

TO: BOARD OF DIRECTORS
FROM: MICHAEL S. LEBRUN *MSL*
GENERAL MANAGER
DATE: OCTOBER 17, 2014

AGENDA ITEM
F
OCTOBER 22, 2014

GENERAL MANAGER'S REPORT

ITEM

Standing report to your Honorable Board -- *Period covered by this report is October 3, 2014 through October 17, 2014.*

DISTRICT BUSINESS

Administrative

- The District's water supply is in trouble and the drought is making conditions worse. Demand for water in our area has increased steadily since the 1970's. All water needs across the Nipomo Mesa continue to be met by groundwater pumping – no other supply currently exists.
- Nipomo area groundwater is in a *potentially severe* water shortage condition as defined by the court appointed group that monitors basin health. The District remains in Stage II (2) conditions in accordance with our recently adopted Water Shortage Response and Management Plan. The County of San Luis Obispo is scheduled to measure and report area well levels during the third week of October.
- A renewed conservation outreach message "Reduce Your Use" is underway. The District Board of Directors has set a goal for 30% reduction in District groundwater pumping. Achieving this goal will help avoid the need for more severe cutbacks in the future.
- In September 2014 the District pumped **21% less water** than the five year average for September.
- The District uses escalating block water pricing to encourage water conservation. Water in the highest block cost 300% more than in the lowest. By design, escalating prices *reward* conservation and *penalize* water waste.
- Construction of the District's supplemental water pipeline is progressing on schedule, with initial water deliveries expected by July 2015. A customer rate charge to pay for supplemental water is being considered and an adoption hearing for the proposed new rate is scheduled for November 21, 2014.
- Two conditional offers have been made for Customer Service/Maintenance Worker candidates. Pending acceptance of the offers and final pre-employment background checks and drug screening, one employee would begin in December and one in January. First interviews for candidates to fill Chief Plant Operator/Wastewater Supervisor are scheduled for October 24.
- On October 10, the District launched its Facebook and Twitter pages officially joining social media. Any person with access to the World Wide Web can view our sites and information.
- On October 11, Public Information Director Jessica Matson and Customer Service/Maintenance Worker Tyler Voelker, attended Nipomo Octoberfest and shared the District's water conservation message with approximately 150 members of the public.

Public Outreach

The following Public Outreach Program materials are provided:

- A summary of outreach and education activities
- Press release and press release log
- District related news coverage
- District website traffic summary
- District social media traffic summary

Safety Program

- The District's Safety Program has been recognized by Special District Risk Management Authority with the 2014 McMurchie Excellence in Safety Award
- No accidents, incidents, or injuries.

Customer Service Contact

During September 2014, three hundred and eleven (311) customers came to the District office with service inquiries. Office administrative staff received an additional one hundred and seventy-five service inquires via phone during the month. Eighty five percent (85%) of the inquiries were regarding billing and/or bill payment.

Fire Hydrant Metered Use

The District provides limited water sales via metered fire hydrant for construction and other in District requests and local county projects. Project specific hydrant meters are set upon request and a hydrant located adjacent to the District office is outfitted with a meter for common use.

During September 2014, two project specific hydrants were in service and metered a combined ninety-six (85) units of water use (63,560 gallons). Nearly 100% of this use is attributed to Speiss Construction and their work constructing the District Supplemental Water facilities. Additionally, nineteen (18) units of water (~13,464 gallons) were utilized at the common hydrant meter for County projects, including street sweeping.

Connection Report

Other Items and News of Interest (Attachments to this Report)

- Notice of Opportunity to Comment on Safe Drinking Water Plan for CA
- Notice of Availability of Recirculated Draft Environmental Impact Report – Phillips 66 Company Rail Spur Extension Project
- News Article: The Risks of Cheap Water

Meetings

Meetings Attended (telephonically or in person):

- October 6, NMMA Technical Group
- October 8, Regular Board Meeting
- October 9, Finance and Audit Committee
- October 9 & 16, Management Coordination
- October 9, NMMA Purveyors
- October 13, Board Officers
- October 13, Director of Engineering and Operations
- October 14, County Water Summit
- October 15, Sanitary Agency Manager Association – District will host meeting and tour of Southland WWTP

Meetings Scheduled:

- October 20, NMMA Purveyors
- October 20, Blacklake Management Association Members
- October 22, Regular Board Meeting
- October 23 & 30, Management Coordination
- October 24, Chief Plant Operator Interviews
- October 24, CSD General Managers

RECOMMENDATION

Staff seeks direction and input from your Honorable Board

ATTACHMENTS

- A. District Outreach Materials
- B. CA Water Board Safe Drinking Water Plan Comment Notice
- C. Phillips 66 DEIR Notice
- D. Risk of Cheap Water News Article

October 22, 2014

ITEM F

ATTACHMENT A

**NCSD Outreach Summary
October 2014**

Date Started	Outreach	Description	Status	Date Completed
2/28/2014	Brochure	Creation of "Detecting Leaks" insert for "Water Meter" brochure	In Progress	
6/5/2014	Emergency Information	Pre-written emergency communications for local news, website, online outlets	In Progress	
7/10/2014	Emergency Communication Plan	Development of District's Emergency Communications Plan	In Progress	
9/19/2014	Press	Charter TV California Edition; Script on NCSD history and photos for 11/6 taping	In Progress	
9/17/2014	Manager's Column	Article 19 for Manager's Column in Adobe Press, pub date 9/26	Complete	9/18/2014
9/22/2014	Chamber Email Blast	Conservation Tip for Chamber of Commerce weekly email update	Complete	9/22/2014
9/22/2014	Chamber Newsletter	Conservation ad for Chamber of Commerce October newsletter	Complete	9/22/2014
9/22/2014	Ad	Conservation 1/4 page ad in 9/26 Adobe	Complete	9/23/2014
9/23/2014	Recruitment	Emailing of recruitment information for Wastewater Supervisor/Chief Plant Operator	Complete	9/24/2014
9/23/2014	Conservation Education	Elementary and High School Poster contest rules and High School Video contest rules for conservation education program during 2014-2015 school year	Complete	9/24/2014
9/12/2014	218 Notice	218 Notice for Supplemental Water Rates	Complete	9/25/2014
9/25/2014	Conservation Education	Ordering of NCSD bags and personalized conservation literature	Complete	9/26/2014
9/29/2014	Chamber Email Blast	Conservation Tip for Chamber of Commerce weekly email update	Complete	9/29/2014
9/29/2014	Ad	Clean-up Week 1/4 page ad in 10/3 Adobe	Complete	9/30/2014

**NCSO Outreach Summary
October 2014**

Date Started	Outreach	Description	Status	Date Completed
9/18/2014	Website Updates	Home page and Conservation page updates	Complete; Ongoing	10/1/2014
9/24/2014	218 Notice	Compilation of mailing list for Notice and identification of owners with multiple APNs	Complete	10/1/2014
10/2/2014	Bulletin Board	Updates to Lobby and Board room bulletin boards	Complete; Ongoing	10/2/2014
7/8/2014	Truck Wrapping	Wrapping trucks with conservation messaging	In Final Design	
10/1/2014	Spanish Brochure	Translation of "Tracking Water Use with Water Meters" brochure	In Progress	
9/29/2014	Conservation Banners	Movement and placement of conservation banners at District Office, Southland facility, Mary & Juniper	Complete	10/6/2014
10/6/2014	Chamber Email Blast	Conservation Tip for Chamber of Commerce weekly email update	Complete	10/6/2014
6/12/2014	Social Media	Creation/review of District social media policy	Complete	10/8/2014
6/3/2014	Social Media	Creation of District social media accounts for information distribution	Complete	10/10/2014
8/26/2014	Community Outreach	District presence and outreach at Nipomo's Octoberfest on October 11, 2014	Complete	10/11/2014
10/13/2014	Chamber Email Blast	Conservation Tip for Chamber of Commerce weekly email update	Complete	10/13/2014
10/13/2014	Press Release	District Launches Social Media to Further Connect with Customers	Complete	10/13/2014
10/13/2014	Ad	Clean-up Week 1/4 page ad in 10/17 Adobe	Complete	10/14/2014
10/3/2014	Website Updates	Home page; social media policy; social media icons; minutes; press release	Complete; Ongoing	10/16/2014
10/10/2014	Social Media	"Like"/"Follow" Campaign and Content posting	Complete; Ongoing	10/16/2014
10/9/2014	Spanish Brochure	Translation of Toilet tab packets	In Progress	

**NCSO Outreach Summary
October 2014**

Date Started	Outreach	Description	Status	Date Completed
10/9/2014	Spanish Brochure	Translation of "13 Ways to Conserve Water at Home" brochure	In Progress	
10/14/2014	Signs	A-Frame signs for flushing of water	In Progress	
10/17/2014	District Newsletter	2014 4th quarter newsletter for November distribution	In Progress	

NIPOMO NEWS

Plant sale can save you water

Nipomo Native Garden will hold its fall plant sale from 9 a.m. to 1 p.m. Sunday, Oct. 5.

With the water situation, we all need to conserve, and one way to do that is to use less water in your garden.

The Nipomo Native Garden can help. The garden members have more than 1,000 California native and drought-tolerant plants for sale for your specific landscaping needs. Arrive early for the best plant selection.

The garden is located on Osage Road off Camino Cabaño.

For more information, call 929-3589 or 929-6710.

Date drawing near for Nipomo's OctoberFest

Don't forget the 32nd annual Nipomo's Best OctoberFest taking place Saturday, Oct. 11, and Sunday, Oct. 12, at Nipomo Community Park, 225 Pomeroy Road.

The festival will have lots of great things for the little ones to do.

For the adults, the event will have a Beer Garden complete with big screens



Our Nipomo
Toni Weitzel

for viewing NFL and college games. How about that, guys?

Sunday activities will again feature the Battle of the Bands, which will include last year's winner, The Spaces Between.

This year, a barbecue contest will allow the public to sample and vote for the Central Coast's best barbecued food.

For more information, contact Amber at the Nipomo Chamber of Commerce at 929-3583.

Youth Coalition Fun Run returning to OctoberFest

The 17th annual Nipomo

Youth Coalition Fun Run started by Joe Hubbell to raise money for youth programs will take place Saturday, Oct. 11, at the Nipomo Community Park softball field.

For some time, the fun run has been the kickoff for the Nipomo Chamber of Commerce's OctoberFest taking place a bit later in the day. It includes a half-mile kids run, a two-mile walk and a four-mile run.

Registration starts at 7:30 a.m., with a fun raffle at 8:30 a.m. The cost is \$6 to \$8 for children and \$15 to \$20 for adults.

More information can be obtained by contacting Mary Squeall at 474-3799 or 459-3511.

Trunk show will offer designer jewelry

Artisan Designer Jewelry in the Adobe Plaza, 338 W. Tenth St., Suite C, will hold a jewelry trunk show from 5 to 7 p.m. Thursday, Oct. 9.

The trunk show will feature custom-made jewelry as seen on HSN, QVC and TV. The owners invite you to get a jump on your holiday shopping.

For more information, call 929-3036 or 287-0287.

Chumash planning 19th Inter-Tribal Pow Wow

The 19th annual Chumash Inter-Tribal Pow Wow will take place from 10 a.m. to 10 p.m. Saturday, Oct. 4, and 10 a.m. to 6 p.m. Sunday, Oct. 5, at Live Oak Campground on Highway 154 about 13 miles east of Santa Ynez.

The event is open to the public. Camping is \$25, and parking is \$5.

For more information, visit www.chumashcasino.com.

Critter Corner

I think we have been adopted by the beautiful and very smart Ollie cat that has been hanging around. Maybe there is more action going on here than there is at his home.

Toni Weitzel is the owner of the Best of Everything, featuring unique gifts and gift baskets, and a former president of the Nipomo Chamber of Commerce. Nonprofit and other community organizations may submit items for this column by contacting her at 343-0283 or toni@bestofeverything.com.



Nipomo High School student George Fauer works on robot during the SLO Robotics Expo held Monday at the San Luis Obispo Elks Lodge.

Students show robotics skills at expo in SLO

NHS, AGHS teams demonstrate creations

STAFF REPORT

Some of the Central Coast's best and brightest students put their passion for robotics on display Monday, Sept. 29, in the sixth annual Student Robotics Expo in San Luis Obispo. The event, sponsored by Softtec at the San Luis Obispo Elks Lodge, featured demonstrations of student-built robots many of the clubs use for robotics competitions. Clubs from Nipomo,



Cabrillo High School student Haley Green explains how to reconfigure a robot to 7-year-old Cole Larrea during the SLO Robotics Expo sponsored by Softtec.

Arroyo Grande, San Luis Obispo, St. Joseph, Cabrillo and Alisal schools high schools, Mission College Prep and Orcutt Academy, as well as some elementary school and collegiate programs, put their robots through their paces.

The event was held at the Elks Lodge because the club's pool allows demonstrations of vulnerable robots, said a spokesman for Softtec, the Central Coast Software and Technology Alliance.

The students are working on building robots or tuning up last year's models for the upcoming tournament season, which begins early next year, the spokesman said.

Softtec is a nonprofit networking and education organization that links various elements of the technology community. The organization also has awarded more than \$25,000 in grants to Central Coast schools since 2004.

PET OF THE WEEK

STAFF REPORT

Gunter's a 6-year-old, boxer mix who's earnestly looking for a home from his kennel at San Luis Obispo County Animal Services.

He's a handsome boy with a brindle coat and an endearing boxer underbite. Gunter loves people and toys, and at the shelter he gets to meet these two loves by going for a walk while carrying a favorite toy. He likes to play but also appreciates

the beauty of a nap, according to Animal Services volunteers.

Gunter gets along with mellow dogs like himself but would much prefer hanging out with people rather than engaging in tough-and-tumble play at the dog park, which isn't his cup of tea. So, if you've been waiting for a toy-loving people-dog to add to your life, come to the shelter, because Gunter's waiting for you. His identification number is 188576.

All dogs and cats at Animal Services are altered, vaccinated and microchipped prior to adoption. Adoption fees include a collar and tag for dogs. Cat adoptions include a cardboard carrier. Fees are \$80 for cats and \$130 dogs, which includes an annual license fee.

Animal Services is at 885 Kansas Ave., San Luis Obispo. For more information, call the shelter at 781-4413.



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with Song and Dance

A Girl for All Seasons
12th Annual Fundraiser for Parkinson's Research

Performance Dates
October 4, 5, 11, 12 - 2pm
October 9, 10 - 7pm
at the Clark Center

<http://www.centralcoastfollies.org>

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Conservation is your responsibility.

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Nipomo Community Services District



Nipomo
CHAMBER OF
COMMERCE

THE CHAT October Edition

The mission of the Nipomo Chamber of Commerce is to promote the civic, economic, agricultural, educational, & social welfare of Nipomo.



**Nipomo Chamber
President
Richard Malvarose**
Richard@nipomoproperties.com

Nipomo Chamber of
Commerce

Email:

info@nipomochamber.org

239 W. Tefft St.
Nipomo, CA 93444
805/929-1583
Fax: 805/929-5835

Amber Wilson
Executive Director

INSIDE THE CHAT

- 1 **President's Message**
- 2 **Meet Our Ambassadors**
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- 19 **Networking with the Chamber**

PRESIDENT'S MESSAGE

GET OUT AND VOTE!

In my opinion there is no more important right in our Republic than having the right to vote. Having "visited" many foreign countries over my 24 year military career I can say firsthand that most of those countries either had no voting rights or that the elections were shams with the dictator / leader of that country often garnering 99.9% of the vote. Please don't take this hard fought for right for granted. On November 4th of this year the State of California will be holding a General Election from 7:00 am to 8:00 pm. I urge you to take the time to research the upcoming issues on the ballot, read up on the various candidates and cast your vote.

Polling Locations:

Nipomo Senior Center
200 E. Dana St
Nipomo

Nipomo High School
525 N Thompson Ave
Nipomo

Nipomo CSD Office
148 S Wilson St
Nipomo

Nipomo Rec Center
671 W. Tefft Ste #2
Nipomo

Nipomo Branch Library
918 W. Tefft St
Nipomo

The Monarch Club - Art Rm
1645 Trilogy Parkway
Nipomo



Richard Malvarose, President

President's Circle



Major Sponsors





**More Brown on Your Grass Means
MORE GREEN IN YOUR WALLET**

**REDUCE
YOUR USE!**

www.ncsd.ca.gov



Nipomo Community
Services District

You may be aware the largest water consumption is outside where landscaping is excessively being watered. You can see some significant water savings if you cut down your irrigation or turn it off all together.

Nipomo Community Services District has also cut landscape watering, and we wanted to share some of the results we have seen.

NCS D has shut off irrigation to the ivy groundcover at the district office for more than one month, and, as you can see, there is very little change in the look of the ivy — minor yellowing only.

We are saving more than 400 gallons of water a week by turning off the irrigation to the ivy. That adds up to more than 1,800 gallons saved per month — or about \$15 less on the water bill.

We want to reiterate that customers can see some significant savings — both water and money savings — by reducing watering or shutting off irrigation completely. And you may be surprised how little the appearance of your landscape will change.

Generally, every 1,000 square feet of lawn a customer removes can save approximately \$500 annually on the water bill — not just once, but year after year.

We also want to once again thank customers for their continued conservation efforts. Districtwide water use was down 22 percent in August.

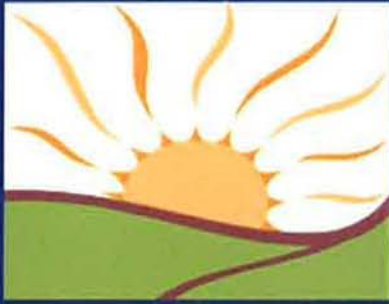
Customers are doing their part and more during this statewide drought, and we are closer to our reduction goal of 30 percent. Keep up the great work.

The district's website provides helpful tips and resources. We encourage you to visit our site at www.ncsd.ca.gov.

As always, if you have any questions, concerns, or feedback, we want to hear from you. Feel free to contact us at info@ncsd.ca.gov.

Jessica Matson

From: Nipomo Chamber of Commerce <info@nipomochamber.org>
Sent: Monday, October 06, 2014 3:42 PM
To: Jessica Matson
Subject: Monday News - October 6, 2014



Nipomo
CHAMBER OF
COMMERCE



Richard Malvarose
Chamber President
Nipomo Properties

Monday News

October 6, 2014

*Nipomo Chamber of Commerce
presents*

**32nd Annual
Nipomo's Best**

Octoberfest

**October 11th-12th
Nipomo Regional Park
255 Pomeroy
(corner of Pomeroy & Tefft St.)**

***This year is sure to be the biggest and best year
ever! We are excited to offer and bigger and
better kids attractions including rides, bouncers,
pony rides, face painting and more!***

Chamber Hours

Monday through Friday
9 am to 5 pm

239 W. Tefft St.
Nipomo, CA 93444

Office: 805.929.1583

Fax: 805.929.5835

info@nipomochamber.org

For Info Contact:

Amber Wilson
Executive Director
amber@nipomochamber.org

President's Circle

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NIPOMO
Community Services District
Visit us at Octoberfest!

Did you know...

Adjusting sprinklers to water plants, not the driveway can save 12-15 gallons each time?

REDUCE YOUR USE

For more information on how to reduce water use, visit
www.ncsd.ca.gov.

FIVE CITIES
women's network

Annual Trade Show

Guest's are Free



Tuesday, October 14, 2014
11:30 am ~ 1:30 pm

Steamers of Pismo
1601 Price, Pismo Beach
Wave Room



Come and enjoy appetizers, refreshments, door prize and raffle prizes!

For more information & to **RSVP** please email glyndafrv@sbcglobal.net
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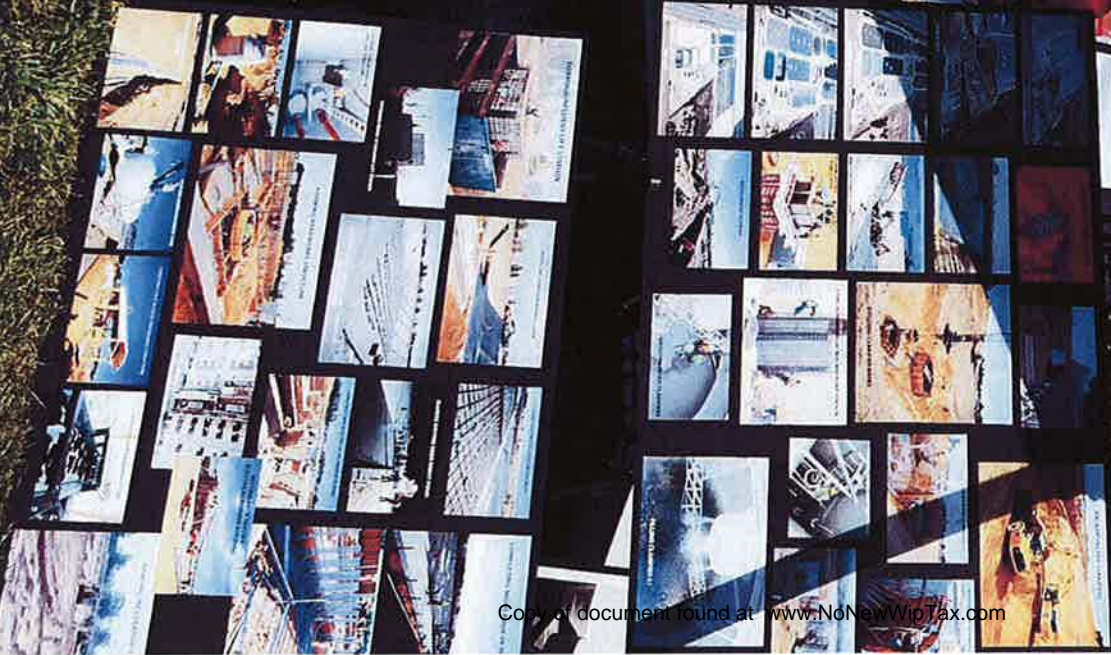
You'll be able to keep up on all the upcoming events, see pictures of past events and network with other "Fans" of our page!



www.nipomocsd.com

USE WATER WISELY, EVERY DROP COUNTS!

Nipomo Community Services District
Conservation and Resource
Education Program



**More Brown on Your Grass Means
MORE GREEN IN YOUR WALLET**



**REDUCE
YOUR USE!**

www.ncsd.ca.gov



**Nipomo Community
Services District**

Thank you for connecting with us on social media!

Check back regularly for helpful information and conservation tips!

Bring this voucher in to our office for free conservation items.*

NCSD Customer? Yes No **Address:** _____

148 S Wilson Street, Nipomo | 805 929-1133 | www.ncsd.ca.gov | info@ncsd.ca.gov

*Through November 2014 or until supplies last



Press Release Log 2014

Date of PR	Title	Date Sent to Media	Date Placed On Website	Media Pub	Date PR Published	Media Published	Date PR Published	Media Published	Date PR Published	Media Published	Date PR Published
8/7/2014	District's July Pumping Decreases – Conservation Efforts Recognized	8/8/2014	8/18/2014	Adobe	8/19/2014						
8/19/2014	Nipomo CSD Fall Election Decided!	8/20/2014	8/20/2014	Tribune	8/25/2014	Adobe	8/22/2014				
8/22/2014	Nipomo CSD Holding Town Hall Meetings to Discuss Rates	8/25/2014	8/26/2014	Tribune	8/25/2014	Adobe	8/29/2014	KSBY	9/4/2014		
9/2/2014	Nipomo CSD to Celebrate Wastewater Treatment and Reclamation Facility Upgrade Completion	9/2/2014	9/4/2014	Adobe	9/2/2014	KSBY	9/5/2014 9/10/2014	Tribune	9/8/2014	KCOY SM Times	9/10/2014
9/9/2014	District Awards Bid for Supplemental Water Project Phase 1 – Blosser Road Water Main	9/11/2014	9/11/2014	Adobe	9/26/2014	SM Times	9/26/2014				
9/11/2014	Board of Directors Hear Draft Rate Study – Public Rate Hearing to be Scheduled	9/11/2014	9/11/2014	Tribune	9/20/2014	Cal Coast News	9/21/2014	SM Times	9/26/2014	Adobe	9/29/2014
9/16/2014	District's Pumping Continues to Decrease! – Conservation Efforts Recognized	9/16/2014	9/16/2014	Adobe	9/26/2014	SM Times	9/26/2014				

FOR IMMEDIATE RELEASE

Date: October 13, 2014
Contact: Michael S. LeBrun, General Manager
Nipomo Community Services District
148 S. Wilson St., Nipomo, CA 93444
Phone: (805) 929-1133 – Email: mlebrun@ncsd.ca.gov



District Launches Social Media to Further Connect with Customers

On October 10th, the Nipomo Community Services District launched its Facebook and Twitter pages to further connect with customers about District news, events and conservation tips.

General Manager, Michael LeBrun stated "District pumping in September was down 21% and customer efforts have been recognized. The launch of the District's social media pages gives us a way to improve communications with District customers. Customers can expect to see District news and conservation tips which will help them continue to do their part as we work towards a 30% reduction goal."

District water users who choose to "like" or "follow" the District will be eligible to receive free conservation items such as shower timers, moisture meters and more! The District will send new followers a message with their voucher which can be printed and redeemed at the District's office through November.

Nipomo CSD can be found on Facebook at www.facebook.com/NipomoCSD and on Twitter at www.twitter.com/NipomoCSD.

For more information, contact the District at (805) 929-1133 or visit our website at www.ncsd.ca.gov.

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Established in 1965 to meet the health and sanitation needs of the local community, Nipomo Community Services is pleased to provide a wide variety of services throughout its district including the provision of water, sewer, and waste management services as well as lighting and drainage in limited areas. The mission of Nipomo Community Services District is to provide its customers with reliable, quality, and cost-effective services now and in the future.

NCSD supplemental water rates

SEPTEMBER 29, 2014 8:00 PM • MIKE HODGSON MHODGSON@LEECENTRALCOASTNEWS.COM

Nipomo Community Services District customers will soon receive ballots for proposed supplemental water rates after NCSD directors approved a rate study and authorized a Proposition 218 vote last week.

In addition to approving the study prepared by Tuckfield and Associates, the board authorized the staff to prepare Prop. 218 ballots and scheduled Friday, Nov. 21, for a public hearing on the new rates.

If more than 50 percent of the district's property owners and customers do not file written protests over the proposed rates, NCSD could institute the new rates to cover the cost of supplemental water purchased from Santa Maria and the cost of building a pipeline system to deliver it.

As soon as water begins flowing through the pipeline at a rate of 645 acre-feet per year, anticipated July 1, 2015, the supplemental water rates would be added to the district's regular water service charges — which are already scheduled to increase 9.5 percent Nov. 1 and another 9.5 percent one year later.

That means the \$119.37 bill for the average single-family residence that uses 36 units of water per billing cycle would jump to \$160.43 as of Nov. 1, then would rise again to \$171.94 in November 2015.

Once the annual flow rises to 800 acre-feet, around July 1, 2016, the average bill would increase to \$180.19 and a year later would rise to \$181.56.

An acre-foot is about 326,000 gallons, or the amount of water generally considered necessary to supply the annual needs of four to 10 people in an urban environment.

Although there was organized opposition to the district's previous plan to pay for the water through property taxes, no one has mounted a campaign opposing the current proposal, which includes a small fixed fee plus use charges based on volume.

"I think our customers have been very understanding of this," said Michael LeBrun, NCSD general manager. "That doesn't mean they're overwhelmingly happy with it, because it will be a significant change for them."

But he noted bringing in supplemental water now will stave off even higher costs and more inconvenience in the future.

"While adding a developed water source to our supply mix will significantly increase costs, it will also lower the likelihood our customers would ever face the drastic rates and rationing of water seen today in Los Osos and Cambria," LeBrun said.

NCSD is the lead agency in the project to purchase supplemental water from Santa Maria to offset the amount being pumped from the groundwater basin under the Nipomo Mesa.

The district will receive 70 percent of the water — and cover 70 percent of the costs — with the rest allocated to Woodlands Mutual Water Co., Golden State Water Co. and Rural Water Co.

With NCSD's tiered rate structure, some customers may be facing 30 to 37 percent increases in the cost of their water, so LeBrum said the district expects them to cut back even more, further impacting district revenue.

"We do expect the average use of customers to continue to drop as they get used to using less water on their landscapes," he said.

For more information about the proposed supplemental water rates, call NCSD at 929-1133, visit www.ncsd.ca.gov or stop by the office at 148 S. Wilson St.

BC WATERNEWS

CALIFORNIA

EAST

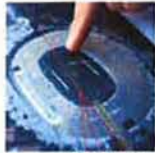
GREAT LAKES

GULF COAST

NORTHWEST

WEST

Tuesday, Oct. 14, 2014



S.F. Chronicle

USGS study

Major quake overdue; could cripple water system

Three fault segments running beneath Northern California and its roughly 15 million people are overdue for a major earthquake, including one that lies northeast of San Francisco and near the dams and canals that supply much of the state's water, according to a geological study published Monday. *National Post*

ALSO:

- Creep in 4 faults means big quake may be poised to hit



Fresno Bee

Take 2

Second Fresno water forum follows a familiar script

Fresno's second water forum met a fate all but inevitable — it felt recycled. Turns out just about everyone agrees Fresno's water future and needs are identical: We need the stuff, we want the stuff, we know how to get the stuff if Mother Nature will only cooperate. But maybe Forum No. 2's lack of zing was all part of the plan. *Fresno Bee*



Maui Now

Water rights

Rivers flowing again, Maui stream fills back up

For the first time in a century, water will flow all the way down Iao Stream. It is a major victory in a war over water, but the fight for this natural resource is far from over. It is a sight that hasn't been seen for a very, long time: thousands of gallons of water pouring back into Iao Stream. *KITV Honolulu*

ALSO:

- Water, tears flow after decade-long battle at Iao

TOP STORIES

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DROUGHT

Urban water users show progress *Redwood Times*

Lake Oroville inches closer to record low *Chico Enterprise-Record*

OPINION: Officials preach conservation, but guzzle water *Sacramento Bee*

Drought could improve wine, making 2014 a 'prized vintage' *KERO Bakersfield*

Giant pumpkin growers undeterred by drought *San Mateo County Times*

How too many trees contribute to California's drought *NPR*

OTHER NEWS

Farm Bureau supports Proposition 1 *Visalia Times-Delta*

Props 1 & 2 backers oversimplify wildfire costs *Sacramento Bee*

Governor accused of heavy-handed pressure to build Delta tunnels *Business Times*

California council works to streamline water quality data *Capital Public Radio*

EPA funds reduce water pollution, increase e-waste recycling *Environmental Leader*

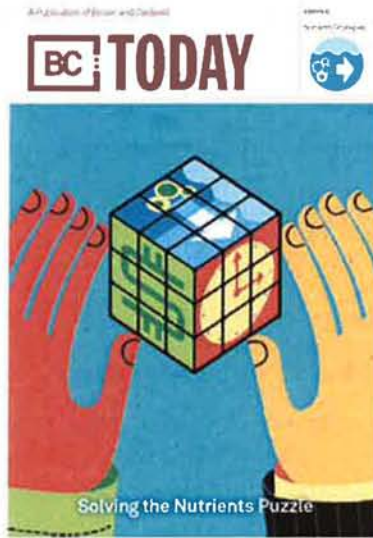
Groundwater modeling software pioneer wins NGWA Technology Award *NGWA.org*

WEF announces 2014-15 board of trustees *Water Environment Federation*

NORTHERN CALIFORNIA

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Brown and Caldwell

Solving the Nutrients Puzzle

The latest edition of BC Today highlights the regulatory landscape, emerging technologies and viable solutions for meeting water quality goals.

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Quote of the Day

"We can have facts without thinking but we cannot have thinking without facts."

— John Dewey

Born on this Day

Roger Moore, 77, actor; Jim Rome, 50, sports host; Usher, 36, singer; Mia Wasikowska, 25, actress.

On this Day in 1964

Civil rights leader Martin Luther King Jr. was named winner of the Nobel Peace Prize.

Daily Sudoku

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DROUGHT

- Sonoma County unveils proposed rules for new wells *Santa Rosa Press- Democrat*
- Monterey district asks customers to 'Go Blue' *Monterey Herald*
- Peninsula water district launches conservation initiative *Monterey Weekly*
- BLOG: We need drought pioneers *Menlo Park Almanac*
- State water board to allow collection of rainfall *Redwood Times*

OTHER NEWS

- Water rate system criticized by customers during study session *KION Salinas*
- TODAY: San Clemente Dam project update *Monterey Herald*
- Salinas River winds path to restoration *Salinas Californian*

CENTRAL-VALLEY-SIERRA

Top | NorCal | Central-Valley-Sierra | SoCal | Hawaii | U.S.

DROUGHT

- Friant's decision, then and now *Visalia Times-Delta*
- Edson wants Calaveras County to cash in on snowpack *Calaveras Enterprise*
- Drought taking bite out of almonds *Hanford Sentinel*
- OPINION: Water for gold, revisited *Union of Grass Valley*
- Tracy surprised by residents' serious water conservation *KTXL Sacramento*
- Supervisors to discuss water district, drought's effects *San Luis Obispo Tribune*
- Enochs students get creative with 'dry car wash' *Modesto Bee*

OTHER NEWS

- Tuolumne district to discuss water bond, groundwater regulations *My Mother Lode*
- EDITORIAL: Paso's hybrid water district deserves vote *San Luis Obispo Tribune*
- MD farmers capitalize on no-ceiling water sales *Modesto Bee*
- OPINION: Water bond will support long-term reliability *Northern California Water Association*
- Nipomo district launches social media to connect with customers *Nipomo CSD*



SOUTHERN CALIFORNIA

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DROUGHT

- Inland Empire water agencies organize to save water *San Bernardino Sun*
- Wine harvest weathers drought in Santa Barbara County *KEYT Santa Barbara*
- Filling water contract questioned *Highland News*

OTHER NEWS

- Nestande proposes sales tax hike for Salton Sea *Desert Sun*
- Rancho Palos Verdes to mark completion of storm drain project *Daily Breeze*
- Coachella Valley district candidates differ on priorities *Palm Springs Desert Sun*
- SATURDAY: Free landscape and water conservation fair *Chino Basin WCD*
- OCT. 25: Eastern MWD to host free Open House *EMWD.org*

HAWAII

Top | NorCal | Central | SoCal | Hawaii | U.S.

- Residents, stores preparing for Tropical Storm Ana *KGMB Honolulu*
- Tropical Storm Ana could hit Big Island as hurricane *West Hawaii Today*
- Water main break on Ewa Beach street *Honolulu Star-Advertiser*

NATIONAL-INTERNATIONAL

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UNITED STATES

- White House makes green infrastructure key to climate resilience *GreenBiz.com*
- Texans getting creative with water conservation *New York Times*
- Acid-draining rock poisons water across Montana *The State*
- New sensor device on Hudson River set to 'wire' river for cleaner water *Science Daily*
- How Paul Gagliardo taps the 'next big thing' at American Water *GreenBiz.com*
- Old water in solar system suggests possibility of life elsewhere *Washington Post*

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	8		5	3	
	9	3	6		5 2
		5	4	6	3
		7	3	1	9
	6		2	5	4
6	2			4	7 8
		8			9
			3		2 1

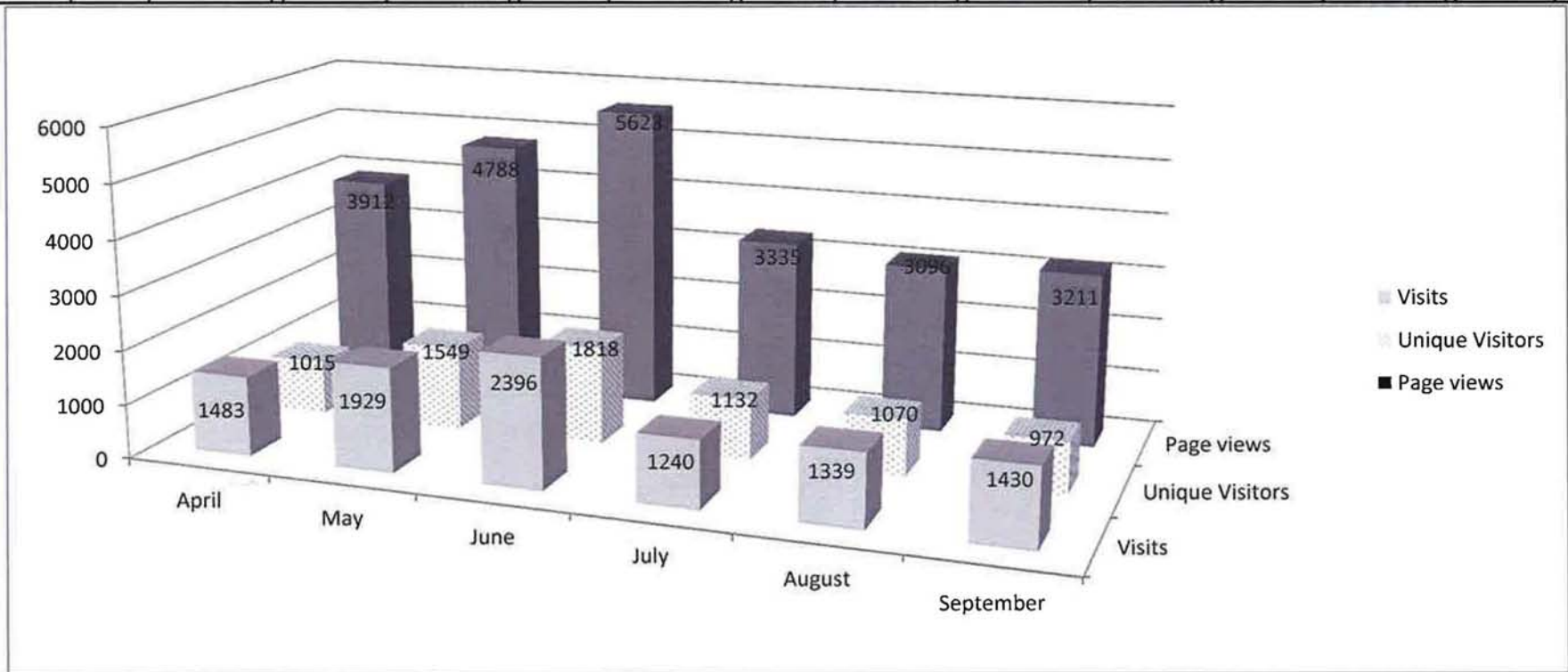
Click to launch

2014 Website Traffic Summary

Week	Visits	Unique Visitors	Pageviews	Pages/Visit	Avg. Visit Duration	Bounce Rate	% New Visits	Highest Traffic Day	Significant Actions During the Week Possibly Contributing to Traffic
7/14/14 - 7/20/14	292	381	955	2.51	0:02:16	46.46%	50.39%	Wed 7/16	
7/21/14 - 7/27/14	309	233	775	2.51	0:02:41	47.90%	56.31%	Mon 7/21	
7/28/14 - 8/3/14	272	226	765	2.81	0:02:23	47.79%	56.62%	Mon 7/28	
8/4/14 - 8/10/14	272	219	597	2.19	0:01:48	49.26%	56.25%	Fri 8/8	Board Agenda/Packet
8/11/14 - 8/17/14	228	183	493	2.16	0:01:42	48.25%	55.26%	Mon/Wed	
8/18/14 - 8/24/14	290	229	588	2.03	0:01:28	56.21%	57.24%	Thu 8/21	Board Agenda/Packet
8/25/14 - 8/31/14	277	213	653	2.36	0:01:58	45.13%	55.23%	Fri 8/29	
9/1/14 - 9/7/14	369	289	836	2.27	0:01:58	46.88%	55.56%	Fri 9/5	Board Agenda/Packet
9/8/14 - 9/14/14	332	254	768	2.31	0:01:56	44.28%	54.52%	Tue 9/9	
9/15/14 - 9/21/14	315	237	671	2.13	0:02:08	55.56%	55.56%	Fri 9/19	Board Agenda/Packet
9/22/14 - 9/28/14	315	238	731	2.32	0:01:51	46.35%	56.83%	Mon 9/22	
9/29/14 - 10/5/14	306	229	628	2.05	0:01:44	53.59%	50.98%	Fri 10/3	Board Agenda/Packet
10/6/14 - 10/12/14	331	244	696	2.1	0:01:56	56.50%	50.76%	Tue 10/7	Social Media launch 10/10

Website Traffic Summary

2014	Visits	Chg from Prev Mo	Unique Visitors	Chg from Prev Mo	Page views	Chg from Prev Mo	Pages/ Visit	Chg from Prev Mo	Avg. Visit Duration	Chg from Prev Mo	Bounce Rate	Chg from Prev Mo	% New Visits	Chg from Prev Mo
December	Data Error													
January	Data Error													
February	Data Error													
March	Data Error													
April	1483		1015		3912		2.64		0:03:00		45.38%		65.27%	
May	1929	30.07%	1549	52.61%	4788	22.39%	2.478	-6.14%	0:02:33	-14.78%	41.80%	-7.88%	64.84%	-0.66%
June	2396	24.21%	1818	17.37%	5623	17.44%	2.33	-5.97%	0:02:18	-10.04%	39.21%	-6.21%	56.43%	-12.97%
July	1240	-48.25%	1132	-37.73%	3335	-40.69%	2.51	7.73%	0:02:24	4.35%	46.13%	17.66%	56.60%	0.29%
August	1339	7.98%	1070	-5.48%	3096	-7.17%	2.31	-7.97%	0:01:52	-22.36%	49.33%	6.93%	56.12%	-0.84%
September	1430	6.80%	972	-9.16%	3211	3.71%	2.25	-2.60%	0:01:54	1.97%	48.39%	-1.90%	55.45%	-1.19%
October														
November														
December														



2014 Social Media Summary

FACEBOOK						
Week	New Users	Comment Likes	Comment Shares	User Posts	Content Views	Most Popular Post
10/13/14 - 10/19/14*	14	4	0	0	NA	

TWITTER						
Week	New Followers	Re-tweets (shared)	Mentions (comments)	Link Visits (visits to links)	Content Views	Most Popular Post
10/13/14 - 10/19/14*	14	1	2	2	73	District pumping numbers (34 views)

* Data shown is not for a complete week

Jessica Matson

From: Twitter <info@twitter.com>
Sent: Wednesday, October 15, 2014 8:39 PM
To: Info
Subject: Nipomo CSD, check out your week on Twitter



Nipomo CSD,
See your week in review.

These Tweets helped you make connections, got people excited, and started your friends talking.



73

Total views

2

New followers

2

Link visits

YOUR MOST POPULAR TWEETS FOR THE WEEK OF 09 OCT:

You got some attention with this Tweet.

We are excited to announce that District pumping for Sept was down 21% from last Sept and 21% for the 5-year average! Keep up the good work!

07:47 PM - 10 Oct 14

34 views

1 Retweet



You got some attention with this Tweet.

Octoberfest pictures are up on our Facebook page! ow.ly/CGBrK

05:19 PM - 13 Oct 14

6 views

2 link visits

You got some attention with this Tweet.

If you weren't able to visit us out at [@nipomochamber](#) Octoberfest this weekend, that's ok! We have free conservation items at our office!

03:20 PM - 13 Oct 14

 7 views

Say it with a **#hashtag!**

Hashtags make your Tweets more visible.

Tweet

Forgot your Twitter password? [Get instructions on how to reset it.](#)

You can also [unsubscribe from these emails](#) or change your [notification settings](#). [Need help?](#)

If you received this message in error and did not sign up for Twitter, [click not my account](#).

Twitter, Inc. 1355 Market St., Suite 900 San Francisco, CA 94103

Jessica Matson

From: WeWork4Water (via Twitter) <notify@twitter.com>
Sent: Wednesday, October 15, 2014 1:01 PM
To: Info
Subject: WeWork4Water (@WeWork4Water) mentioned you on Twitter!



Nipomo CSD,
You were mentioned in a Tweet!



WeWork4Water @WeWork4Water

**Nipomo CSD launches into social media.
Good job! Every agency and utility should
do the same. @NipomoCSD #water
ow.ly/CL164**

08:01 PM - 15 Oct 14

[Reply to @WeWork4Water](#)

Retweet Favorite

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You can also unsubscribe from these emails or change your notification settings. Need help?
If you received this message in error and did not sign up for Twitter, click not my account.
Twitter, Inc. 1355 Market St., Suite 900 San Francisco, CA 94103

Jessica Matson

From: Patrick Vowell (via Twitter) <notify@twitter.com>
Sent: Wednesday, October 15, 2014 1:03 PM
To: Info
Subject: Patrick Vowell (@pvowell) mentioned you on Twitter!



Nipomo CSD,
You were mentioned in a Tweet!



Patrick Vowell @pvowell

Follow

**Nipomo CSD launches into social media.
Good job! Every agency and utility should
do the same. @NipomoCSD #water
ow.ly/CL161**

08:03 PM - 15 Oct 14

Reply to @pvowell

Retweet Favorite

Forgot your Twitter password? Get instructions on how to reset it.
You can also unsubscribe from these emails or change your notification settings. Need help?
If you received this message in error and did not sign up for Twitter, click not my account.
Twitter, Inc. 1355 Market St., Suite 900 San Francisco, CA 94103

October 22, 2014

ITEM F

ATTACHMENT B



EDMUND G. BROWN JR.
GOVERNOR

MATTHEW RODRIGUEZ
SECRETARY FOR
ENVIRONMENTAL PROTECTION

State Water Resources Control Board

NOTICE OF OPPORTUNITY TO COMMENT
SAFE DRINKING WATER PLAN FOR CALIFORNIA

NOTICE IS HEREBY GIVEN that the State Water Resources Control Board (State Water Board) will accept public comment on the draft Safe Drinking Water Plan for California. The Safe Drinking Water Plan for California includes the State Water Board's assessment of the overall quality of the state's drinking water, the identification of specific water quality problems, an analysis of the known and potential health risks that may be associated with drinking water contamination in California, and specific recommendations to improve drinking water quality.

The State Water Board will not take action at this time. Opportunity for the public to present comments will take place at a series of workshops around the state to be scheduled and noticed in the future.

DOCUMENT AVAILABILITY

The Safe Drinking Water Plan and all related documents are available to view or download on the State Water Board's Web site at:

http://www.waterboards.ca.gov/drinking_water/safedrinkingwaterplan/

You may request a paper copy by contacting Stormy Hinkley at (916) 552-9123 or Stormy.Hinkley@waterboards.ca.gov

SUBMISSION OF WRITTEN COMMENTS

Written comments must be received by 12:00 noon on December 15, 2014, and addressed to:

Jeanine Townsend, Clerk to the Board
State Water Resources Control Board
1001 I Street, 24th Floor
Sacramento, CA 95814

Comment letters may be submitted electronically, in pdf text format (if less than 15 megabytes in total size), to the Clerk to the Board via e-mail at commentletters@waterboards.ca.gov. If the file is greater than 15 megabytes in total size, then the comment letter may be submitted by fax at (916) 341-5620. **Please indicate in the subject line: "Comment Letter – Safe Drinking Water Plan."**

Couriers delivering hard copies of comment letters must check in with lobby security personnel, who can contact Ms. Townsend at (916) 341-5600.

FRYLLA MARCUS, CHAIR | THOMAS HOWARD, EXECUTIVE DIRECTOR

1001 I Street, Sacramento, CA 95814 | Mailing Address: P.O. Box 100, Sacramento, CA 95812-0100 | www.waterboards.ca.gov



PROCEDURAL MATTERS

Participants to the workshops (yet to be scheduled) are encouraged to submit written comments in accordance with the deadline specified above. After the presentation to the State Water Board, participants will be given an opportunity to summarize and supplement their written materials with oral presentations. Oral presentations may be time-limited.

Questions concerning the item may also be directed to Mr. Nick Chudeau at (916) 341-5559 (Nick.Chudeau@waterboards.ca.gov).

ADDITIONAL INFORMATION

Please direct questions about this notice to Mr. Nick Chudeau at (916) 341-5559 (Nick.Chudeau@waterboards.ca.gov) or Ms. Karen Larsen at (916) 341-5125 (Karen.Larsen@waterboards.ca.gov).

October 6, 2014

Date



Jeanine Townsend
Clerk to the Board

October 22, 2014

ITEM F

ATTACHMENT C



DEPARTMENT OF PLANNING AND BUILDING

Promoting the wise use of land - Helping to build great communities

RECEIVED

OCT 10 2014

NIPOMO COMMUNITY SERVICES DISTRICT

**PUBLIC NOTICE
NOTICE OF AVAILABILITY OF
RECIRCULATED DRAFT ENVIRONMENTAL IMPACT REPORT**

WHO: County of San Luis Obispo Department of Planning and Building

WHAT: A recirculated Draft Environmental Impact Report (DEIR) for the Phillips 66 Company Rail Spur Extension Project is complete and available for public review and comment. The document addresses the environmental impacts that may be associated with the 6,915-foot eastward extension of an existing rail spur off of the Union Pacific rail mainline, a crude oil railcar unloading facility, pipeline, emergency access road, and other support infrastructure at the Phillips 66 Santa Maria Refinery (SMR). The DEIR also includes a programmatic assessment of various coastal access options through the SMR site.

The proposed project is within the Industrial land use category, located in the southwestern corner of San Luis Obispo County, approximately 1 mile southwest of State Route 1, approximately 3.5 miles west of the community of Nipomo. County File No.: DRC2012-00095.

WHERE: Copies of the DEIR and all documents referenced in the DEIR, are available for review from the County Environmental Coordinator, 976 Osos St., Rm. 200, San Luis Obispo. Copies of the EIR are also available for review at the following locations: Nipomo, South County, Cal Poly, Cuesta College and SLO City/ County Libraries. The DEIR is also on the Planning Department's web site at: www.sloplanning.org under "Environmental Impact Reports".

HOW TO COMMENT OR GET MORE INFORMATION: Anyone interested in commenting on the DEIR should submit a written statement within the 45-day comment review period to Murry Wilson of the San Luis Obispo County Department of Planning and Building at 976 Osos St., Rm. 200, San Luis Obispo, CA 93408-2040 or to the email address p66-railspur-comments@co.slo.ca.us by 4:30 p.m., **Monday, November 24, 2014.**

If you need more information about this project, please contact Mr. Wilson at (805) 788-2352 or by email at mwilson@co.slo.ca.us

ENVIRONMENTAL IMPACTS: The DEIR addresses the proposed Rail Spur Extension Project's potential impacts on land use and recreation, traffic, air quality and greenhouse gases, noise and vibration, water resources, hazards and hazardous materials, public services, population and housing, aesthetics, geology, biological, cultural, and agricultural resources. The DEIR also considers several project alternatives. In addition, the DEIR includes a programmatic assessment of various coastal access options through the project site.

PUBLIC HEARING: A tentative public hearing before the San Luis Obispo Planning Commission has been tentatively scheduled for January 29, 2015, in the Board of Supervisors Chambers, County Government Center, San Luis Obispo.

****If you challenge this matter in court, you may be limited to raising only those issues you or someone else raised at the public hearing described in this public notice or in written correspondence delivered to the appropriate authority at or before the public hearing****

PUBLIC WORKSHOP: A public REIR workshop will be held at Mesa Middle School located at 2555 Halcyon Road, Arroyo Grande on November 5, 2014 at 6:00 p.m. County staff and the County EIR consultant will be available to discuss the REIR, the upcoming hearing process, and to answer questions on the information contained in the REIR.

Official comments must be submitted in writing to ensure the intent of the comment is captured and understood by the County and its consultant.

October 22, 2014

ITEM F

ATTACHMENT D

The Risks of Cheap Water

OCT. 14, 2014



Lake Oroville in California in August 2014. Credit Justin Sullivan/Getty Images

Eduardo Porter

This summer, California's water authority declared that wasting water — hosing a sidewalk, for example — was a crime. Next door, in Nevada, Las Vegas has paid out \$200 million over the last decade for homes and businesses to pull out their lawns.

It will get worse. As climate change and population growth further stress the water supply from the drought-plagued West to the seemingly bottomless Great Lakes, states and municipalities are likely to impose increasingly draconian restrictions on water use.

Such efforts may be more effective than simply exhorting people to conserve. In August, for example, cities and towns in California consumed much less water — 27 billion gallons less — than in August last year.

But the proliferation of limits on water use will not solve the problem because regulations do nothing to address the main driver of the nation's wanton consumption of water: its price.

“Most water problems are readily addressed with innovation,” said David G. Victor of the University of California, San Diego. “Getting the water price right to signal scarcity is crucially important.”

The signals today are way off. Water is far too cheap across most American cities and towns. But what's worse is the way the United States quenches the thirst of farmers, who account for 80 percent of the nation's water consumption and for whom water costs virtually nothing.

Adding to the challenges are the obstacles placed in the way of water trading. "Markets are essential to ensuring that water, when it's scarce, can go to the most valuable uses," said Barton H. Thompson, an expert on environmental resources at Stanford Law School. Without them, "the allocation of water is certainly arbitrary."

Two studies to be presented at a forum next week organized by the Hamilton Project at the Brookings Institution and the Stanford Woods Institute for the Environment make the case that markets and prices are an indispensable part of the tool kit to combat scarcity. They are essential to induce both conservation and investment in water-saving technology, and to steer water to where it is valued most.

"There is enough water; we can live within our means," said Jim Lochhead, chief executive of Denver Water. "But the systems we have in place simply do not have enough flexibility to move water to the places where it is most needed."

The price of water going into Americans' homes often does not even cover the cost of delivering it, let alone the depreciation of utilities' infrastructure or their R&D. It certainly doesn't account for other costs imposed by water use — on, say, fisheries or the environment — caused by taking water out of rivers or lakes.

Consumers have little incentive to conserve. Despite California's distress, about half of the homes in the capital, Sacramento, still don't have water meters, paying a flat fee no matter how much water they consume.

Some utilities do worse: charging decreasing rates the more water is consumed. Utilities, of course, have little incentive to discourage consumption: The more they did that the more their revenues would decline.

Rates have little relation to water's replacement cost. In Fresno, which gets less than 11 inches of rain a year, a family of four using 400 gallons a day faces a monthly water bill of \$28.26.

While this may seem a mess, it is nothing compared to the incentives facing American farms.

Their water rights are primarily subject to state law. In the West, they have been allocated by a method that closely resembles "first come first served." The first farm that drew water had a right to whatever it needed pretty much forever. Junior users — who arrived later — had to stand in line.

Farmers pay if the government brings the water to the farm, say via an aqueduct from the Colorado River. But the fees are minimal. Farmers in California's Imperial Irrigation District pay \$20 per acre-foot, less than a tenth of what it can cost in San Diego. And the government has often subsidized farmers via things like interest-free loans to cover upfront investments. (An acre-foot is the amount it takes to cover one acre of land a foot deep in water.)

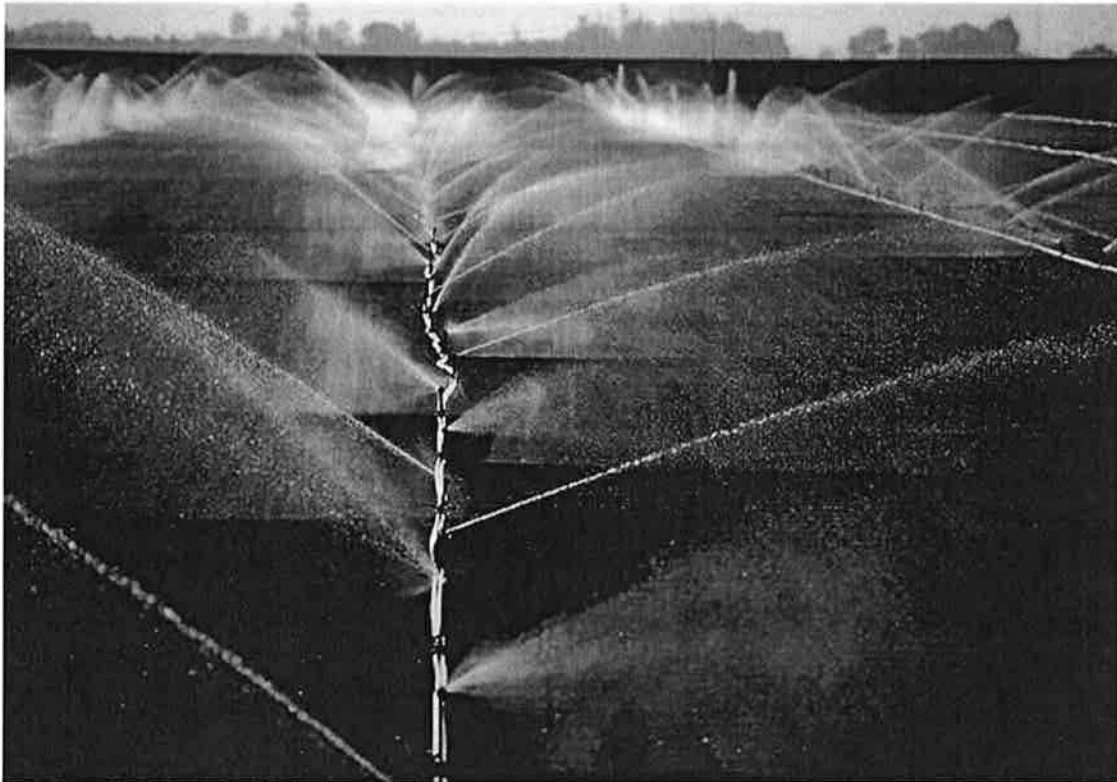
This kind of arrangement helps explain why about half the 60 million acres of irrigated land in the United States use flood irrigation, just flooding the fields with water, which is about as wasteful a method as there is. It also helps explain why underground water reserves declined by 53 million acre-feet between 2003 and 2014, about twice the volume of Lake Mead.

This is hardly the only obstacle to conservation. A farm that doesn't use its full allotment of water risks forfeiting it for not putting it to "beneficial use." And any water saved automatically flows to other farmers with junior rights.

Farmers in many states are theoretically allowed to lease unused water. But the many holders of junior rights can block them. And they are legion: California has granted rights to five times its average annual flow of surface water.

These restrictions have perverse consequences. San Diego, for instance, is building the nation's biggest desalination plant to produce fresh water at a cost of about \$2,000 per acre-foot. But alfalfa growers in Southern California last year used hundreds of billions of gallons growing alfalfa that might fetch at best \$340 a ton, or \$920 per acre-foot of water.

Markets, and sensible pricing structures, are good at resolving these problems. Some water districts, like Irvine Ranch in California, have successfully introduced rising fee schedules: starting low for a basic allotment covering families' essential needs and rising quickly with volume to make people think twice about refilling the swimming pool.



Sprinklers at a sod farm in Lodi, Calif. Farmers account for 80 percent of the nation's water consumption. Credit Justin Sullivan/Getty Images

Spurred by the sense of crisis, incipient water markets show great promise. Santa Fe, N.M., has required builders to have water rights with their building applications since 2005 — giving farmers an opportunity to sell their rights to developers rather than using them for low-value crops.

In 2003, the San Diego Water Authority cut a deal with the Imperial Irrigation District — a large area of parched farmland near California's Arizona border — to provide the city with 200,000 acre-feet of water at a price starting at \$258 per acre-foot.

Seven states in the Colorado River system are starting a pilot program to explore a market between farmers and urban water authorities to help maintain water volumes in Lake Powell and Lake Mead.

This isn't quite charging farmers for the water they use. But that may be a bridge too far, considering the tight margins of many farms and the political clout of many farmers.

Still, markets such as those timidly emerging in the West could not only free water for the users who value it more, but they could also provide farmers with the revenue needed to invest in water management technology.

None of this will come easily. People like cheap water and protest when rates rise. Farmers have resisted transfers of water to cities at least since California's water wars a century ago.

The looming prospect of acute water scarcity demands a solution, however. It's not only the West's problem. Two years ago, the drought in the Midwest was as severe as the current drought in California. Lakes Michigan, Superior and Huron were at historic lows.

Alternative solutions have been proposed — like towing icebergs from the Arctic or diverting water from the Missouri River to use on the other side of the Rockies. But the standard response to scarcity — grabbing more — cannot work any longer. There isn't more water to grab.

Which means markets must play their part. "Without prices or trade," said Robert Glennon, an expert on water at Arizona University's College of Law, "we will just get more diversion of rivers, more dams and more wells." And nothing will be fixed.

Email: eporter@nytimes.com; Twitter: [@portereduardo](https://twitter.com/portereduardo)

A version of this article appears in print on October 15, 2014, on page B1 of the New York edition with the headline: The Risks of Cheap Water.