



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
Michelle Tse, Planning and Research Analyst

DATE: November 12, 2015

SUBJECT: UPDATE ON CITY WATER CONSERVATION EFFORTS

ATTACHMENT: 1. Conservation Task Force List

This report is to provide an update on the staff activities related to the City's Water Conservation and Outreach efforts. Additionally, Attachment 1 shows the progress of the various activities.

General Updates

- Seventy-two Garden Guru appointments have been completed by Beverly Hills water customers. Staff is distributing a survey to collect feedback from participants. Feedback from participants from the survey has been positive.
- Staff was notified of changes to the Metropolitan Water District's water efficient device rebate program, which will go into effect on November 11, 2015. Changes include modifying and/or eliminating the reimbursement amounts for various water efficient devices in order to extend the program. Highlights of the changes are as follows:
 - o Changes to the Commercial Program
 - Remove commercial high efficiency toilets (HET) – tank type from the program
 - Removes multi-family high efficiency toilets (HET) from the program
 - Add commercial premium high efficiency toilets (i.e. 1.08 gpf or less)
 - Changes the rebate amount of rotating nozzles and the minimum units per site
 - o Changes to the Residential Program
 - Eliminate rebates for high efficiency toilets
 - Add rebate for premium high efficiency toilets (i.e. 1.08 gpf or less)
 - Changes rebate amount of rotating nozzles from \$4 to \$2 and the minimum units per site

Public Education and Outreach

- The City hosted a Water Advocate event on Saturday, November 7, 2015. The half day event is to provide key members in the community with information so they in turn, can

share the information with their friends and neighbors. The intent is a "grassroots" approach to educating the community about water conservation.

- Staff is working on an Open House event for businesses to provide conservation and is currently slated for January 2016. Meanwhile, staff is developing informational materials for businesses to use.
- Staff conducted education and outreach at the October Horace Mann PTA meeting to approximately 20 parents as well as presenting to approximately 90 students during the Hawthorne School Speaker Series event.
- The Water Tracker program has been further refined to provide reporting tools for staff to use and analyze to assist with targeted outreach efforts. The information will be used to be used to support augmented leak detection program, which will include a more comprehensive review of continuous usage reports, notify customers, and track progress. Staff is also contacting the higher water users that have not achieved the 30% target. Additional resources are being identified to assist with such efforts.

Enforcement

- The previous approach was focused on education and outreach, along with a progressive penalty structure. Staff has modified its enforcement program to assist in obtaining greater compliance. The enforcement program will continue to strive for immediate compliance when first receiving complaints or identifying violations. However, all verified violations will now result in the immediate issuance of a Notice of Violation, followed by the issuance of a criminal misdemeanor citation (not to exceed \$1,000, as determined by the court). Subsequent violations will result in either the termination of water supply through irrigation services and/or restriction of waste supply through domestic meters, as outlined in the Beverly Hills Municipal Code.

Penalty Surcharges and Appeals Process

- As of to-date, the City has received a total of 126 penalty surcharge appeal applications; approximately six of these applications were reviewed by the Hearing Officer. Please note that prior to customers submitting an appeal application, the City had reviewed and adjusted 1,960 customer accounts that have demonstrated conservation efforts since 2011.
- Water utility bills sent out as of late October includes penalty surcharge assessments. Staff anticipates that penalty surcharge assessments, along with the modified enforcement efforts, will further conservation efforts.

City of Beverly Hills
Water Conservation Task Force

Last Updated 11/5/2015

Group	#	Item	End Goal/ Final Deliverable	Public Works	Management	Policy	Community Services	Community Development	IT	Admin. Services	Assets	Capital	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	Complete		
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	Complete		
	3	Street pole banners	Produce and install approximately 150 street banners with water conservation messaging.	X	Lead							Logan, Michelle, Therese, Ryan	November	In Progress	Phase I banners along Santa Monica in early Nov; additional banners throughout City in early 2016.	
	4	High Water User Letters	Send out letters to high water users in each customer class	Lead	X							Michelle, C+S, Logan	November	In Progress	Letters for single-family users sent out. Staff will do similar mailing for other customer account types	
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	November	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.	
G3/A	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	
	8	Temple Emmanuel outreach	Speak about water conservation efforts at panelist and organize a conservation booth.	Lead								George, Michelle	9/23/2015	Complete		
	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	11/20/2015	In Progress	Informational folders distributed to schools; photo contest deadline extended to Nov. 20, 2015.	
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	November	In Progress		
	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	Review rain barrel cost and distributing them to water customers.	Lead								Michelle	November	In Progress		

Group	#	Item	End Goal/ Final Deliverable	Lead Staff member(s)	Timing	Status	Status Description
Outreach Event	15	Horace Mann PTA outreach	Speak about water conservation efforts to Horace Mann PTA.	Michelle	10/15/2015	Complete	Developing presentation for both PTA events.
Outreach Event	16	Hawthorne PTA outreach	Speak about water conservation efforts to Hawthorne PTA.	Michelle	10/14/2015	Complete	Developing presentation for both PTA events.
Outreach Event	17	Beverly Hills DCS meeting	Speak about water conservation efforts.	Michelle	To be scheduled	In Progress	
Pledge	18	Conservation Pledge Goal	Get 1,000 water conservation pledges signed.			In Progress	757 pledges signed to date
Facilities	19	Plumbing fixtures	Explore the possibility of upgrading high-water-consuming fixtures in City facilities.	Michelle		In Progress	
GALA	20	Beverly Hills Landscape Guide	Complete and distribute the Beverly Hills Landscape Guide.	Caitlin	October	Complete	
	21	Public meetings	Compile a list of all public meetings and events for internal use.	Kevin		Complete	
Water Tracker	22	Water Tracker usage targets	Include usage targets on Water Tracker.	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.	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.	Anne		In Progress	The widget is complete, but pending further Task Force review and comments.
Water Tracker	25	Water Tracker PSA	Develop a PSA to post online that explains how to sign up and use Water Tracker.	Therese	8/15/2015	Complete	
Outreach Event	26	Team Beverly Hills	Integrate water conservation and outreach into PWS lecture.	Logan	10/15/2015	Complete	
GALA	27	Garden Guru survey	Prepare a questionnaire via Survey Monkey to send to Garden Guru Program participants after completing the program.	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.	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.	Caitlin	8/21/2015	Complete	Letters to go out during the week of August 31.
	30	Consumption Maps	Create maps of water consumption by neighborhood for internal use.			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.	Megan, Michelle	7/1/2015	Complete	
Business	32	Car Dealership Outreach Meeting	Organize a meeting/workshop with car dealerships for educational outreach.	Megan	6/9/2015	Complete	

Group	#	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
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	Lead								Ryan, Aram	6/15/2015	Complete	The schedule was redesigned during the week of 6/15.

Group	#	Item	End Goal/ Final Deliverable	Community Services	IT	Admin. Services	Capital Assets	Lead Staff member(s)	Timing	Status	Status Description
Graphics	48	Parking Valet Signs	Produce and display water conservation signs at entrances to City parking facilities	x				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			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.
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	

Group	#	Item	Final Goal/ Final Deliverable	Public Works	Management	Policy	Community Services	Development	Community	IT	Admin. Services	Capital Assets	Lead Staff member(s)	Timing	Status	Status Description
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.									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.									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.									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.									Dana			Complete	
	77	City Manager's Report	Update City Council regarding conservation efforts and progress.									Donielle, Therese			Complete	
	78	Chamber building	Display large water conservation poster board sign in the 9400 building.									Logan			Complete	
	79	30% conservation banner	Replace the old conservation banner with updated language and branding.									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.									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.									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.												Complete	
	83	Spanish translation	Translate the City's two-day watering schedule into Spanish									Logan			Complete	
	84	Writers' Bloc Meeting	Coordinate a writers' bloc meeting related to water consumption and conservation.									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.												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							In Progress	
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	

Group	#	Item	End Goal/ Final Deliverable	Public Works	Policy Management	Community Services	Development	Community	IT	Admin. Services	Capital Assets	Lead Staff member(s)	Timing	Status	Status Description
G31A	102	Garden Guru Program	Conduct landscape irrigation audits. Track, follow up and follow up with G31A and address any issues that arise as the program moves forward.	Lead								Michelle	8/1/2015	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		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	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, Ginnelle 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	
	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	

Group #	Item	End Goal/ Final Deliverable	Capital Assets	Admin. Services	IT	Community Development	Community Services	Policy Management	Public Works	Status Description	Status	Timing	Lead Staff member(s)
122	Media interviews	Coordinate media interviews.					Lead				Ongoing	As needed	Therese