

Declaration of Stage 2 Water Supply Shortage

Board of Water Commissioners

April 14, 2022



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Presentation Overview

1. LBWD shortage plan
2. Shortage declaration history
3. Conservation results YTD
4. Public outreach and education messaging
5. Next Steps

LBWD Shortage Plan

- LBWD Water Conservation and Water Supply Shortage Plan
- Adopted by resolution (last updated June 2, 2016)
- Defines water uses that are prohibited at all times
- Defines 4 shortage stages that can be declared by resolution

LBWD Shortage Stages

At all times – Excessive runoff, irrigating within 48 hrs. of rain, etc.

Imminent – Irrigation restricted to 3 days year-round

Stage 1 – 2 days winter, 3 days summer

Stage 2 – 2 days winter, 2 days summer (Apr 1 - Sep 30)

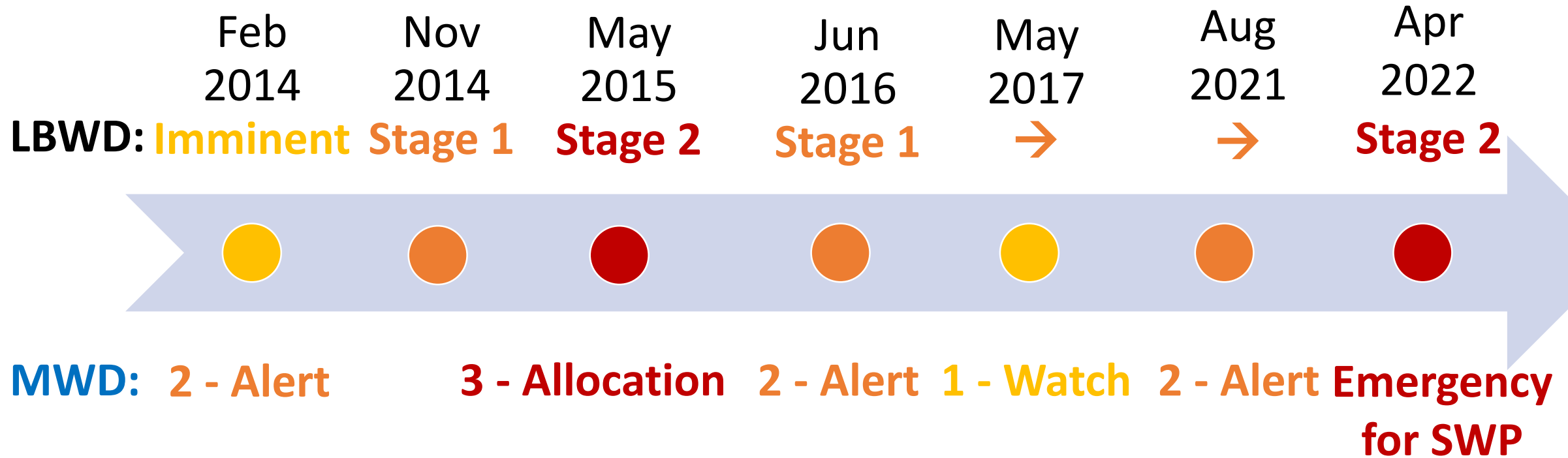
Stage 3 – Specific restrictions to be defined

MWD Water Supply Condition Framework

<u>BASELINE</u> Water Use Efficiency	Ongoing conservation, recycling, and outreach to <u>build</u> storage
<u>CONDITION 1</u> Water Supply Watch	Local agency voluntary dry-year conservation measures and <u>use</u> of regional storage reserves
<u>CONDITION 2</u> Water Supply Alert	Regional call for conservation through drought ordinances and other measures to <u>mitigate use</u> of storage
<u>CONDITION 3</u> Water Supply Allocation	Implement Water Supply Allocation Plan: Level: 1 2 3 4 5 6 7 8 9 10



Shortage Declaration History



Executive Order N-7-22 (Mar 28)

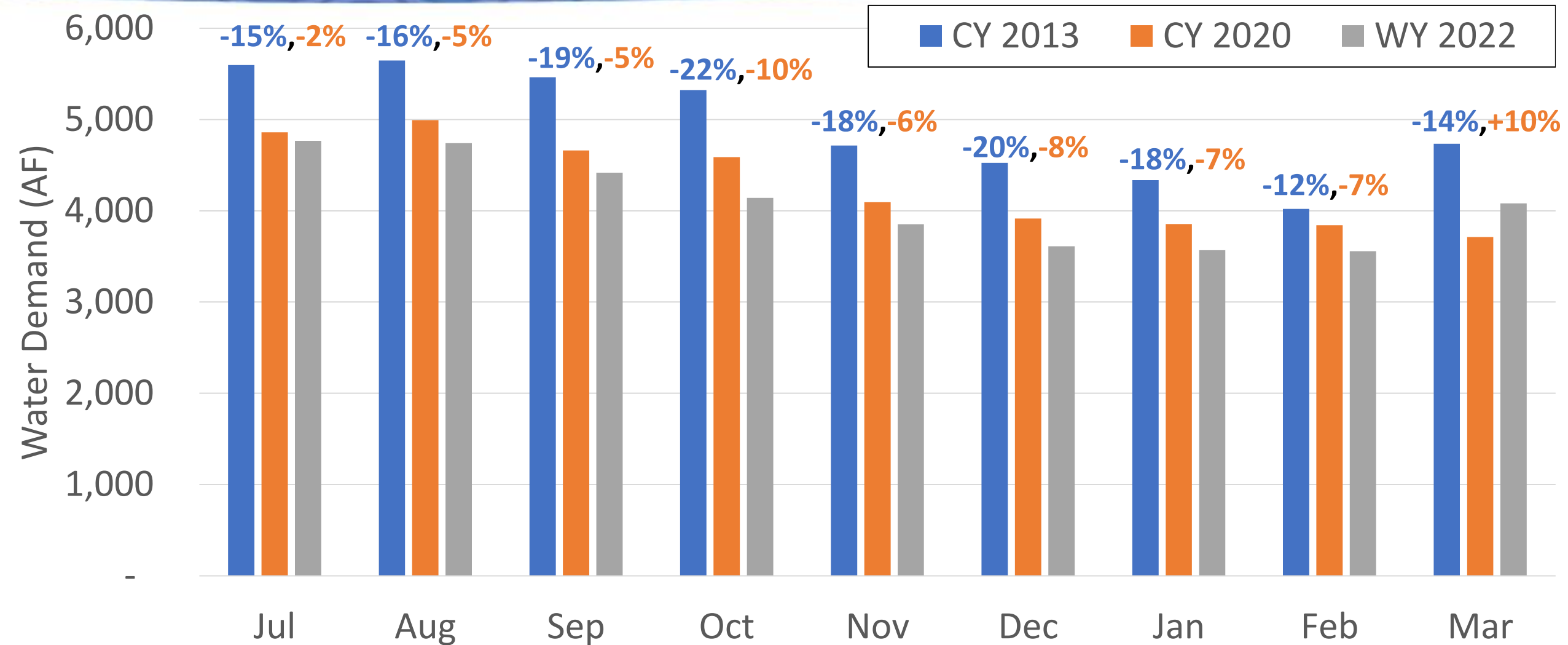
“A requirement that each urban water supplier that has submitted a water shortage contingency plan to the Department of Water Resources implement, at a minimum, the shortage response actions adopted under section 10632 of the Water Code for a shortage level of up to twenty percent (Level 2)...”

“To further conserve water and improve drought resiliency if the drought lasts beyond this year, I encourage urban water suppliers to conserve more than required by the emergency regulations described in this paragraph and to voluntarily activate more stringent local requirements based on a shortage level of up to thirty percent (Level 3).”

LBWD Shortage Stage to State Shortage Level Crosswalk

LBWD Shortage Stage	State Shortage Level
At all times	1: Less than 10%
Imminent	2: Up to 20%
Stage 1	
Stage 2	3: Up to 30%
	4: Up to 40%
Stage 3	5: Up to 50%
	6: Greater than 50%

LBWD 2022 Conservation Results





Messaging

Public Outreach and Education



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Strategies

Saving water is the Long Beach way


- LiveH20LB, WaterSmart
- Consistency with MWD messaging
- Scaled, targeted messaging
- Goals, measure success



Challenges


- Fatigue, crying wolf
- Continued restrictions from state
- Changing habits and behaviors

Social Media

**Long Beach Water** ✓
March 28 at 8:52 PM · 🌐

Sign up for your WaterSmart Customer Portal today at lbwater.watersmart.com to be entered to win a water-wise toolkit. This prize* includes a \$25 gift card from Certified Blue Restaurant [Plancha Latin Kitchen](#), a Long Beach Water Department tote bag, shower timer, reusable water bottle, and more! 🤓 #LiveH2OLB

*Winners will be notified via email and phone call and will have two weeks to contact us to claim their prize.



LBWATER.WATERSMART.COM
WaterSmart Program | WaterSmart Program | AccountLookup [Sign up](#)

**Long Beach Water** ✓
Yesterday at 10:02 AM · 🌐

Check out this month's Certified Blue Restaurant: [Silverlake Ramen](#)! From classic tonkotsu to garlic truffle ramen, experience their delicious noodles and good vibes locally at [Long Beach Exchange](#). Explore their menu at <http://silverlakeramen.com>.

[#EatLBCertifiedBlue](#) [#LiveH2OLB](#)





Advertising and Mailers

Print/digital ads, media coverage



Welcome to the
BEACH,
where conserving water is a way of life.

LiveH₂OLB
Long Beach Water can help you do your part to join the water-wise lifestyle.
Get water-saving tips and more at liveh2olb.com.

 @lbwater  @LongBeachWater  @lbwater

Postcards, bill message



three steps to
START SAVING

- 1 Log on to**
www.lbwater.watersmart.com
- 2 Register**
Use your account number and zip code from your water bill to register.
- 3 Personalize**
Answer our simple profile survey to provide accurate comparisons to similar households.





Education and Partnerships



- CSULB, schools
- Events
- PSAs
- Op-eds

Next Steps



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Next Steps

- Track MWD Water Shortage Emergency Condition
- Track SWRCB rulemaking on "non-functional turf"
- Update LBWD Shortage Plan

Staff Recommendation

Adopt Resolution WD-1463 declaring a Water Conservation and Water Supply Shortage Plan Stage 2 Water Supply Shortage.



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