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AUG 30
BY THE CITY COUNCIL
OFFICE OF THE
CITY CLERK

DEPARTMENT OF
PUBLIC WORKS
WATER DIVISION

CITY OF SACRAMENTO
CALIFORNIA

15TH AVENUE
SACRAMENTO, CA
95811-2229

916-449-5271

August 30, 1988

MAILED
AUG 24 1988

City Council
Sacramento, California

Honorable Members in Session:

SUBJECT: STATUS REPORT FOR THE WATER CONSERVATION PROGRAM - JULY, 1988

SUMMARY

As directed by the City Council, staff is presenting monthly informational reports on the status of the City's water conservation program. Water conservation measures during the month of July effected an 8 percent reduction in water use.

BACKGROUND

Water conservation programs by the City and the Sacramento Area Waterworks Association continued through July. The reduction in use, after adjusting for average monthly temperature, appeared to be about 8 percent; however, the record-breaking July temperatures made comparison with historic use patterns a little less reliable than usual. The average monthly temperature during July was higher than any previous month in our records. Due to this unusually high average temperature, the use-temperature curve had to be projected beyond historic data. We estimate that water use was at least 8 percent lower than it would have been without conservation programs.

In the July/August utility bills, a brochure on efficient lawn watering techniques was mailed to all utility customers. The Water Division mailed special letters to more than 100 property management firms requesting they encourage conservation, especially in outdoor use.

DEPT

OF THE



USA

UNITED STATES DEPARTMENT OF THE ARMY
WASHINGTON, D. C. 20315

The three (3) Water Waste Inspectors made 1455 contacts with homeowners and businesses, including 511 contacts made in response to telephone calls. The Water Division mailed 212 water conservation device kits in response to requests by customers.

The Sacramento Area Waterworks Association continued its public information program. A report (Attachment A) by the Conservation Committee is attached.

An independent production company in Southern California has produced a 30 second video public service announcement (PSA) urging people to conserve water. The Water Division purchased three (3) copies of this PSA, and the City Public Information Officer has made contacts with local television stations to arrange for airing the announcement during August and September. Extensive media coverage has contributed to awareness of the drought and statewide efforts to encourage and mandate conservation.

FINANCIAL

This report has no financial impact.

RECOMMENDATION

This report is for information only.

Respectfully submitted,

Harry G. Behrens
for James G. Sequeira
Water Division Manager

APPROVED FOR COUNCIL INFORMATION:

APPROVED:

Walter J. Slipe
Walter J. Slipe
City Manager

Melvin H. Johnson
Melvin H. Johnson
Director of Public Works

August 30, 1988
All Districts

3009 F Street
 Sacramento, CA 95816
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**Sacramento Area
 Water Works Assn.**
 CONSERVATION COMMITTEE

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July 21, 1988

MEMO

TO: SAWWA Membership

FROM: Mary Breitlow

RE: Publicity Report

PUBLIC SERVICE ANNOUNCEMENTS

These radio stations are running the following public service announcement schedules, using the radio script contest spots:

KRAK-AM & FM/Sacramento	June 15 - August 15
KFBK-AM & KAER-AM/Sacramento	May - August Use every week in KFBK Public Affairs Show
KJAY-AM/Sacramento	June - August
KHYL-FM/Sacramento-Auburn	June 1 - August 30
KUIC/Vacaville	May 30 - June 30
KHTN/Placerville	Using TFN ('til further notice)

PUBLICITY

Jan. 21, 1988

Sacramento Bee - Neighbors

Article about leaf blowers (re: noise controversy, water and time saving advantages) We supplied information and were quoted in the story.

April 20, 1988

KCRA-TV / Channel 3 6:30 PM News

Covered a seminar at Fair Oaks Water District on automatic sprinkler devices. Seminar focused on how these devices operate, types on the market, and how they conserve water when used properly.

Barry Brown did a thorough job, touching on gutterflooding, odd-even watering, interview of a water patrol person, and amount of water required to keep a lawn healthy and green, as well as automatic sprinkler device information.

We were particularly pleased to have the story run on the same day Sacramento was soaked with rain. We feel it helped to reinforce the need for conservation, even as people were reaching for their umbrellas.

May 3, 1988

KRBK-TV / Channel 31 10:00 PM News

A Conservation segment was filmed at Arcade Water District, featuring their water patrol person and outdoor water conservation tips. Covered by Christine Craft.

Serving Sacramento, & Parts of Placer, El Dorado, Solano, Yuba, Yolo Counties

July 21, 1988
Publicity Report (SAWWA)
page 2

May 3; 1988
Sacramento Bee

The SAWWA campaign was mentioned in an article outlining City of Sacramento water conservation measures.

June 24, 1988
KFBK-AM Radio

Water conservation tips interview. Handled by Mary Breitlow. David Hall was the interviewer and the segment was to be used all day in news spots on the radio station.

June 24, 1988
KRAK-AM/FM Radio 10:00 AM News

Lead story on the news segment. Handled by Mary Breitlow. Mike Remy was the interviewer. Tips on how to curb gutterflooding.

June 24, 1988
KXOA-AM/FM Radio

Mary Breitlow taped an interview with Pat Reising for use sometime during the day. Emphasis on the need to curb waste as temperatures reached over 100 degrees.

June 25 & 26, 1988
KROY Radio

Mary Breitlow taped a conservation interview with Dave Diamond for use in news boradcasts over the weekend.

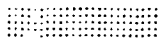
July 3, 1988
KWOD Radio

Marion Cravens of Rancho Murieta Community Services District taped an interview (15 minutes in length) for use on the station.

Week of July 18, 1988
KGNR Radio

KGNR does not conduct live interviews (or pre-taped) any longer. However, Dennis Baxter composes news brief programs for use on the station. He requested, in my conversation with him, information on conservation measures to weave into his programs. We supplied 5 different items for his use.

July 21, 1988
News Release on SAWWA counter cards mailed out (attached here).



Note: Many small community papers have probably run SAWWA releases, but since we do not subscribe to them all, there is no way to track these. For example, we know the Galt Herald ran an article and photo of local radio script contest winner, but we do not know date and details.