



Water Conservation Program Updates

December 12, 2024

Proposed Updates

Highlights

- Set threshold of 400 gallons per hour in all water shortage stages
- Two-week monitoring period
- Varying fine levels based on water shortage stage
- Pool drain and fill permits to be issued once every five years
- Adds short-term exemptions
- Moratorium on exemptions in water shortage stages 3-5, with exceptions for public health and safety
- Reinststitute the use of water meter data for enforcement of water use restrictions (automated enforcement)
- Consolidation of the enforcement and appeal process within the FMC

Proposed Fine Schedule

Incident Number	WSCP Stage 1	WSCP Stage 2	WSCP Stage 3	WSCP Stage 4	WSCP Stage 5
First Incident	Notice	Notice	Notice	Notice	Notice
Second Incident	\$25	\$50	\$75	\$100	\$125
Third Incident	\$50	\$100	\$150	\$200	\$250
Fourth Incident	\$100	\$200	\$300	\$400	\$500
Fifth or More Incident	\$100	\$200	\$300	\$400	\$500

Implementation

Customer Focus

- **“FIX NOT FINE” Approach:** Not to make money, but to change customer behavior to allow the City to comply with its mandates and goals
- Customer engagement and education
- Emphasis on available services, rebates, and customer tools

Timeline

- **January 2025** – Council adoption of ordinance
- **February 1, 2025** – Begin sending Courtesy Notices for incidents
- **April 1, 2025** – 3-Day Outdoor Water Use Schedule
- **April 1, 2025** – Notices and fines issued for incidents

Messaging Strategy



Changes to Water Conservation Ordinance

General education about the adopted changes and upcoming customer implications



Progressive Implementation & Customer Education

Education about progressive implementation of automated enforcement, institution of fines, and appeal procedures



Eye On Water Application

Promotion of Eye On Water app as a tool to assist and educate customers on their water usage



Services and Rebates Available

Education and outreach to inform customers of water conservation services and rebates available, including the grant-funded Smart Irrigation Controller Giveaway and Expanded Lawn to Garden Rebate Program

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