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Agenda Item: ID#14-548 (3-B)

Date: 11/6/14

CITY CLERK, FRESNO

FRESNO CITY COUNCIL



Supplemental Information Packet

Agenda Related Items – ID#14-548 (3-B)

Supplemental Packet Date: November 4, 2014

Item(s)

RESOLUTION – Adopt the “Water Conservation Act”, which will develop policies and practices that will conserve water usage by all City water customers and provide better overall management of City water resources – Councilmembers Brand and Caprioglio

Supplemental Information:

Any agenda related public documents received and distributed to a majority of the City Council after the Agenda Packet is printed are included in Supplemental Packets. Supplemental Packets are produced as needed. The Supplemental Packet is available for public inspection in the City Clerk’s Office, 2600 Fresno Street, during normal business hours (main location pursuant to the Brown Act, G.C. 54957.5(2)). In addition, Supplemental Packets are available for public review at the City Council meeting in the City Council Chambers, 2600 Fresno Street. Supplemental Packets are also available on-line on the City Clerk’s website.

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November 4, 2014

Council President Steve Brandau
Members of Fresno City Council
Fresno City Hall
2600 Fresno Street
Fresno, CA 93721

RE: City of Fresno Water Conservation Act SUPPORT

Mr. Brandau:

The Fresno Chamber of Commerce's Government Affairs Council (GAC) had the privilege of hearing Council Members Lee Brand and Paul Caprioglio present their Water Conservation Act at public meeting on Monday, November 3rd, 2014. The GAC voted unanimously in favor of the Act and I hope you too see the merits of this plan.

The business community found value in incentivizing conservation efforts among residents by offering \$1,000 rebates per household for replacing pumps, faucets, appliances, etc., and capping the cash rebates at \$250,000 annually. The conservation evaluation by a city worker is a great idea and the City could even consider partnering with private business to expand the number of experts available to offer the service.

Prioritizing watering to maintain trees on City property is also paramount. The City should be taking the lead on researching and implementing smart irrigation systems to conserve water while preserving the trees that shade and clean the air for all residents. It's also time to revisit the landscape standards for residential commercial development to ensure what's required is feasible to maintain in light of the ongoing drought.

The GAC believes a thorough study of how the City's drought plan can be revised to avoid zero watering days is essential because calling for residents to let their yards die seems unreasonable and unrealistic. Moreover, the notion that this Act is a living document that can and should be amended is crucial as more funding becomes available, technology advances, and the drought progresses.

Thank you to Mr. Brand and Caprioglio for submitting this plan to the GAC. Please let me know how we can be of help with this project in the future.

Sincerely,

A handwritten signature in blue ink that reads "Ruth Evans".

Ruth Evans
Vice Chair Governmental Affairs

GREATER FRESNO AREA



CHAMBER *of* COMMERCE

Cc: Oliver Baines
Lee Brand
Paul Caprioglio
Clint Olivier
Sal Quintero
Blong Xiong