	Lead							Ryan, Aram		Complete	The water fountain signs were all posted as of the week of 7/14
44	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		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.
45	Watering days schedule	Redesign watering days schedule so that it is integrated with the design of all water conservation materials.		Lead							Ryan, Aram		Complete	The schedule was redesigned during the week of 6/15.
46	Parking Valet Signs	Produce and display water conservation signs at entrances to City parking facilities	X	Lead							Ryan		Complete	

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47	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?
48	Water rate letter	Draft, finalize and send out a water rate letter to every address in the City's water service area.	Lead	x							Michelle	7/20/2015	Complete	Letters sent out during the week of 7/20.
49	Stickers	Produce "I pledge to conserve water!" stickers for outreach at Beverly Hills summer camps.	Lead			x		x			Logan, Ginnelle		Complete	Logan will order 500 more stickers.
50	Pledge cards	Produce water conservation pledge cards for summer camps	Lead								Tania		Complete	More than 400 pledge cards signed at camps.
51	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	
52	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, Ginnelle		Complete	
53	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	
54	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	
55	Prop 218	Resolve any Prop 218 issues for water rates.	x					Lead			Tatiana		Complete	
56	Tiers and surcharges	Determine legal framework for tiers and surcharges.	x					Lead			Tatiana		Complete	
57	Standard rates	Conduct an analysis of standard rates.	x					Lead			Tatiana		Complete	
58	Penalty surcharge	Develop a water usage penalty surcharge.	x					Lead			Tatiana		Complete	
59	Penalty surcharge	Analyze the fiscal impacts of implementing a penalty surcharge.	x					Lead			Tatiana		Complete	
60	Appeals process	Determine an appeal process and appropriate escalation procedures for fines associated with water usage violations.	x					Lead			Tatiana		Complete	
61	Water rate tiers	Implement new water rate tiered structure.	x					Lead			Tatiana		Complete	
62	Water Tracker Flyer	Produce a Water Tracker Flyer that describes the software's features and demonstrates how to login.	Lead								Michelle, Ginnelle, Aram		Complete	
63	Revamp website, round 1	Design City water conservation site to have a unified theme and to be more easily navigated.		Lead							Ryan		Complete	
64	Revamp website, round 1	Include separate sections for business and residential customers on the website.		Lead							Ryan, Therese		Complete	
65	Revamp website, round 1	Upload tips content to website		Lead							Ryan, Therese		Complete	
66	Upload materials	Upload and maintain residential and commercial information on conservation website		Lead							Ryan, Therese		Complete	Making updates as needed.
67	FAQ			Lead							Ryan, Therese		Complete	Making updates as needed.
68	Educational resources	Incorporate and maintain FAQ section on City's conservation website.		Lead							Ryan, Therese		Complete	Making updates as needed.
69	West Hollywood Data	Incorporate and maintain an educational resources section.		Lead							Ryan, Therese		Complete	
70	West Hollywood Water Conservation Task Force	Provide West Hollywood water consumption data to City of West Hollywood.	Lead								Logan		Complete	
71	#BHWaterHeroes	Attend the West Hollywood Task Force meeting to exchange ideas and explore other potential meeting formats.	Lead								Donielle, Logan		Complete	
72	#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	Lead							Ryan		Complete	#BHWaterHeroes is being used on Facebook, Twitter and Instagram and will be integrated into printed materials going forward.
73	Elevator screen display, BH10 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
74	Library display	Create a water-conservation-themed book display near the entrance to the City library.	Lead		Lead						Dana		Complete	
75	Conservation coloring book	Produce and distribute BH10-branded water conservation coloring books to summer camp participants along with conservation talking points to camp counselors.	Lead		Lead						Dana		Complete	
76	City Manager's Report	Update City Council regarding conservation efforts and progress.	Lead	Lead							Donielle, Therese	7/20/2015	Complete	
77	Chamber building	Display large water conservation poster board sign in the 2400 building.	Lead								Logan	7/20/2015	Complete	
77	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.

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78	Spanish translation	Translate conservation language into Spanish for materials such as door hangers and flyers.	Lead												Logan		Complete	Coordinated with Mario for translation.
79	Fire-wise plant list	Provide the list for Ryan to link to the City's conservation webpage.		Lead			X								Ryan, Ken		Complete	
80	36% conservation banner	Produce and display water conservation banner with 36% language above entrance Restford entrance to Civic Center parking garage.	X	Lead											Logan		Complete	
81	Spanish translation	Translate the City's two-day watering schedule into Spanish	Lead												Logan		Complete	
82	Writers' Bloc Meeting	Coordinate a writers' bloc meeting related to water consumption and conservation.	X	Lead											Therese	5/22/2015	Complete	
83	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
84	WetHo 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.													Michelle, Logan	8/4/2015	Complete	
85	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.													Donnelle, Logan	7/31/2015	Complete	
86	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
87	Appliance and fixture information	Compile information regarding how much water appliances and fixtures consume.	X			Lead											Not Started	
88	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.
89	Chamber of Commerce Outreach	Continue to coordinate with the Chamber regarding water conservation	X	Lead										Megan		Weekly	Ongoing	
90	C-5 Regular Standing Meetings	Meet with C-5 regularly to discuss updates and status for the various programs and collateral.	Lead	X				X						Donnelle, Therese, Logan, C-5		Weekly	Ongoing	Conference calls are held two times a week.
91	Customer service updates	Update customer service team regarding policies and water-conservation-related items.	Lead											Donnelle, Michelle		Weekly, as needed	Ongoing	
92	Address comments and complaints	Pull Comcare reports and address question and comments from the public.	Lead											Donnelle, Michelle		Weekly, as needed	Ongoing	
93	Update Staff	Update staff on policy changes and distribute department head meeting memos.	Lead											Donnelle, Michelle		As needed	Ongoing	
94	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.												Donnelle, Michelle			Ongoing	Approximately 72 customers have signed up as of 7/21. Approximately 35 customers have completed the entire process.
95	Water Tracker, data issues	Address performance and data issues.	X							Lead				Alain, Michelle	8/1/2015	Ongoing	Phase 1 to be completed August 1	
96	Rebate information													Ryan, Therese			Ongoing	Continually working with MWD to ensure website can accommodate City's supplemental program.
97	BHTW	Upload and maintain rebate information on City's conservation website.		Lead										Therese		As needed	Ongoing	
98	Employee email blasis	Send out email blasts to employees.				Lead								Ryan, Therese		As needed	Ongoing	
99	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					Donnelle, Logan			Ongoing	
100	Water Rebates Program	Implement water rebates program.												Donnelle, Michelle			Ongoing	City is still offer \$1.75 dollar rebates
101	Water Heroes	Find and promote a Beverly Hills Water Hero each month.				Lead								Ryan		Monthly	Ongoing	July, Ginele Wolfe
102	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.												Ryan			Ongoing	
103	Monitor continuous flow	Monitor continuous flow an city facilities.	Lead											Donnelle, Michelle		As needed	Ongoing	
104	Monitor continuous flow	Monitor continuous flow, leaks and leak remediation for water accounts	Lead						X					Donnelle, Michelle			Ongoing	
105	Community events	Promote water conservation and community events.	X	X										Staff		As needed	Ongoing	
106	Weekly Water Topic	Promote the weekly water topic on social media.												Ryan		Weekly	Ongoing	
107	Press releases	Draft and finalize press releases.	X											Therese		As needed	Ongoing	
108	Water Topic E-blast	Distribute weekly water topic E-blast.												Ryan			Ongoing	

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109	Newsletter	Produce and distribute a quarterly newsletter with a water conservation focus.					Lead							Ryan, Therese	Quarterly	Ongoing	Developing content for next newsletter.
110	Photos on social media	Collect and upload photos regarding City's water conservation activities on social media sites.					Lead							Ryan	As needed	Ongoing	
111	Water conservation on social media	Post water conservation videos, podcasts news stories, etc. on social media and website.					Lead							Ryan	As needed	Ongoing	
112	Mass emails	Send out water conservation mass emails					Lead							Ryan	As needed	Ongoing	
113	Editorials	Draft editorials regarding water conservation and drought crisis.					Lead							Ryan Therese	As needed	Ongoing	
114	Media interviews	Coordinate media interviews.					Lead							Therese	As needed	Ongoing	