

**Meeting Date:** 6/2/2015

**Report Type:** Consent

**Report ID:** 2015-00444

**Title: Supplemental Agreements: Water Shortage Response Customer Outreach and Educational Services**

**Location:** Citywide

**Recommendation:** Pass a Motion authorizing the City Manager or the City Manager's designee to execute: 1) Supplemental Agreement No. 1 to City Agreement No. 2015-0077 with Waterwise Consulting, Inc. in an amount not-to-exceed \$63,100, bringing the agreement's total not-to-exceed amount to \$148,100; and 2) Supplemental Agreement No. 1 to City Agreement No. 2015-0049 with IN Communications, Inc. in an amount not-to-exceed \$144,887, bringing the agreement's total not-to-exceed amount to \$199,887.

**Contact:** William O. Busath, Director, (916) 808-1434; Terrance Davis, Program Manager, (916) 808-1868, Department of Utilities

**Presenter:** None

**Department:** Department Of Utilities

**Division:** Office of the Director Admin

**Dept ID:** 14001011

**Attachments:**

- 1-Description/Analysis
- 2-Background
- 3-Supplemental Agreement IN Communications
- 4-Supplemental Agreement Waterwise Consulting, Inc

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**City Attorney Review**

Approved as to Form  
Joe Robinson  
5/22/2015 4:58:42 PM

**Approvals/Acknowledgements**

Department Director or Designee: Bill Busath - 5/18/2015 2:58:02 PM

## Description/Analysis

**Issue Detail:** Staff requests Council authorization for supplemental agreements with Waterwise Consulting, Inc. and IN Communications for drought response-related outreach and educational services.

On January 21, 2015, the Department of Utilities (DOU) authorized professional services agreement No. 2015-0049 with IN Communications in the amount of \$55,000 to design water conservation brochures, advertisements and billboards, provide event support, and other outreach services related to the City's water shortage response. Since that time, the State has adopted additional emergency regulations requiring mandatory 28 percent conservation, which necessitates additional outreach services. Staff recommends entering into a supplemental agreement with IN Communications in the amount of \$144,887.

On January 28, 2015, DOU authorized professional services agreement No. 2015-0077 with Waterwise Consulting, Inc. in the amount of \$85,000 to provide emergency water shortage outreach services, including water misuse patrols and landscape audits. Again, given the intensification of the drought, additional services for field patrols and audits are necessary and require a supplemental agreement in the amount of \$63,100 with Waterwise Consulting, Inc.

**Policy Considerations:** Approval of the proposed supplemental agreements will help the City comply with the State's Executive Order B-29-15 which mandates the City to achieve a 28 percent reduction in water usage by February 2016.

**Economic Impacts:** None.

**Environmental Considerations:** The Community Development Department, Environmental Planning Services has reviewed the project and has determined the project is exempt from California Environmental Quality Act (CEQA) review under CEQA Guidelines Section 15061(b)(3). The activity is covered by the general rule that CEQA applies only to projects that have the potential for causing a significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA.

**Sustainability:** The proposed project is consistent with the City's Sustainability Master Plan goal by enabling DOU to protect sources of water and provide a safe and reliable water supply for the Sacramento region. The project also supports the City's 2012 Water Conservation Plan objectives.

**Commission/Committee Action:** Not applicable.

**Rationale for Recommendation:** IN Communications Supplemental No. 1 and Waterwise Consulting Inc. Supplemental No. 1 will allow critical outreach and education services to continue in response to intensified State-mandated water conservation requirements.

**Financial Considerations:** The DOU drought response efforts were initiated in January 2014. The drought response has been implemented in phases, as the drought has intensified. There are sufficient resources in the multi-year operating project Water Conservation Program (I14120400) to fund the two supplemental agreements.

**Local Business Enterprise (LBE):** The evaluation processes used to select IN Communications and Waterwise Consulting Inc. for Agreement Nos. 2015-0049 and 2015-0077, respectively, included the City's LBE preference provisions.

## Background

With California facing one of the most severe droughts on record, Governor Brown declared a drought State of Emergency in January 2014. On January 14, 2014 the Sacramento City Council adopted Resolution No. 2014-0018 declaring a water shortage, pursuant to City Code section 13.04.910, and implemented Stage 2 of the Water Shortage Contingency Plan (WSCP). On April 1, 2015 Governor Brown issued Executive Order (EO) B-29-15 requiring the first mandatory water cutbacks in state history.

To support the implementation of Stage 2 conservation activities, on January 21, 2015, the Department of Utilities (DOU) authorized professional services agreement No. 2015-0049 with IN Communications in the amount of \$55,000 to design water conservation brochures, advertisements and billboards, provide event support and other outreach services related to the City's water shortage response.

Staff recommends a supplemental agreement No. 1 with IN Communications in the amount of \$144,887 for a not to exceed contract amount of \$199,887. This supplemental agreement will purchase additional advertising space on billboards, buses, and online. Funds will also be used for a public-private partnership with Sacramento Republic FC to place signage in the stadium, have public service announcements aired during games, and allow staff to attend two games to distribute information to the Sacramento Republic FC game attendees. In addition, DOU will be wrapping ten vehicles in conservation messaging and placing signage on City vehicles, including garbage trucks.

To support increases in Stage 2 education and enforcement of outdoor watering restrictions, on January 28, 2015, DOU authorized a professional services agreement No. 2015-0077 with Waterwise Consulting, Inc. in the amount of \$85,000 to provide water conservation outreach services, including water misuse patrols and landscape audits. Given the ongoing intensification of the City's drought response, additional services for field patrols and audits are needed. Staff recommends a supplemental agreement in the amount of \$63,100 to extend the expiration of these contract services for an additional six months, from June 30, 2015 to December 2015. This supplemental No.1 would increase the Waterwise Consulting, Inc. agreement to a not to exceed amount of \$148,100.

DOU has allocated the necessary budget to fund both supplemental agreements in the approved Water Conservation Multi-Year Operating Program (I14120400).

CONTRACT SUPPLEMENT  
(Nonprofessional Services)

Project Title and Job Number: Water Conservation/Drought Outreach C2015-0049

Date: May 5, 2015

Purchase Order #:

Contract Supplement No.:

1

The City of Sacramento ("City") and \_\_\_\_\_ In Communications  
("Contractor"), as parties to that certain Nonprofessional Services Agreement designated as Agreement Number  
C2015-0049, including any prior contract supplements modifying the agreement (the agreement and contract  
supplements are hereafter collectively referred to as the "Agreement"), hereby supplement and modify the Agreement as  
follows:

1. The scope of Services specified in Exhibit A of the Agreement is amended as follows:

In Communications will now assist with media placement and development of creative for media during summer months,  
establishment of public and private partnership with Sacramento Republic FC, vehicle wraps, placement of signage in and around  
City facilities and vehicles, media, event and social media support and more per the attached supplemental scope of work through  
September 30, 2015. *March 20, 2015*

2. In consideration of the additional and/or revised services described in section 1, above, the maximum not-to-exceed  
amount that is specified in Exhibit B of the Agreement for payment of Contractor's fees and expenses, is  
increased by \$144,887, and the Agreement's maximum not-to-exceed amount is amended as follows:

Agreement's original not-to-exceed amount:	<u>55,000</u>
Net change by previous contract supplements:	<u>0</u>
Not-to-exceed amount prior to this contract supplement:	<u>55,000</u>
Increase by this contract supplement:	<u>144,887</u>
New not-to exceed amount including all contract supplements:	<u>199,887</u>

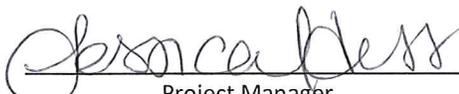
3. Contractor agrees that the amount of increase or decrease in the not-to-exceed amount specified in section 2, above,  
shall constitute full compensation for the additional and/or revised services specified in section 1, above, and shall fully  
compensate Contractor for any and all direct and indirect costs that may be incurred by Contractor in connection with  
such additional and/or revised services, including costs associated with any changes and/or delays in work schedules or in  
the performance of other services or work by Contractor.

4. Contractor warrants and represents that the person or persons executing this contract supplement on behalf of  
Contractor has or have been duly authorized by Contractor to sign this contract supplement and bind Contractor to the  
terms hereof.

5. Except as specifically revised herein, all terms and conditions of the Agreement shall remain in full force and effect, and  
Contractor shall perform all of the services, duties, obligations, and conditions required under the Agreement, as  
supplemented and modified by this contract supplement.

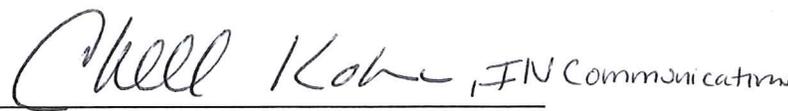
Approval Recommended By:

Approved As To Form By:

  
Project Manager

  
City Attorney

Approved By:

  
Contractor

Attested To By:

Approved By:

\_\_\_\_\_  
City of Sacramento

\_\_\_\_\_  
City Clerk



**City of Sacramento Water Conservation  
Outreach Scope and Budget  
DRAFT--March 20, 2015**

**OBJECTIVES**

**Primary**

- Educate target audiences about ways to reduce their water use.
- Educate audiences about the City's watering guidelines, which restrict outdoor watering to two days per week in the spring and summer. Limiting landscape watering is one of the most effective and easiest ways to achieve significant water savings since most water use—and water waste—occurs in the landscape.
- The ultimate objective is to motivate customers to continue reducing their water use by 20 percent compared to 2013.

**Secondary**

- Increase hits to SpareSacWater.org
- Increase number of likes for the Department of Utilities Facebook page
- Maintain or increase calls to the City's water waste hotline
- Maintain or increase requests for rebates

**TARGET AUDIENCES**

**Primary**

- Residential water customers within the City of Sacramento, especially homeowners (and particularly college-educated women over age 55 with middle to higher incomes who, according to public opinion research, are most likely to adopt water-saving behaviors).

**Secondary**

- Business customers within the City of Sacramento

**KEY MESSAGES AND CALLS TO ACTION**

**Primary**

*The following messages reflect actions that residents are most willing to take (and have not yet adopted), according to the 2015 Regional Water Authority public opinion survey.*

**Outside**

- Limit landscape watering to two days per week/follow the City's summer landscape watering guidelines
- Use native and drought-tolerant plants in your yard or garden/get a River-Friendly Landscape rebate
- Reduce watering times to prevent runoff

**Indoors**

- Take five minute showers instead of 10 minute showers



- Turn off the water when rinsing dishes, soaping hands, brushing teeth or shaving
- Check plumbing and appliances for leaks and fix them within 48 hours

### Secondary

In addition, messages will encourage residents to "keep on conserving" and/or to "join your neighbors" and promote actions that earned the greatest adoption from 2014-15 (according to a comparison of the 2015 Regional Water Authority and 2014 City of Sacramento public opinion surveys):

- Install a drip irrigation system for your trees, shrubs and flowers
- Use an automatic shut-off nozzles on hoses
- Install high-efficiency appliances such as showers and faucets, dishwashers and clothes washers

### MEASURING SUCCESS

Results will be measured by monitoring monthly water use figures and comparing results to 2013, the number of calls to the City's water waste hotline, customer feedback and awareness conveyed in media stories and engagement on social media (especially Facebook).

### ACTIVITIES

#### Creative Development (March-April)

Our team will develop four new creative options and continue refining two existing options for 2015 outreach materials and advertising. Creative will be consistent with existing design, following the look and feel developed in 2014, and will support the City's messages and calls to action.

TITLE	ESTIMATE
Project manager/principal(s)	\$3,500
Graphic designer	\$1,710
<b>TOTAL TASK AMOUNT</b>	<b>\$5,210</b>

#### Outdoor Advertising (April-September)

##### **Billboards and Digital Boards (including City-owned billboards)**

Run a high-profile outdoor advertising campaign in the City of Sacramento with OUTFRONT media beginning in April and running through the end of September. City of Sacramento ads will appear on approximately 20 posters (10' x 22') located throughout the City and the locations will change every four weeks, allowing us to swap out the creative at no extra charge.

OUTFRONT has also offered a free bulletin (14' x 48') on a space-available basis over the 20-week period, an additional value of \$20,000.

##### **Transit**

Run Supertails with Extensions ads on 20 buses over five months, running from the end of April through September, with August/September as a value-added period. Lamar has also offered to provide 50 interior posters at no cost (production not included).



**City Solid Waste Trucks**

Run messaging on 45 city trucks beginning in May and running through July. The single-side ads would stay up on the trucks for between three and four months. To maximize funding, program will utilize about half of the existing signage (which is still in acceptable condition) that was printed in 2014.

**City Utility Truck Wrap**

Design a new Spare the Water vehicle wrap for Department of Utilities vehicles. Task includes developing one design for the printer to modify for a variety of vehicles. (Production not included)

TITLE	ESTIMATE
Project manager/principal(s)	\$9,660
Graphic designer	\$8,645
Project coordinator	\$420
Advertising buy direct costs: Bus advertising	\$40,000
Advertising buy direct costs: Billboards	\$35,000
Advertising buy direct costs: Garbage trucks	\$6,000
<b>TOTAL TASK AMOUNT</b>	<b>\$99,725</b>

**Online Advertising and Social Media (April-September)**

Our team proposes to hold two online Facebook contests to engage customers in a conversation about water conservation. Contests help engage customers in a conversation about water efficiency. Last year they helped triple the number of Facebook likes for the Department of Utilities Facebook page. The contests will offer participants a variety of water efficient appliances/devices items they can enter to win that will help them conserve water. Contests will be promoted via outreach to traditional media, social media and online advertising. The promotion will be hosted by Woobox, an online sweepstakes service that has arranged promotions for major film studios and Fortune 500 companies.

TITLE	ESTIMATE
Project manager/principal(s)	\$9,100
Graphic designer	\$2,090
Project coordinator	\$1,190
Advertising buy direct costs: Facebook	\$8,000
Advertising buy direct costs: Google	\$6,000
Contest prizes	\$600
<b>TOTAL TASK AMOUNT</b>	<b>\$26,980</b>



**Media Outreach (April-September)**

Media outreach tasks for the program will include supporting the City's communications and media staff by:

- Identifying primary key messages for use by City spokespeople and in communication materials.
- Creating a menu of pitching angles for use when discussing stories with reporters.
- Helping to facilitate interviews, if needed.

TITLE	ESTIMATE
Project manager/principal(s)	\$1,400
<b>TOTAL TASK AMOUNT</b>	<b>\$1,400</b>

**Partnership Development (March-September)**

**Partnership with the Sacramento Republic FC**

The City of Sacramento will continue its successful partnership with the Sacramento Republic FC. The Republic sold out every home game in 2014, attracting nearly 217,000 fans during the season. About half of season ticket holders last year were from within City of Sacramento limits. The City will continue to promote water conservation as it did last year through on-the-field signage, access to the "fan zone," program advertisement, social media posts. In addition, our team will create a sequel video to the popular pre-game video "Les Leaky vs. Dominik Jakubek" (Republic FC goalie) produced last year. The video will be played before games, as well as used in online advertising. New activities may include mirror clings placed in restrooms and multicultural outreach via the Republic's partnership with Telemundo.

TITLE	ESTIMATE
Project manager/principal(s)	\$3,500
Graphic designer/multimedia	\$5,855
Sponsorship direct cost	\$15,000
<b>TOTAL TASK AMOUNT</b>	<b>\$24,355</b>

**Community Outreach and Partnerships**

Community outreach and partnerships are important to educating audiences and building support for water conservation. The goal of this outreach is to encourage partners to distribute information about the campaign's key messages. The primary focus will begin with those who are most likely to reach target audiences while they are most receptive to messaging. Organizations/individuals may include:

- Local nurseries and home improvement stores--place brochures on rebates into stores
- Influential business and commercial customers--place conservation window clings in front doors and restrooms. Our team will focus on businesses downtown, as well as higher water-use neighborhoods identified by the City.

Task includes creating target partner lists for client review, pitching partners via phone, e-mail and/or in person, providing information or materials, setting meetings (if needed) and other necessary follow up.



Graphic design of clings is included under "Tools/Signage." Estimate also includes printing clings, table toppers and select other materials to support this task.

TITLE	ESTIMATE
Project manager/principal(s)	\$4,200
Project coordinator	\$4,900
Direct costs: printing	\$3,000
<b>TOTAL TASK AMOUNT</b>	<b>\$12,100</b>

**Event Support**

Support the City of Sacramento Water Conservation team at the ConservaCon event at the Association of California Water Agencies conference. Task includes developing and producing a table top display that summarizes water conservation activities and reductions, as well as logistics support for packaging, transporting and setting up event materials.

TITLE	ESTIMATE
Project manager/principal(s)	\$1,120
Project coordinator	\$570
Direct costs: display production and packaging	\$112
<b>TOTAL TASK AMOUNT</b>	<b>\$1,872</b>

**Tools and Materials (February-May)**

**Bill Inserts, Sac Bee Stickers and Facebook Banners (Spring and Fall)**

Write and design bill inserts and Sac Bee stickers to promote new watering guidelines that change each spring and fall. The IN Communications team will also create a banner for the Department of Utilities Facebook page to promote the watering guidelines. Estimate includes writing and design only (printing and advertising direct costs not included).

TITLE	ESTIMATE
Project manager/principal(s)	\$840
Graphic designer	\$1,710
<b>TOTAL TASK AMOUNT</b>	<b>\$2,550</b>

**Brochures on Rebates (February-April)**

Write and design four new brochures to promote rebates available to residential and business customers for offsetting costs to replace water-wasting toilets and clothes washers with high-efficiency models. Brochures will be available for distribution by partners, community groups, community centers and other avenues. Brochures will be able to fit into a standard-sized business envelope or rack card holder and will be full color. Estimate includes two design options with one round of major and one round of minor revisions. Estimate does not include printing costs.



TITLE	ESTIMATE
Project manager/principal(s)	\$2,800
Graphic designer	\$3,420
<b>TOTAL TASK AMOUNT</b>	<b>\$6,220</b>

**Signage and Displays for City Buildings (April-May)**

Create and produce new mirror/window clings, vertical banners and signs to place in City buildings and facilities, such as City Hall, libraries, community centers and elevators at City garages. Task includes creating a "living billboard," an eye-catching and unique display for City Hall to both promote the City's River Friendly Landscape Rebate Program and attract media attention. The billboard, which will follow the campaign's overall look and feel, will feature living low-water use plants. Estimate includes costs to develop and produce signage, as well as deliver materials to the Department of Utilities. (Estimate does not include distribution/placement at City facilities.)

TITLE	ESTIMATE
Project manager/principal(s)	\$1,680
Graphic designer	\$2,375
Project coordinator	\$700
Direct costs: Living billboard, banners and clings	5,900
<b>TOTAL TASK AMOUNT</b>	<b>\$10,655</b>

**Strategic Advice, Program Coordination and Team Meetings (January-September)**

The IN Communications team will be available to provide ongoing strategic advice and participate in conference calls and in-person meetings, as needed.

TITLE	ESTIMATE
Project Manager/Principal(s)	\$8,820
<b>TOTAL TASK AMOUNT</b>	<b>\$8,820</b>

**TOTAL** **\$199,887**

###

SUPPLEMENTAL AGREEMENT

Project Title and Job Number:

Date:

Purchase Order #:

Supplemental Agreement No.: 1

The City of Sacramento ("City") and Waterwise Consulting, Inc ("Contractor"), as parties to that certain Professional Services Agreement designated as Agreement Number 2015-0077-1, including any and all prior supplemental agreements modifying the agreement (the agreement and supplemental agreements are hereafter collectively referred to as the "Agreement"), hereby supplement and modify the Agreement as follows:

1. The scope of Services specified in Exhibit A of the Agreement is amended as follows:

[Scope of services will remain the same. Current contract was set to expire on June 30, 2015. The time of performance is extended by six months from June 30, 2015 to December 31, 2015.]

2. In consideration of the additional and/or revised services described in section 1, above, the maximum not-to-exceed amount that is specified in Exhibit B of the Agreement for payment of Contractor's fees and expenses, is increased / decreased by \$63,100, and the Agreement's maximum not-to-exceed amount is amended as follows:

Agreement's original not-to-exceed amount:	\$85,000
Net change by previous supplemental agreements:	0
Not-to-exceed amount prior to this supplemental agreement:	\$85,000
Increase/Decrease by this supplemental agreement:	\$63,100
New not-to exceed amount including all supplemental agreements:	\$148,100

3. Contractor agrees that the amount of increase or decrease in the not-to-exceed amount specified in section 2, above, shall constitute full compensation for the additional and/or revised services specified in section 1, above, and shall fully compensate Contractor for any and all direct and indirect costs that may be incurred by Contractor in connection with such additional and/or revised services, including costs associated with any changes and/or delays in work schedules or in the performance of other services or work by Contractor.

4. Contractor warrants and represents that the person or persons executing this supplemental agreement on behalf of Contractor has or have been duly authorized by Contractor to sign this supplemental agreement and bind Contractor to the terms hereof.

5. Except as specifically revised herein, all terms and conditions of the Agreement shall remain in full force and effect, and Contractor shall perform all of the services, duties, obligations, and conditions required under the Agreement, as supplemented and modified by this supplemental agreement.

Approval Recommended By:

Approved As To Form By:

[Signature]
Project Manager
Approved By:

\_\_\_\_\_  
City Attorney

[Signature]
Contractor
Approved By:

Attested To By:

\_\_\_\_\_  
City of Sacramento

\_\_\_\_\_  
City Clerk

**City of Sacramento  
Water Misuse Patrol Services**

**SCOPE OF SERVICES**

**Project Background**

Calendar year 2013 was the driest year on record for much of Northern and Central California. In June 2014, water storage in Folsom Reservoir was approximately 49% of capacity, an indication that the precipitation received in late winter and spring of 2014 had minimal impact on overall water storage. On January 14, 2014, the Sacramento City Council adopted Resolution No. 2014-0018 declaring a water shortage as authorized under City Code section 13.04.910 and implemented Stage 2 of the City of Sacramento Water Shortage Contingency Plan (WSCP).

The City's continues WSCP Stage 2 activities, which require a 20% reduction in overall water consumption. 2014 water demand reduction targets were established using a water accounting model which compare against the baseline average of 2012 and 2013 overall production. To accomplish this reduction, the City is employing a 'portfolio' water savings approach, which is inclusive of the following range of water shortage actions:

- Customer outreach and education;
- Increased Outdoor Water Conservation ordinance enforcement;
- Conservation incentive programs; and
- Operational efficiencies to enhance water production capabilities and minimize distribution water losses.

The Department's Office of the Director Division includes a Water Conservation Group which provides customer outreach and education regarding the City's water use regulations. The Conservation Group is also responsible for enforcement of City code related to outdoor irrigation and Water Shortage Contingency Plan.

**Project Description**

The scope of work for this project involves field and administrative support services for the City of Sacramento's Outdoor Water Conservation Ordinance enforcement, operationally referred to as Water Misuse Patrols. Specifically, tasks will consist of the following activities:

Task 1 - Water Misuse Patrols Services Overview

The City of Sacramento has been divided three sections (zones) (Attachment I-A) for water misuse patrols. The Contractor will provide staff and vehicles necessary to conduct scheduled water conservation enforcement patrols throughout the City.

Contractor will provide up to two personnel total that will prepare and issue warnings and Notice of Violations of the rules and regulations governing outdoor water conservation consumption, as authorized by Sacramento City Code. Contractor will also provide as needed support to City staff conducting pre-dawn and evening conservation patrols in designated areas of the City.

Task 1 - Project Schedule/Hours of Operation

The project schedule (Attachment I-B) for water misuse patrols task will be for the period from March 9, 2015 through June 30, 2015, Monday through Friday, 6AM to 2:30PM Pacific Standard Time. Contractor's Task 1 activities will be scheduled as services are needed by the City and based upon budget availability.

Task 1.1 Field Procedures

1. City Project Manager will generate work orders for assigned patrol areas the business day before the patrols occur. Work orders are based on customer complaints received via the City's 311 Customer Contact Center.
2. City Project Manager will assign the Contractor two geographic daily patrol areas and will assign work orders associated with assigned areas.
3. Contractor will patrol the assigned area to respond work orders location AND to look for violations of the City Outdoor Water Conservation ordinance (Attachment I-C). Contractor will make notes for any assigned work orders to update the work order with findings.
4. Upon observation of violation, contractor will take a minimum of three digital photographs of the violation occurrence or evidence. Each digital photograph shall:
  - a. Include a date and time stamp
  - b. Capture the physical address of the business or residence, as displayed by building or street address markers
  - c. Be free from obstructions that obscure the water misuse violation
  - d. Be taken from different angles when possible to document the magnitude and scope of the violation
5. Contractor will complete the City provided Notice of Violation door tag (Attachment I-D), indicating which section of City Code was observed to be in violation.
6. Contractor will leave a copy of the Notice of Violation door tag at the property residence.
7. Upon the completion of the patrol shift, the Contractor will submit NOV tags and photographs to the Contractor Project Manager or designee.

Task 1.2 - Administrative Procedures

8. The City will provide remote access to the City's work order systems, via a VPN connection (Contractor will need to agree to and complete City IT security protocols prior to obtaining access).
9. Contractor Project Manager will access City of Sacramento Customer Information System (CIS) to review customer history at addresses issued NOVs. by Contractor field personnel to determine if previous notice of violations have been issued to the property address.
10. Scan a copy of NOV tag issued.
11. Type the data from NOV tag into a summary MS Excel spread sheet, with the naming convention Waterwise\_NOVs\_Day\_Month\_Year.xls

**ATTACHMENT I TO EXHIBIT A**

12. Create a new daily folder for NOV digital photographs with the naming convention Waterwise\_NOV\_Street Number\_StreetAddress\_Photo#.jpeg and upload photos taken in the field to City of Sacramento shared folder address S/CMMS/Water Con/Code Enforcement NOVs
13. Submit the daily NOV summary spreadsheet to the City Project Manager via email by close of business (5:00 PM Pacific Standard Time) the following business day.

# INSPECTOR ZONES

Attachment I A



City of Sacramento  
Water Misuse Patrol Project

Task: Water Patrol	Shift Hours	# Hours per shift (excluding 30 minute lunch)	# Weekday Shifts	# Weekend Shifts	Total Hours	Labor Rate	Task Cost (Per Person)
3/9/15 - 6/30/15*	6:00 AM - 2:30 PM (M-F)	8	61	0	488	\$ 50.00	\$ 24,400.00
Subtotal			61	0	488		\$ 24,400.00

X 2 Staff

Task: Admin Support for Water Patrol	Shift Hours	# Hours per shift (excluding 30 minute lunch)	# Weekday Shifts	# Weekend Shifts	Total Hours	Labor Rate	Task Cost (Per Person)
3/9/15 - 6/30/15*	8:00 AM - 2:00 PM (M-F)	6	61	0	366	\$ 35.00	\$ 12,810.00
Subtotal			61	0	366		\$ 12,810.00

Mileage reimbursement	mileage per day est	# Weekday Shifts	# Weekend Shifts	Total Shifts	IRS rate	Estimate
Total	315	61	0	61	0.56	\$ 10,760.40
Contingency (10%)						\$ 72,370.40
<b>Grand Total</b>						<b>\$ 79,607.44</b>

\* Duration not continuous. Scheduled as needed.

Attachment 1 - B

**City of Sacramento**  
Water Misuse Patrol Project

Task: Water Patrol	Shift Hours	# Hours per shift (excluding 30 minute lunch)	# Weekday Shifts	# Weekend Shifts	Total Hours	Labor Rate	Task Cost (Per Person)
9/29/14-12/31/15	6:00 AM - 2:30 PM (Wed-Sun)	8	15	0	240	\$ 50.00	\$ 12,000.00
		8	0	8	128	\$ 60.00	\$ 7,680.00
11/1/14 - 12/31/15	6:00 AM - 2:30 PM (M-F)	8	41	0	656	\$ 50.00	\$ 32,800.00
					1024		<b>\$ 52,480.00</b>

Task: Program Admin	Shift Hours	# Hours per shift	# Weekday Shifts	# Weekend Shifts	Total Hours	Labor Rate	Task Cost (Per Person)
9/29/14-12/31/15	Variable (6 hours per day)	6	15	0	180	\$ 35.00	\$ 6,300.00
		6	0	8	96	\$ 45.00	\$ 4,320.00
							<b>\$ 10,620.00</b>

**Sacramento City Code**

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[Title 13 PUBLIC SERVICES](#)

[Chapter 13.04 WATER SERVICE SYSTEM](#)

**Article XI. Outdoor Water Conservation**

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**13.04.830 Legislative intent.**

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The city council finds and determines:

- A. To prevent waste and ensure reasonable use of water supplied by the city water distribution system, it is necessary and desirable to enact certain limitations to promote water conservation by city customers.
- B. These limitations should be focused on outdoor water use, because the maximum demands for water from the city's water distribution system occur during the summer months, with outdoor irrigation use exceeding all other demands.
- C. Water use limitations should be designed to promote the use of drip irrigation and other low volume irrigation methods that reduce outdoor water use by applying water more efficiently than traditional irrigation methods.
- D. Reduction of water use through water conservation protects and promotes the public health, safety and welfare by conserving a vital resource that is subject to ever-increasing demands.
- E. Reduction of water demands through water conservation will reduce the per capita amount of water used by city customers, and also will reduce the city's costs for electrical energy, equipment and chemicals utilized to pump and treat water supplied to the city water distribution system.
- F. By reducing the use of electrical energy, equipment and chemicals, the reduction of water demands through water conservation also protects and promotes the public health, safety and welfare by reducing greenhouse gas emissions associated with the production and transport of electrical energy, equipment and chemicals. (Ord. 2009-050 § 1; Ord. 2009-026 § 1)

**13.04.840 Definitions.**

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When used in this article, the following words or phrases shall have the meanings set forth below:

"City water" means any water delivered by the city's water distribution system.

"Integrated pest management" means a pest control methodology that utilizes a variety of complementary strategies to significantly reduce or eliminate the use of pesticides while at the same time managing pest populations at an acceptable level.

"Low volume irrigation system" means any irrigation system that applies irrigation water at low pressure through a system of tubing or lateral lines and low-volume emitters such as drip, drip lines, and bubblers with a flow rate measured in gallons per hour, and that is designed to apply small volumes of water slowly at or near the root zone of plants. This includes but is not limited to properly functioning drip irrigation systems and soaker hoses.

"New landscaping" means any lawn, plants or other landscaping planted after the effective date of the ordinance adopting this section.

"Water waste runoff" means water flowing away from property in any gutter, ditch or other manner over the surface of the ground due to excessive application of city water. (Ord. 2009-050 § 1;

Ord. 2009-026 § 1)

#### **13.04.845 Irrigation service for area exceeding five acres.**

To reduce demand on the city water distribution system and promote water conservation, the director may require water for the irrigation of areas exceeding five acres to be obtained from a private well, recycled water supply, or other water source, instead of allowing an irrigation service connection from the city water distribution system. (Ord. 2013-0014 § 22)

#### **13.04.850 Substandard water fixtures prohibited.**

No person shall cause or allow any city water to be wasted due to leaky or faulty water lines, hoses, fixtures or other water using or distributing devices, unless such person shall have first obtained the written consent of the director to do so. (Ord. 2009-050 § 1; Ord. 2009-026 § 1)

#### **13.04.860 Water runoff prohibited.**

No person shall knowingly or willingly cause or allow any city water applied to any landscaping, including new landscaping, or used for any other irrigation purposes, to flow away as water waste runoff from property owned or occupied by such person. (Ord. 2009-050 § 1; Ord. 2009-026 § 1)

#### **13.04.870 Outdoor conservation of water.**

A. No person shall use, or cause to be used, any city water for the purpose of washing down sidewalks, driveways, or parking areas except to alleviate immediate fire, health or sanitation hazards, or to implement an integrated pest management program, unless the director provides prior written consent.

B. No person shall use, or cause to be used, any city water through a hose for the purpose of washing a vehicle unless:

1. The hose is equipped with an automatic shut-off nozzle attachment, and the attachment is being used to shut off the flow of water at all times when the hose is not being used to wash the vehicle; and

2. The vehicle washing is conducted on a day of the week when outdoor irrigation is permitted for the street address where the vehicle is being washed, as specified in this section.

This subsection shall not apply to commercial car washing businesses.

C. Beginning on the day that daylight savings time begins, and extending until the day before daylight savings time ends:

1. No person shall use, or cause to be used, any city water for landscape irrigation between the hours of ten a.m. and seven p.m., unless the director provides prior written consent to a different time limitation.

2. Residential and commercial locations bearing a street address ending in an odd number shall be permitted to irrigate with city water only on Tuesday, Thursday and Saturday, and locations bearing a street address ending in an even number shall be permitted to irrigate with city water only on Wednesday, Friday and Sunday, unless the director provides prior written consent to a different irrigation pattern.

3. No landscape irrigation shall be allowed on Mondays.

D. Beginning on the day that daylight savings time ends, and extending until the day

before daylight savings time begins, all residential and commercial locations shall be permitted to irrigate with city water only on Saturday or Sunday, and landscape irrigation shall be prohibited on any other days of the week, unless the director provides prior written consent to a different irrigation pattern.

E. The limitations specified in subsections C and D shall not apply to landscape irrigation using a low volume irrigation system, nor to the irrigation of container plants, nor to the irrigation of new landscaping that is subject to the provisions of Section 13.04.880.

F. References in this article to any day of the week shall mean the period beginning at twelve a.m. on that day and ending twenty-four (24) hours later.

G. Upon declaration of a water shortage, the city council may impose revised and/or additional limitations on outdoor water use, as specified in Section 13.04.910, and no person shall use, or cause to be used, city water in violation of such limitations while the water shortage remains in effect. (Ord. 2009-050 § 1; Ord. 2009-026 § 1)

### **13.04.880 New landscaping.**

The following regulations shall apply to the use of city water to irrigate new landscaping:

A. Irrigation of new landscaping shall be allowed on any day of the week for a period of twenty-one (21) days after the new landscaping is planted, unless the director provides prior written consent to extend this time period based on plant type and the season when the new landscaping is planted.

B. Any irrigation of new landscaping after expiration of the time period specified in subsection A, and any irrigation of existing landscaping adjacent to the new landscaping, shall be subject to the limitations specified in Section 13.04.870.

C. Upon declaration of a water shortage, the city council may impose revised and/or additional limitations on the irrigation of new landscaping, as specified in Section 13.04.910, and no person shall use, or cause to be used, city water in violation of such limitations while the water shortage remains in effect. (Ord. 2009-050 § 1; Ord. 2009-026 § 1)

### **13.04.890 Penalties for violation.**

A. The following penalties shall be imposed for violation of any of the provisions of Sections 13.04.850 through 13.04.880, inclusive. Any violations occurring on separate calendar days shall be considered separate violations.

1. First Violation During Any Twelve (12) Month Period. No penalty shall be imposed, but a written notice describing the violation and the penalties for subsequent violations shall be issued to the owner and the occupant (if different than the owner) of the premises where the violation occurred.

2. Second Violation During Any Twelve (12) Month Period. A written notice describing the violation and the penalty shall be issued to the owner and the occupant (if different than the owner) of the premises where the violation occurred. A penalty of twenty-five dollars (\$25.00) shall be imposed, but this penalty shall be waived if the owner of the premises where the violation occurred, or the occupant (if different than the owner, and the occupant committed the violation), attends a water conservation seminar offered by the department within sixty (60) days after the date of the penalty notice; provided that only one such penalty waiver shall be allowed for the premises within any twenty-four (24) month period.

3. Third Violation During Any Twelve (12) Month Period. A written notice describing the violation and the penalty shall be issued to the owner and the occupant (if different than the owner)

of the premises where the violation occurred. A penalty of one hundred dollars (\$100.00) shall be imposed.

4. Fourth Violation and Any Successive Violations During Any Twelve (12) Month Period. A written notice describing the violation and the penalty shall be issued to the owner and the occupant (if different than the owner) of the premises where the violation occurred. A penalty of five hundred dollars (\$500.00) shall be imposed.

B. The written notices specified in subsection A also shall provide notice of the right to appeal pursuant to Section 13.04.900 and shall specify the address where the notice of appeal shall be filed.

C. The penalties specified in subsection A shall be imposed on the owner of the premises where the violation occurs regardless of whether the violation is committed by the owner of the premises or any other person.

D. Upon declaration of a water shortage by the city council, as specified in Section 13.04.910, the penalty amounts specified in subsection A shall be doubled while the water shortage remains in effect.

E. The violation of any of the provisions of Sections 13.04.850 through 13.04.880, inclusive, also shall be deemed to constitute a public nuisance, subject to abatement in accordance with the provisions of Chapter 8.04 of this code, as applicable.

F. The foregoing provisions are cumulative and in addition to any other remedies or penalties authorized or imposed under any other provision of this code, including, but not limited to, Section 13.04.270, or any other applicable law or regulation. The provisions of this article may be enforced by the department or by the department of code enforcement. (Ord. 2009-050 § 1; Ord. 2009-026 § 1)

### **13.04.900 Appeal.**

A. The owner or occupant of the premises where the violation occurred may appeal a notice of violation issued under Section 13.04.890(A) to the director for review and determination, by filing a written notice of appeal with the director not later than thirty (30) days after the notice of violation is issued. Such notice of appeal shall specify the grounds for appeal and shall provide the appellant's address and telephone number, with a statement that the appellant agrees to accept service at such address of the written notice of the time and place of the appeal hearing and the determination of the director or the director's designee.

B. Upon receipt of a timely notice of appeal, the director or the director's designee shall set the matter for an informal hearing at the earliest practical date. Not less than seven days prior to the date of hearing, the director or the director's designee shall provide written notice of the hearing to the appellant. At the hearing, the director or the director's designee shall hear any relevant evidence presented by the appellant or department staff, and may uphold, modify or rescind the notice of violation, including the penalty imposed by the notice of violation, if any. The person filing the appeal shall be provided written notice of the determination of the director or the director's designee, which shall be the city's final administrative determination of the matter.

C. The failure of the owner or occupant of the premises where the violation occurred to file a timely notice of appeal in accordance with the provisions of this section shall constitute an irrevocable waiver of the right to appeal and a failure to exhaust the owner's and occupant's administrative remedies with regard to the notice of violation.

D. Upon determination after appeal by the director or the director's designee that a penalty shall be imposed, or upon issuance of a notice of violation and penalty and expiration of the appeal period specified in subsection A with no notice of appeal being filed, the penalty amount shall be

included on the bill for water service provided to the premises where the violation occurred and shall be collected in accordance with the provisions of Chapter 13.12 of this code. Any penalties collected shall be used by the department to fund water conservation programs. (Ord. 2009-050 § 1; Ord. 2009-026 § 1)

#### **13.04.910 Declaration of water shortage.**

A. In response to any condition necessitating increased water conservation, such as a water shortage due to drought, natural disaster, or other reduction of water supply availability, or as may otherwise be required to protect the public health, safety, and welfare, the city council may by resolution declare the existence of a water shortage and impose revised and additional limitations and time restrictions on outdoor water use. While the declaration of water shortage remains in effect, no person shall use, or cause to be used, city water in violation of such limitations or restrictions. Unless the resolution specifies an ending date, the declaration of water shortage shall remain in effect until rescinded or otherwise modified by subsequent resolution of the city council.

B. While a declaration of water shortage is in effect, any requirement in the Planning and Development Code to plant or irrigate trees, shrubs, or other groundcover, or for groundcover to be living, is suspended. (Ord. 2014-0009 § 1; Ord. 2009-050 § 1; Ord. 2009-026 § 1)

#### **13.04.920 Access to customer premises—Compliance.**

A. A customer receiving city water service shall provide the department's employees and/or contractors access to and use of the premises where city water service is received as may be required by the city's employees or contractors to determine whether there is any violation of any of the provisions of Sections 13.04.850 through 13.04.880, inclusive, or to abate any violation thereof. If the customer refuses to allow such access, the city may seek authorization from any court of competent jurisdiction for such access and abatement.

B. Compliance with the provisions of this article shall be a condition of the customer receiving or continuing to receive city water service. (Ord. 2009-050 § 1; Ord. 2009-026 § 1)

#### **13.04.930 Fire and other emergencies.**

Nothing in this article shall be construed to apply to the use of city water for purposes of extinguishing fire or any other similar emergency. (Ord. 2009-050 § 1; Ord. 2009-026 § 1)

#### **13.04.940 Consent of director.**

Whenever in this article a person is authorized to obtain the consent of the director to perform an act otherwise prohibited, the director may give consent on such conditions as the director may specify, and the director shall give such consent only where the director determines:

A. There is no practical alternative manner in which the person may accomplish the desired result; and

B. The desired result is of substantial importance when compared with the importance of conserving water resources as set forth in this article. (Ord. 2009-050 § 1; Ord. 2009-026 § 1)

#### **13.04.950 City water use.**

The city of Sacramento, and its officers, employees, and agents when acting in the course and

scope of their employment, shall be exempt from the provisions of this article; provided, however, that the city manager shall promulgate administrative regulations governing water use by the city, and its officers, employees, and agents, as may be necessary for the city to achieve the conservation of water resources equal to or greater than the level of conservation achieved by the city's water service customers. (Ord. 2009-050 § 1; Ord. 2009-026 § 1)

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CE

Date \_\_\_\_\_  
Address \_\_\_\_\_

**Notice of Violation  
Outdoor Water Conservation Requirements**

On the date indicated above this address was observed in violation of the City Water Conservation Ordinance as follows:

- Gutter or Pavement Flooding (SCC§13.04.860)
- Flooding Neighbor (SCC§13.04.860)
- Watering Wrong Time (SCC§13.04.870)
- Watering Wrong Day (SCC§13.04.870)
- Leaking/Faulty Water Fixture (SCC§13.04.850)
- Washing Vehicle on Wrong Day (SCC§13.04.870)
- Washing Vehicle Without Shut-Off Nozzle (SCC§13.04.870)
- Washing Down Paved Area (SCC§13.04.870)

**Additional Comments:**

\_\_\_\_\_  
\_\_\_\_\_

Sacramento City Code § 13.04.890D imposes penalties for violation of the City Water Conservation Ordinance during a declared water shortage. The penalty levels are:

- First violation: No penalty. Information on water conservation services left at premises
- Second violation: \$50.00 penalty, waived if owner or occupant (if different than owner, and occupant committed the violation) attends a water conservation class within 60 days after the date indicated above (waiver not available more than once every two years)
- Third violation: \$200.00 penalty
- Fourth violation and each subsequent violation: \$1000.00 penalty

A letter following this notice will be sent to the address indicated above and the address the bill is received at (if different). This letter will include the fine amount that will be included on the City's bill for water service provided to this address, whether the violation is committed by the owner or by the occupant (if different than the owner).

You may appeal this Notice of Violation by filing a written notice of appeal with the City's Director of Utilities at 1395 35th Avenue, Sacramento, CA 95822 not later than 30 days after the date indicated above. The notice of appeal must comply with the provisions of Sacramento City Code §13.04.890.

Citation Issued by \_\_\_\_\_

CE

Date \_\_\_\_\_  
Address \_\_\_\_\_

**Notice of Violation  
Outdoor Water Conservation Requirements**

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- Washing Vehicle Without Shut-Off Nozzle (SCC§13.04.870)
- Washing Down Paved Area (SCC§13.04.870)

**Additional Comments:**

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Citation Issued by \_\_\_\_\_