

## STAFF REPORT

**To:** Board of Directors

**From:** Cathleen Brennan, Water Resources Analyst

**Agenda:** November 9, 2021

**Report:** November 4, 2021

**Subject:** Water Shortage Advisory and Public Outreach Update

**Attachments:** A. Water Savings Tracker  
B. Outreach Summary

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### **Background**

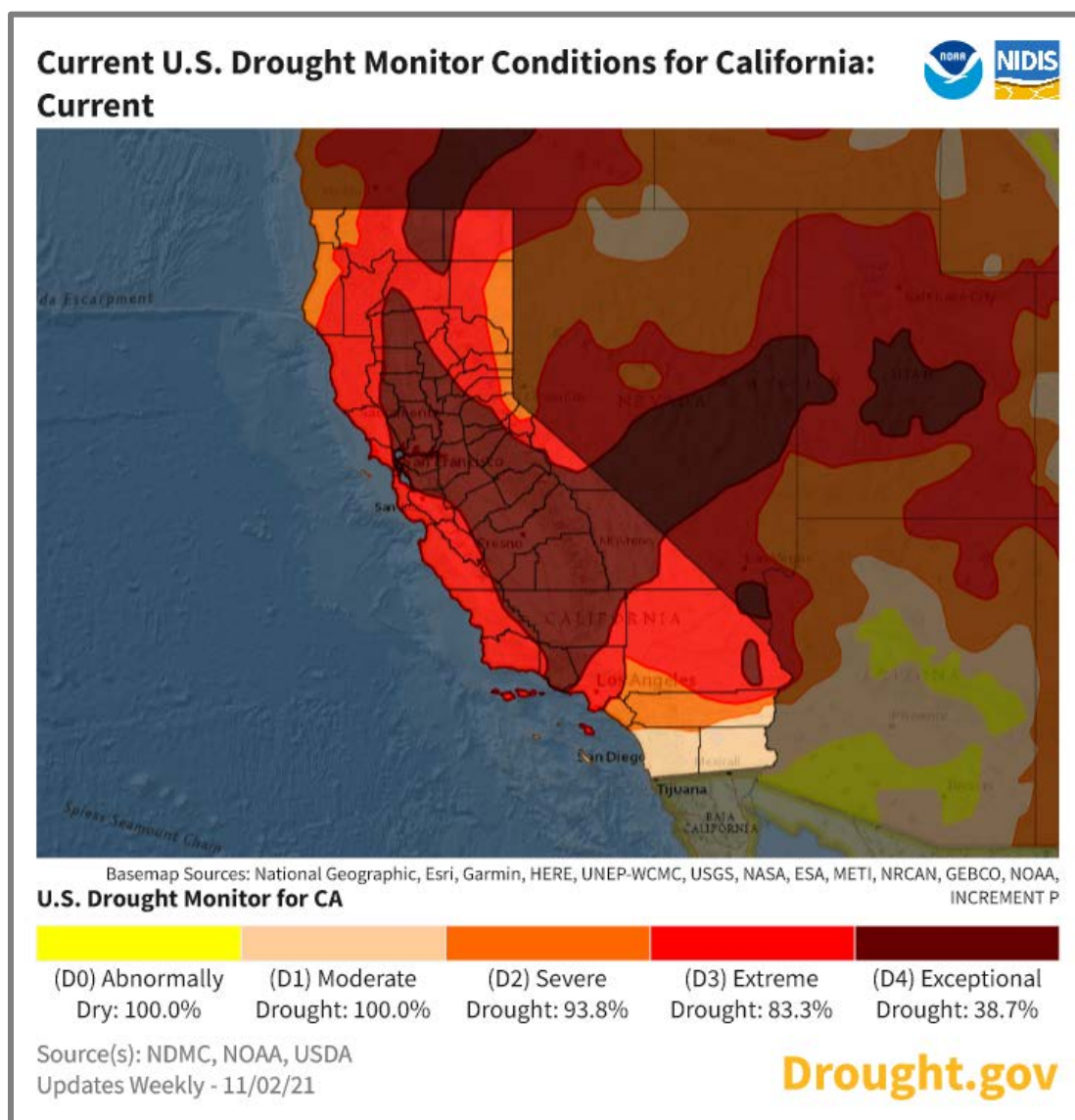
The SFPUC has been asking wholesale customers to implement voluntary reductions in water purchases by 15 percent as of July 12, 2021. SFPUC's request for voluntary reductions in water purchases aligns with Governor Newsom's July 8<sup>th</sup> Executive (N-10-21) Order that calls on all Californians to voluntarily reduce their water use by 15 percent from calendar year 2020. The table below provides a timeline of milestones.

Milestones	
4/21/2021	Governor Newsom issued proclamation of state of emergency for the counties impacted the most severely by drought conditions, after two years of below normal precipitation. San Mateo County was not included on this initial proclamation.
4/15/2021	SFPUC requests voluntary 10 percent reduction in irrigation (outdoor) water use starting July 1, 2021. Goal is not to exceed 2019 summer water demand.
5/10/2021	Governor Newsom expanded on the 4/21/2021 proclamation and included more counties.
5/11/2021	The BOD approved Coastside CWD implementing Stage 1 of the District's WSCP - Water Shortage Advisory
7/8/2021	Governor Newsom's Executive Order N-10-21 includes San Mateo County and Santa Clara County in the declaration of a drought emergency. Alameda County was already included in the drought emergency. San Francisco County is not included. "I call on all Californians to voluntarily reduce their ( <i>total</i> ) water use by 15 percent from their (CY) 2020 levels."
7/12/2021	SFPUC revises their request to align with Governor Newsom's request that total water use be voluntarily reduced by 15 percent from 2020 water usage levels.
8/19/2021	Curtailment order for the Delta Watershed (including the San Joaquin River watersheds) authorized by the State Water Resources Control Board and approved by the Office of Administrative Law on August 19, 2021. <a href="https://www.waterboards.ca.gov/drought/delta/">https://www.waterboards.ca.gov/drought/delta/</a>
9/26/2021	Warning from BAWSCA of elevated water rationing status from SFPUC. Mandatory rationing request by SFPUC of at least 10 percent as early as late October due to curtailment orders on the SF Bay-Delta tributaries.

11/23/2021	Scheduled SFPUC meeting to consider declaring a water shortage emergency with voluntary measures to meet a 10 percent reduction for wholesale customers, which triggers Tier 1 and Tier 2 allocation agreements. SFPUC retail customers will voluntarily reduce 5 percent. <b>January is the target for implementation of Tier 2 allocations.</b>
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## Report

San Mateo County is experiencing extreme drought conditions and watersheds in Alameda County and Tuolumne County are experiencing extreme to exceptional drought conditions. The watersheds that the District relies on for water supply have experienced two consecutive years of drought and there is chance of a third year of drought conditions.



## **Production**

With recent precipitation, the District was able to resume use of local surface water and groundwater in the last week of October. When comparing the month of October 2021 **imported water** production data to the month of October 2020 **imported water** production data, it shows that the District decreased its purchases by 18 percent. **The goal is a 15 percent reduction to meet SFPUC's request.**

## **Consumption**

When comparing sales data from the month of October 2021 to the month of October 2020, it shows that District customers are using about 10 percent less water. **Our goal is for customers to use 15 percent less water compared to 2020 to meet the Governor's conservation request.**

## **Outreach**

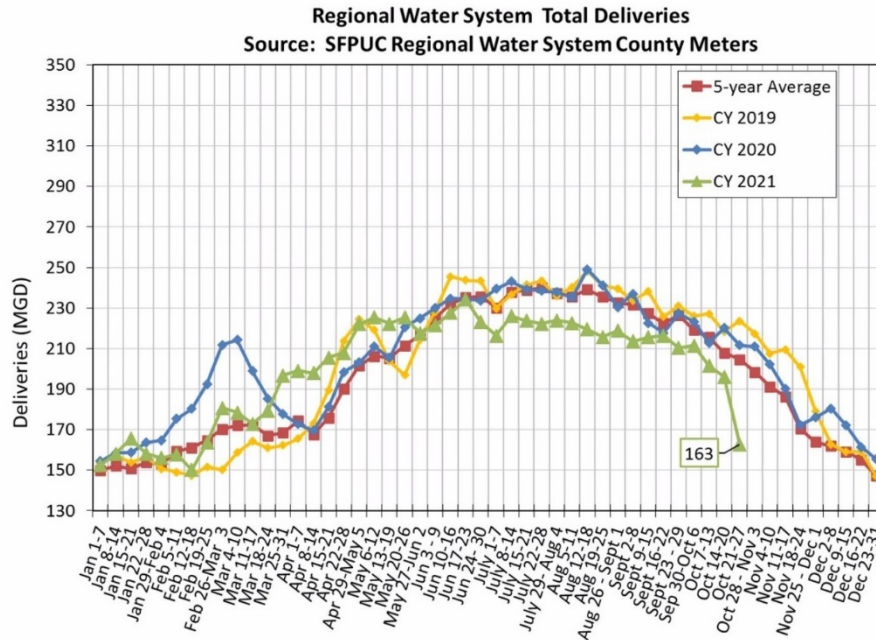
Attached to the report is a summary of the outreach staff has completed by month, since the District declared a Water Shortage Advisory. An advertisement was placed in the Half Moon Bay Review on October 27<sup>th</sup> and the same advertisement was placed in the October Coastside Magazine. The advertisement is attached to the staff report. In addition, the Half Moon Bay Review published water saving tips for its readers.

## **SFPUC Update**

Staff received an update on November 4<sup>th</sup> from San Francisco Water on the water shortage from Steve Ritchie the Assistant General Manager. The recent storms in October have improved SFPUC's total storage and triggered lifting the curtailments on the Tuolumne River watershed. With the curtailments lifted, SFPUC may access the water bank making more water supplies available to the Regional Water System. It is unknown when or if the state will impose curtailments again.


The good news is that with the October precipitation the total demand on the RWS has declined. This is exactly what the SFPUC would like to see continue through the winter months to avoid going into mandatory measures with fines for exceeding allocations. The graph below shows (green line) that the trend of water deliveries from SFPUC declining since July 2021, with a significant reduction in late October 2021.


## Total Deliveries



San Francisco Water is planning on bringing to the SFPUC a declaration of a Water Shortage Emergency on November 23rd. It was originally planned for November 9<sup>th</sup> but was delayed. San Francisco Water staff will be asking the Commission to declare an emergency but still maintain voluntary rationing for both retail and wholesale customers. A five percent reduction for retail customers and a 10 percent reduction for wholesale customers.

## Tracking Water Savings

Total Consumption (Water Sales)				
	Base Year	Current Year		
Month	CY2020 MG	FY2021 MG	Savings MG	%
January				
February				
March				
April				
May				
June				
July	68.43	61.92	6.51	10%
August	62.77	60.15	2.62	4%
September	58.83	60.77	-1.94	-3%
October	61.93	55.55	6.38	10%
November				
December				
Sum	251.96	238.39	13.58	5%
Goal to Date:		214.2	15%	
On July 8th, through Executive Order N-10-21, Governor Gavin Newsom asked all Californians to voluntarily reduce their water use by 15 percent from their 2020 levels.				
				

SFPUC Purchased Water by Coastside CWD				
	Base Year	Current Year		
Month	FY2020 MG	FY2021 MG	Savings MG	%
July	42.85	65.93	-23.08	-54%
August	46.56	61.90	-15.34	-33%
September	50.17	59.74	-9.57	-19%
October	58.61	48.01	10.6	18%
November				
December				
January				
February				
March				
April				
May				
June				
Sum	198.19	235.58	-37.39	-19%
Goal to Date:		168.5	15%	
Wholesale customers have been asked to implement approaches to control summer time peak use. This water reduction strategy went into effect on April 15, 2021 by SFPUC. This was amended to request a voluntary 15 percent reduction in water purchases on July 12th 2021.				
				

Savings are shown as a positive number

## Stage 1 - Water Shortage Advisory

Completed Outreach		
Month	Message	Task
<b>May 2021</b>	10 percent Reduction Outdoors	<p>Implemented WSCP Stage 1- Water Shortage Advisory</p> <p>E-Newsletter: Water Shortage Advisory (WSA) <b>10% Reduction</b> of Outdoor Water Use</p> <p>Interview with KQED Radio</p> <p>Interview with HMB Review</p> <p>Fact Sheet 10 percent reduction in outdoor WSA</p> <p>Website updated to show Water Shortage Advisory Status under Drought</p>
<b>June 2021</b>	10 Percent Reduction Outdoors	Coastside Radio Interview
<b>July 2021</b>	15 Percent Reduction – Total – with emphasis on reducing irrigation	<p>Email to 800 high users identified by WaterSmart</p> <p>Letter to 120 high water users that <b>don't</b> have email</p> <p>Updated Fact Sheet to <b>15 percent reduction</b> WSA</p> <p>Posted new fact sheet to website</p> <p>WSA message on home page of website</p> <p>Nextdoor Post – WaterSmart &amp; WSA</p> <p>Twitter Post – WaterSmart &amp; WSA</p> <p>Postcard - WaterSmart and 15 percent reduction</p> <p>Interview with Coastside News Group</p>

## Stage 1 - Water Shortage Advisory

		<p>Billing Statement Message</p> <p>Banner (from last drought) placed on Building and Fence</p> <ul style="list-style-type: none"> <li>-no overspray from irrigation</li> <li>-use shutoff nozzles</li> </ul> <p>Delivered table tent cards to restaurants with the messaging that water is served on request.</p>
<b>August 2021</b>	15 Percent Reduction - Total - with emphasis on reducing irrigation.	<p>Meeting with County of San Mateo Drought Task Force - Department of Emergency Management 8/3/2021</p> <p>Large banner installed 8/24/2021 on brick wall facing Main Street</p> <p>E-Newsletter: Water Waste Prohibitions 8/25/2021</p> <p>District reached out by either email or mail to 873 single family residential customers regarding irrigation or high water use.</p>
<b>September 2021</b>	15 Percent Reduction - Total - with emphasis on reducing irrigation	<p>Presentation to the Half Moon Bay Rotary Club 9/23/2021</p> <p>District reached out by either email or mail to 1,436 single family residential customers regarding irrigation or high water use.</p>
<b>October 2021</b>	15 Percent Reduction - Total - with emphasis on reducing irrigation.	<p>GM of District talked with AGM of San Francisco Water to discuss water supply shortage and the District's lack of local supplies during extreme drought. 10/12/2021</p>

## Stage 1 - Water Shortage Advisory

	Turn off you irrigation systems.	<p>Coastside Magazine (October 13, 2021) advertisement for Stage 1 Water Shortage Advisory</p> <p>Half Moon Bay Review (October 27, 2021) advertisement for Stage 1 Water Shortage Advisory</p> <p>District reached out by either email or mail to 1200 single family residential customers regarding irrigation or high water use.</p>
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# Save Our WATER

[saveourwater.com](http://saveourwater.com)

We are in an **extreme drought**  
Use water wisely



The days are getting shorter and your landscape doesn't need as much water. **It's time to turn off your automatic irrigation systems.** Water by hand, as needed.



Sweep your sidewalks, patios, and driveways.



Wash your car at a commercial car wash that recycles water.



Take shorter showers and remember to turn off the water when you brush your teeth.



Only wash full loads of laundry and dishes.



Remember to sign-up for  
**WaterSmart**  
to track your daily water usage and  
receive high usage notifications.  
Contact  
[watersmart@coastsidewater.org](mailto:watersmart@coastsidewater.org)

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# THE INSIDE STORY

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[ PHOTO OF THE WEEK ]



ADAM PARDEE / REVIEW

## Walking in the weather

A woman walks her dog along Miramar Beach over a wild weekend on the coast.

[ HISTORIC HEADLINES ]

# 1872

### Debenedetti arrives in Half Moon Bay

Joseph Debenedetti arrived in Half Moon Bay carrying a pack of merchandise on his back. He turned that into a successful general store at the corner of Main and Mill streets and would open the town's first post office. He also served as a San Mateo County supervisor.

# 1926

### Fire district argues for alarm system

Local firefighters asked for an electronic system that would sound an alarm in the event of fire on the coast. The Half Moon Bay Review joined the crusade: "Now that the Half Moon Bay Fire District is possessed of a fire truck, there should be a system installed to give the alarm without having to lose valuable time in going to the bell tower to do so."

# 1942

### Curfew goes into effect

San Mateo County Supervisors passed a rural curfew during wartime. Supervisor Alvin Hatch of Half Moon Bay suggested the time be set for 9 p.m. for all juveniles. In the end, elected officials left the details up to the district attorney.

[ TALK OF THE TOWN ]

## Best cup may be at home

Locals are debating the best coffee on the coast. One Coastsider suggested McDonald's hot coffee for those who err toward a traditional choice due to its consistency and price, but many on the coast prefer other local establishments.

On Main Street, Cafe Society has gained popularity due to its quality brew and location. Locals are also drawn to the Peruvian coffee beans they have for sale. Dawn Patrol Coffee and The Press are popular among El Granada residents, but the most popular on the Mid-coast seems to be the El Granada Hardware Store.

One local in Moss Beach shared that he thinks the best coffee on the coast can be found at his house. He shared his recipe of 35 grams of Peet's Coffee Major Dickason's Blend beans that he blends four stops up from the espresso setting on his grinder. This he brews with boiling water for four minutes in a Clever Coffee Dropper. Finally, he combines with 100 milliliters of Straus Family Creamery brand heavy whipping cream. This Coastsider might give the local coffee joints a run for their money.

## Time to turn off sprinklers

With the rainy season upon us, a local is urging neighbors to turn off their irrigation to save water. She pressed that if we get normal rainfall we probably don't need to turn on irrigation until May or June.

A Coastsider said it's unethical at this point to even have a lawn knowing what we do about the future of our water troubles. She called for her neighbors to do away with lawns altogether so we can collectively save water while we still can.

## When there's a mouse in the house

A Half Moon Bay resident found a mouse in the pantry and trapped it using a live animal trap from Hassett Hardware Store. She let the mouse loose in the fields near her house and hoped it would live happily ever after "like in a Disney movie," but knew it was probably eaten by a bird. Possibly the recently rescued hawk.

A San Gregorio neighbor contributed that she is also a huge rodent fan but that electrocution traps are the most humane. She said that live traps just help a person relocate the animal, but it ends up far from its family and known food sources.

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& healthy  
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