



City of Long Beach
Working Together to Serve

Office of Gerrie Schipske
Councilwoman, Fifth District
Memorandum

R-21

Date: August 21, 2007

To: HONORABLE MAYOR AND MEMBERS OF THE CITY COUNCIL

From: Councilwoman Gerrie Schipske, Fifth District *GS*

Subject: AGENDA ITEM: Request City Manager to Prepare a Report on the Feasibility of Placing Comparable Usage Information on City of Long Beach Utility Bills

BACKGROUND

On June 14, 2007 the Long Beach Board of Water Commissioners issued a Declaration Immediate, Extraordinary Water Conservation. Under the declaration, residents have been asked to take steps to conserve water. In addition, under the Declaration, the Long Beach Water Department is to significantly elevate its public communication in the area of water conservation. To that degree, the Water Department has taken significant steps.

Recently, the Long Beach Water Department informed me that my water usage was above median in the City of Long Beach. Now that I have been made aware of the situation, I know to become even more even more aggressive in my efforts to conserve water at my home. I believe this information would be of use to all Long Beach water rate payers.

Currently, the Bureau of Commercial Services prepares utility bills for the Long Beach Water Department. Already included in recent utility bills, has been information on how to conserve water. By adding comparable water use information that is clearly identified on the utility bill, the City of Long Beach has a prime opportunity to educate rate payers as to whether their water usage is above average.

Having comparable usage information is valuable to not only the consumer, but to the City of Long Beach's efforts towards water conversation. Comparable usage information will provide an alert to residents who are above the median, in terms of water use. And, by providing this information to the consumer, a new context with which bills are read will be created, a context that should foster greater conservation efforts.

RECOMENDATION:

Request the City Manager to prepare a report on the feasibility of placing comparable water usage information on City of Long Beach utility bills and report back no later than 60 days.