

**Summary of Key Conservation and
Drought Response Programs During the Current Drought**

Activity Type	Description*	Status
Home Water Reports	Offered Home Water Reports for single-family homes.	New
Landscape Water Budgets	Expanded the irrigation water budget program for the City's largest irrigation accounts.	Expanded
Rebates	Continued to offer rebates for installing water-efficient toilets, clothes washers, landscaping, irrigation equipment, submeters, and other equipment shown to save water. Many rebates were doubled.	Expanded
Water-Saving Fixture Giveaway	Continued to offer free water-saving equipment, such as showerheads, faucet aerators, and prerinse dishwashing sprayers. Free installation of water-efficient toilets is provided for apartments and nonresidential buildings.	Continued
Water Surveys and Audits	Continued to offer Water Wise House Calls and landscape irrigation audits.	Continued
Education	Offered EarthCapades school assembly shows for all Mountain View elementary and middle schools.	New
	Continued to offer classroom presentations.	Continued
	Continued to offer landscape education classes at the Library every spring and fall.	Continued
	Offered Water 101 classes at the Library over the summer.	New
	Updated the water bill to show water use levels during the prior year and during 2013 (prior to drought response).	New
Outreach	Continued customer outreach using the City website, social media, bill inserts, mailed postcards, and signage.	Expanded
	Provided conservation materials and information through brochure racks, a dedicated hotline, and e-mail, and attendance of local community events (e.g., Thursday Night Live, Spring Parade, Arbor Day, Council Neighborhoods Committee).	Expanded
Metering	Continued evaluation of advanced water metering infrastructure for remote collection of hourly water use data.	Expanded
	Upgraded the City's largest landscape meters to enable monthly reading and billing.	Expanded
Recycled Water	Launched a recycled water truck fill program.	New
	Continued to convert sites to use recycled water for landscape irrigation.	Continued
City Code	Adopted a new water shortage contingency ordinance.	Updated
	Adopted a new landscape water-use efficiency ordinance.	Updated
Staffing	Hired a temporary customer service representative to respond to customer inquiries, assist with leak checks, and enforce drought restrictions.	New
Data Tracking	Started implementation of a new water conservation database.	New

* Many of the City's conservation and drought response programs are in partnership with the Santa Clara Valley Water District and/or the Bay Area Water Supply and Conservation Agency.