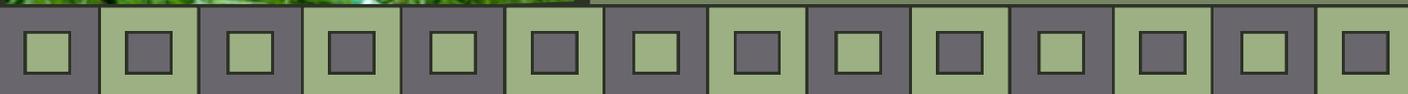


City of Loveland

Drought Management Plan

June 4, 2013



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Executive Summary

The Drought Management Plan (Plan) provides a short term, managed response to water shortages exceeding a 1-in-100 year drought event. The City's current policy of using a 1-in-100 year drought recurrence interval as the basis of planning for the City's raw water supply results in a one percent chance that in any year the City could not meet demands without curtailment. The Drought Management Plan will preserve the sufficiency of Loveland's water supply while ensuring adequate allocations of water to protect the public's health, safety, and welfare during a greater than 1-in-100 year drought.

Based on City water supply projections, if a shortage is expected the Plan provides a system of specific measures meant to lower customer treated water demand. These measures are arranged into four increasingly restrictive response levels linked to the severity of the projected water supply shortage.

The City of Loveland operates, maintains and develops a complex, highly-integrated water supply system balancing east and west slope sources including direct flow and stored supplies, providing flexibility to meet the varying annual water supply conditions and the municipal demands of the customers for both current and long term needs. The city promotes efficient and effective use of its developed water resources for the benefit of its citizens and customers.

Both water conservation and demand management are integral factors in the relationship between the water utility and customers. Demand management is the short-term response to drought or other emergency conditions, and is the subject of this proposed Drought Management Plan. This plan will guide the city's response when it is experiencing drought worse than a 1-in-100 year event. Water conservation differs from drought management in that it involves the application of wise use practices for the water resource over the long-term, and is the subject of a separate water conservation plan. In accordance with direction in the city's approved Raw Water Master Plan, the City does not plan for water conservation to provide supplies for drought management.

City staff projects each current year's demand for water based on historical demand patterns adjusted for growth, differing climatic conditions, and changing trends in water use. Demand as used in this plan is defined as the amount of raw water diverted from the various sources into Loveland's water treatment plant.

Municipal water supply projections are made in mid-April after the Northern Colorado Water Conservancy District Board sets the yearly quota for Colorado-Big Thompson water, which is also when the mountain snowpack is typically at or near its peak. Anticipated supply from all raw water sources are compared to projected demand, and the surplus or shortage is estimated. This estimate is updated regularly throughout the season.

Should a water supply shortage be projected, the city may choose among a number of steps to mitigate the effect without initially imposing usage restrictions on its customers. First, rentals of

raw water from the city to agricultural users may be curbed or cut completely. The Parks and Recreation Department has its own irrigation conservation plan which deals with drought and putting that into action also lowers the city's demand. The Thompson School District can also restrict outdoor use at its facilities and conserve water.

Loveland Water and Power's Customer Relations group will lead the public outreach campaign when the Drought Management Plan is implemented. Basic outreach tools, such as press releases and the city's website will be used. Other tools such as a Drought Blog, YouTube, utility bill inserts, community meetings, social media Key Account email blasts, and special events will be employed as needed.

Introduction

This Drought Management Plan (Plan) provides a short term, managed response to water shortages exceeding a 1-in-100 year drought event. The City's current policy of using a 1-in-100 year drought recurrence interval as the basis of planning for the City's raw water supply results in a one percent chance that in any year the City could not meet demands without curtailment. The Drought Management Plan will preserve the sufficiency of Loveland's water supply while ensuring adequate allocations of water to protect the public's health, safety, and welfare during a greater than 1-in-100 year drought. Water conservation differs from drought management in that it involves the application of wise use practices for the water resource over the long-term, and is the subject of a separate water conservation plan. In accordance with direction in the city's approved Raw Water Master Plan, the City does not plan for water conservation to provide supplies for drought management.

Purpose

The City of Loveland's Drought Management Plan is intended to manage the negative effects of drought while experiencing the fewest social and economic impacts until conditions return to normal. The city's current policy of using a 1-in-100 year drought recurrence interval as the basis of planning for the City's raw water supply, results in a one percent chance that in any year the city would not meet demands without curtailment. Based on city water supply shortage projections, this plan provides a system of specific measures meant to lower customer demand. This plan is meant to balance the current year's water needs with available supplies and simultaneously ensure that a reasonable amount of water is reserved to meet demands for the following year. It is also meant to establish a methodology to inform the public of the declaration, severity, change, and removal of a drought response level.

In summary, the purposes of this Drought Management Plan are to:

- Ensure an adequate water supply for each year during a drought event to preserve and protect the public health, safety and welfare with the least social and economic impact;
- Allocate uses so that reasonable quantities of water are reserved for future years to the extent possible;
- Establish methodology used to inform the decision to declare, change or remove a drought response level;
- Outline measures to result in the corresponding necessary level of water use reduction.

Included in this plan are four increasingly restrictive levels of response which may be implemented, from which the city may choose in order to reduce customer water usage and lower the overall demand on Loveland's water system. Each higher level corresponds to a drought of increasing severity. The degree of restriction in each level is meant to coincide with the drought severity and decrease the demand on the system by an estimated 10 percent.

Water conservation and demand management are integral factors in the relationship between the utility and its customers. Water conservation, defined as a long-term process involving the ongoing wise use of water resources and resulting in long-term permanent changes to customer water use, is the subject of a separate plan. Demand management is the short-term response to drought or other emergency conditions, and is the subject of this Drought Management Plan, which will guide the city's response when experiencing a drought worse than a 1-in-100 year event. Water conservation differs from demand management in that it involves the application of wise use practices for the water resource over the long-term, and is the subject of a separate water conservation plan. In accordance with direction in the city's Raw Water Master Plan, the City does not plan for water conservation to provide supplies for drought management.

The proposed Drought Management Plan defines four levels of supply and deficit factors and corresponding responses. It can remain in place indefinitely, ready for implementation when drought conditions warrant. Throughout the year, specific projections may be updated periodically as necessitated by changes in the City's raw water supplies.

Consideration is given to the following factors:

- Loveland's unrestricted water demand, as projected.
- City-owned reservoir storage in Green Ridge Glade Reservoir,
- Projected water supplies available from the Big Thompson River sources.
- Projected water supplies available from the Colorado River sources (Eureka Ditch, CBT and Windy Gap).
- Carryover of CBT water as authorized by Northern Water.
- Other appropriate data and experience in water supply operations

Loveland's Planned Drought Scenario

Loveland's raw water drought supply policy is discussed in the 2012 Raw Water Master Plan. This plan describes the City's policy of using a 1-in-100 year drought recurrence interval as the basis of planning for the City's raw water supply, which translates into a 1% chance that in any year the City could not meet demands without curtailment.

Between 1986 and 1988 the City initiated work on a two-phase drought study using the services of the engineering firm of Camp, Dresser & McKee, Inc. Phase I of the study contained a recommendation that the City prepare to meet its full demands during a drought event with an average recurrence of 1-in-100 years, which translates into a 1% chance that in any year the City could not meet demands without curtailment. Council accepted Phase I of the report, including the recommendation, on October 7, 1986. The 1-in-100 year level of drought protection remains the goal for the City's raw water supply planning.

This planning policy requires developing sufficient supplies to meet the City's full water demand during the 1-in-100 year drought without water use restrictions. The LUC and City Council

reaffirmed this policy as part of the approval process for the original Raw Water Master Plan in 2005 and the update in 2012.

As stated in the Raw Water Master Plan, Loveland's raw water supply planning goal is to provide the capability for unrestricted use of water to its customers in anything up to 1-in-100 year drought conditions. This translates to a less than 1 percent chance each year that the city will not be able to meet customer demands with current supplies.

In 2003, a Drought Management Plan was created in response to the 2002 drought. While only designed specifically for that year, aspects of that plan were taken to create this broader Drought Management Plan.

Water Supplies

The City of Loveland promotes the efficient and effective use of its developed water resources for the benefit of its citizens and customers. It operates and maintains a complex system of east and west slope sources including direct flow and stored rights, managed to meet the current and future demands of its customers. Loveland's water supplies used to meet municipal demand are the following:

Colorado River Supplies (West Slope):

- Eureka Ditch: This 180 acre-feet of water is delivered under contract from the CBT Project, and is not subject to the annual quota set by Northern Water's board. It is the first water delivered to the city from Northern each water year.
- CBT balance carried over: Water from the previous year may be kept in storage over the winter in the CBT facilities and made available for use in the following year. This may only be used the first year it is carried over under Northern Water's policy, or it is forfeited.
- Quota Water Available: The annual allocation declared by Northern Water's board, typically yielding between 0.5 - 1.0 acre-foot annually per unit. The initial allocation is set in early November each year, typically at 0.5 acre-foot for every CBT unit owned. Usually an additional allocation is granted in early April, based on the need for additional supplies and the availability of water.
- Carryover for the following year: Up to 20 percent, in acre-feet, of the City's ownership of CBT units may be carried over in the CBT system for use the following year. The City owns 12,068 units, so the City may carryover up to 2,414 acre-feet. Also the City uses carryover space from other CBT users to carry over unused City CBT water.
- Windy Gap Water: The City owns 40 units of Windy Gap Project water (WG) which is projected to yield over 4,000 acre-feet of yield during drought following construction of storage in the Windy Gap Firming Project.

Big Thompson River Supplies (East Slope):

- **GRG Reservoir Storage:** The total capacity of storage in the city's Green Ridge Glade Reservoir is 6,835 acre-feet. The goal at the beginning of each new water year on November 1st is to start with the reservoir full.
- **Direct Flow:** Water which forms the basis of Loveland's direct diversions, some of which is available year-round.
- **Ditches transferred in the 202A decree:** Transferred ditch shares in the 202A suite of cases. The water may be stored under specific terms, but doing so reduces the amount diverted.
- **Ditches transferred in the 392 decree:** Transferred ditch shares in the 392 case, with conditions different from the 202A transfers.

Further details of the city's raw water inventory can be found in the 2012 Raw Water Master Plan.

Declaration of a Drought Level

When drought conditions are experienced, Water Resources staff will determine the projected sufficiency of the city's supplies by monitoring drought indicators and forecasting raw water availability. Staff will make a recommendation to the LUC at or before its April meeting. An LUC and staff recommendation will be made to City Council, which will make the decision whether or not to move into drought management operations and if necessary will declare the appropriate drought response level. As drought conditions change, staff will inform the City Manager and recommend changes to the response level for City Council's consideration and decision.

Description of Drought Response Levels

The Drought Management Plan contains four increasingly restrictive response levels. For every ten percent of projected supply shortage, a higher level response may be needed with the corresponding restrictions being implemented. During a drought, staff is responsible for monitoring drought indicators and forecasting raw water availability so that the city's appropriate response may be made or changed as conditions warrant. It should be noted that a water shortage does not necessarily mean the city will run out of water. On the first day of each successive water year, which begins on November 1st, having a full water supply would mean that the City's C-BT carryover capacity is fully utilized and Green Ridge Glade Reservoir is full. Not being able to achieve these levels by November 1st indicates a supply shortage, with less water available to meet demands over the following year. If the city is already in a drought, its ability to respond to subsequent drought year scenarios would be reduced.

The colored chart on the following page contains a summary of the four drought levels and the corresponding restrictions.

Drought Management Plan							
Response Level		Voluntary	I	II	III	IV	
% Projected Raw Water Supply Shortage		Water Conservation Measures	1-10%	11-20%	21-30%	>30%	
Type of Water Use	Customer	Turf/Lawn Watering	Shave the Peak Program on even/odd watering days	3 days/week	2 days/week	1 day/week	No lawn watering
		Trees, Shrubs, Perennials	No restrictions	Hand/drip/subsurface or 3 days/week	Hand/drip/subsurface or 2 days/week	Hand/drip/ subsurface only	No water outside
		Non-automated Car Washing	Best Management Practices	Best Management Practices	Best Management Practices	Not allowed	Not allowed
		Dedicated Irrigation Meters	Shave the Peak Program or Best Management Practices	3 days/week	2 days/week	1 day/week	Not allowed
		Spraying Impervious Surfaces	Only as necessary for health & safety	Not allowed (except as necessary for health & safety)	Not allowed (except as necessary for health & safety)	Not allowed (except as necessary for health & safety)	Not allowed (except as necessary for health & safety)
		Hydraulic Fracturing	Customer provides raw water				
	City	Curtail Leases	Limited by water availability	Limited by water availability	Limited by water availability	No agricultural leases	No agricultural leases
		Public Facilities/Parks/R2J School District/Turf/Lawn Watering	Separate approved plans for equal or greater reductions	Separate approved plans for equal or greater reductions	Separate approved plans for equal or greater reductions	Separate approved plans for equal or greater reductions	Separate approved plans for equal or greater reductions
		Non-automated Car Washing	Best Management Practices	Best Management Practices	Not allowed (except as necessary for health & safety)	Not allowed (except as necessary for health & safety)	Not allowed (except as necessary for health & safety)
		Washing City Fleet Vehicles	As needed	Once/week (except as necessary for health & safety)	Once/week (except as necessary for health & safety)	Not allowed (except as necessary for health & safety)	Not allowed (except as necessary for health & safety)
		Fire Hydrant Flushing & Testing	As needed	Limited to transmission lines or critical situations	Limited to transmission lines or critical situations	Limited to critical situations	Limited to critical situations
	Permits	Medical Hardship	Does not apply	Permit required	Permit required	Permit required	No exception
		Religious Objection	Does not apply	Permit required	Permit required	Permit required	No exception
		New Lawns	Does not apply	Permit required	Permit required	Permit required	Not allowed
	Fines	Residential Fines per Violation	Does not apply	\$50 to \$1000	\$50 to \$1000	\$50 to \$1000	\$50 to \$1000
Business Fines per Violation		Does not apply	\$50 to \$1000	\$50 to \$1000	\$50 to \$1000	\$50 to \$1000	

- Notes:**
1. Vegetable gardens and swimming pools are exempt
 2. Measures are intended to avoid impact on successful business operations
 3. Best Management Practices as referenced by Greenco <http://www.greenco.org/> and Colorado WaterWise Council <http://coloradowaterwise.org/>

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Voluntary

During normal conditions, including drought up to the 1-in-100 year level of severity, the City of Loveland plans for an unrestricted supply of water to its customers. While no drought plans are in effect under these conditions, customers are encouraged to continue their wise use of water.

- Lawn Watering – Unrestricted. Recommend Shave the Peak Program whereby watering occurs on even/odd days based on address.
- Trees, Shrubs, and Perennials – Unrestricted.
- Non-Automated Car Washing – Unrestricted. Use of a shutoff nozzle and bucket are recommended.
- Dedicated Irrigation Meters – Unrestricted. Recommend Shave the Peak Program whereby watering occurs on even/odd days based on address. Following GreenCO.org Best Management Practices for irrigation is encouraged.
- Spraying of Impervious Surfaces – Unrestricted. Use of nozzles and minimizing water use is encouraged during the spraying of driveways, sidewalks, and siding.
- Hydraulic Fracturing – Customer provides all raw the water necessary, for treatment by the city.
- Raw water leases are limited to the availability of water above municipal needs.
- City Fleet Vehicles – As needed.
- Fire Hydrant Flushing & Testing – Unrestricted.
- New Lawns – Unrestricted.

Drought Response Level 1

At level 1, the city is projected to experience up to a 10 percent shortage of raw water. This response level addresses the shortage by implementing water use restrictions that would have minimal impact on the health of customers' landscaping.

- Lawn Watering – Limited to 3 days per week per the Level 1 Irrigation Schedule below.
- Trees, Shrubs, and Perennials – Unrestricted by hand, drip or subsurface applications. Otherwise limited to 3 days per week per the Level 1 Irrigation Schedule below.
- Non-Automated Car Washing – Shutoff nozzle and bucket required.
- Dedicated Irrigation Meters – Limited to 3 days per week per the Level 1 Irrigation Schedule below. GreenCO.org Best Management Practices for irrigation must be used.
- Spraying of Impervious Surfaces – Not allowed. This includes spraying of driveways, sidewalks, and siding, unless necessary for health and safety reasons.
- Hydraulic Fracturing – Customer provides all the necessary raw water, for treatment by the city.
- Raw water leases limited to availability of water above municipal needs.
- City Fleet Vehicles – Washed only once per week or as determined by the city manager for health or safety reasons.
- Fire Hydrant Flushing & Testing – Limited to transmission lines or critical situations.
- New Lawns – Should use GreenCO.org Best Management Practices.

Permits may be acquired for exceptions, if necessary due to medical hardship or religious objection. Newly seeded or sodded lawns may be eligible for a permit as well.

Level 1 Irrigation Schedule

Day	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Last Number of Address	EVEN	ODD/OTHER	EVEN	ODD/OTHER	EVEN	OTHER	ODD
Property Type	Single Family, Duplex, Triplex, & Fourplex	<u>ODD</u> Single Family, Duplex, Triplex, & Fourplex <u>OTHER</u> Multifamily, HOA, Non-Residential	Single Family, Duplex, Triplex, & Fourplex	<u>ODD</u> Single Family, Duplex, Triplex, & Fourplex <u>OTHER</u> Multifamily, HOA, Non-Residential	Single Family, Duplex, Triplex, & Fourplex	Multifamily, HOA, Non-Residential	Single Family, Duplex, Triplex, & Fourplex

For single family, duplex, triplex, and fourplex residences, the watering schedule is based on whether the final digit of the address is an odd or even number. HOAs, multifamily, and all non-residential properties that do not have a dedicated irrigation meter are to water on Monday, Wednesday, and Friday regardless of their address number. Watering hours are Midnight to 9:59 am and 6 pm through 11:59 pm on the assigned day. In other words, there is no visible, above-ground watering between 10 am and 6 pm.

Drought Response Level 2

At Level 2, the city is projected to face an 11 percent – 20 percent shortage of raw water. Since the shortage is more severe, the measures are more restrictive. The following outdoor restrictions should have minimal effect on the long-term health of the customers' landscaping, but may cause wilting or browning during the hottest parts of the summer.

- Lawn Watering – Limited to 2 days per week per the Level 2 Irrigation Schedule below.
- Trees, Shrubs, and Perennials – Unrestricted by hand, drip or subsurface applications. Otherwise limited to 2 days per week per the Level 2 Irrigation Schedule below.
- Non-Automated Car Washing – Shutoff nozzle and bucket required.
- Dedicated Irrigation Meters – Limited to 2 days per week per the Level 2 Irrigation Schedule below. GreenCO.org Best Management Practices for irrigation must be used.
- Spraying of Impervious Surfaces – Not allowed. This includes spraying of driveways, sidewalks, and siding unless necessary for health and safety reasons.
- Hydraulic Fracturing – Customer provides all the necessary raw water for treatment by the city.
- Raw water leases limited to availability of water above municipal needs.
- City Fleet Vehicles – Washed only once per month or as determined by the city manager for health or safety reasons.
- Fire Hydrant Flushing & Testing – Limited to transmission lines or critical situations.
- New Lawns – Permit required. Use GreenCO.org Best Management Practices.

Permits may be acquired for exceptions, if necessary due to medical hardship or religious objection. Newly seeded or sodded lawns may be eligible for a permit as well.

Level 2 Irrigation Schedule

Day	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Last Number of Address	EVEN	X	OTHER	ODD	EVEN	OTHER	ODD
Property Type	Single Family, Duplex, Triplex, & Fourplex	No watering except by permit.	Multifamily, HOA, Non-Residential	Single Family, Duplex, Triplex, & Fourplex	Single Family, Duplex, Triplex, & Fourplex	Multifamily, HOA, Non-Residential	Single Family, Duplex, Triplex, & Fourplex

For single family, duplex, triplex, and fourplex residences, the watering schedule is based on whether the final digit of the address is an odd or even number, as assigned above. HOAs, multifamily, and all non-residential properties are to water on Tuesday and Friday regardless of their address number. Watering hours are Midnight to 9:59 am and 6 pm through 11:59 pm on the assigned day. In other words, there is no visible, above-ground watering between 10 am and 6 pm.

Drought Response Level 3

Response level 3 applies for situations where the city is experiencing a 21 percent-30 percent raw water shortage. These are severe conditions, and the restrictions reflect that. The purpose is to reduce customer demand as much as possible while still keeping their outdoor landscaping alive. There will be significant wilting and browning of the customers' landscaping and possibly some long-term damage. The following watering schedule should, however, keep trees, shrubs, perennials, and most lawns alive.

- Lawn Watering – Limited to 1 day per week per the Level 3 Irrigation Schedule below.
- Trees, Shrubs, and Perennials – Water by hose with shutoff nozzle or low-volume efficient drip or subsurface irrigation.
- Non-Automated Car Washing – Not allowed.
- Dedicated Irrigation Meters – Limited to 1 day per week, per the Level 3 Irrigation Schedule below.
- Spraying of Impervious Surfaces – Not allowed. This includes spraying of driveways, sidewalks, and siding unless necessary for health and safety reasons.
- Hydraulic Fracturing – Customer provides all the necessary raw water for treatment by the city.
- No agricultural leases made.
- City Fleet Vehicles – Washing not allowed or as determined by the city manager for health or safety reasons.
- Fire Hydrant Flushing & Testing – Limited to critical situations.
- New Lawns – Permit required. Use GreenCO.org Best Management Practices.

Permits may be acquired for exceptions, if necessary due to medical hardship or religious objection. Newly seeded or sodded lawns may be eligible for a permit as well.

Level 3 Irrigation Schedule

Day	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Last Number of Address	EVEN	X	OTHER	X	X	OTHER	ODD
Property Type	Single Family, Duplex, Triplex, & Fourplex	No watering except by permit.	Multifamily, HOA, Non-Residential	No watering except by permit.	No watering except by permit.	Dedicated irrigation taps.	Single Family, Duplex, Triplex, & Fourplex

For single family, duplex, triplex, and fourplex residences, the watering schedule is based on whether the final digit of the address is an odd or even number. HOAs, multifamily, and all non-residential properties are to water on Tuesdays only, regardless of their address number unless using a dedicated irrigation meter. Dedicated irrigation meters are to water on Fridays only. Watering hours are Midnight to 9:59 am and 6 pm through 11:59 pm on the assigned day. In other words, there is no visible, above-ground watering between 10 am and 6 pm.

Drought Response Level 4

Drought response level 4 is only for extreme drought conditions. At this level, the city is experiencing greater than a 30 percent raw water shortage and is unable to meet the needs of customers' outside watering demands. Under these restrictions, it is possible that customers may lose a significant portion of their landscaping.

- Lawn Watering – Not allowed.
- Trees, Shrubs, and Perennials – Water by hose with shutoff nozzle or low-volume efficient drip or subsurface irrigation.
- Non-Automated Car washing – Not allowed.
- Dedicated Irrigation Taps – Not allowed to irrigate lawns.
- Spraying of Impervious Surfaces – Not allowed. This includes spraying of driveways, sidewalks, and siding unless necessary for health and safety reasons.
- Hydraulic Fracturing – Customer provides all the necessary raw water for treatment by the city.
- No agricultural leases made.
- City Fleet Vehicles – Washing not allowed or as determined by the city manager for health or safety reasons.
- Fire Hydrant Flushing & Testing – Limited to transmission lines or critical situations.
- New Lawns – No newly seeded or sodded lawns may be installed.

There are no permits for exceptions for medical hardship or religious objections, as there are not much allowable outdoor uses.

Issuing Permits and Enforcing Drought Responses

Permits for exceptions may be acquired from the Loveland Water & Power office at 200 N. Wilson Ave, Loveland, CO 80537. They will be available if necessary due to medical hardship or religious objection. Frequent irrigation as required for newly seeded or sodded lawns may be eligible for a permit as well under Level III conditions.

Adopted per 13.04.235, the City Manager would designate persons within the Water staff to act as peace officers to enforce section 13.04.235 of the by the issuance of summonses and complaints in accordance with the Colorado Municipal Court Rules of Procedure. Education and warning for the first offense, citation for the second and possible court appearance thereafter.

Additional Information

- Watering vegetable gardens by hand is exempt from restriction under all drought levels.
- Swimming pools are allowed to operate and are exempt from restrictions under all drought levels.
- Loveland Parks and Thompson School District have separate plans which may achieve the same or better water savings than are outlined in this Drought Management Plan.
- Other dedicated irrigation tap areas may request to be placed on a separate plan. The plan must be submitted to the W&P Director and may be approved by him, given the level of savings is commensurate with what is being asked of other customers.
- Measures are intended to avoid negative impacts on successful business operations, wherever possible. Some examples include irrigation/landscape management and commercial car washes.
- Watering Tips and Best Management Practices are as referenced by Greenco (<http://www.greenco.org>) and the Colorado WaterWise Council (<http://coloradowaterwise.org>).
- Please visit the City of Loveland website for additional information as well as updates on the drought situation. (www.cityofloveland.org)

Customer Relations

Loveland Water and Power's Customer Relations Division will assist the drought response efforts by leading the public information and education campaign. Staff will work quickly to enact a tailored drought response communication plan according to the situation and employ a multi-channel marketing campaign to maximize the outreach within the community.

Communication will include both information about the drought situation and education about wise water use.

Examples of potential methods of outreach staff may use to increase public awareness of the need to implement the Drought Management Plan include, but are not necessarily limited to:

- Purchasing advertising space in the Loveland Reporter-Herald newspaper
- Local radio public service announcements and advertising
- Basic outreach methods such as press releases, the city website, and social media
- Direct Mailings
- Door to door visits with local business
- A "Drought Blog" in the Reporter-Herald and online
- Channel 16 and YouTube
- Community meetings with local clubs, HOAs, and industry professionals
- Educational information in the schools
- Service Center open houses
- Key Accounts email blasts
- Events such as Earth Day, Children's Day, Public Works Day, etc.

In addition to its integral role in drought response as presented above, the Water & Power Customer Relations group also actively supports and promotes the city's water conservation program. Some of the activities the city encourages its customers to participate in are the following:

- *Shave the Peak Program* – This voluntary program encourages customers to water on even/odd days to reduce strain on the water treatment plant during peak hours in the summer
- *Slow the Flow* – Free sprinkler irrigation inspections are offered to city residential customers to ensure water is not being wasted in faulty irrigation systems.
- *Garden in a Box* – Every year Loveland participates in the Garden-In-A-Box program to provide a fun, inexpensive way for citizens to learn how to successfully replace high water requiring turf with water conserving xeriscaping.
- *Efficiency Express* – This program can save city commercial customers water as well as energy, by reviewing uses within the business.

For more information about Loveland’s water conservation activities, please reference the City of Loveland Water Conservation Plan and the city’s website at <http://www.cityofloveland.org>.

Conclusion

Excerpts from the Mission Statement of Loveland Water & Power ensure that the utility will provide reliable, high quality customer service offering safe and secure utilities. Being prepared to meet customer’s demands during drought is an integral part of that mission. The Drought Management Plan provides the City of Loveland with options for a short-term, managed response to drought conditions that will preserve the integrity of the city’s water supply system and the sufficiency of Loveland’s raw water supply while ensuring adequate allocations of water to protect the public’s health, safety, and welfare during a greater than 1-in-100 year drought.