



Water Shortage Contingency Plan

CITY OF DEL MAR

1050 Camino Del Mar

Del Mar, CA 92014

Public Water System CA #3710004

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Section 1: Introduction and Overview

In order to conserve the available water supply and protect the integrity of public water system (PWS) supply facilities for domestic water use, sanitation, and fire protection, the City of Del Mar has established regulations and restrictions on the delivery and consumption of water during varying water supply conditions through this Water Shortage Contingency Plan (WSCP). The WSCP is intended to protect and preserve public health, welfare, safety, and minimize adverse impacts during a water supply shortage or emergency condition.

Under [Senate Bill 552 \(SB 552\)](#), passed and signed by Governor Gavin Newsom in September 2021, State and local governments will share the responsibility in preparing and acting in the case of a water shortage event. These new requirements are expected to improve the ability of Californians to manage future droughts and help prevent catastrophic impacts on drinking water for communities vulnerable to impacts of climate change. The bill requires small water suppliers to implement more proactive drought planning and be better prepared for future water shortage events or dry years.

SB 552 requires small water suppliers - defined as those with fewer than 3,000 connections and/or serve fewer than 3,000 acre feet per year - to have an abridged water shortage contingency plan, annually report their water supply conditions and monthly usage, and upgrade their infrastructure to drought resilient standards, if needed.

The City of Del Mar provides potable water to approximately 1,890 water connections serving an estimated population of 4,000 people within the City boundary. The City is bordered to the north by Solana Beach, served by Santa Fe Irrigation District, and to the east and south by the City of San Diego.

Section 2: Public Involvement

The City held a public hearing to receive public comments on this WSCP at its City Council meeting on June 5, 2023. At the same time, the City introduced Ordinance 998 to update the Del Mar Municipal Code (DMMC) Chapter 21.70 on Emergency Water Management to align with this WSCP. Final adoption of the Ordinance occurred at a properly noticed City Council meeting on June 19, 2023.

Section 3: Coordination with San Diego County Water Authority

The service area of the City of Del Mar is located within the San Diego County Water Authority (Water Authority) regional water planning area. The Water Authority adopted its 2020 WSCP on May 27, 2021. A copy of this document can be found at <https://www.sdcwa.org/wp-content/uploads/2021/08/SDCWA-WSCP-05272021-rev-July-2021-1.pdf>. The City's water demand is included in regional planning efforts completed by the Water Authority and its WSCP was considered in the development of this document.

Section 4: Declaration of Water Shortage Level

DMMC Section 21.04.180 authorizes the City Manager to determine and declare that a water shortage emergency exists in any or all parts of the City. DMMC Section 21.70.040 further defines when and how the City Manager or City Council can declare a water shortage emergency and notify the public. During such an emergency, the applicable provisions of this WSCP will be implemented when necessary to protect public health, safety, and welfare.

The City Manager, or designee, shall monitor water supply and/or demand conditions on a monthly basis and shall determine when triggers are reached by conditions that warrant initiation or termination of each level of the WSCP. The triggering and termination criteria considered shall include:

- Water Authority Board of Directors has changed its water shortage response level.
- County, State, or Federal Drought Emergency Orders are issued.
- Emergencies such as fire, earthquake, etc. occur, resulting in actual or potential water outages.

Section 5: Water Shortage Response Levels

Water shortage is the gap between available supply and planned demands. To provide a consistent regional and statewide approach to conveying the relative severity of water supply shortage conditions, the 2018 Water Conservation Legislation (SB 606 and AB 1668) mandates that water suppliers plan for six standard water shortage levels. These six levels progressively increase from a shortage of 10%, 20%, 30%, 40%, 50%, and greater than 50% shortage and become increasingly stringent water use restrictions.

The City of Del Mar previously established four drought response stages detailing demand management measures for each stage in DMMC Sections 21.70.110 through 21.70.140. Pursuant to legislation that was adopted in response to recent severe droughts, the City of Del Mar is updating its Municipal Code to move from four to six standard water shortage response levels.

Shortage Level	Water Shortage Range	Response Action
1 – Watch	Up to 10%	Voluntary
2 – Warning	Up to 20%	Mandatory
3 – Acute	Up to 30%	Mandatory
4 – Critical	Up to 40%	Mandatory
5 – Emergency	Up to 50%	Mandatory
6 – Catastrophic	> 50%	Mandatory

When the City declares that a shortage level is in effect, customers must comply with all regulations contained in the declared level or face a potential penalty. Details of the levels and specifics on what is prohibited under each level are summarized in this section and DMMC. The percentage reduction is calculated and evaluated versus the base year, which the Water Authority establishes for the region based on recent water demand and sources available.

Emergency regulations and other conditions as may be identified by the Governor, State of California, or the Water Authority may require additional mandatory water conservation measures.

WATER SHORTAGE LEVEL 1: WATCH Condition

Target: Achieve a voluntary 10% percent reduction

Level 1 may apply when there is a reasonable probability that there will be water supply shortages and that a consumer demand reduction of up to 10% is required. At this level, restrictions are voluntary, and the City would increase its public education and outreach efforts to encourage customers to take actions to conserve water. Detailed requirements are detailed in DMMC Section 21.70.110.

Some voluntary measures under Level 1 include requests for all persons to:

- Stop hosing down paved surfaces
- Stop water waste and runoff from landscape irrigation
- Water before 10 a.m. and after 6 p.m. three times per week, and not within 48 hours of measurable rainfall
- Wash vehicles with a hand-held hose/shut-off nozzle or at a commercial site with recirculated water
- Provide restaurant water refills and hotel laundering only upon request
- Repair all leaks within 72 hours of notification
- Use recirculated water to operate ornamental fountains
- Use non-potable water for construction purposes when available.

Landscape irrigation restrictions do not apply to micro-irrigation systems such as drip irrigation.

WATER SHORTAGE LEVEL 2: WARNING Condition

Target: Achieve a 20% percent reduction

Level 2 may apply when a consumer demand reduction of up to 20% is necessary. At this level, all the voluntary water use reduction measures in Level 1 become mandatory and additional mandatory water use restrictions may be implemented. Under Level 2 conditions, the City may also implement drought rates at Level 2 as identified in DMMC Section 21.70.120.

WATER SHORTAGE LEVEL 3: ACUTE Condition

Target: Achieve a 30% percent reduction

Level 3 represents an increased shortage up to 30% due to drought or other supply reductions. At this level, Level 1 and Level 2 restrictions apply and additional mandatory prohibitions are established. Additional mandatory actions established under Level 3 include:

- Further limiting landscape irrigation to two (2) assigned days per week (no more than once per week November through May)
- Requiring leak repair within 48 hours of notification
- Stopping all vehicle washing except at commercial car washes that recirculate water.

Landscape irrigation restrictions do not apply to micro-irrigation systems such as drip irrigation.

Under Level 3 conditions, The City may also implement drought rates as identified in DMMC Section 21.70.130.

WATER SHORTAGE LEVEL 4: CRITICAL Condition

Target: Achieve a 40% percent reduction

Level 4 represents an increased shortage up to 40% due to drought or other supply reductions. At this level, Level 1, 2, and 3 restrictions apply, and additional mandatory prohibitions are established.

Under Level 4 conditions, the City may also implement drought rates as identified in DMMC Section 21.70.140.

WATER SHORTAGE LEVEL 5: EMERGENCY Condition

Target: Achieve a 50% Percent Reduction

Level 5 represents an increased shortage up to 50% due to drought or other supply reductions. At this level, Level 1, 2, 3, and 4 restrictions apply, and additional mandatory prohibitions will be established by the City Council and implemented.

WATER SHORTAGE LEVEL 6: CATASTROPHIC Condition

Target: Achieve a Greater Than 50% Percent Reduction

Level 6 represents an increased shortage of greater than 50% due to drought or other supply reductions. At this level, Level 1, 2, 3, 4, and 5 restrictions apply, and additional

mandatory prohibitions will be established by the City Council and implemented.

Section 6: Communication Plan

The City of Del Mar will regularly provide the public with information about drought conditions and the drought response measures to be implemented in each level. These communication efforts will include, but not be limited to:

- Notice on City website and social media outlets
- Notice in local newspaper, joint messaging with the Water Authority in regional newspapers
- Notice to local Spanish and English-speaking radio stations
- Email to utility customer listing
- Direct Mail to each utility customer, in bill or flyer format
- County Emergency Messaging text alert

Additionally, the City will coordinate with the Water Authority and its member agencies to efficiently communicate drought concerns to the region. The Water Authority Communication Plan is included as Appendix A as a reference.

Section 7: Appeals

Pursuant to DMMC Section 21.70.050, the City Council may grant a temporary variance for existing water uses prohibited under this Plan if it is determined that failure to grant such variance would cause an emergency condition adversely affecting the health, sanitation, or fire protection for the public or the person requesting such variance.

Section 8: Enforcement

No person shall knowingly or intentionally use water in a manner contrary to any provision of this WSCP or the Del Mar Municipal Code. DMMC Section 21.04.090 establishes enforcement parameters for those that violate conditions established by Section 5 of the WSCP or DMMC.

Section 9: Contact Information

City of Del Mar Contacts	Name & Position	Telephone	Email
Public Works Department	Joe Bride, Department Director	858-704-3681	jbride@delmar.ca.us
Public Works Department	Karen Falk, Principal Engineer	858-375-9533	kfalk@delmar.ca.us
Public Works Department	Peter Kiefer, Superintendent	858-704-3676	pkiefer@delmar.ca.us
Public Works Department	Mariel Cairns, Management Analyst	858-704-3677	mcairns@delmar.ca.us

Public Safety Contacts: The City Manager, or designee, shall notify directly the following individuals and entities of restrictions and water shortages, as defined in the subsections below, as appropriate for each response level.

Organization or Department	Name & Position	Telephone	Email
Fire Department	Josh Gorgon, Fire Chief	911 or (non-emergency) 858-755-1522	firedepartmentgroup@delmar.ca.us
22 ND District Agricultural Association - Fairgrounds	Lewis Hughs, Facilities	858-792-4217 or (24/7 Security) 858-792-4285	LHughes@sdfair.com
County Office of Emergency Services	General	800-565-3490	oes@sdcounty.ca.gov
County of San Diego Department of Environmental Health and Quality Agency	Heather Buonomo, Director of Environmental Health	619-379-0773	Heather.Buonomo@sdcounty.ca.gov
County of San Diego Department of Public Health Emergency Preparedness and Response (PHPR)	Rob Sills, Director of PHPR	619-285-6434	Robert.Sills@sdcounty.ca.gov
State Water Resources Control Board District Engineer	Sean Sterchi, District Engineer	619-525-4159	Sean.Sterchi@waterboards.ca.gov
Critical Water User: County of San Diego Library at Del Mar	Polly Cipparrone Branch Manager, Del Mar	(858) 755-1666	Polly.Cipparone@sdcounty.ca.gov
Critical Water User: Winston School	Kim Kanetis, Director of Business & Operations	(858) 259-8155	Kim.Kanetis@thewinstonschool.org

Support Services Contacts: The following is a listing of support services that may be appropriate for a water shortage emergency.

Organization or Department	Company & Name	Phone	Email
Water Hauler	Palomar Mountain Premium Spring Water	760-743-0140	

Appendix A: San Diego County Water Authority Communications Plan

Section 9

Communication Plan

9.1 Introduction

The Water Authority and its 24 member agencies conduct communications and outreach about water supplies and water-use efficiency as an ongoing activity during normal supply conditions. However, clear and effective communications between water agencies, the public, public officials and other key stakeholders becomes even more important if supply conditions become abnormal and the Water Authority needs to activate its WSCP. Experience from previous droughts or other demand management periods, along with data from regional public opinion polls, indicate that when there is a need for urgent water conservation, people basically want to know the following:

1. What they need to do – specifically – to save water
2. How much water they need to save and for how long
3. Why they need to save water
4. What water agencies are doing to correct the supply problem or address the situation

While communicating these points may seem simple and straightforward on the surface, in practice the process can be challenging and complex for the Water Authority. The very diverse needs and characteristics of the Water Authority’s member agencies alone puts limits on the scope of messages and tactics that can be applied to the entire region. To further complicate matters, state-imposed regulations on local water districts during droughts or supply shortages have the potential to dictate a wide range of water-saving targets – and thus a variety of needed behaviors – across the region. Experience also has shown it is possible for the state to mandate emergency water savings targets or measures when there is no actual shortage emergency in the region. Finally, if residents and businesses are asked to save water for an extended period of time, their resolve to comply and help water agencies achieve their respective water-use targets can be eroded by a number of factors ranging from impacts to water rates, negative effects to their lifestyle, equity issues or simple “drought fatigue.”

These possibilities make it even more difficult for the Water Authority and its member agencies to communicate effectively, avoid confusion and maintain credibility. However, in previous droughts the Water Authority and its member agencies have been able to work together to overcome these obstacles and conduct effective, award-winning outreach campaigns. This section of the WSCP describes the basic communications plan needed to help the Water Authority successfully convey crucial information during all stages of the WSCP.

9.2 Coordination

For the reasons described in Section 9.1, it is vital for the Water Authority’s communications

to be closely coordinated with its member agencies. The Water Authority regularly interacts with its member agencies at several levels to ensure regional messaging and outreach efforts remain appropriate, effective and responsive to member agency needs. These levels include the Joint Public Information Council/Conservation Coordinators (staff level), the Member Agency Managers group (management level) and the Water Authority Board’s Legislation and Public Outreach Committee (Board level). During droughts or other times of limited supply that activate the WSCP, the Water Authority will establish more frequent schedules of updates, reports or discussions at all levels to ensure Water Authority outreach messages and tactics stay in sync with the changing needs of member agencies and their customers. The schedule and timing of these updates may adjust periodically to reflect evolving water shortage conditions or other factors.

During droughts or other situations that create supply shortages, it’s also common for entities outside the San Diego region, such as MWD, the Association of California Water Agencies and DWR, to engage in communication activities that extend into this area. Water Authority outreach staff will also engage in regular contact with these entities to help minimize the potential for their activities to cause local confusion, as well as seek opportunities to leverage these external resources to complement outreach already under way by the Water Authority and its member agencies.

To maximize internal coordination, the Water Authority will convene a “cabinet” of senior management and department executives from across the organization to discuss supply planning, operational, financial and communication issues related to the WSCP as needed.

9.3 Flexibility and Adaptability

The Water Authority’s WSCP includes six distinct levels of potential shortage, along with “normal” conditions when no out-of-the-ordinary water-saving actions are called for. It also includes a “catastrophic” condition when extreme events prompt emergency-oriented water-saving measures to preserve supplies for health and safety. It’s possible for the desired scope of water-saving actions or outcomes to vary widely at each level of the plan. For example, at Level 2 the communication messages, tactics and resources needed to reach a target of 12% would likely be very different than those needed to hit a target of 20%.

In addition, there are many potential communication strategies and tactics that can be deployed to help the Water Authority successfully implement each level of the WSCP. The precise mix of appropriate strategies and tactics is best determined based on a number of factors, including what WSCP level is activated, the specific supply or regulatory circumstances driving that activation, budget availability, seasonal conditions, and other factors.

Because of these potential variations, this communication plan doesn’t dictate every strategy and tactic or the scale of resources that needs to be applied regionally at each level of the WSCP. Rather, this plan includes recommended strategies and tactics that generally match the needs associated with the escalating levels. This is intended to give the Water Authority’s Board and management the flexibility to apply tailored communications approaches that best

fit the specific goals of the Water Authority and its member agencies at any given point, and the agility to react quickly to any changes in conditions. An outline summarizing recommended actions at each level is at the end of this section of the communication plan in Table 9-1. Specific, customized campaign plans with budgets and timelines will be crafted by the Public Affairs Department when needed to reflect the unique circumstances of any demand management or water shortage situation.

9.4 Key Audiences

The Water Authority needs to communicate with many different stakeholders as part of the WSCP. The intensity of outreach will likely vary with the WSCP level that is active at any given time, but the key audiences for the communication plan are fairly consistent. In general, they include:

- Member agencies
- General public (water consumers)
- Public officials
- Homeowners
- Multi-family property owners/managers
- Commercial-industrial property managers
- Landscape contractors/suppliers
- Business/civic leaders
- High-visibility or high-water-use industries (restaurants, hotels, construction, etc.)
- Land-use agencies
- Environmental groups
- Community-based service organizations
- Non-English-speaking populations
- Temporary residents (tourists, college students, etc.)

While it's important to communicate with all of these groups, at times some of these audiences may require higher priority or specialized outreach. Public Affairs staff will coordinate closely with member agencies and solicit feedback from stakeholders as needed to ensure outreach efforts are reaching key audiences.

9.5 Communication Objectives

In general, the communication objectives during the various levels of the WSCP include the following:

- Motivate water users to increase conservation immediately in ways that are consistent with any voluntary or mandatory actions called for at the current level of the WSCP.
- Raise awareness and understanding of the drought, regulatory or other conditions affecting water supplies and the need for increased conservation.

- Minimize confusion and maintain credibility of water agencies and conservation messages with an appropriate tone that avoids “cry wolf” perception and non-compliance backlash.
- Make water users feel appreciated for existing accomplishments in improving their water-use efficiency, and for supporting regional and local investments in water supply reliability.
- Educate regional civic and business leaders, elected officials and the public that the region’s water agencies have greatly improved the region’s water supply reliability by promoting water-use efficiency programs, diversifying water supply sources and investing more than \$3.5 billion in alternative supplies and major water infrastructure.
- Prepare the region for escalation (or de-escalation) of the WSCP based on trending supply conditions.
- Ensure all stakeholders believe they are being treated fairly in relationship to other stakeholders.
- Maintain communication effectiveness by soliciting or monitoring feedback from member agencies, key stakeholders and the general public to update or adapt messages or tactics.
- Exit WSCP implementation having demonstrated the effectiveness and value of conservation actions and water supply reliability investments in minimizing impacts to the region’s economy and quality of life.

9.6 Standard Communications

During normal water supply conditions, the Water Authority will engage in standard communications and outreach activities. That means the Water Authority will promote water-use efficiency as a way of life in the San Diego region as part of its regular messaging delivered through the following channels:

- Media relations (pitches, interviews and news releases)
- Social media (Twitter, Facebook, YouTube, etc.)
- Websites (sdcwa.org and WaterSmartSD.org)
- E-newsletters
- Speaker’s Bureau presentations
- Community events
- Citizens Water Academy
- Water News Network

During normal conditions, water efficiency will be promoted by sharing water-saving tips that are consistent with any permanent water-use restrictions in effect throughout the San Diego region (by statewide mandate or consensus of all member agencies). It will also be promoted by ongoing marketing of the Water Authority’s array of regional water-use efficiency programs that are designed to help the member agencies achieve their long-term water management targets or goals, as well as promotion of other available water-savings tools and resources (for example, any available MWD-administered programs or SDG&E-funded

programs).

9.7 Level 1 Strategies and Tactics

This section lists a number of strategies the Water Authority has used to guide successful drought response campaigns in the past and should be considered during Level 1 of the WSCP (up to 10% voluntary conservation).

Recommended Strategies

- Engage member agencies in the development of a regional campaign theme that fits the call for increased conservation and can adapt to changing levels of the WSCP as necessary.
- Send clear, consistent and understandable messages encouraging increased voluntary conservation.
- Develop and maintain a steady stream of media relations activities and social media communications that explain the need to conserve and how to conserve, promote water-use efficiency programs and incentives, and/or give general support for water conservation. Schedule these efforts to provide timely support for water-use efficiency events, strategies and other programs.
- Enhance the level of conservation-oriented community outreach through greater frequency of outreach at community events and speaker's bureau presentations.
- Develop specific outreach efforts that target key industries or groups (hospitality, HOAs, building managers, etc.) to raise awareness of, and participation in, drought response actions and water-use efficiency programs.
- Recruit community and media partners who can expand the reach of drought response communications.
- Establish an online hub for:
 - Information on current status of regional WSCP and recommended water conservation practices
 - Link to www.WaterSmartSD.org, sdcwa.org or other appropriate website for more water conservation tips, rebates, tools and other resources
 - Updated information on statewide weather, water supply and/or regulatory conditions
 - Information on how the Water Authority and its 24 member agencies are successfully enhancing the region's water supply reliability through investments in water supply diversification and major infrastructure
 - Links to member agency websites for retail level information
- Regularly communicate with local, state and other elected officials in the region about the importance of achieving voluntary water conservation and encourage them to publicly promote such efforts to their constituents.

Recommended Tactics

- Member agency communications
 - Involve member agencies in development and implementation of communication plan through more frequent JPIC meetings and supplemental communications.
 - Provide regular campaign updates to member agency general managers and their designated staff, and Board members.
 - Provide campaign outreach materials (newsletter articles, graphics, bill stuffers, etc.) to member agencies for reproduction and distribution.
 - Encourage member agencies to promote consistent regional messaging and conservation programs to their customers and the public in their service areas.
- News conference or other event to announce/explain change in WSCP level
- Water Authority communications (ongoing)
 - Media relations
 - News releases, advisories, op-eds, etc.
 - Media opportunities (pitches, events, in-studio appearances, etc.)
 - Partnerships
 - Website messaging (sdcwa.org and/or WaterSmartSD.org)
 - Provide links to local agency webpages containing water-use restrictions or other drought instructions/resources for customers
 - Provide searchable directory of conservation rebates or programs by postal code or street address
 - Provide lists of easy, understandable water-saving tips
 - Provide links to water-savings programs
 - E-newsletters
 - Social media (Twitter, Facebook, YouTube, etc.)
- Community relations
 - Events (water-efficient plant fairs, classes, fairs, garden tours, etc.)
 - Speakers Bureau presentations
 - Community partnerships
 - Restaurants
 - Hotels/motels
 - Local breweries
 - San Diego Gas & Electric
 - Large employers (public and private)
 - Public agencies (Caltrans, San Diego County, etc.)
 - Shopping malls (Westfield, Simon Property Group)
 - High-traffic destinations (airport, theme parks, San Diego County Fair, etc.)
 - Regional gardens (Water Conservation Garden, San Diego Botanic Garden)
 - Ethnic outreach (presentations, community events, partnerships)

- Industry relations
 - Targeted outreach to high-water-use industries
- School education
 - Modify school assembly program content to include messages about need for increased voluntary conservation.
 - Provide other regional water and environmental education programs with key messages about need for increased conservation.
- Government relations outreach
 - Encourage elected officials to post links to regional campaign on their websites and promote water conservation tips and program availability at www.WaterSmartSD.org to constituents through newsletters and social media.
 - Provide conservation information and other support as necessary to government officials for their own media events, hearings, community meetings, etc.
- Advertising
 - Execute targeted advertising plans to enhance awareness of need for increased voluntary conservation or spur participation in specific programs or behaviors.
 - Coordinate campaign timing/placement with those of other water agencies to leverage available resources (City of San Diego, MWD, Department of Water Resources/Association of California Water Agencies).
 - Coordinate message tone and content to maximize consistency and minimize confusion; ensure external campaign messages are appropriate for San Diego region.
 - Complement ads with public service announcements on local government access channels
- Educational/promotional items that encourage conservation (dye tablets, self-closing hose nozzles, etc.)
- Testing and evaluation
 - Use public opinion polls and other opportunities to test messages and tactics and revise as needed to increase effectiveness.

9.8 Level 2 Strategies and Tactics

In the event of a more severe supply shortage or demand management period that requires entering Level 2 of the WSCP (up to 20% mandatory conservation), the Water Authority will continue to deploy or enhance Level 1 strategies and tactics as needed, and will consider supplemental strategies and tactics listed below.

Recommended Strategies

- Engage member agencies in the development of a more serious campaign message that reflects the need for compliance with mandatory water-use restrictions. Provide visuals and other supporting materials for the campaign to member agencies.
- Send clear, consistent and understandable messages regarding mandatory water-use restrictions in effect.
- Enhance media relations activities and social media communications related to water-use restrictions, conservation programs and drought conditions. Schedule these efforts to provide timely support for new campaign initiatives, conservation events and other programs.
- Leverage stakeholder groups' communication channels to help distribute updated information about restrictions and conservation as soon as possible; groups to include business organizations, civic organizations, service clubs, religious leaders, elected officials, along with key associations governing HOAs, building managers, landscape companies, etc.
- Expand efforts to recruit community and media partners who can expand the reach of drought response communications.
- Enhance the campaign's current level of grass-roots community outreach with strategies and tactics that encourage more community members to publicly show their support for the campaign (i.e., turn more homeowners, property managers, students, etc. into individual "community partners" promoting increased conservation in neighborhoods around the county)
- Expand drought outreach advertising; continue to coordinate communications and advertising messages and plans with the region's 24 member agencies, MWD, the state Department of Water Resources, and other agencies.
- Consider adjustments to water conservation resources and programs in ways that make finding and participating in key programs easier, or to facilitate short-term water savings. Support these efforts with events to provide information and resources to consumers or other stakeholders.

Recommended Tactics

- Member agency communications
 - Involve member agencies in planning and implementing more serious or urgent campaign messaging and activities.
 - Supplement regular JPIC meetings with more frequent communications (email updates, etc.) as needed.
- News conference or other event to announce/explain any change in WSCP level
 - Consider joint announcement with business/civic partners to enhance communitywide buy-in for water-savings actions.
- Water Authority communications (ongoing)
 - Websites
 - Add "pop-ups" with outreach campaign messages to sdcwa.org and WaterSmartSD.org.
 - E-newsletter

- Ensure drought updates or conservation information are distributed at least twice monthly through WaterSource e-newsletter.
- Social media
 - Expand community engagement on drought campaign through more involved social media activity (consider neighborhood-based outreach via Nextdoor or other means).
- Regional water-waste reporting app
 - Enhance efforts to encourage customers to download and use it to report incidents of water waste directly to member agencies.
- Stakeholder outreach
 - Provide updated campaign messaging to business groups, service clubs, religious leaders, elected officials to distribute to their own audiences (via newsletter, email, etc.).
 - Accelerate outreach efforts to key associations governing HOAs, building managers, landscape companies, etc. to immediately raise awareness of and compliance with mandatory water use restrictions, as well as to update information on available conservation resources.
- Community Partnerships
 - Consider adding budget resources to attract more high-value community partnerships
- Government Relations
 - Supplement existing activities with in-person briefings to state and local officials on state of water supplies and water conservation campaign.
- Advertising
 - Execute mass-market regional advertising with involving radio, TV to enhance awareness of needed mandatory water-saving actions.
 - Continue to coordinate campaign timing/placement with those of other water agencies to leverage available resources (City of San Diego, MWD, Department of Water Resources/Association of California Water Agencies).
- Testing and evaluation
 - Use public opinion polls or other opportunities to test messages and tactics and revise them as needed to increase effectiveness.

9.9 Level 3-4 Strategies and Tactics

In the event of a more severe supply shortage or demand management period that requires entering Level 3 or 4 of the WSCP (up to 30% or 40% mandatory conservation, respectively), the Water Authority will continue to deploy or enhance Level 2 strategies and tactics as needed, and will consider supplemental strategies and tactics listed below.

Recommended Strategies

- Engage member agencies in the development of a more serious campaign message that reflects the need for higher level of extraordinary conservation. Provide visuals and other supporting materials for the campaign to member agencies.
- Send clear, consistent and understandable messages regarding mandatory water use restrictions in effect and escalating challenges affecting water supplies.
- Conduct specialized outreach to landscape industry and water users with large ornamental landscapes to achieve significant reductions in discretionary outdoor water use while minimizing long-term property damage.
- Initiate targeted outreach to major CII water users to help them identify, prepare for and, as much as possible, avoid negative impacts from extreme water conservation requirements.
- Evaluate the appropriateness of continuing to promote long-term water-use efficiency programs and tools amid worsening supply conditions/increasing restrictions.

Recommended Tactics

- Member agency communications
 - Involve member agencies in the planning and implementation of updated messages and campaign activities to raise awareness for more extreme water-saving actions and behaviors; provide updated communications materials to member agencies.
- News conference or other event to announce/explain any change in WSCP level
 - Invite local elected officials to participate to convey need for savings across the region.
- Water Authority communications (ongoing)
 - Promote compliance with specific, regionally applicable water-use restrictions.
 - Encourage users to check with local water agencies for additional rules or restrictions in effect for their area.
 - Provide instructions for triaging landscape resources during extreme shortage conditions (saving trees, etc.).
- Stakeholder outreach
 - Reinforce business groups, service clubs, religious leaders, elected officials to spread awareness of need for significant, collective water-saving actions to preserve our economy and quality of life.
 - Provide specialized technical assistance sessions or resources to help homeowners achieve immediate reductions in water use while minimizing landscape damage.
 - Consider providing specialized technical assistance to large landscape customers (HOAs, cities, schools, etc.) to help achieve large-scale reductions in discretionary outdoor water use.
 - Conduct specialized outreach to industries (hospitality, car washes, restaurants, etc.) or other large-scale water users (schools, park and rec

- districts) that will likely experience impacts from emergency conservation to determine solutions for minimizing economic or quality of life impacts.
- Add water conservation information/assistance resources to 211 emergency services directory.
- Advertising
 - Supplement mass-media campaign to enhance awareness of extreme water-saving actions as needed.
- Testing and evaluation
 - Use public opinion polls or other opportunities to test messages and tactics, and revise as needed to increase effectiveness.

9.10 Level 5-6 Strategies and Tactics

In the event of a situation that requires entering Level 5 or 6 of the WSCP (up to or greater than 50% mandatory conservation, respectively), the Water Authority will continue to deploy or enhance Level 3-4 strategies and tactics as needed, and will consider supplemental strategies and tactics listed below to reflect increased shortage conditions.

Recommended Strategies

- Engage member agencies in the development of campaign messages and tactics that raise awareness of the extreme shortage conditions facing the region and the likely need to focus water use on essential public health and safety needs.
- Send clear, consistent and understandable messages regarding what uses of water or levels of water use remain acceptable for residential, commercial and public water users.
- Emphasize the need for all residents and businesses to work together to help the region successfully weather the situation.
- Raise awareness of any urgent actions being taken by water agencies to improve water supply conditions; provide regular updates on those efforts.
- Suspend promotion of ongoing water-use efficiency programs to focus resources on promoting extreme/emergency conservation measures.
- Coordinate with regional emergency response agencies/services on messaging/additional outreach tactics if needed.

Recommended Tactics

- Member agency communications
 - Involve member agencies in the planning and implementation of updated messages and campaign activities to raise awareness for water-saving actions and behaviors; provide updated communications materials to member agencies.
- News conference or other event to announce/explain any change in WSCP level; consider joint event with emergency response/public health authorities

- Water Authority communications
 - Encourage users to check with local water agencies for additional rules or restrictions in effect for their area.
 - Promote all available resources to aid vulnerable populations.
 - Provide updates to media and other stakeholders on water supply conditions as often as possible (daily or as needed).
 - Evaluate need for “phone bank” or additional staff resources to handle public inquiries.
- Stakeholder outreach
 - Provide updated communications materials to business groups, service clubs, religious leaders, elected officials to raise immediate awareness for increased water-savings actions and available assistance resources.

9.11 Catastrophic Shortage Communications

In the event of a natural disaster, infrastructure failure or other situation that requires regional water use to be quickly prioritized for or limited to essential public health and safety needs, the Water Authority will immediately deploy or enhance appropriate communication strategies and tactics from WSCP Levels 1-6 as needed, and will consider strategies and tactics listed below to reflect the need for urgent, emergency-driven water conservation.

Recommended Strategies

- Engage member agencies in the development of campaign messages and tactics that raise awareness of the emergency conditions facing the region and the need to focus water use on essential public health and safety needs.
- Send clear, consistent and understandable messages regarding what uses of water or levels of water use remain acceptable for residential, commercial and public water users, and the expected duration of this restricted level of water use
- Emphasize the need for all residents and businesses to work together to help the region successfully weather the situation.
- Raise awareness of any urgent actions being taken by water agencies to improve water supply conditions; provide regular updates on those efforts.
- Suspend promotion of ongoing, long-term water-use efficiency programs and tools to focus resources on communicating need for immediate water conservation actions.
- Coordinate with local emergency response agencies/services on messaging and outreach tactics where possible.

Recommended Tactics

- Member agency communications
 - Involve member agencies in the planning and implementation of updated messages and campaign activities to raise awareness for emergency-level

water-saving actions and behaviors; provide updated communications materials to member agencies.

- News conference or other event to announce/explain change in WSCP level
 - Consider joint announcement with emergency response or public health agencies to reflect need for emergency-level water conservation.
- Water Authority communications
 - Provide specific instructions for acceptable water use during emergency conditions and how long conditions will likely be in effect.
 - Encourage users to check with local water agencies for additional rules or restrictions in effect for their area.
 - Promote all available resources to aid vulnerable populations.
 - Provide updates to media and other stakeholders on water supply conditions as often as possible (daily or as needed).
 - Consider deploying alternate home page on sdcwa.org to emphasize emergency-oriented water conservation actions.
- Stakeholder outreach
 - Provide updated communications materials to business groups, service clubs, religious leaders, elected officials to raise immediate awareness for emergency-level water-savings actions and available assistance resources.
 - Conduct specialized outreach to landscape and related industries with significant outdoor water use to urge immediate end to landscape water use (if required).
 - Coordinate dissemination of information regarding water-use restrictions to local law enforcement or other public agencies to help maximize widespread compliance with emergency mandates.

Table 9-1 General Communication Plan Outline				
Normal Conditions	Level 1 Up to 10% Voluntary Conservation	Level 2 Up to 20% Mandatory Conservation	Levels 3-4 Up to 30% or 40% Mandatory Conservation	Levels 5-6 Up to 50% or >50% Mandatory Conservation
Standard outreach efforts in effect (media relations, social media, websites, speakers' bureau, etc.)	Update message platform to reflect conditions, Water Authority response, and needed actions from public	Update campaign and messages to generate immediate actions/behaviors by public	Update campaign and messages to raise awareness for more severe water-saving actions/behaviors by public	Update campaign and messages to reflect extreme or emergency condition and likely need to focus water use on health/safety needs
Promote ongoing WUE programs/tools/partnerships designed to achieve long-term water management goals (SB X7-7 or other)	Announce status change to key stakeholders, general public (News release, social media, etc.)	Announce status change to key stakeholders, general public (News release, social media, etc.)	Announce status change to key stakeholders, general public (News release, social media, etc.)	Announce status change to key stakeholders, general public (News release, social media, etc.)
Standard coordination with member agencies (JPIC meets 6x a year)	Include increased conservation messages on sdcwa.org and in standard outreach efforts; provide regular condition updates to stakeholders/media	Supplement Level 1 activities with additional tactics (mass media ads, partnerships, events, Nextdoor messages, etc.) as needed; provide regular condition updates to stakeholders/media	Supplement Level 2 outreach with additional tactics (supplemental ads, etc.) as needed; provide regular updates to stakeholders/media on conditions	Supplement Level 3-4 outreach with additional tactics (phone bank/hotline, etc.) as needed; provide regular condition updates to stakeholders/media on conditions
Quarterly Board reports on public communication and water-use efficiency outreach activities	Enhance promotion of ongoing WUE programs/tools; deploy targeted advertising	Conduct issue briefings with elected officials, other key civic and business leaders	Conduct specialized outreach to reduce discretionary outdoor use while minimizing landscape damage	Suspend promotion of long-term WUE programs/ tools to focus on imminent needs
	Increase coordination with member agencies (JPIC meets monthly)	Continue promotion of ongoing WUE programs/tools	Promote available water assistance resources for vulnerable populations; specialized outreach to impacted industries	Continue enhanced coordination with member agencies as needed (daily or weekly briefings or email updates, etc.)
	Initiate regular Board reports on campaign efforts	Enhance coordination with member agencies as needed (weekly email updates, etc.)	Continue enhanced coordination with member agencies as needed	Analyze water use and other data to determine any appropriate supplemental actions
	Analyze water use and other data to determine any appropriate supplemental actions	Analyze water use and other data to determine any appropriate supplemental actions	Analyze water use and other data to determine any appropriate supplemental actions	

Catastrophic Communications

- Implementation of any appropriate strategies and tactics from Levels 1-6
- Shift to messages that reflect emergency condition and need to focus water use on health/safety needs
- Potential joint news release/news event with public health officials or incident commanders to announce condition and explain needed actions
- Ensure ongoing coordination with emergency response services with daily advisories or alerts, etc. as needed; provide regular condition updates to stakeholders/media

Evaluate posting alternate, emergency-themed website home page