

Mark

Thank you for taking my call this morning. I have reviewed the Regulations Fact Sheet and the Draft Framework, here are my comments on the proposed mandatory water use restrictions.

First off, based on our conversations you are aware of the corrected reporting the City made for our water use. To recap our initial reporting via the DRINC portal used 70% residential use, when in fact our residential use is 48%. Based upon the revised reporting our R-GPCD ranges from 70.78 (12/14) to 131.42 (6/14) with our average over the last 12 months being 107.31. I trust this would reduce our conservation target from 35% to 25%. There are also exceptions made for agriculture. The City of Pismo Beach's economy relies solely on tourism. There is a push at every level to promote tourism in California, which is great for Pismo Beach, however when looking at water conservation it hurts us. I would ask that exceptions of some sort be included for tourism. When looking at our water conservations numbers it is misleading in that we have achieved a 17% reduction in water consumption while our tourist population has INCREASED. I would like to see short term rental housing and hotel use have a different conservation target, or tracked separately as the board is proposing tracking commercial and industrial use. We have spent a great deal of time, money and energy educating our hotels and rental property owners however, it is much more difficult to guide the behavior of visitors than it is our Citizens. Finally regarding the separate reporting for commercial, large landscape, industrial use, institutional use, etc. this is very difficult for smaller agencies such as Pismo Beach to do with a small staff that is already stretched thin. Perhaps this can be changed that this reporting needs to be done if the consumption is over a threshold of total water consumption, say 5 or 10%.

Thank you very much for you time and support through our conversations,

Ben

Please forgive typos, sent from my iPad
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