

**DATE:** February 3, 2020  
**TO:** Matt Jordan, General Manager  
**FROM:** Kenneth R. Herd, Chief Science and Technical Officer *KRH*  
**SUBJECT:** Demand Management and Member Conservation Update – *Status Report*

**SUMMARY**

In August 2018, Tampa Bay Water's Board of Directors (Board) approved funding demand management through Tampa Bay Water and applied for water conservation grant funding from the Southwest Florida Water Management District (SWFWMD). The goal of the regional demand management approach is to save about 0.5 million gallons per day (mgd) in the first year of implementation and up to 11 mgd total by 2030. To meet the Board's intent and SWFWMD's FY2020 funding cycle (beginning October 1, 2019), staff worked with the member governments (members) to develop and use an acceptable implementation strategy consistent with Tampa Bay Water's Interlocal Agreement. Staff continues to work with the members on a variety of topics, some which are associated with the regional demand approach.

**RECOMMENDATION**

Receive Status Report

**COST/FUNDING SOURCE**

N/A

**DISCUSSION**

Program Description and Status

On August 20, 2018, the Tampa Bay Water Board of Directors approved funding demand management through Tampa Bay Water on behalf of the members and applying for water conservation cooperative funding from the SWFWMD. The goal of the regional demand management approach, established as part of the Board-approved 2018 Long-term Master Water Plan update, is to save about 0.5 mgd of water in the first year of implementation and up to 11 mgd total by 2030. This is intended to cost-effectively defer the need for new water supplies which will save the members money in addition to the environmental benefits of conservation throughout the region.

As directed by the Board, staff worked with the members to develop an acceptable implementation strategy consistent with Tampa Bay Water's Interlocal Agreement. The strategy implements 11

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program elements holistically and efficiently in each member service area to attain the identified conservation goals and is based on all members opting-in to the program. The implementation strategy includes the use of a third-party contractor to administer incentive distribution, program marketing and implementation reports to the members. This interaction with each member insures non-duplicative and optimized programming regionally and by member. Specific elements include;

- The third-party administrator was selected by the Tampa Bay Water Board of Directors in October 2019. Electric and Gas Industries Association (EGIA) in coordination with Big Sea Communications, St. Petersburg Florida is implementing the demand management plan with and through each member that does not opt-out of implementation occurring in their service area(s). Highlights of the work effort include;
  - Meetings occurred with member governments to determine coordination of marketing with and through the members.
  - Website page requirements are being finalized based on program requirements so standardized online applications can be developed.
  - Member government access for programs in their area are being developed.
  - Rebranding of [www.Tampabaywaterwise.org](http://www.Tampabaywaterwise.org) website is nearing completion.
  - Strategic marketing plan and goals are established. This includes media kits that will be provided to the members and other applicable organizations to help promote the brand.
  - Linkage between University of Florida developed Geographic Information System Platform and EGIA is being developed so program element screening of rebates will occur consistently.
  - Member governments are supplying existing conservation data for inclusion into databases to eliminate potential duplication of effort.
  - Setting up payment structure so most rebates can be processed within 30 days of completion.
- The next Demand Management Working Group meeting will be held on February 14 at Tampa Bay Water offices and will provide an overview of program development, interaction with members including their marketing promotions and how specific elements will start within their service areas
- Development of geospatial database application that will allow members and EGIA to access applicable water utility information for conservation purposes continues with scheduled completion prior to the March 2020 start of demand management programming. Development firm (University of Florida Program for Resource Efficient Communities) is working with EGIA to insure smooth transfer of data to and from the incentive-based platform.
- Tampa Bay Water staff are working with members to insure smooth transition between existing programs and slight modifications due to third-party administration.
- Tampa Bay Water is working with the University of Florida Institute of Food and Agricultural Sciences (IFAS) and the Florida Irrigation Society to have a Soil Moisture

Sensor/Evapotranspiration Controller training session in March 2020 to increase numbers of irrigation firms that can install rebated devices.

- Tampa Bay Water is working with the University of Florida IFAS and the SWFWMD to promote development of standardized landscape plans for builders that are interested in Florida Water Star<sup>SM</sup> rebates. UF landscape design professionals will work to create Florida Friendly Landscapes (FFL) that meet Florida Water Star<sup>SM</sup> landscape requirements.
- Received approved cooperative funding agreement from SWFWMD for water year 2020.
- SWFWMD ranked the cooperative funding proposal for 2021 high.

#### Other Demand Management/Conservation Activities in December 2019 and January 2020

Detailed collection of members' monthly data occurs through coordination with members and with their water restriction enforcement staff. Member conservation tables were developed through feedback from members' conservation staff and are updated monthly. Reporting on both short and long-term water conservation and restriction enforcement undertaken by the members has a one-month lag due to records processing. Regional demand management activities for the past two months are as follow:

- Dec. 2019- Received presentation from University of Florida on impacts of rain sensors and high efficiency nozzle installations along with updates on composting and topdressing as an alternative landscape practice. Received presentation on Water Wise Awards evaluation of applicants in Pinellas County and reviewed scoring criteria for spring 2020 awards program. Presented Demand Management Implementation Program elements to Florida Section American Water Works Association Water Use Efficiency Division symposium in Orlando. Updated water supply status with members, SWFWMD and FFL staff.
- Jan. 2020- Attended Pinellas FFL Advisory Committee meeting. Updated scoring methodology for Water Wise Awards program and began marketing for spring 2020. Continued with weekly meetings third-party administrator. Met with Hillsborough County Planning Commission staff to determine if density information can be incorporated into water demand forecasts. Coordinating Florida Water Star new home certification program with University of Florida IFAS landscape design experts. Updated water supply status with members, SWFWMD and FFL staff.

#### Education and Coordination Programs/Tampa Bay Water

Tampa Bay Water is involved in the following programs as part of its planning and coordination roles. Tampa Bay Water has a lead role in researching technology efficiency improvements that can be used actively by members and others; or passively through national, state, and local criteria and standards development.

<b><u>Program</u></b>	<b><u>Type</u></b>	<b><u>Status</u></b>
Florida-Friendly Landscaping (FFL)	Continuing environmental education in Pinellas, Pasco and Hillsborough Counties.	Public education coordinators implementing consistent water saving estimation techniques. 2020 scope incorporates long-term education of Florida Water Star recipients and soil moisture sensor and evapotranspiration controller installation.
Water-Wise Awards Program	Conservation awards and promotion of drought-tolerant landscapes.	2019 program evaluation occurred on 31 entries with winners identified in all areas and review of sites with members completed. 2020 program beginning.
University of Florida IFAS Research	Outdoor water use efficiency research, application development and optimization	Developing model landscapes that can be used by builders in Florida Water Star program. Conducting field evaluation of recycled compost to increase soil water holding capacity. Will conduct irrigation technology training for irrigation contractors. Using soil moisture sensor and evapotranspiration controller installation Best Management Practices (BMPs) document in requirements for rebate program.
Water Efficiency in Green Buildings	Assist in the development and review of water-efficient green products, standards, codes and certification programs.	Florida Water Star Technical Advisory Committee member. Completed study on American Society of Agricultural and Biological Engineers Committee 633 that developed testing protocol for Landscape Soil Moisture Sensors.

Member conservation updates are summarized in Table 1 and Table 2.

## **BACKGROUND**

At its December 2008 meeting, the Board of Directors approved a resolution directing Tampa Bay Water to prepare a revised Demand Management Plan (DMP). This project provided a comprehensive investigation of the benefits and costs of integrated water demand management as a quantifiable, alternative water supply source and reflects improvements in the state of knowledge that have occurred since 1995. The DMP evaluates the potential of demand management as a beneficial tool for long-term water supply planning and defines how demand management fits within Tampa Bay Water's long-term water supply planning process, supply reliability, and member demand projections. Consideration of costs and water supply benefits permit a consistent "apples to apples" comparison to other water supply alternatives.

At the February 2013 Board meeting, Tampa Bay Water passed Board Resolution No. 2013-006, which incorporates water use efficiency evaluation efforts into Tampa Bay Water's long-term water supply planning process. This resolution directs the agency to:

- Develop and implement data collection, management and analysis protocols and procedures for the continued assessment of passive water use efficiency within Tampa Bay Water's service area.
- Integrate passive water-use efficiency into the agency's Long-term Demand Forecast and Future Need Analysis.
- Include the Water Use Efficiency Evaluation as an element of the Long-term Master Water Supply Plan and include an updated evaluation of potential active measures for implementing efficient water-use products as part of future options for the next Long-term Master Water Supply Plan update.

Subsequently, the Board requested that Tampa Bay Water evaluate demand management implementation strategies to determine ways to insure if active demand management is selected by the Board, it could be implemented and help meet the Tampa Bay Water's unequivocal water supply obligations.

In August 2018, Tampa Bay Water staff developed a list of potential demand management BMPs that could save up to 11 mgd by 2030 at about a fifth of the cost to develop new water supplies. This approach optimizes the use of existing water resources and could defer the need to develop new supplies to a later date, all within a cost-effective strategy. The plan was approved by the Board in December 2018 as part of the Long-term Master Water Plan update.

On August 20, 2018, the Tampa Bay Water Board approved funding demand management through Tampa Bay Water and applying for matching cooperative funding from the SWFWMD. The Board also directed staff to work with members to develop implementation strategies that will help to secure identified savings while consistent with the Interlocal Agreement.

Attachments

**Tampa Bay Water  
Member Government Water Conservation Programming  
November 2019**

**TABLE 1**

Conservation Service/Action Provided	Pinellas County	City of St. Petersburg	Hillsborough County	City of Tampa	Pasco County	City of New Port Richey
Irrigation Evaluations		11	16	0		
Leak Detection Services		157		0		
Rain/Soil Moisture Sensor Rebates		13		5		
Meter Tests/Changeouts	0	630		0		34
One-on-One Education		617	26	65		
Retrofit Kits Distributed		2		3		29
Water Restriction Citations	2/10R	0	0	33	0	
Water Restriction Warnings	23/69R	0	0	0	0	
Water Restriction Enforcement Hours	158	8		425.75		
Water Restriction Enforcement Mileage	1449	12		0		
Speaking Engagements	0	2	8	0		
Toilet Rebates (toilets)		31	46	0	47	
Toilet Rebates (locations)		26	28	0	34	
Billing Inserts	1	0		1	1	
News Releases	0	0	3	0	0	
Hotline Calls	55	722		11		
Reclaimed Water (new connections)	34	-		27	222	
Hose Nozzles		31	30	10		
Expos/Fairs/Events	1	0		2		
Tours		0	1	0		
Email Inquiries		102	599	0		
Conservation Website Users	272	2,369	1790	0	1287	
Twitter Engagements		0		0	8	
Facebook Engagements		2		0		
LinkedIn Engagements		0		0		
E- Newsletter Opens		995		0		
Television Shows/Radio Interviews	0	0		0		

Conservation Website Users is a common measurement through Google Analytics (others can be used)

Twitter Engagements includes #times clicked and shared

Facebook Engagements is #clicks, shared and liked

LinkedIn Posts #clicked, shared, and liked

\*FFL based evaluations

DNP- Data not provided in time

\*\*\* Reporting irregular due to updates. Function in repair

**Tampa Bay Water  
Member Government Water Conservation Programming  
December 2019**

TABLE 1

Conservation Service/Action Provided	Pinellas County	City of St. Petersburg	Hillsborough County	City of Tampa	Pasco County	City of New Port Richey
Irrigation Evaluations		17	7	2		
Leak Detection Services		154		0		
Rain/Soil Moisture Sensor Rebates		2		0		
Meter Tests/Changeouts	0	1453		0		34
One-on-One Education		59	5	135		
Retrofit Kits Distributed		0		27		25
Water Restriction Citations	13/1R	0	1	11	0	
Water Restriction Warnings	84	0	0	0	0	
Water Restriction Enforcement Hours	63	8		425.25		
Water Restriction Enforcement Mileage	561	10		0		
Speaking Engagements	1	2	3	2		
Toilet Rebates (toilets)		26	30	0	39	
Toilet Rebates (locations)		17	21	0	29	
Billing Inserts	1	0		1	1	
News Releases	1	0	7	1	0	
Hotline Calls	47	129		8		
Reclaimed Water (new connections)	22	-		0	154	
Hose Nozzles		0	0	24		
Expos/Fairs/Events	0	0		0		
Tours		0		0		
Email Inquiries		112	637	0		
Conservation Website Users	233	1,464	1962	0	1074	
Twitter Engagements		0		0	0	
Facebook Engagements		0		0		
LinkedIn Engagements		0		0		
E- Newsletter Opens		0		0		
Television Shows/Radio Interviews	0	0		0		

Analytics (others can be used)

Twitter Engagements includes #times clicked and shared

Facebook Engagements is #clicks, shared and liked

LinkedIn Posts #clicked, shared, and liked

\*FFL based evaluations

DNP- Data not provided in time

R-Reclaimed

\*\* Reporting irregular due to updates. Function in repair

November-19	Pinellas County	City of St. Petersburg	Hillsborough County	City of Tampa	Pasco County	City of New Port Richey
<b>Non-Watering Days</b>	Monday, Tuesday, Friday *	Monday, Thursday, Friday	Sunday*	Sunday*	Saturday, Sunday	Monday, Tuesday, Friday
	* unless by variance from SWI/WMD		* unless by variance from SWI/WMD	* unless by variance from SWI/WMD		
<b>Watering Days</b> Addresses ending in even number or letters A through M	Thursday, Sunday  or  Wednesday, Saturday	Tuesday, Saturday  or  Wednesday, Saturday	Monday, Tuesday, Wednesday, Thursday, Friday, Saturday  <b>NOTE:</b> Irrigation allowed twice/week based on address ending 0,1,2,3 Monday and/or Thursday 4,5,6 Tuesday and/or Friday 7,8,9 or no or mixed address Wednesday and/or Saturday	Monday, Tuesday, Wednesday, Thursday, Friday, Saturday  <b>NOTE:</b> Irrigation allowed twice/week based on address ending 0,1,2,3 Monday and/or Thursday 4,5,6 Tuesday and/or Friday 7,8,9 or no or mixed address Wednesday and/or Saturday	Monday, Tuesday, Wednesday, Thursday, Friday  <b>NOTE:</b> Irrigation allowed once/week based on address ending 0-1 Monday, 2- 3 Tuesday, 4-5 Wednesday, 6-7 Thursday 8-9 or no or mixed address Friday	Thursday, Sunday  or  Wednesday, Saturday
Addresses ending in odd number or letters N through Z	<b>NOTE:</b> Mixed or no address irrigate on Tuesday and/or Friday					
<b>Watering Hours</b>						
In-ground irrigation system	12:01 a.m. to 10:00 a.m., or 4:00 p.m. to 11:59 p.m.	5:00 a.m. to 9:00 a.m. 7:00 p.m. to 11:00 p.m.	12:01 a.m. to 8:00 a.m., or 6:00 p.m. to 11:59 p.m.	Midnight to 800 a.m., or 6:00 p.m. to midnight	Midnight to 8:00 a.m. or 6:00 p.m. to midnight	Midnight to 10:00 a.m. or 4:00 p.m. to midnight
Manual equipment (hose, sprinkler)						
Private wells, lakes, ponds	12:01 a.m. to 10:00 a.m. 4:00 p.m. to 11:59 p.m.	5:00 a.m.to 9:00 a.m. 7:00 p.m. to 11:00 p.m.	12:01 a.m. to 8:00 a.m. or 6:00 p.m. to 11:59 p.m.	Midnight to 8:00 a.m. or 6:00 p.m. to midnight	Midnight to 8 a.m. 6:00 p.m. to midnight	Midnight to 10:00 a.m. 4:00 pm to midnight
<b>Car Washing</b>	Any day/time	Any day/time	Any day/time	Any day/time	Any day/time	Any day/time
<b>Citations Issued</b>	<b>2/10R</b>	<b>0</b>	<b>0</b>	<b>33</b>	<b>0</b>	<b>0</b>
<b>Warnings Issued</b>	<b>23/69R</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Cost of Citations</b>	R= reclaimed  \$193 if paid prior to or at time of arraignment or trial if contested; additional court costs possible if found guilty at time of trial	\$180 fine plus court costs (court costs range from \$13 for uncontested violations to \$58 for contested violations. Subsequent violations subject to higher fines as assessed by the court, up to a maximum fine of \$500 plus court costs.	\$100-1st, \$200-2nd, \$300-3 <sup>rd</sup> , \$400-4 <sup>th</sup> , 500-5 <sup>th</sup> and subsequent, plus Code Enforcement daily fines for non-payment of up to \$5,000	\$100-1st, \$200-2nd;3 <sup>rd</sup> -\$450 and mandatory court appearance	\$125 1st; \$250 2nd, \$500 on 3rd and mandatory court.	Same as Pasco County



November-19	Pinellas County	City of St. Petersburg	Hillsborough County	City of Tampa	Pasco County	City of New Port Richey
<b>Enforcement Personnel</b>	1 full time Water Conservation Officer and 1 full-time supervisor.Enforcement24/7 with varied schedule by Officer.	Enforced 24/7 by authorized staff members of Water Resources and other City Departments. Law and Codes enforcement personnel authorized to issue citations.	1 FTE Environmental Codes Enforcement Officer Potential of Additional Code Enforcement Personnel 1 FTE Water Conservation Manager	Contracted water patrol for year-round service; 3 patrolers issue citations; law & code enforcement personnel authorized to issue citations.	16 code enforcement officers.	27 patrolmen and/or authorized code enforcement personnel.
<b>Comments</b>	Warning issued for first witnessed violation. Citation issued for subsequent witnessed violations.	Warnings issued for first witnessed violation. Citation issued on subsequent witnessed violation.	Issue citations on first witnessed violation. 3 years of no violations clears slate. Watering-in of chemical applications restricted to designated irrigation day, unless applied professionally, AND a dated advisory marker is posted. Irrigation of new lawns and landscaping (including City of Tampa Water Service Area) - any day, not between 8:00 am - 6:00 pm for initial 30 days; alternating days (odd addresses on Monday, Wednesday and Saturday, evens on Tuesday, Thursday and Sunday) for next 30 days, then regular schedule as above.	Issue citations on first witnessed violation. 3 years of no violations clears slate. Watering-in of chemical applications restricted to designated irrigation day, unless applied professionally, AND a dated advisory marker is posted. Irrigation of new lawns and landscaping (including City of Tampa Water Service Area) - any day, not between 8:00 am - 6:00 pm for initial 30 days; alternating days (odd addresses on Monday, Wednesday and Saturday, evens on Tuesday, Thursday and Sunday) for next 30 days, then regular schedule as above.		Complaints taken at Police Department Dispatch & Billing & Collection Office.
		Reclaimed-Voluntary Even address: Tues./Thurs./Sat. Odd address: Wed./Fri./Sun.	Reclaimed water not restricted except its use must not be wasteful and unnecessary.	Reclaimed water not restricted except its use must not be wasteful and unnecessary.		

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	* unless by variance from SWI/WMD		* unless by variance from SWI/WMD	* unless by variance from SWI/WMD		
<b>Watering Days</b> Addresses ending in even number or letters A through M	Thursday, Sunday  or  Wednesday, Saturday	Tuesday, Saturday  or  Wednesday, Saturday	See Note below.  <b>NOTE:</b> Irrigation allowed twice/week based on address ending 0,1,2,3 Monday and/or Thursday 4,5,6 Tuesday and/or Friday 7,8,9 or no or mixed address Wednesday and/or Saturday	Monday, Tuesday, Wednesday, Thursday, Friday, Saturday  <b>NOTE:</b> Irrigation allowed twice/week based on address ending 0,1,2,3 Monday and/or Thursday 4,5,6 Tuesday and/or Friday 7,8,9 or no or mixed address Wednesday and/or Saturday	Monday, Tuesday, Wednesday, Thursday, Friday  <b>NOTE:</b> Irrigation allowed once/week based on address ending 0-1 Monday, 2- 3 Tuesday, 4-5 Wednesday, 6-7 Thursday 8-9 or no or mixed address Friday	Thursday, Sunday  or  Wednesday, Saturday
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<b>Watering Hours</b>						
In-ground irrigation system	12:01 a.m. to 8:00 a.m., or 6:00 p.m. to 11:59 p.m.	5 am to 9:00 a.m. or 7:00 p.m. to 11 p.m.	12:01 a.m. to 8:00 a.m., or 6:00 p.m. to 11:59 p.m.	Midnight to 800 a.m., or 6:00 p.m. to midnight	Midnight to 8:00 a.m. or 6:00 p.m. to midnight	Midnight to 8:00 a.m. or 6:00 p.m. to midnight
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Private wells, lakes, ponds	12:01 a.m. to 8:00 a.m. 6:00 p.m. to 11:59 p.m.	5:00 a.m.to 9:00 a.m. 7:00 p.m. to 11:00 p.m.	12:01 a.m. to 8:00 a.m. 6:00 p.m. to 11:59 p.m.	Midnight to 8:00 a.m. or 6:00 p.m. to midnight	Midnight to 8 a.m. 6:00 p.m. to midnight	Midnight to 10:00 a.m. 4:00 pm to midnight
<b>Car Washing</b>	Any day/time	Any day/time	Any day/time	Any day/time	Any day/time	Any day/time
<b>Citations Issued</b>	<b>13/1R</b>	<b>0</b>	<b>1</b>	<b>11</b>	<b>0</b>	<b>0</b>
<b>Warnings Issued</b>	<b>84</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Cost of Citations</b>	R= reclaimed  \$193 if paid prior to or at time of arraignment or trial if contested; additional court costs possible if found guilty at time of trial	\$180 fine plus court costs (court costs range from \$13 for uncontested violations to \$58 for contested violations. Subsequent violations subject to higher fines as assessed by the court, up to a maximum fine of \$500 plus court costs.	\$100-1st, \$200-2nd, \$300-3 <sup>rd</sup> , \$400-4 <sup>th</sup> , 500-5 <sup>th</sup> and subsequent, plus Code Enforcement daily fines for non-payment of up to \$5,000	\$100-1st, \$200-2nd;3 <sup>rd</sup> -\$450 and mandatory court appearance	\$125 1st; \$250 2nd, \$500 on 3rd and mandatory court.	Same as Pasco County

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<b>Comments</b>	Warning issued for first witnessed violation. Citation issued for subsequent witnessed violations.	Warnings issued for first witnessed violation. Citation issued on subsequent witnessed violation.  Reclaimed-Voluntary Even address: Tues./Thurs./Sat. Odd address: Wed./Fri./Sun.	Issue citations on second witnessed violation, unless in drought or other special conditions. 3 years of no violations clears slate. Watering-in of chemical applications restricted to designated irrigation day, unless applied professionally, AND a dated advisory marker is posted. Irrigation of new lawns and landscaping (including City of Tampa Water Service Area) - any day, not between 8:00 am - 6:00 pm for initial 30 days; alternating days (odd addresses on Monday, Wednesday and Saturday, evens on Tuesday, Thursday and Sunday) for next 30 days, then regular schedule as above.  Reclaimed water not restricted except its use must not be wasteful and unnecessary.	Issue citations on first witnessed violation. 3 years of no violations clears slate. Watering-in of chemical applications restricted to designated irrigation day, unless applied professionally, AND a dated advisory marker is posted. Irrigation of new lawns and landscaping (including City of Tampa Water Service Area) - any day, not between 8:00 am - 6:00 pm for initial 30 days; alternating days (odd addresses on Monday, Wednesday and Saturday, evens on Tuesday, Thursday and Sunday) for next 30 days, then regular schedule as above.  Reclaimed water not restricted except its use must not be wasteful and unnecessary.		Complaints taken at Police Department Dispatch & Billing & Collection Office.