

Water Conservation Plan – Stage 3 Communications & Enforcement Strategies

October 10, 2011

City of Richardson



Outline

- **NTMWD Requested Action**
- **Recent Rainfall / Lake Levels**
- **Communication Plan**
- **Parks Operations**
- **Enforcement Strategies**
- **Next Steps**

NTMWD Requested Action

- Implement Stage 3 effective November 1st 2011
- Educate the community on critical need to reduce water usage in this drought of 2011
- Further restrict watering frequency from 1/week to once every two weeks
- As necessary, actively enforce mandates in Richardson's Stage 3 Plan to conserve water as much as necessary to eliminate need of more restrictive measures

Recent Rainfall / Lake Levels

– Rainfall

- October (to date @ DFW) = 1.43" - almost 1" above normal of 0.5"
- Normal year rainfall (to date) = 19" - currently -8.5" overall

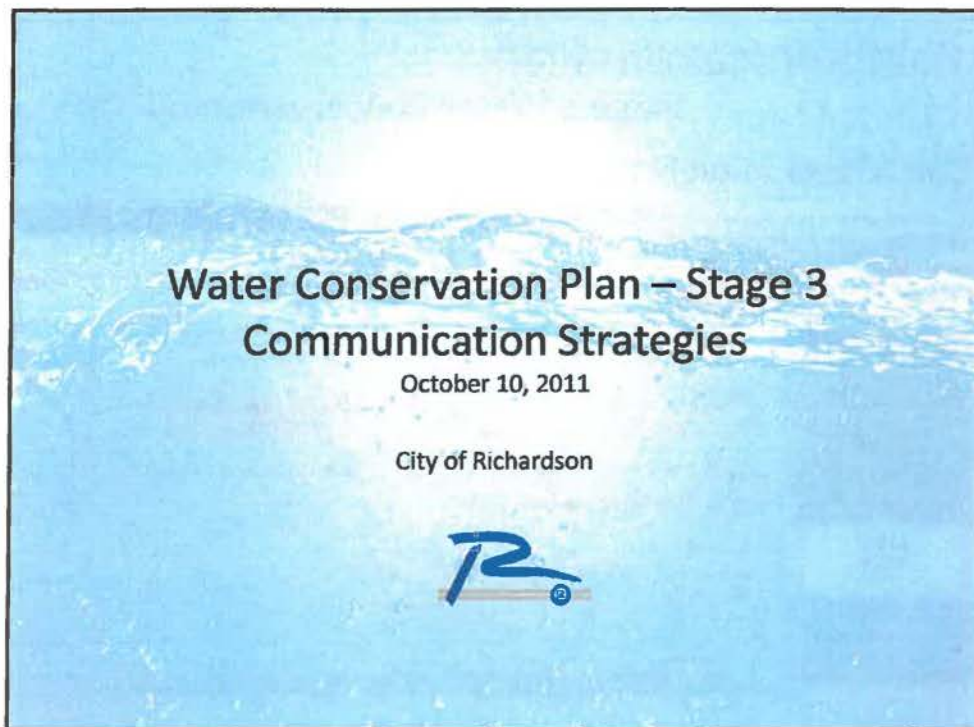
– City of Richardson

- Oct 9, 2011: 1.5 inches

– City of McKinney (run-off into Lake Lavon)

- Oct 9, 2011: 3.5 inches

– Lake Lavon impact, gain 1" – 3"



Communications Plan
Stage 3 Water Conservation Efforts
City Home Page

City of Richardson, Texas

Currently Nov. 1

Stage 1 | Stage 2 | Stage 3 | Stage 4

odd and even dates based on odd/even.

The screenshot displays the City of Richardson website's home page. At the top, there's a navigation bar with the city logo and name. Below it, a large banner highlights the "Communications Plan Stage 3 Water Conservation Efforts". A central navigation bar shows four stages: Stage 1, Stage 2, Stage 3, and Stage 4. Stage 3 is currently selected, with a green arrow pointing to it and the date "Nov. 1" above it. Below the navigation bar, there are several content blocks. On the left, there are links for "Public Services" (such as trash pickup, water bills) and "Public Works" (such as permits, inspections). On the right, there are links for "Department Announcements" (such as city council meetings, public hearings) and "External Links" (such as recreation, library, city council). The bottom of the page features a footer with contact information and a "Print" button.

Communications Plan

Stage 3 Water Conservation Efforts

FISCAL RESPONSIBILITY ISSUE
What's Inside

RICHARDSON TODAY

neighbors GO

NTMWD announces need for increased water conservation

The North Texas Municipal Water District (NTMWD) has announced a need for increased water conservation in its service area. The district's water supply is projected to be insufficient to meet the demand of its 1.5 million residents by 2015. To address this, the district has implemented a series of water conservation measures, including the implementation of Stage 3 water conservation restrictions. These restrictions require residents to limit watering to only twice a month, on the first and third Sundays of each month. The district also encourages residents to use water-efficient appliances and to fix leaks promptly. For more information, visit www.ntmwd.com.

RICHARDSON

Strict watering limits take effect Nov. 1

Richardson has announced plans to enforce some of the region's strictest watering limits because of ongoing drought conditions. Starting Nov. 1, the city will allow watering only twice a month and only on weekends. Richardson also will ban such activities as hosing down driveways, sidewalks or patios, according to a city news release.

MAYOR'S MESSAGE

City to implement tighter watering restrictions

Recently, the lack of rain has become a growing concern for our residents. As much as we would like to see it rain, we must take steps to conserve water to ensure we have enough water to last until the rains return. Many of you may not remember, or even have been around, but the longest drought we've experienced here in Richardson lasted from 1950 to 1957. Our current drought is in its 17th month, which means we may have a long way to go before things get better. Currently, climatologists say we are experiencing the impacts of La Niña. How long it could last is uncertain, which is why this week the city of Richardson decided to adopt the Stage 3 water conservation measures implemented by the North Texas Municipal Water District. Stage 3 restrictions will mean watering only twice a month for the foreseeable future.



BOB TOWNSEND
Bob Townsend is mayor of Richardson.

The watering schedule will be the first and third Sunday of every month for addresses ending with an even number and the first and third Sunday of the month for addresses ending in an odd number. I ask that all of our residents please help us by following these restrictions to help save enough water for our future. If you have any questions about our conservation measures, or if you have any other questions or concerns about our city's water, feel free to visit the city's website at www.richardson-tx.gov or contact me or any of our city's council members directly. I hope you have a wonderful day!

Communications Plan

Stage 3 Water Conservation Efforts

Water Conservation

What Do Stage 3 Water Restrictions Mean For Me?

Pamphlet

QR Code

Vehicle Magnets

Water Bill

STAGE 3 WATER RESTRICTIONS IN EFFECT NOV. 1, 2011

STAGE 3 - WATER EMERGENCY
mandatory water conservation water shortage:

On September 28, 2011 the North Texas Municipal Water District (NTMWD) announced it was requesting all of its member cities to implement Stage 3 water conservation measures effective November 1, 2011.

The City of Richardson has developed the following plan based on the guidelines requested by the NTMWD. The plan outlines further down rain conditions to the City's other Stage 3 water conservation plan. The plan has been updated by amendment to order signed by the City Manager to implement more restrictive measures in order to meet conservation demands.

Stage 3 water conservation measures indicate a "water emergency" by the NTMWD. Water users are required to conserve by following the City's year-round conservation effort, and by following the guidelines listed below:

Irrigation schedules: 2 times per month until further notice.

Stage 3 Watering Schedule for Lawn Sprinklers	
Last digit of address	Allowed landscape watering days
1, 3, 5, 7, 9 (odd)	First and third Sundays of the month
0, 2, 4, 6, 8 (even)	First and third Saturdays of the month

No lawn watering between the hours of 10 a.m. and 6 p.m.



Communications Plan Stage 3 Water Conservation Efforts



Communications Plan Stage 3 Water Conservation Efforts

OTHER EFFORTS:

**Stage 3 Water Restrictions
go into effect November 1, 2011**


City of Richardson
P.O. Box 650209
Richardson, Texas 75083-0309

PHOTO BY
MURIEL
WATSON
FOR THE
CITY OF RICHARDSON

WATER EMERGENCY

Stage 3 Watering Schedule for Lawn Sprinklers	
Last digit of address	Allowed landscape watering days
1, 3, 5, 7, 9 (odd)	First and third Sundays of the month
0, 2, 4, 6, 8 (even)	First and third Saturdays of the month

For a complete list of Stage 3 watering restrictions visit www.cor.net or use your smartphone to scan this QR-code.



- Direct mail letter to all water customers
- Will plan to use GeoCast Web calling system (“reverse 911”)
- Direct outreach to HOAs and Neighborhood Associations
- Meeting with institutional partners

Conservation Strategies

Stage 3 Water Conservation Efforts

- **Parks Safety / Asset Protection**
 - Athletic Fields and Playgrounds
 - Tennis Courts, Structures and Foundations
 - Establishment of plant material
- **Parks Department Efforts**
 - Begin winterization of irrigation systems that supply water to medians and parks immediately (typically begin mid November).
 - PARD Maintenance Crew will monitor plant material and assets and will turn on systems when / where needed.
- **Parks Watering Schedule**
 - Mid week to avoid competition for water with residents
 - System Limitations
 - Staff available for repairs / adjustments
- **Ongoing Maintenance Activities**
 - Irrigation Systems and Fountains
 - Harvest fire hydrant maintenance water

Water Conservation Plan – Stage 3 Enforcement Strategies

October 10, 2011

City of Richardson



Stage 2 Enforcement

- Since August 19th, a team of 4 inspectors has been on duty for approximately 18-hours a day, 7-days a week enforcing Stage 2 watering restrictions
- Inspectors have responded to more than 700 citizen complaints and issued more than 2,100 notices of violation
- Focus has been on educating residents and raising awareness about water conservation as well as providing assistance to resolve issues that render compliance difficult
 - Explaining how to set sprinkler systems
 - Explaining how to adjust sprinkler heads
 - Explaining how to water foundations effectively

Stage 3 Enforcement Strategy

- A team of 6-8 inspectors will be on duty for approximately 20 hours a day, 7-days a week to enforce Stage 3 watering restrictions
 - Multiple inspectors will be assigned to certain shifts
 - Start and ending times of shifts will vary depending activity
- Inspectors will canvass neighborhoods and commercial areas to identify violations as well as respond to citizen complaints, which upon receipt will be dispatched to inspectors in the field for investigation/action

Stage 3 Enforcement Strategy

- Residents will continue to be strongly encouraged to report violations online via the City's Response Center or to report them to 972-744-4111

Richardson Issue DISY-8MHQW7 has been marked Resolved
 10/10/2011 03:41 PM
 Discovery by don.magner [Show Details](#)

The issue you submitted on the web site has been resolved by one of our employees:

Status: Resolved

Employee: Lindsay Turman-Gregory
 Phone: (972)744-4168
 Email: Lindsay.Turman-Gregory@cor.gov

Issue #: DISY-8MHQW7

Resolution Description: Thank you for bringing this issue to my attention; I appreciate the opportunity to respond to your concern. An inspector will contact the violator today to explain the new watering restrictions and instruct them to adhere to said regulations in the future. Staff will also provide educational materials. If you observe a watering restrictions violation again in the future, please file a report on-line at www.cor.net and an inspector will be dispatched to investigate as soon as possible.

Issue Data/Time: 10/10/2011 03:40:04 PM
Department: Community Services
Issue Category: Watering Restrictions
Issue: Watering on prohibited day.
Issue Address: 313 CANYON VALLEY DR
Nearest Cross Street: Collins & Canyon Valley
Issue Description: Watering on prohibited day.
Name: Don Magner
Phone: (972) 744-4171
Email: don.magner@cor.gov

City Manager Administrative Order

- Ordinance 3823, Section 23-268 reads...
 - *Based on existing or projected conditions, the city manager may impose alternative provisions within each state which may be more or less restrictive than herein.*
- The Stage 3 regulations that will take effect on November 1, 2011 will be mandated via an Administrative Order signed by City Manager Bill Keffler per the previously mentioned ordinance/section.
- A copy of the Administrative Order will be available online or from the City Secretary's Office, Public Services or Community Services.

Enforcement Procedures

- 1st violation – Staff will take a picture of the violation and leave a door hanger documenting the violation as well as the date and time it was observed. Staff will follow this action with a notice of violation (which references the fact that a door hanger was left) to ensure the issue is brought to the resident's attention

City of Richardson
Notice of Violation
 COMMUNITY SERVICES • 972-744-4344

is an officer in the above named City, acting with authority granted to me by the City Council, hereby certifies that the above named person is in violation of the City of Richardson Ordinance No. 3823, Section 23-268, which reads as follows:

On _____ at _____, TX, I observed the following violation:

Please understand that failure to adhere to the above existing ordinance in the future will result in the immediate issuance of a citation.

I understand that notice was given to the above named person in person on _____ at _____.

Issued By: _____

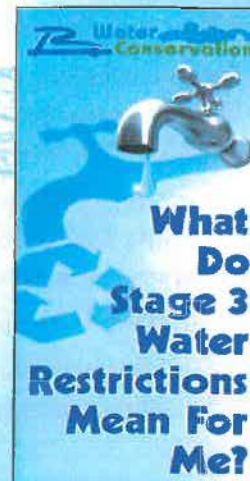
Date: _____

For a complete list of Stage 3 violations visit us at: www.ci.richardson.tx.us

CR

Enforcement Procedures

- In addition to the door hanger, staff will also leave a brochure which will:
 - Explain why water restrictions are necessary
 - Explain what the future could hold if water conservation is not successful
 - Explain what residents can do to further conservation efforts



Enforcement Procedures

- 2nd (and all subsequent) violation(s) – Staff will take a picture of the violation and issue a citation.
- A defendant will not be required to appear in Municipal Court. They may instead elect to pay the window fine of:
 - 1st offense - \$150
 - 2nd offense - \$350
 - 3rd offense – \$1,000
- If a citation is written as an "aggravated offense", the defendant will be required to appear before the Judge to have his/her case resolved.

