



MONDAY, JULY 13, 2009

**7:00 P.M. - REGULAR ENVIRONMENTAL COMMISSION MEETING**

Council Chambers, Los Altos City Hall  
One North San Antonio Road, Los Altos, California

Any writings or documents provided to a majority of the Environmental Commission regarding any item on this agenda are available to the public on the counter in the mail lobby located at One North San Antonio Road, Los Altos CA 94022 during business hours.

**ROLL CALL**

**PUBLIC COMMENTS**

Members of the audience may bring to the Committee's attention any item that is not on the agenda. Please complete a "Request to Speak" form and submit it to the staff liaison. Speakers are generally given two or three minutes, at the discretion of the Chair. State law prohibits the Committee from acting on items that do not appear on the agenda.

**CONSENT CALENDAR**

These items will be considered by one motion unless any member of the Committee or audience wishes to remove an item for discussion. Any item removed from the Consent Calendar for discussion will be handled at the discretion of the Chair.

1. Commission Minutes

Approval of minutes –Regular Meeting of June 8, 2009

**DISCUSSION ITEMS**

2. Welcome and Introduction of New Environmental Commissioner, Don Bray

3. Discussion of Joint Meeting with City Council on June 9, 2009

a. 2009 Work Plan Goals

b. Staff report – Matrix of staff hours and costs for 2009 Work Plan Goals to be reported to City Council on July 28, 2009

4. Waste Management Services Contract Request for Proposal (RFP)

Discussion that staff recommends for waste management services consultant to present a report to the Environmental Commission and hear public comment on August 10, 2009 at the Environmental Commission meeting at 7 P.M.

5. Water Conservation Measures  
Review of Water Conservation Measures report and Resolution approved by City Council on June 9, 2009
6. Reusable Shopping Bags  
Discussion of Creative Brief Program Implementation
7. Environmental Commission Volunteers
  - a. Introduction of Environmental Commission Volunteers
  - b. Future projects
8. Staff Liaison Report
  - a. *Trees of Los Altos* book funds
  - b. Environmental website traffic counter
  - c. Schedule for Environmental Commissioners to attend City Council meetings

#### **COMMITTEE REPORTS AND DIRECTIONS ON FUTURE AGENDA ITEMS**

#### **ADJOURNMENT**

In compliance with the Americans with Disabilities Act, the City will make reasonable arrangements to ensure accessibility to this meeting. If you need special assistance to participate in this meeting, please contact the Economic Development Coordinator 72 hours prior to the meeting at (650) 947-2620. A sound enhancement system is available in the City Council Chambers. You may check out headsets, which boost the public address signal during the meeting. Please ask for assistance at the City Clerk's desk PRIOR to the start of the meeting or during a break in the meeting.

**Environmental Committee**  
**Project Accomplishments 2008-9 and Anticipated Projects 2009-10**  
**Prepared for Joint City Council Study Session**  
**June 9, 2009**

The table below shows the goals discussed at the June 2008 meetings with the Los Altos Environmental Committee, and our progress to date.

Goals 2008-2009		Progress
1	Provide input to City Council for which solid waste levels of service for new trash contract RFP	Completed recommendation to City Council; all recommendations adopted and included in RFP.
2	Provide ongoing public outreach and education, including but not limited to appropriate city ordinances as well as environmental programs, opportunities and initiatives.	<ul style="list-style-type: none"> <li>a) Added content to the environmental commission website, including more depth on existing topics in a new section on hazardous waste. Set up and staffed a booth at the Los Altos community picnic, answered inquiries from community regarding EC activities.</li> <li>b) Arranged educational field trip to Zanker Road Landfill and Greenwaste Recycling Facility.</li> <li>c) Produced recommendation for education and outreach related to re-useable shopping bags; waiting for Council input.</li> <li>d) Produced recommendation for education and outreach related to water conservation; waiting for Council input.</li> </ul>
3	Develop understanding of relationship with the Green Ribbon Citizens Committee (GRCC) and Cool Los Altos	Relationship between GreenTown Los Altos (GTLA) and Environmental Commission <u>has greatly evolved</u> . We have benefited from their expertise while at the same time <u>achieving</u> objective evaluation of their recommendations.
4	Become involved with city's master plan process and encourage green and environmentally conscious solutions	Recommended updates in city Housing Element to reflect water and energy conservation goals. Changes were adopted.
5	Received and participate in additional Brown act training	City Attorney attended one environmental commission meeting to provide training; additional training for all commissioners was held May 5, 2009.
6	Formalize and reevaluate mission and role of environmental committee	New mission statement drafted to reflect change in status from a committee to a commission. Feedback now being sought from City Council.

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~~Deleted: greatly~~  
~~Deleted: striving for~~

Listed below are proposed goals for our 2009-2010 workplan, subject to approval by the City Council.

Proposed Goals 2009-2010		Proposed Projects In support of goals
1	Work with staff to secure the best value in waste management services value for Los Altos.	Participate in RFP process and provide support as appropriate.
2	Implement approved education and outreach programs to achieve <u>natural resource conservation</u> for Los Altos.	a) Implement reusable bag program as approved b) Implement water conservation <u>education</u> program as approved c) Implement Sustainable Events education program as approved
3	Develop baselines and progress indicators for Los Altos usage of water, waste, energy, and greenhouse gases.	a) Review ICLEI results for municipal operations greenhouse gas Inventory; provide support as necessary. b) Accomplish greenhouse gas inventory for Los Altos. c) _____ d) Work with city staff and new waste management vendor to develop baselines and monitor volume and diversion for appropriate categories of waste.
4	Work to continually reduce the carbon footprint of Los Altos.	Work with staff to investigate <u>feasibility of Green Business Certification</u> for some portion of municipal operations
5	<u>Sustainability element to general plan</u>	Work with Planning Commission to develop a Sustainability element to the General Plan.
6	<u>Continue to Improve working relationship between LAEC and City Staff and City Council</u>	

Deleted: waste source reduction

Deleted: Work with city staff and Cal Water to develop baseline and monitor usage of water

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**For discussion:**

How well is the Environmental Commission meeting the needs of the City Council?

**Environmental Commission Mission Statement**

**From Commission handbook**

The environmental commission studies and makes recommendations to counsel on issues that affect the natural and built environment in the city and the region.

Additional duties include special projects as directed by the Council.

**Proposed**

The mission of the Los Altos Environmental Commission is to advise the City Council on issues related to environmental sustainability, including:

- Evaluating and recommending policies and programs to make Los Altos an environmentally sustainable place to live and work;
- Providing information and education to the public regarding environmentally sustainable lifestyles; and
- 

**Deleted:** Developing partnerships with other Bay Area communities to share best practices

# Environmental Commission Prioritization Worksheet - DRAFT

## Criteria

1	<b>City Council / Staff</b> Direction: Has the City Council or Los Altos staff asked us to look at this issue?
2	<b>Mission:</b> Does this fit within the [to be approved] mission of the Environmental Commission: - Advisors to City Council - Public Education & Outreach
3	<b>Impact:</b> Can the Environmental Commission have a meaningful impact on this issue?
4	<b>Government Interest:</b> Is there recent federal / state / county legislation, pending legislation or interest in the topic?
5	<b>Community Interest:</b> Is there evidence of resident / local business interest?
6	<b>Resources:</b> Does the Environmental Commission have access to the appropriate resources (staff, volunteer, financial) and expertise to be successful?

Potential Projects	Criteria →	1 - Direction	2 - Mission	3 - Impact	4 - Govt Int	5 - Comm'y	6 - Reqd Resources
Waste Management RFP: Examination and Guidance		H (1)	H	H (9)	H (17)	H (20)	M (21)
Re-useable Bags: Community Education & Outreach		H (1)	H	H (12)	H (19)	H (20)	H (22)
Water Conservation: Community Education & Outreach		M	H	M (11)	H (18)	H (20)	H (22)
Municipal GHG Baseline: work with staff and ICLET to validate		M (1)	H (4)	M (10)	H (17)	H (20)	M (21)
Waste Baseline: work with staff and new vendor to develop		M (1)	H (4)	M (10)	H (17)	H (20)	M (21)
Community GHG Baseline: work with staff to develop		L	H (4)	M (10)	H (17)	H (20)	M (21)
Sustainable Events: Organizer / Community Educ & Outreach		L	H	M (15)	H (17)	H (20)	M (21)
Water Baseline: Work with staff and Cal Water to develop		L	H (4)	M (10)	H (16)	H (20)	M (21)
Recycling: Community Education & Outreach		L	H	L (14)	M (11)	H (20)	H (22)
Composting: Community Education & Outreach		L	H	L (14)	M (11)	H (20)	H (22)
Green Building Policies		L	M (6)	M (6)	H (12)	L	M (21)
Solar: Community Education / Coordinated Purchasing		L	M (5)	M (15)	L	M	H (22)
Green Business Certification: Work with staff for 1 case		L	M	L	L	L	M (21)
Sustainability Element to Gen Plan: work w Planning Comm'n		L	M	L	L	L	M (21)
Reduce Vehicle Miles Driven (VMD)		L	L (7)	L (7)	H (17)	L	H (22)
<b>Footnotes</b>							
(1) Explicit request from City Council			(9) Impact on related to composting, recycling, and sustainable event				(17) AB939 (50% waste diversion) + follow-on; AB32 (emissions capped to 1990 levels, organic waste diversion)
(2) Related to explicit CC request			(10) Potentially add Focus, Manpower				(18) California water rationing
(3) Staff request			(11) Efforts already underway from Cal Water; less incremental impact				(19) County promoting fees; some cities banning plastic
(4) Baselines required to monitor progress of any E&O effort			(12) No one else working on this; larger impact				(20) High community usage; LAVA endorsing education & outreach
(5) Education yes; coordinated purchasing questionable			(13) GTLA already working on this				(21) Commissioner Participation only
(6) Purview of city staff and Planning Commission			(14) Much work will be done within the waste management contract				(22) Think modest program could be accomplished with volunteers and ~\$5-10K budget.
(7) Purview of Bicycle and Pedestrian Committee, or public transit related			(15) ???				
(8) Purview of city staff and Planning Commission			(16) Large, long term problem; commission unlikely to resolve				















## Feasibility List Summary

PROJECT GOALS	Staff	Hours	Total
<b>Water Conservation Measures</b>			
Update website and links	IT, Jon	5+3/mo	
Community group awareness - LAVA, Chamber, C. Foundation, Banners San Antonio and Lincoln Park	Jon/J.	6	6
Publish water reduction data for Los Altos Water District in TC Demonstration Garden	Brian/Jon	6	6
Publish water reduction data within City operations in TC	Damon/Jon	8	8
Publish water reduction articles in TC	MSC/Jon	40	40
Monitor updates from Cal Water on their conservation efforts	Damon/Jon	10	10
	Jon/J.	16	16
	Jon/J.	16	110
<b>Waste Services Agreement</b>			
E. Commission meeting presentation and public comments	Jim G./Consults	sched	
Publicity about EC meeting and public comments	Jim G./Consults	sched	
Follow Timeline for RFP process - worksheet pg 3	Staff	sched	
<b>ICLEI Study</b>			
Review data and report; attend workshop	Staff	40	
determine followup activities such as:	Staff	80	120
replace street lights with LED lights Citywide with energy grant funds			
evaluate feasibility of a 9/80 or 8/10 workweek			
evaluate partnership opportunities with other agencies for energy grants			
evaluate feasibility of replacing fleet cars with electric/hybrid vehicles when possible			
replace old facilities with lead silver design			
<b>Green Business Certification</b>			
Select site, work with SCCo, assessment with staff, complete certification	Jim G/J.	120	120

**Request For Proposat Waste Management Services Agreement Timetable**

approved by City Council on July 14, 2009



AGENDA  
ITEM  
#5



## AGENDA REPORT

**DATE:** June 23, 2009  
**TO:** City Council  
**FROM:** J. Logan, Assistant City Manager  
**SUBJECT:** APPROVE WATER CONSERVATION MEASURES

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### RECOMMENDATION

Adopt Resolution 2009-22 to approve water conservation measures

### BACKGROUND

At the June 9, 2009 City Council meeting, the City Council accepted the staff report recommendations to approve water conservation measures by the City and by Cal Water for communication and outreach education efforts to the Los Altos community. In addition, Council approved the recommendation for staff to prepare a resolution to encourage the Los Altos community to reduce water consumption by 15% a year based on 2004 water usage data once it becomes available to the customer by Cal Water. Staff is now proposing a resolution on water conservation measures.

### DISCUSSION

The Resolution for Water Conservation Measures (Attachment 1) specifies six recommendations for the residential, business and water user community to achieve water conservation in accordance with the 15% annual water reduction mandate. These recommendations are modeled in accordance to provisions in the April 30, 2009 *Santa Clara Model Water Conservation Ordinance* promulgated by the Santa Clara Valley Water District.

The Resolution recommendations are intended to be practical and specific and to provide the Los Altos community clear guidelines on achieving water consumption reductions and thereby, developing good water conservation habits and achieving the 15% water reduction mandate.

These recommendations are voluntary at this time. If voluntary efforts by water users are not achieving the necessary results, the City of Los Altos and Cal Water, the Los Altos District water retailer, may need to adopt more stringent water conservation measures.

### ALTERNATIVES

Direct staff to refine or alter recommendations for water conservation measures

Attachment(s):

1. Resolution 2009-22, Water Conservation Measures

**RESOLUTION NO. 2009-22**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF LOS ALTOS  
TO ADOPT WATER CONSERVATION MEASURES**

**WHEREAS**, the State of California is currently under drought conditions as a result of the State's water supply storage and outlook for water consumption; and

**WHEREAS**, the Governor of the State of California declared a drought emergency on February 27, 2009 and asked for a 20% reduction in water consumption; and

**WHEREAS**, on March 24, 2009, the Santa Clara Valley Water District Board of Directors called for 15% mandatory reduction in water consumption from a 2004 baseline year for the remainder of 2009 with on-going conservation practices; and

**WHEREAS**, the Santa Clara Valley Water District subcommittee proposed and distributed a Santa Clara County Model Water Conservation Ordinance to local agencies to provide guidelines and to encourages local efforts for reduction of water usage; and

**WHEREAS**, historical evidence indicates that the State of California has experienced prolonged periods of drought in recent years; and

**WHEREAS**, measures are needed to encourage and promote water conservation efforts as on-going practices now and in future years; and

**WHEREAS**, the long-term health, safety, and prosperity of the community depends upon having a reliable supply of potable water; and

**WHEREAS**, the City of Los Altos Environmental Commission heard input from community groups and the public that encouraged communication and outreach education efforts; and

**WHEREAS**, the City of Los Altos endeavors to work in partnership with the local water retailer, Cal Water, to implement water conservation measures; and

**WHEREAS**, the City of Los Altos recommends practical methods for water reduction and measurable conservation goals for water users to achieve in comparison with 2004 water usage data from Cal Water, the local water retailer, thus avoiding confusion to the consumer and to speak in one voice with the local retainer and the Santa Clara Valley Water District; and

**WHEREAS**, the City of Los Altos has taken steps to reduce internal City water consumption by 15% and implement communication and outreach education efforts to the community; and

**WHEREAS**, if voluntary efforts by water users are not achieving the necessary results, the City of Los Altos and Cal Water may need to adopt more stringent water conservation measures; and

**NOW THEREFORE, BE IT RESOLVED**, that the City Council of the City of Los Altos hereby encourages the Los Altos community to reduce water consumption by 15% a year based on 2004 water usage data once it becomes available to the customer by Cal Water, the Los Altos District water retailer.

**FURTHER RESOLVED**, that the City Council of the City of Los Altos hereby recommends that City of Los Altos residents, businesses, and water users adopt the following voluntary water conservation measures:

1. **Recommendations for Lawn, landscape, Vegetated Watering Time Restrictions** – watering or irrigating of lawn, landscape and/or other vegetated area with potable water is discouraged between the hours of 9:00 a.m. and 5:00 p.m. The purpose of time restrictions is to avoid watering during the heat and high evaporation conditions of the day. During the months of June – October, users are encouraged to provide only minimal water to sustain plant growth without water run-off and to avoid over-watering and

achieve the 15% water usage reduction. During the months of November through May, watering or irrigating of lawn, landscape or other vegetated area with potable water is to be minimal as needed excluding the hours of 9:00 a.m. to 5:00 p.m. and irrigation is to be reduced or discontinued in cool and wet weather conditions. Use of mulch on planting beds is encouraged to avoid rapid evaporation and to prolong water availability to the plants.

The time restriction provision does not apply to landscape irrigation zones that exclusively use very low flow drip type irrigation systems when no emitter produces more than two (2) gallons of water per hour. This provision also does not apply to watering or irrigating by use of a hand-held bucket or similar container, a hand-held hose equipped with a positive self-closing water shut-off nozzle or device, or for very short periods of time for the express purpose of adjusting or repairing an irrigation system.

2. **Recommendations for Obligation to Fix Leaks, Breaks or Malfunctions** – all leaks, breaks or other malfunctions in the water user's plumbing or distribution system must be repaired within seventy-two (72) hours of notification by the City or when discovered by the user.
3. **Recommendations for No Washing Down Hard or Paved Surfaces** – washing down hard or paved surfaces, including but not limited to sidewalks, walkways, driveways, parking areas, tennis courts, patios or alleys, is discouraged except when required to alleviate safety or sanitary hazards, and then only by use of a hand-held bucket or similar container, a hand-held hose equipped with a positive self-closing water shut-off device, a low volume, high-pressure cleaning machine equipped to either recycle water used or uses minimum water that avoids runoff, or a low volume high-pressure water broom.
4. **Recommendations to Avoid Excess Water Usage** – avoid running water sources such as an open hose or garden hose bib. When using a hose, a shut-off nozzle should be used at all times to avoid excessive water flow or runoff. Avoid use of running water sources to wash or clean a vehicle except by use of a hand-held bucket or similar container or a hand-held hose equipped with a positive self-closing water shut-off nozzle or device. Refrain from overfilling swimming pools and ponds and keep water at minimum operational level.
5. **Recommendations to Encourage Water Conservation in the Business Community** – use table signs stating that drinking water is served upon request only in eating or drinking establishments. Commercial lodging establishments are encouraged to provide guests the option to decline daily linen service. Avoid installation of Single Pass Cooling Systems in buildings requesting new water service; avoid installation of non-re-circulating water systems in commercial car wash and laundry systems. Restaurants are encouraged to use water conserving dish wash spray valves; use of recirculating water in non-drinking water fountains and decorative water features is encouraged for business and residential users.
6. **Recommendation that Parties Review and Comply with the City of Los Altos Water Efficient Landscape Regulations** – regulations are available at City Hall.

I **HEREBY CERTIFY** that the foregoing is a true and correct copy of a Resolution passed and adopted by the City Council of the City of Los Altos at a meeting thereof on the 23<sup>rd</sup> day of June 2009 by the following vote:

AYES:  
NOES:  
ABSENT:  
ABSTAIN:

Attest:

\_\_\_\_\_  
Susan Kitchens, CITY CLERK

\_\_\_\_\_  
Megan Satterlee, MAYOR





## AGENDA REPORT

**DATE:** June 9, 2009  
**TO:** City Council  
**FROM:** J. Logan, Assistant City Manager  
**SUBJECT:** **WATER CONSERVATION MEASURES**

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### **RECOMMENDATION**

1. Approve water conservation measures by communication and outreach educational efforts to the Los Altos community
2. Direct staff to prepare a resolution to encourage the Los Altos community to reduce water consumption by 15% a year based on 2004 data once it becomes available to the customer by Cal Water

### **BACKGROUND**

The State of California is currently under drought conditions as a result of the State's water supply storage and outlook for water consumption. The Governor declared a drought emergency in February 2009 and asked for a 20% reduction in water consumption. In March, the Santa Clara Valley Water District Board of Directors called for a mandatory 15% reduction in water consumption from a 2004 baseline year (Attachment 1). The Santa Clara Valley Water District subcommittee proposed and distributed a Santa Clara County Model Water Conservation Ordinance to local agencies (Attachment 2). To date, the Cities of Morgan Hill and San Jose have adopted ordinances. The adoption of water conservation measures is up to the local jurisdictions.

To address these issues and commensurate with the City's ability to enact conservation measures, City staff developed a plan of action to decrease water consumption within City operations by 15%. This plan was reported to City Council on April 14, 2009 in a staff report by Maintenance Services Manager Brian McCarthy (Attachment 3). City staff is also reviewing the City's water efficient landscape regulations for any needed modifications pursuant to recently enacted state law.

City staff attended meetings of the Santa Clara Valley Water District subcommittee (SCVWD), convened on-going meetings with Cal Water, the City's water retailer, and heard presentations on water conservation by Green Town Los Altos representatives.

In addition, the Environmental Commission appointed a subcommittee of Environmental Commissioners to meet with representatives of Green Town Los Altos and make recommendations for water conservation measures. The subcommittee reported their recommendation to the Environmental Commission on May 11, 2009.

The intention of this staff report is to propose three courses of action that will provide practical methods for water reduction and a measureable goal to the water user in accordance with data from Cal Water, the local water retailer, thus avoiding confusion to the consumer and speak in one voice to the consumer.

The recommended water conservation measures that emphasize communication and outreach education efforts may be the first of a phase of subsequent water reduction actions. If voluntary efforts by water users are not achieving the necessary results, the City and Cal Water may need to adopt more stringent measures. However, to enact stringent measures at this time prior to voluntary efforts by the community is not recommended. Regulatory agencies and regional water districts are now proceeding with plans for data reporting and community outreach. It is important for the City to not get ahead of the water retailers with local regulations thereby causing confusion to the water consumer.

### DISCUSSION

There are three courses of action discussed in this staff report:

1. Provide to the Los Altos Community increased communication and awareness through educational efforts to encourage water conservation measures that meet the SCVWD reduction goal of 15% compared to the 2004 base year adopted by SCVWD. This is an understandable and actionable goal for our community residents tailored to our local needs and in accordance with Cal Water goals.

After community input and study, the Environmental Commission and the subcommittee report concur with an educational approach and proposed a plan to increase community awareness in partnership with Cal Water, the local water retailer and community groups.

Education measures by the City consist of:

- Additions to the Environmental Commission website to include additional water conservation information and links to other water conservation websites including Cal Water
  - Support public outreach awareness efforts by Cal Water
  - Work in coordination with community groups to raise water conservation awareness
  - Authorization by City Council for a display of street banners on water conservation at San Antonio at El Camino and Lincoln Park by the gazebo
  - Publish water usage data for the Los Altos District (Los Altos and portions of Sunnyvale, Cupertino, Los Altos Hills, Mountain View and incorporated areas of Santa Clara County) as provided by Cal Water. Cal Water is accountable to the SCVWD for reduction in water usage from 2004 to current year.
  - Develop and publicize existing water conservation sites and a demonstration garden that showcase drought tolerant and native plants landscaping
  - Support and communicate to the community the water conservation plan now implemented internally in the City
2. Cal Water, the Los Altos local water retailer, has implemented a Water Conservation Plan for the Los Altos community. Measures include:
    - Provide monthly water bills with annual month-to-month comparisons to the Los Altos customers; upcoming will be data from 2004 with usage comparisons
    - Tiered water rates (three tiers) with conservation incentives implemented in July 2008 from previous uniform quantity rate
    - Water conservation bill inserts
    - Investigation by Cal Water of all water waste complaints and Cal Water addresses the customer if warranted

- Implement additional water charges for monthly use over a specified amount and water restrictions if needed subject to Public Utilities Commission approval
- In-house water audits in coordination with Santa Clara Valley Water District to assist homeowners to save water
- High efficiency conservation devices, e.g. aerators, shower heads, hose nozzles
- residential and commercial rebate incentives
- Water Wise Resource Action Program activity kits for sixth graders
- Public information through newspaper ads, local events, community service group presentations
- Water conservation brochures in city departments and community areas at ten sites
- Regional radio ad campaign in May for Water Awareness Month on KGO
- Water conservation information provided on Cal Water website,
- Partner with the City on a proposed demonstration garden for drought resistant plants and irrigation
- Develop a demonstration landscaped area with corresponding signage for drought resistant plants at Cal Water field office on Miramonte Ave.
- Supply banners on water conservation for San Antonio at El Camino and Lincoln Park by the gazebo pending City Council approval
- Provide water usage table tents to all Los Altos restaurants – *Water Available On Request*
- Cal Water is also updating City staff regarding meeting activities at the SCVWD subcommittee

Cal Water provided the City with year-to-date water production data (Attachment 4).

Cal Water staff will be at the June 9, 2009 City Council meeting to respond to questions.

3. City Council can additionally support these educational water reduction measures by passing a resolution in support of water conservation to encourage the Los Altos community to lower their household and/or commercial water consumption by 15%.

The Environmental Commission and Green Town Los Altos representatives support for this educational plan is mindful of the limited staff resources in the City to effectively regulate water consumption and, therefore, recommend non-regulatory methods and outreach to the community to drive the water reduction goal of 15%. Cal Water is also in agreement of these measures at this time. However, Cal Water may initiate contact with City staff or the Council at a later date if these measures are ineffective or if the water supply and drought conditions worsen.

#### **ALTERNATIVES**

1. Direct staff to return with a water conservation ordinance
2. Select a different water reduction goal and/or program

Attachment(s):

1. *Frequent Asked Questions* - Santa Clara Valley Water District publication
2. *Santa Clara County Model Water Conservation Ordinance* – April 30, 2009
3. *City of Los Altos Conservation Efforts* – April 14, 2009 agenda report by Maintenance Services Manager Brian McCarthy
4. Cal Water – water production data year-to-date

## **WATER CONSERVATION**

Following the district's 3/24/09 call for 15 percent mandatory water conservation and the launching of the district's new water conservation campaign ([www.save20gallons.org](http://www.save20gallons.org) 5/21/09), cities and water providers have responded with the following actions to reduce water use:



1. Most cities/water providers are increasing their education and outreach efforts. Examples include: letters to high water users, bill inserts, newsletters, outreach events, and website updates/links.
2. Most cities/water providers are responding to all water waste complaints.
3. Several cities are looking to increase their recycled water use, thereby reducing their potable water use (cities of Mountain View, Milpitas and Santa Clara).
4. City of San José and city of Morgan Hill have adopted new ordinances. City of Morgan Hill has also adopted a resolution declaring stage 1 drought.
5. San José Water Company has submitted a Water Conservation and Rationing Plan to the California PUC, they expect to hear back from them sometime in June.
6. Several cities have been enforcing existing water waste ordinances, including; City of Sunnyvale, City of Santa Clara, and City of Mountain View.
7. City of Los Altos and Cal Water (the water provider) are working closely to implement various conservation measures. Additionally, Los Altos City Council adopted a resolution that encourages the community to voluntary achieve a 15% water reduction.
8. Stanford University has signed a cost-sharing agreement with the District for several of our conservation programs. Purissima Hills is also considering a cost-sharing agreement with the District. Other water providers either have already renewed their current cost-sharing agreement or are in the process of, including the city of San José, city of Palo Alto, city of Santa Clara, city of Morgan Hill, city of Milpitas, and Cal Water.

## J Logan

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**From:** Ray, Melinda [MRay@calwater.com]  
**Sent:** Friday, July 10, 2009 9:15 AM  
**To:** J Logan; Brian McCarthy; Damon Cockerham  
**Cc:** Richardson, Ronald; Jenkins, Ken  
**Subject:** CWS Conservation Education Update July 10th

Good morning everyone,

Below is an update on Cal Water's current conservation activities.

1. **Example of low-water and drought-resistant plants at the CWS field office** – almost completed
2. **Creating a presentation to community service groups on conservation.** – almost completed
3. **Special mailer going out to all Los Altos residents updating them on the current supply conditions.** - completed
4. **Created two banners promoting conservation** - should be on display by the middle of July.
5. **In the process of changing our monthly bill format to provide monthly water budgets to all residents.** – work in progress
6. **Started delivering table tents to restaurants in our service area.** – work in progress
7. **Continuing to maintain water conservation flyers in Los Altos at the following locations.** - continuous
  - o City Hall
  - o Public Library
  - o Chamber of Commerce
  - o Senior Center
  - o Los Altos Community Center
  - o Los Altos Recreational Department

*Melinda Ray*  
*Customer Service Manager*  
*California Water Service - Los Altos*  
*650 917-0152*  
*[mray@calwater.com](mailto:mray@calwater.com)*





# Los Altos Town Crier

Serving Los Altos California and Surrounding Communities Since 1947

## FRIDAY

Jul 10th



Home Home News Water conservation voluntary for now

## Water conservation voluntary for now



Written by Elliott Burr - Town Crier Staff Writer

WEDNESDAY, 08 JULY 2009

In its latest move to cope with Santa Clara County's recommended 15 percent reduction in water use, the Los Altos City Council approved a set of voluntary conservation measures June 23 that, if they fail, could lead to mandatory restrictions.

Assistant City Manager Jay Logan said that while the planned measures are voluntary, the city is working with the California Water Service Company, a retailer serving Los Altos, and GreenTown Los Altos to help residents and businesses trim water use through education, outreach and communication. The city is eyeing 2004 water-use numbers as a baseline for reduction.

"We're keeping our fingers crossed," Logan said. "If this doesn't work, all bets are off and there will be restrictions" and fees.

City staff outlined six recommendations at the meeting, including lawn irrigation restrictions between 9 a.m. and 5 p.m., obligations to fix leaks, breaks or malfunctions, washing down hard or paved surfaces and encouraging business water conservation.

The report indicates Cal Water will implement tiered water rates with conservation incentives along with fees for monthly use over the specified limit, if needed. It will offer high-efficiency showerheads and hose nozzles, provide "Water Available upon Request" signs at local restaurants and publish newspaper ads with conservation strategies.

All actions are in accordance with the Santa Clara County Model Water

Conservation ordinance introduced April 30, which serves as a blueprint for local municipalities to craft their own agendas.

Because the conservation measures are voluntary, Logan said motivating people to comply with water-use reduction will be a challenge, but she remained confident residents would cooperate.

"The city council fully embraces a skillful, intelligent skill-set we have in Los Altos," Logan said.

The last year in which Santa Clara County registered average rainfall was 2004, and every year since has technically been a drought year.

Gov. Arnold Schwarzenegger declared a water emergency in February and requested a 20 percent reduction statewide, but Logan said Los Altos falls under a different umbrella from the rest of California.

"You can't compare the Santa Clara Valley to places like San Diego or Modesto, for instance," Logan said. "We looked at our records and based on what our rainfall and water purchasing has been, we came up with 15 percent (reduction)."

Perhaps the most surprising part of the plan is that it costs nothing. Staying well within its budget, the city has already slashed its internal water use in accordance with its 15 percent goal.

"We're leveraging activities we're already doing into water conservation efforts, and we're not spending any extra money," Logan said. "(Maintenance services manager) Brian McCarthy has a budget for irrigation systems, but now he's installing them in a drought-aware way."

While parks supervisor Damon Cockerham has not completed a tracking report for May and June, tentative figures reflect some areas of the city, including Grant Park, have cut water use between 30 percent and 50 percent. Rosita Park dropped from 796 cubic feet last May to 510 this year.

Cockerham attributes the success to consistent monitoring and maintenance of sprinkler heads and nozzles.

Contact Elliott Burr at [elliottb@latc.com](mailto:elliottb@latc.com).

*Creative Brief - Los Altos Environmental Commission Subcommittee  
Reusable Shopping Bags  
May 11, 2009*

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<b>Goals</b>	<ul style="list-style-type: none"><li>- To reduce the use of single use shopping bags in Los Altos by 12% within one year, based on tracking data from grocery store.</li><li>- To support the overall goal of the Environmental Commission to increase conscious awareness of environmental responsibility in Los Altos.</li></ul>
<b>Guiding Principles</b>	<ul style="list-style-type: none"><li>- This program is intended to be a re-useable framework for a broad set of environmental education and outreach programs. Investments in items such as a logo design, website enhancements, processes for media placement, etc., should be considered in this context.</li><li>- A one-time "blitz" will not accomplish sustained behavior change. Any education and outreach campaign with this aim needs to be consistent and long-term.</li><li>- We will coordinate outreach and education efforts with GTLA where it makes sense, but will not co-brand or co-sponsor any activities or promotions.</li></ul>
<b>Assumptions</b>	<ul style="list-style-type: none"><li>- Re-useable bags are readily available, often for free; giving more bags away will not help us meet our goal</li><li>- Funding and labor are very scarce; any proposed program needs to allocate these resources very carefully</li></ul>
<b>Challenges</b>	<ul style="list-style-type: none"><li>- Humans have a general resistance to change, and long-term behavior change is difficult to accomplish. Repetition is the key to changing their habits</li><li>- Many people have bags but forget to bring them when they are shopping.</li><li>- Some residents feel that the city should not be spending resources on this issue</li><li>- There are a lot of critical issues and time constraints competing for residents attention</li><li>- People often re-use bags at home, therefore they do not see them as "single-use"</li><li>-</li></ul>
<b>Target Customers</b> (Note: We are guessing that this is 50-70% of residents)	<p>Consumers</p> <ul style="list-style-type: none"><li>- People open to the environmental responsibility message</li><li>- People open to changing their habits</li><li>- People who do a significant amount of shopping in downtown Los Altos</li><li>- High school, Junior high school students, and grammar schools</li></ul> <p>Businesses</p> <ul style="list-style-type: none"><li>- Primary: Grocery stores and Pharmacies in Los Altos</li><li>- Secondary: Business Orgs - LAVA, Chamber, Rotary</li><li>- Tertiary: small shops in Los Altos</li></ul>
<b>Not Targeted</b>	<ul style="list-style-type: none"><li>- People who are unlikely to change their habits</li><li>- "Greenies" who already shun single-use bags</li><li>- People who do not believe we need to change behavior to save the environment for future generations</li><li>- People who do the majority of their shopping outside of Los Altos</li><li>- National Chains such as those at San Antonio Shopping Center</li></ul>

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### Program Implementation

**Step 1.** Develop and implement a survey to more clearly define the problem we are trying to solve. Solving the "I forget my bag" problem is very different from "I don't really understand the environmental impacts of disposable bags" or from "I use the bags at home for cleaning up after my dog." Use an online tool such as "Survey Monkey" as well as surveys at events and in Town Crier.

**Step 2:** Invest in the creation of a visually pleasing and meaningful logo that will act as a recognizable symbol for a broad array of environmental efforts from the city of Los Altos

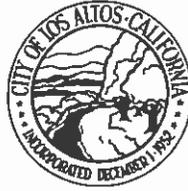
**Step 3:** Use Acterra strategy below to create permanent behavior changes. The content of the program will be driven by the results of the survey in step one.

Strategy	Program Details
#1: Specific Steps: suggest very specific things to do	- Specific ask is for people to "BYOBag" (bring your own bag)
#2: Measureable results: demonstrate specific savings	- Program Manager to work with local grocery stores to determine baseline bag usage and measure usage over time.
#3: Written Pledge: strengthens commitment.	- Volunteers to ask people to sign a "BYOBag" commitment at Farmers Market and other events
#4: Visible Prompts: reminders for new behaviors	- PM to place LATC article re kickoff, environmental impact considerations, legislative considerations; utilize LATC monthly "Green Corner" with reminders, environmental impact information, and mail-in survey. - PM to work with city and vendors place information and coupon inserts for re-useable bag drawings in trash, water bills, and Communiqué - PM team Develop content for City Web Site – environmental impact information, tips to remember your bags. Utilize Town Crier and utility bill inserts to drive traffic to the site. - PM to work with stores to: - place signs at store entrances: "Did you remember your bag?" - place parking lot stencils and/or tent signs near store entrances - educate store clerks and baggers to ask people if they have brought their own bags
#5: Incentives: public recognition, small financial rewards	- Volunteers to give away stickers, magnets, at the Farmer's market and other community events; give baggers buttons to wear saying "BYOB" - Hold drawing for high end reusable bags sold by a local vendor
#6: Peer Support: power of social networking	- PM to work directly with LAVA and the Chamber of Commerce to develop programs tailored to their membership and distribute materials to their membership.
#7: Social Norms: visible signs of participation	- Volunteers to set up tables with literature, pledge sign up sheets, and giveaways at the farmers market, Rotary Art in the Park, Art and wine Festival, community picnic, etc. Hand out buttons promoting "green Los Altos" that people can display on their reusable bags.

### Program investment

We estimate the investment requirements of this program as follows:

	Leveraged for all environmental programs	Reusable bag specific
Logo development	\$1500	
Website enhancements	\$1500	
Sign for store entrances and Parking Lot Tents		\$700
Bill inserts, content development and printing		\$1000
Baggers education literature		\$200
Drawing giveaways, including merchant coupons		\$300
Los Altos Town Crier space		\$500
Total	\$3000	\$2700



MEMORANDUM

DATE: July 8, 2009  
 TO: Environmental Commission  
 FROM: Aida Fairman, Associate Civil Engineer  
 SUBJECT: City Council Meeting Assignments – 2009 Schedule

City Council Assignments for this year:

January 13, 2009	Steve Anderson
January 27, 2009	Elizabeth Chien-Hale
February 10, 2009	Ann Coombs
February 24, 2009	Patricia Rosewater
March 10, 2009	Patricia Rosewater
March 24, 2009	Steve Anderson
April 28, 2009	Steve Anderson
May 12, 2009	Patricia Rosewater
May 26, 2009	David Schink
June 9, 2009	Elizabeth Chien-Hale
June 23, 2009	Linda DeMichiel
July 14, 2009	
July 28, 2009	Chris Keller
August 11, 2009	Chris Keller
August 25, 2009	
September 8, 2009	Patricia Rosewater
September 22, 2009	Linda DeMichiel
October 13, 2009	Chris Keller
October 27, 2009	
November 10, 2009	Linda DeMichiel
November 24, 2009	
→ December 8, 2009 (only one regular meeting scheduled in December)	Elizabeth Chien-Hale

→ These meetings deviate from the regular 2<sup>nd</sup> and 4<sup>th</sup> Tuesday meeting schedule.

- ❖ Regular Council meeting are scheduled to begin at 7:00 p.m. and are held on the 2<sup>nd</sup> and 4<sup>th</sup> Tuesdays of the month. If you are unable to attend one of the City Council meeting to which you are assigned, please make arrangements for another commissioner to attend in your place. Also, please notify Susan Kitchens at 947-2611, of the changes so the City Council agendas will accurately reflect the Environmental Commission representative.

