

City Council Work Session Handouts

April 29, 2013

- I. Review and Discuss the Proposed 2013-2014 Eisemann Center Presents Season
- II. Review and Discuss the 2013 Cottonwood Art Festival
- III. Review and Discuss the North Texas Municipal Water District Stage 3 Water Conservation Plan Implementation



2013 - 2014 Season

**City Council Briefing
Monday, April 29, 2013**





2013 - 2014 Season

Overview

- **Subscription Series...**
 - ***Keyboard Conversations* with Jeffrey Siegel - 4 Concerts**
 - ***Theatre Comedy Series* - 4 Shows with 21 performances**
 - ***Family Theatre Series* - 5 Shows**
- **MainStage Shows - 8 Shows**
- **Specials - UT Dallas Arts & Humanities - 1 Show/5 performances**
- **Total 13-14 Season Schedule: 22 Shows = 39 Performances**
- **10th Anniversary Season to conclude in July with World Premiere!**
- ***ECP 2013-14 Season Budget and Concluding Remarks***

4 shows
2013 – 2014 Season
Tickets: \$27 & \$32



KEYBOARD CONVERSATIONS[®] WITH JEFFREY SIEGEL

Mon. Oct. 7, 2013 @ 7:30pm

Popular Piano Classics

***Beloved music of Bach, Mozart, Rachmaninoff,
Liszt, Gershwin and others!***

Mon., Dec. 9, 2013 @ 7:30pm

The Glory of Beethoven

***His music speaks to every thinking, feeling
human being. Program includes Sonata in C
Major, Opus 111, written after deafness had
engulfed the composer.***

Mon., Mar. 3, 2014 @ 7:30pm

The Romantic Music of Chopin

***One of the world's most popular composers is
also one of the world's greatest composers!***

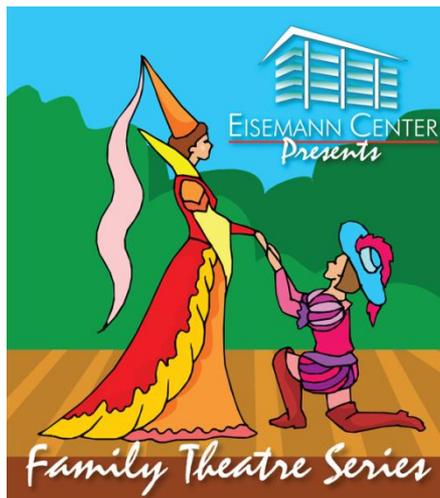
Mon., April 28, 2014 @ 7:30pm

Mistresses and Masterpieces

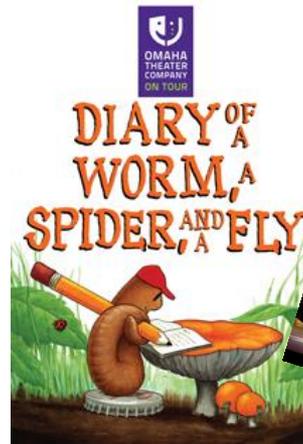
***Immortal works of love and passion by Liszt,
Schumann, and Brahms, inspired by the women
in their lives.***



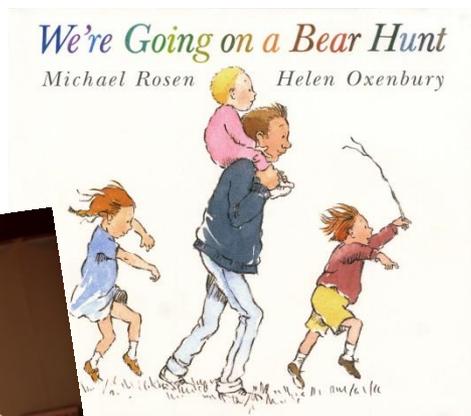
Sun., Oct. 20 @ 2:30pm



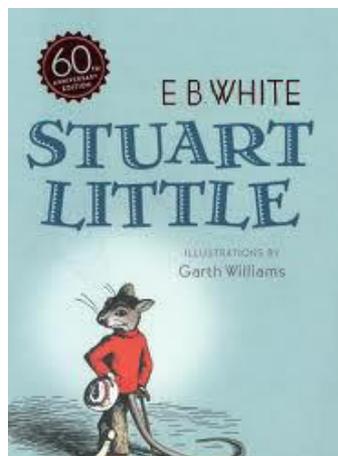
**2013 - 2014 Season
5 shows
Tickets: \$12 - \$22**



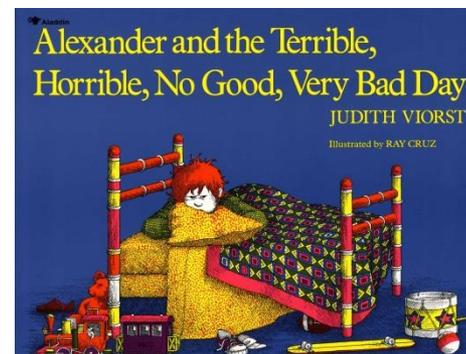
Sun., Nov. 10 @ 2:30pm



Sun., Feb. 16 @ 2:30pm



Sun., Mar. 2 @ 2:30pm



Sun., Apr. 6 @ 2:30pm

Partnership continues with



Story Time on Friday prior to each show @ 7pm.



Theatre Comedy Series
2013-14

GREATER TUNA'S

Jaston Williams in

BLAME IT ON

Valentine, Texas



BrendaLaddPhoto.com

***Theatre Comedy Series
2013-14***

***Blame It On
Valentine, Texas***

5 performances

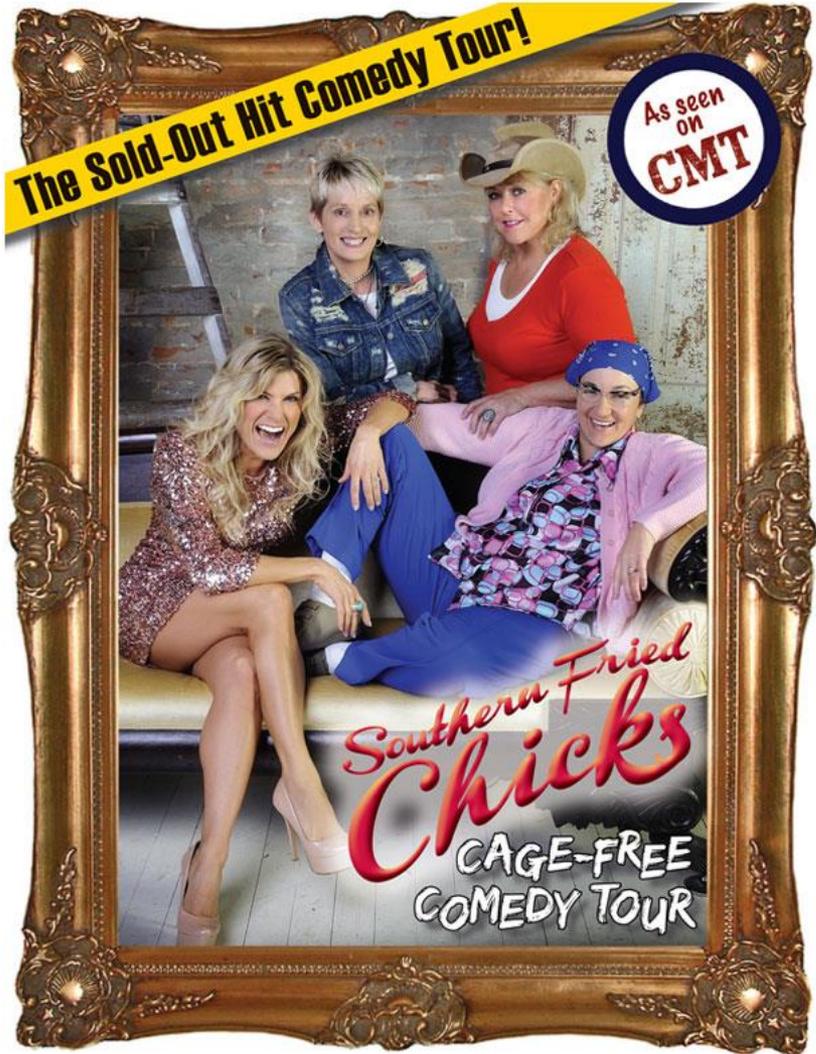
Thu. Oct. 17 – Sun. Oct. 20

Tickets: \$35 & \$42

Co-creator and star of “Greater Tuna” and all “Tuna” shows that followed, Jaston returns to our stage with his one man show featuring tales and stories of growing up in Texas as only he can do.



Theatre Comedy Series



Southern Fried Chicks CAGE-FREE COMEDY TOUR

5 performances
Thu., Nov. 14 - Sun., Nov. 17
Tickets: \$35 & \$40

Starring
Etta May



Karen Mills



Sonya White



Trish Suhr



Six sold-out performances
in Mar. 2007!

Think Blue Collar Comedy Tour with
better hair and bigger attitude!

Theatre Comedy Series



The Church Basement Ladies
in
A Mighty Fortress
Is Our Basement SM



**"...best Church Basement music and lyrics yet."
- Lavender Magazine**

6* performances

Thu., Feb. 13 - Sun., Feb. 16

Tickets: \$35 & \$40

***Special matinee performance on Thu., Feb. 13**

The Church Basement Ladies return to our stage with an all new show!

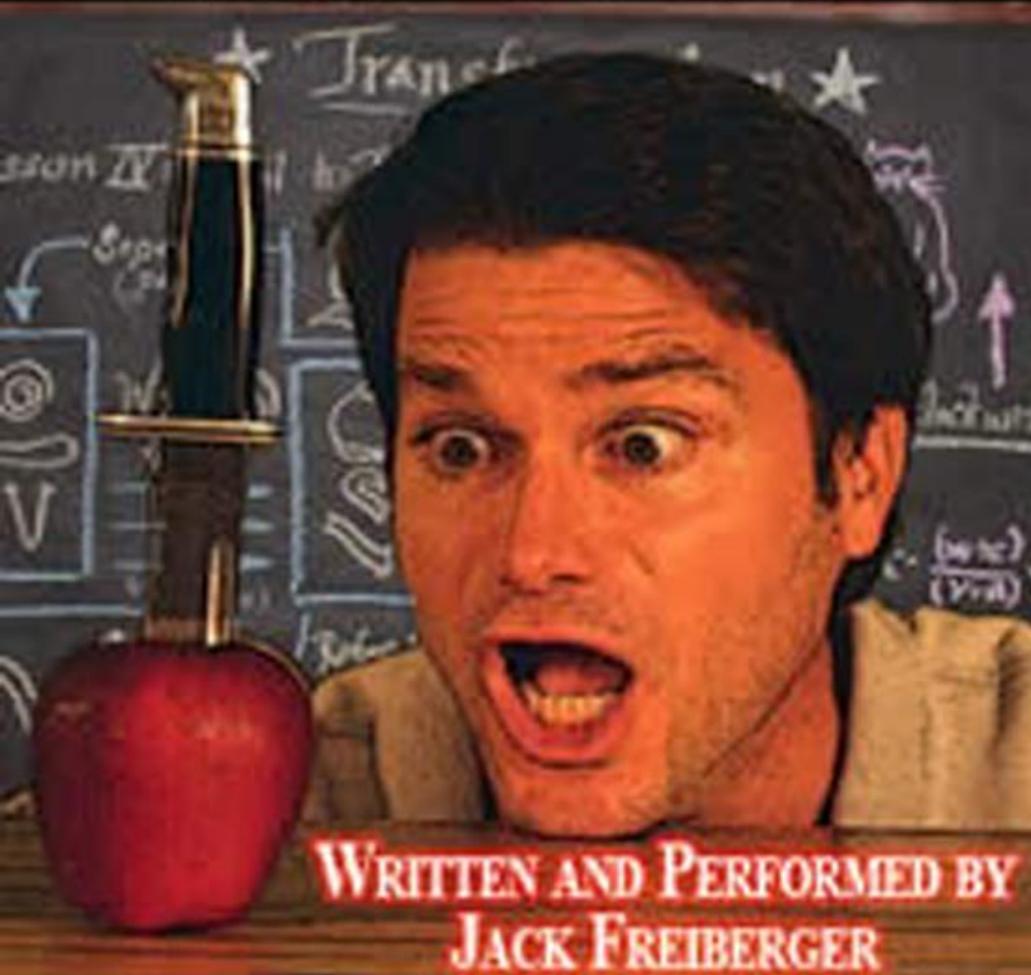
October 2009 played to eight sold-out performances!

"Fans of the Church Basement Ladies should feel cozily at home with the newest installment" - Star Tribune

"Slapstick mastery that would make the Marx Brothers giggle." - Lavender Magazine



CALL ME MISTER FRY

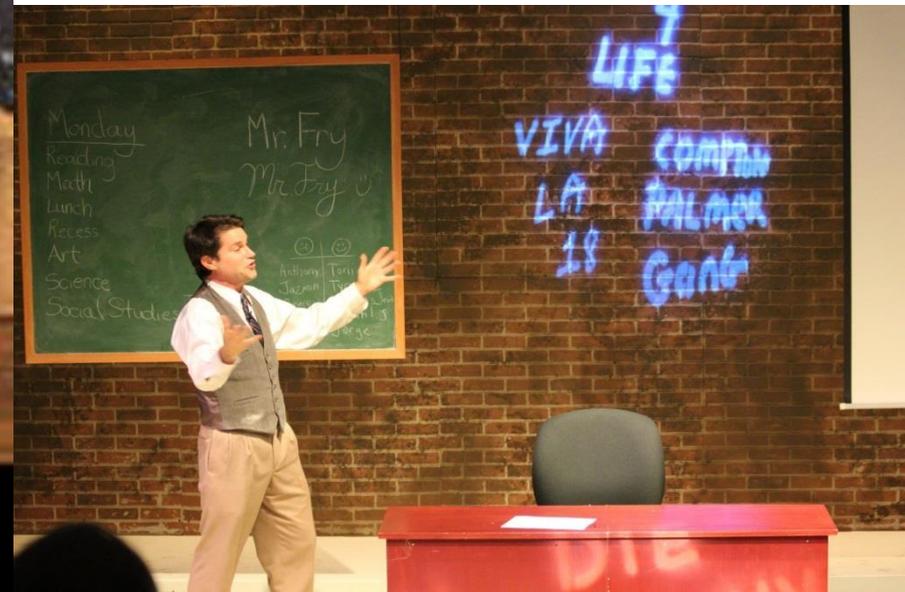


WRITTEN AND PERFORMED BY
JACK FREIBERGER

Viewpoint Bank
Theatre Comedy Series



5 performances
Thu., Apr. 3 - Sun., Apr. 6
Tickets: \$32 & \$38





MainStage Shows 2013-2014




EISEMANN CENTER
Presents

MainStage Show

CLINT

BLACK

2013 Acoustic Tour

Sat., Oct. 12 @ 8:00pm

Tickets: \$45 - \$65

Accomplished singer - songwriter and guitarist. His continued success is due to his deep sense of Country music history and his humble gratitude of being part of it.

MainStage Show



Honoring Veterans Day and all US Veterans

As moving as taps at dusk...

Beyond Glory

Starring

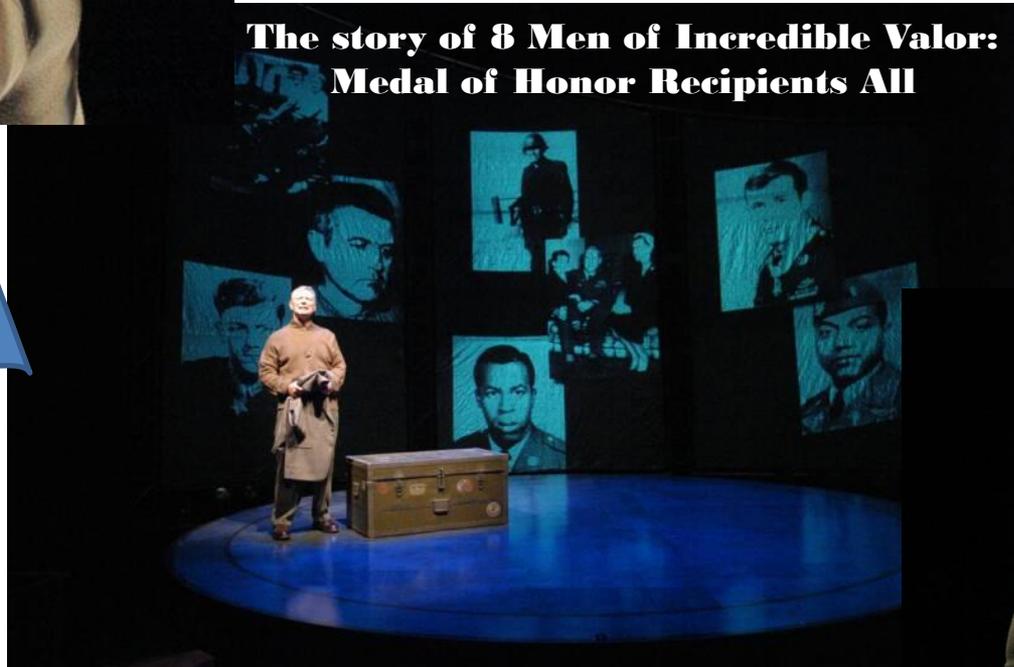
Stephen Lang

Thu., Nov. 7 @ 7:30pm

Tickets: \$32 - \$48

**The story of 8 Men of Incredible Valor:
Medal of Honor Recipients All**

Adapted from a book
of the same name by
Larry Smith



In discussion with representatives of...

- **Dallas Military Ball**
- **Medal of Honor Society**
- **Association of US Army North Texas Chapter**
- **Association of Army Aviators of America**
- **West Point Society**



MainStage Show

"Flipside" is set in 1965 and takes place in what used to be the KTUL radio station. But the show moves back and forth in time, as well as in and out of the memories of Clara Ann Fowler, the young Oklahoma girl who was groomed into "The Singing Rage" - Miss Patti Page.

Photography by Wendy Muzz

Written and Directed by
GREG WHITE

**FLIPSIDE:
THE PATTI PAGE
STORY**

"PURE CONFECTION. IT DOESN'T GET MUCH BETTER THAN THIS."
Alice Ripley, Tony Award Winner

"IT'S A HIT!"
Ted Swindley, Author, "Always Patsy Cline"

A heartwarming musical of how Clara Ann Fowler of Oklahoma came to be known as "The Singing Rage" - Miss Patti Page



Sat., Nov. 23 @ 8:00pm
Tickets: \$32 - \$49

Best selling female artist - 1950's...

- **Tennessee Waltz**
- **How Much Is That Doggie in the Window**
- **Old Cape Cod**



MainStage Show



The King's Singers Christmas



Tue., Dec. 3, 2013 at 7:30 pm

Tickets: \$38 - \$55



Third time's a charm - all new Christmas Program!



THE TEN TENORS



ON BROADWAY

**BROADWAY'S GREATEST HITS
BROUGHT TO LIFE BY
AUSTRALIA'S HOTTEST TENORS!**

**"THE CLUSTER OF HIGH VOICES
GENERATES PURE ELECTRICITY
AND UNDENIABLE DRAMA."**

— LOS ANGELES TIMES

**"THEY ARE TRULY INCANDESCENT
WHEN PERFORMING AT THE FULL
STRENGTH OF 10."**

— DAILY VARIETY

THE TENTENORS.COM

MainStage Show



Sat., Jan. 25 @ 8:00pm

Tickets: \$42 - \$65

MainStage Show

JOURNEY OF
HOPE



AND PROMISE



DIRECT FROM IRELAND

CELTIC
NIGHTS

Fri., Feb. 28 @ 8:00pm

Tickets: \$35 - \$52



COLIN & BRAD

M O C H R I E S H E R W O O D

FROM 'WHOSE LINE IS IT ANYWAY?'



THE TWO MAN GROUP TOUR

LIVE AND DANGEROUS COMEDY

Sat., Mar. 1 @ 8:00pm

Tickets: \$35 - \$55



MainStage Show

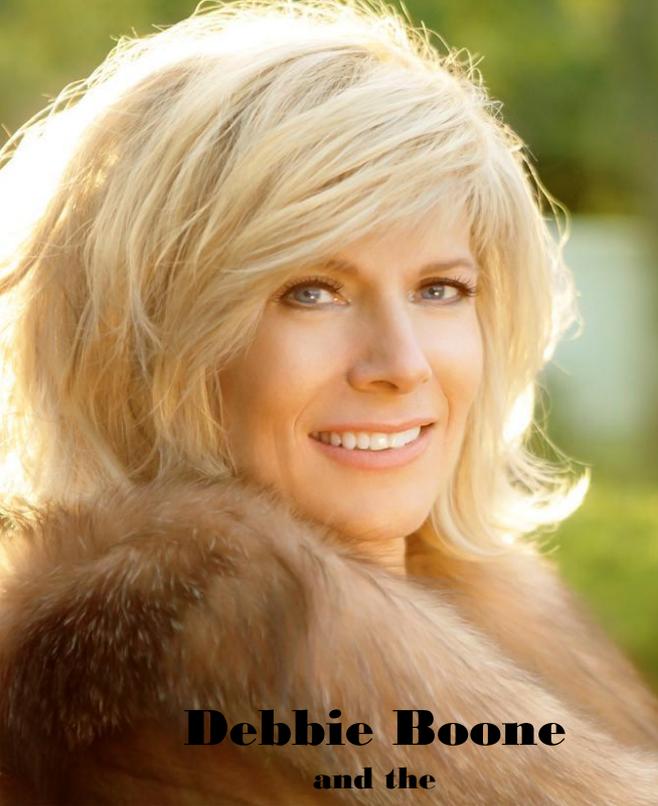
COLIN & BRAD

MOCHRIE SHERWOOD

"...watching Mr. Sherwood and Mr. Mochrie working together was **consistently funny and occasionally breathtaking...**"

- DALLAS MORNING NEWS





Debbie Boone
and the

MainStage Show

Fri., Apr. 25 @ 8:00pm
Tickets: \$39 - \$56



The World Famous Glenn Miller Orchestra





Specials 2013-2014

An All-New Steampunk Adaptation



It's takes a turn-of-the-century look or design and "punks it" or gives it a Sci-Fi, fantasy feel," he said. "It takes the top hat, the goggles, the tailed jackets and that sort of thing and...it gives them a different, sort of edgier look."

— Carl Beck, Artistic Director

Special Event
in partnership with



ARTS & HUMANITIES
THE UNIVERSITY OF TEXAS AT DALLAS

5 performances
Thu., Feb. 20 –
Sun., Feb. 23
Tickets: \$32 & \$40



FAR AND AWAY THE BEST TREATMENT OF THIS RECORD-SETTING 52-YEAR-OLD MUSICAL THAT I'VE EVER SEEN" -Warren Francke THE READER

Sister's Summer
School Catechism:



GOD NEVER TAKES A VACATION!



EISEMANN CENTER

World Premiere!

**Newest show from creator
Maripat Donovan**

Tue., July 9 – Sun., July 21, 2013

Two week run...

16 Performances

Starring

Nonie Newton-Breen

And don't forget...

Mon., May 6 @ 7:30pm

Keyboard Conversations – Jeffrey Siegel

Listen to the Dance: Waltzes, Marches, Polkas & Tangos

Wed., May 8 @ 6:00pm

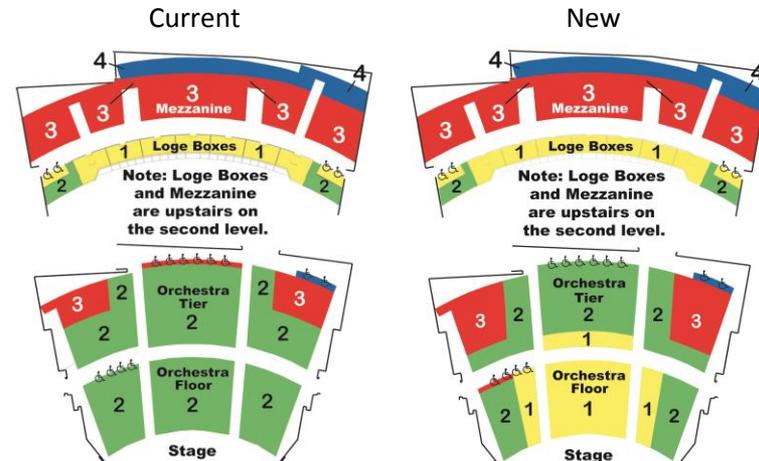
ECP 2013-14 Season Preview Party

Subscribers, Sponsors, Donors, "Friends," Volunteers

2013-2014 Season - Summary!

- **Keyboard Conversations - 4 shows**
- **Family Theatre Series - 5 shows**
- **Theatre Comedy Series - 4 shows/21 performances**
- **MainStage - 8 shows**
- **Specials - 1 show**
- **Total Season = 22 shows/39 performances**
- **Full subscription benefits still in place for...**
 - **Keyboard Conversations - 15% discount + same seats all performances**
 - **Family Theatre Series - 20% discount + same seats all performances**
 - **Theatre Comedy Series - 15% discount + same seats all performances**
- **Multi-Show Flex Discount Packages continue for 3rd season...**
 - **10% discount for purchase of any 4-6 shows**
 - **15% discount for purchase of any 7-9 shows**
 - **20% discount for purchase of any 10 or more shows**
- **New pricing format for MainStage Shows in the Hill Performance Hall**

	<u>Current</u>	<u>New</u>	
PL-1	97	471	(+374 seats)
PL-2	961	529	(-432 seats)
PL-3	461	519	(+58 seats)
PL-4	75	75	
	1,594	1,594	





2013-2014 Season - Proposed Budget

			Proposed 2013-14
Act.#	REVENUES		
0101	Ticket Sales	\$	686,292.00
0102	Ticket Office Service Fees	\$	45,000.00
0103	Sponsorships/Donations	\$	36,000.00
0104	Special Events	\$	167,821.00
9199	Miscellaneous	\$	27,000.00
	TOTAL REVENUES	\$	962,113.00
Act.#	EXPENSES		
3399	Contractual Services	\$	336,480.00
3499	Professional Services	\$	51,400.00
4422	Rentals (Equipment)	\$	8,000.00
5401	Advertising	\$	266,000.00
5499	Future Promotions	\$	55,000.00
5501	Printing	\$	35,000.00
5998	Special Events	\$	162,653.00
5999	Other Services	\$	27,030.00
6181	Postage	\$	3,500.00
6199	Miscellaneous Supplies	\$	6,150.00
6301	Food & Special Provisions	\$	10,900.00
	TOTAL EXPENSES	\$	962,113.00
	BALANCE	\$	-



2013-2014 Season

Concluding Remarks...

- **May 8 @ 6pm: Season Preview Party**
 - **Launch of new & renewal subscription campaigns.**
- **May 13 – 15: Season Brochure finished and mailed/Exterior banners installed**
- **May 17 – 19: Wildflower Festival**
- **June 30: Deadline for subscription renewals**
- **July 8: SINGLE TICKETS GO ON SALE (month earlier than in the past)**
- **July 9 – July 21: *Sister's Summer School Catechism* – World Premiere!**
- **July 29 – August 12: Maintenance Period (no bookings)**
- **October 7: *ECP 13-14* Season opens with *Keyboard Conversations***
- **Recognizing the 10 years of programming that have taken place, moving forward we will shift focus and adapt, as needed, so as to align with the City's new Cultural Arts Master Plan recently adopted by Council. We look to do so by continuing to build upon our outreach and educational programs with the RISD, UT Dallas and other community based organizations.**

Cottonwood

Art Festival



Featured Artist: Michelle Mardis

Richardson City Council Work Session – April 29, 2013

Cottonwood

Art Festival

WEATHER OUTLOOK

Wed May 1		84° 51°	CHANCE OF RAIN: 20%	WIND: SSE at 13 mph	Details
Thu May 2		60° 43°	CHANCE OF RAIN: 30%	WIND: NNW at 23 mph	Details
Fri May 3		70° 46°	CHANCE OF RAIN: 10%	WIND: NNW at 18 mph	Details
Sat May 4		76° 51°	CHANCE OF RAIN: 0%	WIND: SSW at 13 mph	Details
Sun May 5		77° 58°	CHANCE OF RAIN: 10%	WIND: SE at 11 mph	Details
Mon May 6		76° 61°	CHANCE OF RAIN: 20%	WIND: SE at 11 mph	Details



May 4 - 5,
2013

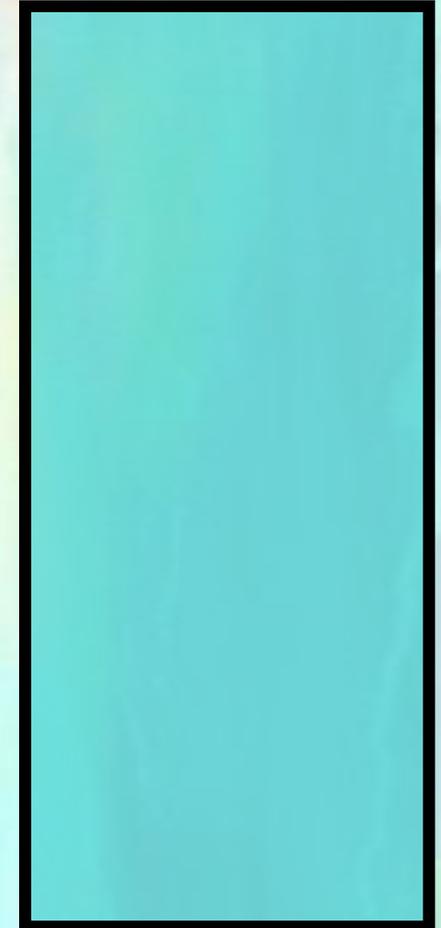
Saturday, May 4
10 am – 7 pm

Sunday, May 5
10 am - 6 pm

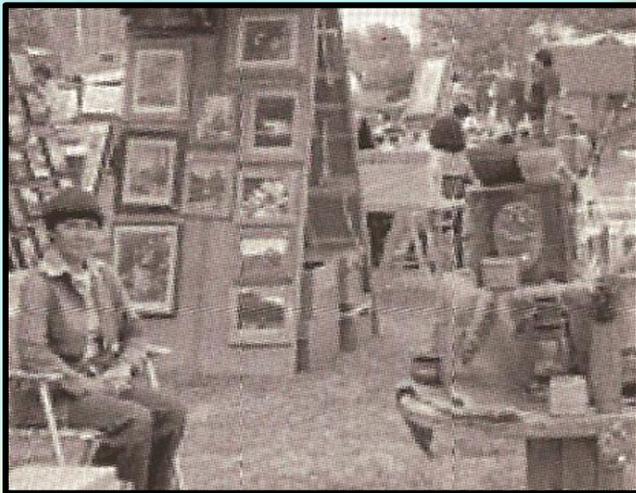
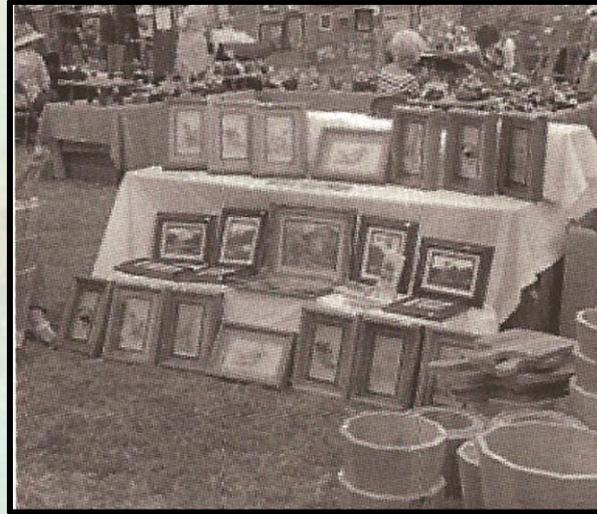
Cottonwood Park
Richardson, TX

Cottonwood
Art Festival

***A Richardson
Tradition
44 Years!***



1969 – The Beginning



History

Art

Entertainment

Food Vendors

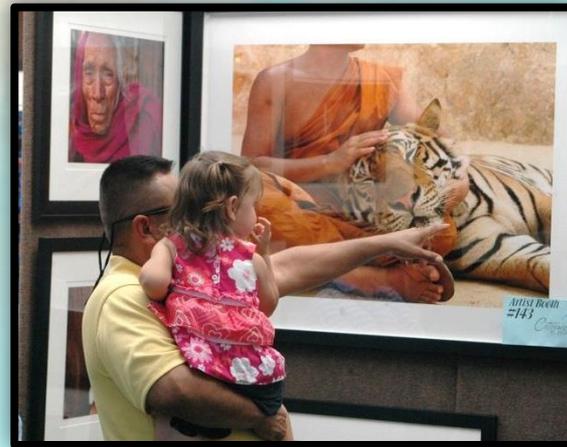
Courtyard

Outreach
Programs

Social Media

Current Art

- 17 different types of art media reviewed by Cottonwood art jury.
- Due to the international recognition that Cottonwood Art Festival now receives, the number of artists applying has tripled in the last 15 years to over 800 applications for 250 spots, with representation from England, France, Israel, Italy, among others.
- All 50 states have been represented at some point in the Cottonwood Art Festival.



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- Cottonwood is consistently ranked in the top 10 of all fine art festivals in the country, according to *Art Fair Sourcebook*.
- Received 3 Gold Grand Pinnacle Award and 1 Silver Grand Pinnacle from the International Festival and Events Association .



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Featured Artist: Michelle Mardis

From: Tarpon Springs, Florida



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Represents Cottonwood's Marketing Pieces



Cottonwood
Art Festival

MAY 4TH-5TH
COTTONWOOD PARK • RICHARDSON, TX

Don't miss Cottonwood Art Festival, this weekend. Our festival features an acclaimed children's area, but there's plenty of fun for parents, too.

- **ArtStop:** Hands-on, interactive children's area offers dozens of irresistible activities and take-home projects
- **Live Music:** Local and regional acts perform country, rock, jazz and more with a special performance on Saturday night from *Escape - The Dallas Journey Tribute Band*
- **More than 240 Artists:** Shop for museum-quality works of all media in everything from decorative to wearable art

ESCAPE

SATURDAY 10A-7P • SUNDAY 10A-6P
FREE ADMISSION • FREE PARKING
COTTONWOODARTFESTIVAL.COM

Featured Artist:
Michelle Mardis



Become A Fan
of
Cottonwood

October 5-6, 2013
May 3-4, 2014

October 4-5, 2014
May 2-3, 2015

Cottonwood
Art Festival



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Cottonwood
Art Festival

MAY 4TH-5TH
COTTONWOOD PARK
RICHARDSON, TX

**FREE ADMISSION
& PARKING**

CLICK HERE



Cottonwood
Art Festival

MAY
4TH-5TH
COTTONWOOD PARK
RICHARDSON, TX

SATURDAY 10A-7P
SUNDAY 10A-6P
FREE ADMISSION
FREE PARKING
COTTONWOODARTFESTIVAL.COM

Featured Artist: Michelle Mardis

Entertainment



Saturday's Entertainment Lineup

- 10:30 AM: Merry Miller
- 11:45 AM: Brown and Wild Reister – acoustic duo
- 1:45 PM: Justin Cash
- 3:45 PM: Aubrey Lynn England & Yellow Rose
- 5:30 PM: ESCAPE – The Dallas Journey Tribute Band



Sunday's Entertainment Lineup

- 10:40 AM: Victor Andrada
- 12:30 PM: Jump Billy Trio
- 2:30 PM: Shoot Low Sheriff
- 4:30 PM: Spector's Gun Collection

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Food Vendors

- 18 Food Vendors
- 2 New Food Trucks
- 4 Richardson Vendors



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Courtyard

- Artist Information
- Cottonwood Boutique
- Beer, Wine & Margarita's
- Live Music
- ATM



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Outreach Programs

- ArtStop Children's Area
- Visiting Artists Program
- Emerging Artist Program
- Annual Art Contest
- ArtPlay Day



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ArtStop Children's Area

- Throwin' Mud with the "Masta Potta"
- Crazy Cool Caps
- Fun Fancy Fingers
- Canvas Classics
- Petite Pottery
- The Big Picture



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Visiting Artists Program and Demonstrations



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Emerging Artist Program at the Eisemann Center



Nancy Sierra-Ibarra, Sara LaCosse, Cara Supan, Sarah Fiore



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Emerging Artist Program

Nancy Sierra-Ibarra, Berkner HS
Best of Show



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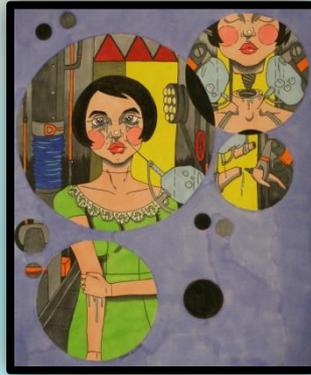
Courtyard

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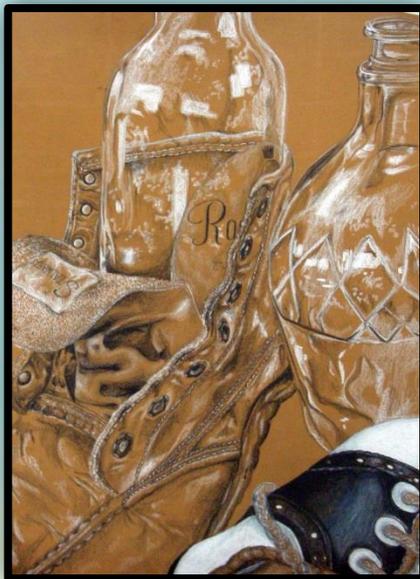
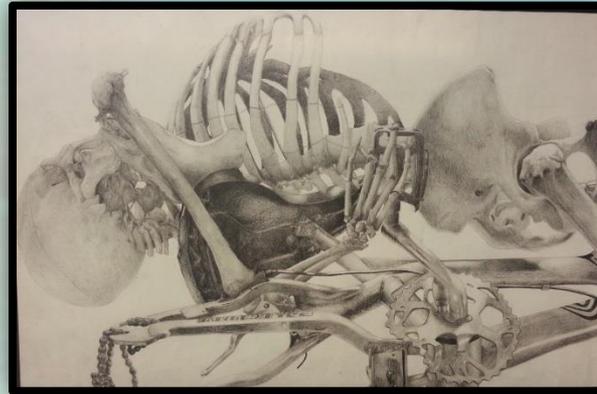
Social Media

Emerging Artist Program

Cara Supan, JJ Pearce HS,
2nd Place
People's Choice Award



Sara LaCosse, Lake Highlands HS, 3rd Place



Sarah Fiore,
Richardson HS
Honorable
Mention



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Annual Art Contest



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ArtPlay Day

- Preschool Program for Children with Disabilities from Dobie Elementary School are invited to spend a morning at ArtStop



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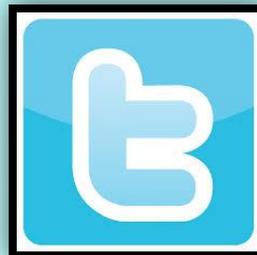
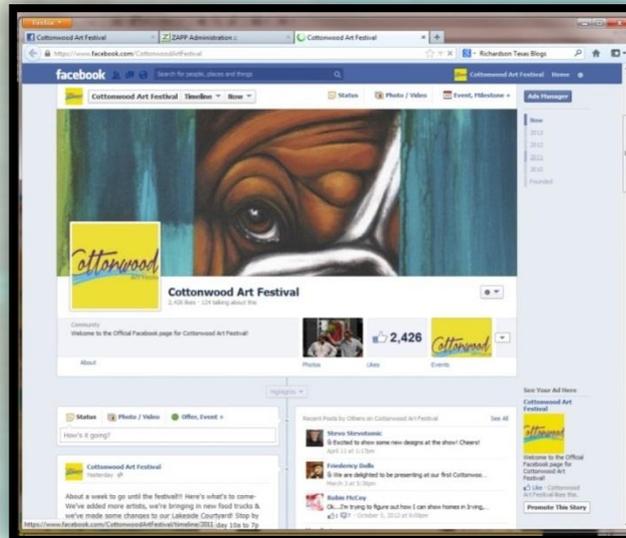
Food Vendors

Courtyard

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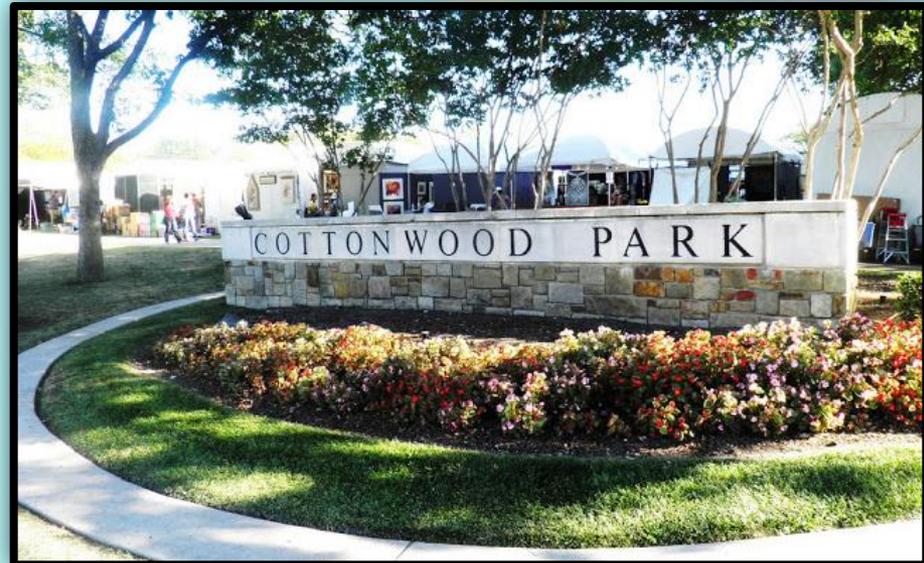
Cottonwood Art Festival

Enhanced Security Overview

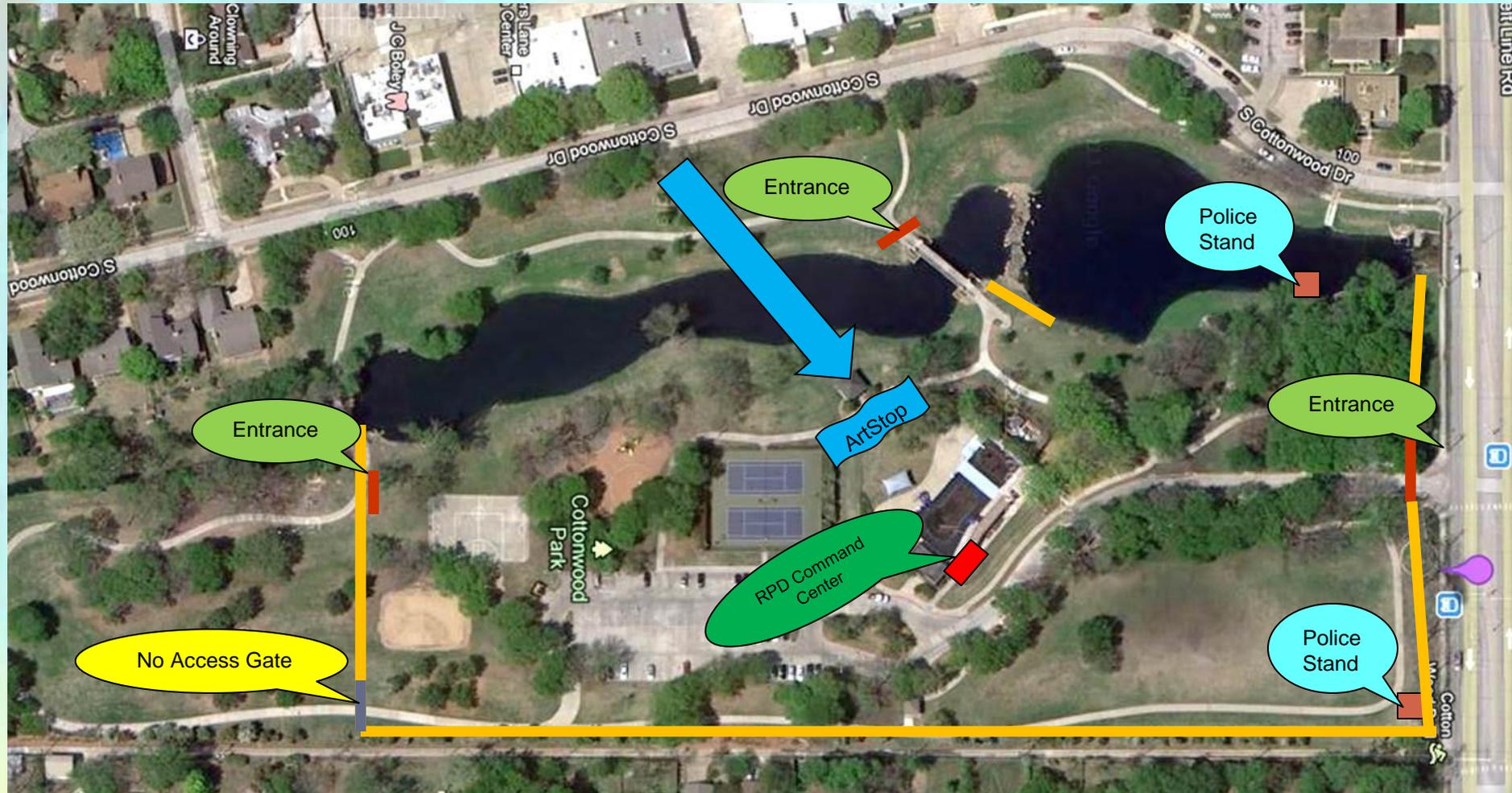
Recent National Events

Cottonwood Art Festival changes:

- Perimeter control
- Access control at 3 entrances with bag checks
- Larger police presence
- “Extra Eyes Program” training for all Parks and Recreation personnel
- Relocate “ART STOP” interior to the event



Enhanced Security Overview





***SEE YOU AT
COTTONWOOD ART FESTIVAL
THIS WEEKEND!***

STAGE 3 WATER RESTRICTIONS

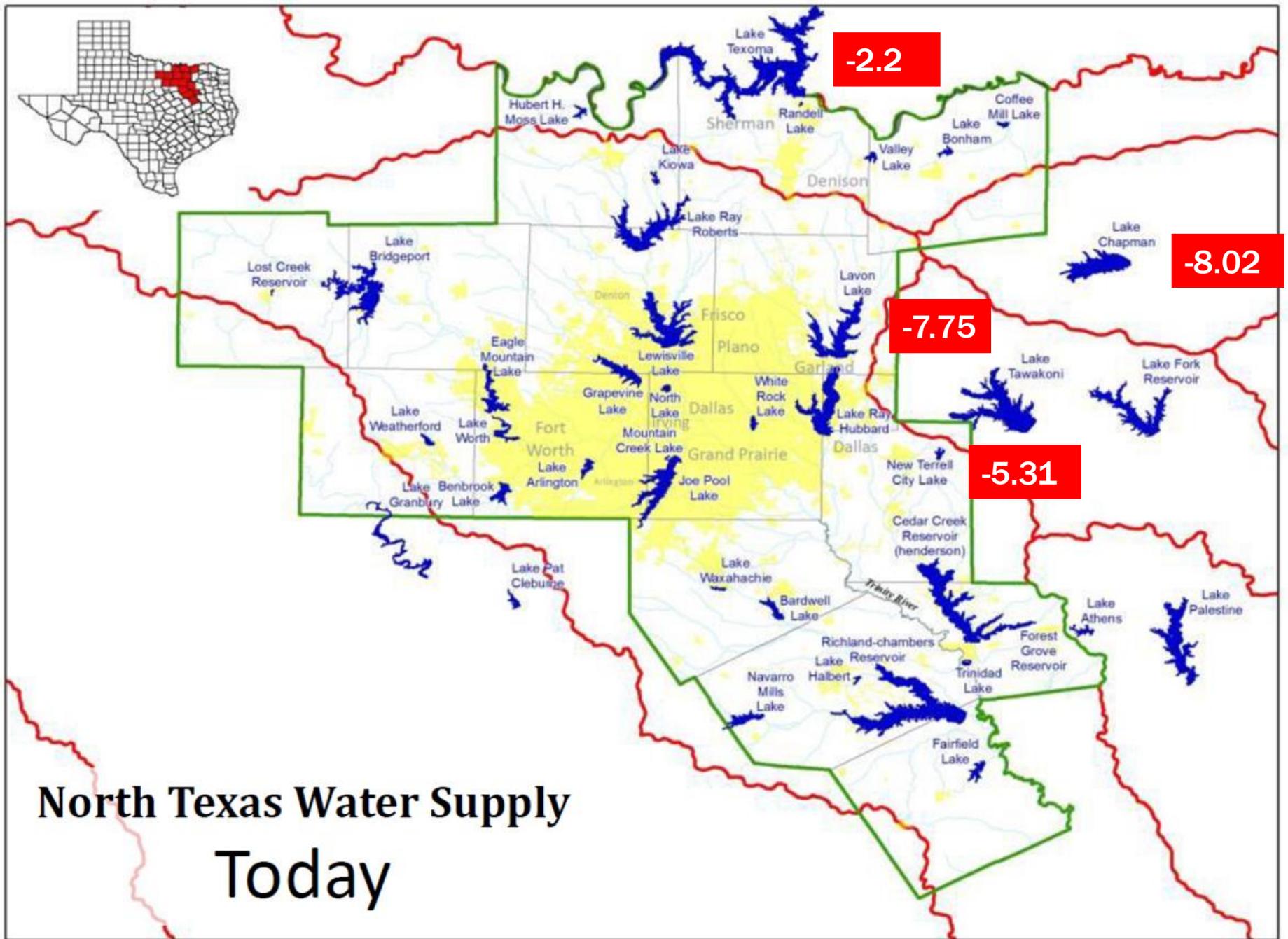
City Council Briefing: April 29, 2013

BACKGROUND

- **August 2011**
 - Stage 2 - 5% reduction goal / twice week watering
- **November 2011**
 - Modified Stage 3 - 10% reduction goal / twice month watering
- **April 2012**
 - Stage 3 - 10% reduction goal / once week watering
- **June 2012**
 - Stage 2 - 10% reduction goal / twice week watering

BACKGROUND

- **December 2012**
 - **North Texas Zebra Mussel Barrier Act of 2012 passed**
 - **Provided Congressional exemption from the Lacey Act**
 - **Permits NTMWD to resume pumping water to Lake Texoma when the new pipeline is completed in January 2014**
- **April 25, 2013**
 - **NTMWD Board Initiates Stage 3 to be effective June 1st**
 - **NTMWD confirms contract to purchase water from Dallas Water Utilities**
 - **Up to 60 Million Gallons a Day**
 - **3 year agreement**



NTMWD WATER SUPPLY LAKE LEVELS

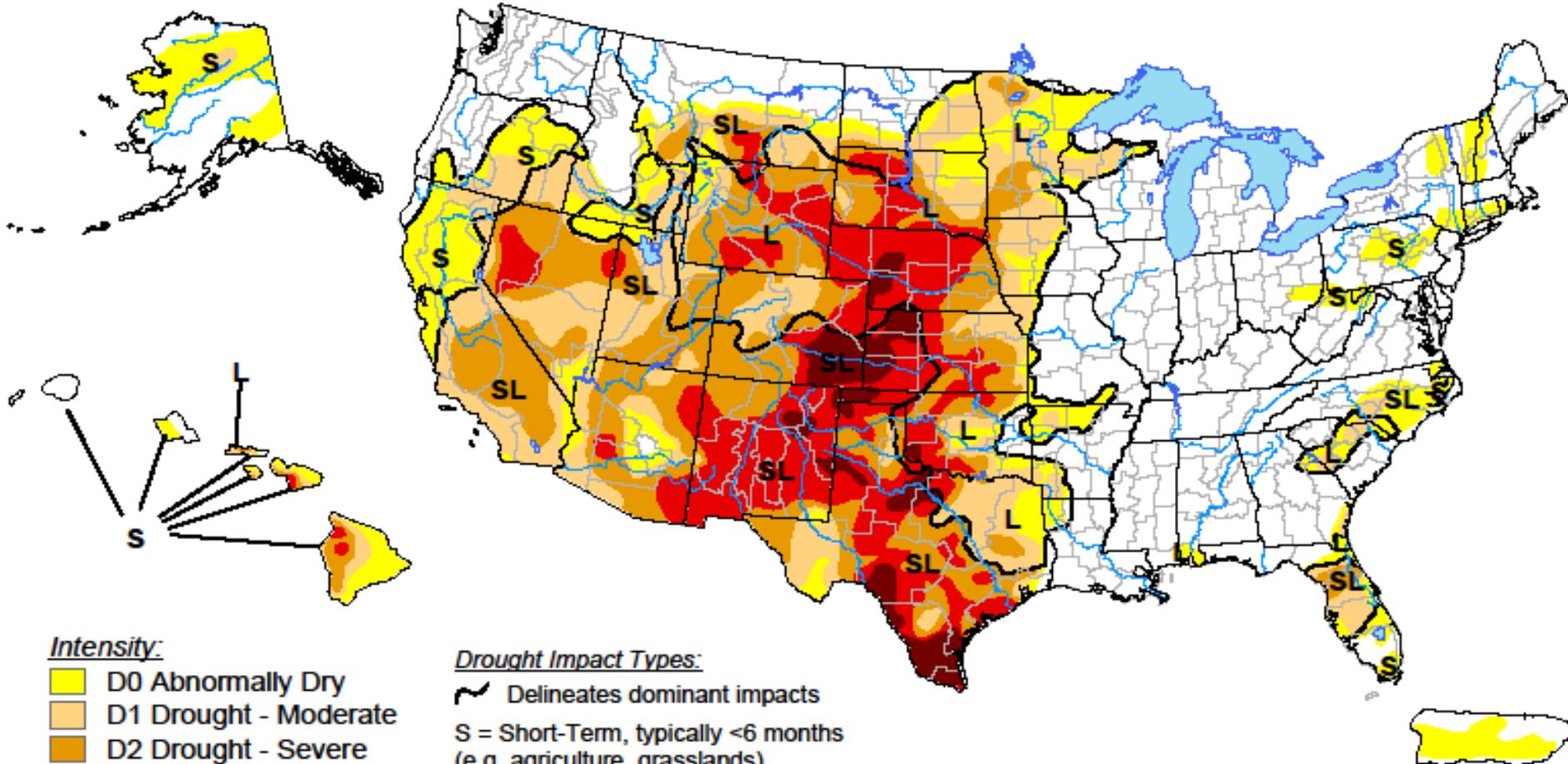
Water Supply -LAKE-	Conservation Pool	Current Elevation	Feet Below Pool	Drought Stage Trigger Elevation
Lavon	492 ft.	484.25	-7.75	Stage 1 - 484.0 ft. Stage 2 - 481.0 ft. Stage 3 - 478.5 ft. Stage 4 - 475.0 ft.
Chapman / Cooper	440 ft.	431.98	-8.02	Stage 1 - 433.5 ft. Stage 2 - 431.0 ft. Stage 3 - 428.5 ft. Stage 4 - 425.5 ft.
Tawakoni	437.5 ft.	432.19	-5.31	Undesignated
Texoma (Unavailable)	615 ft.	612.80	-2.2	Undesignated

CONDITIONS ASSESSMENT

U.S. Drought Monitor

April 23, 2013

Valid 7 a.m. EDT



Intensity:

- D0 Abnormally Dry
- D1 Drought - Moderate
- D2 Drought - Severe
- D3 Drought - Extreme
- D4 Drought - Exceptional

Drought Impact Types:

- Delineates dominant impacts
- S = Short-Term, typically <6 months
(e.g. agriculture, grasslands)
- L = Long-Term, typically >6 months
(e.g. hydrology, ecology)

The Drought Monitor focuses on broad-scale conditions. Local conditions may vary. See accompanying text summary for forecast statements.

<http://droughtmonitor.unl.edu/>



Released Thursday, April 25, 2013

Author: Eric Luebehusen, U.S. Department of Agriculture

U.S. Drought Monitor

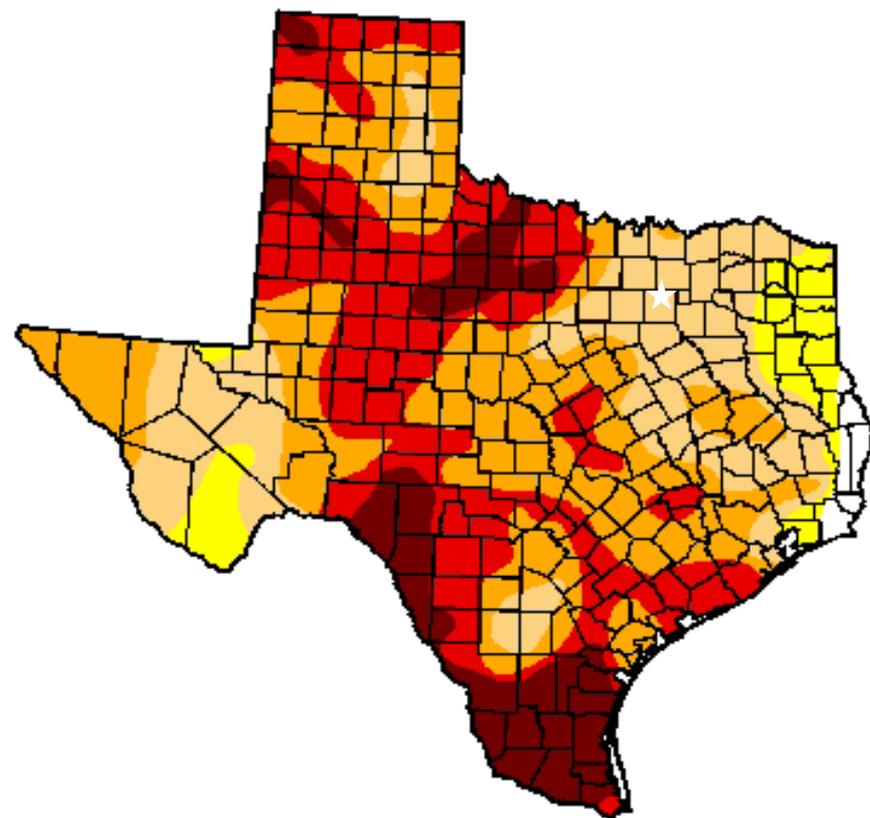
Texas

April 23, 2013

Valid 7 a.m. EST

Drought Conditions (Percent Area)

	None	D0-D4	D1-D4	D2-D4	D3-D4	D4
Current	1.45	98.55	92.21	70.03	38.05	11.93
Last Week (04/16/2013 map)	1.29	98.71	91.31	72.30	34.82	12.19
3 Months Ago (01/22/2013 map)	9.48	90.52	74.01	50.49	21.22	6.72
Start of Calendar Year (01/01/2013 map)	3.04	96.96	87.00	65.39	35.03	11.96
Start of Water Year (09/25/2012 map)	9.13	90.87	78.73	57.41	24.91	5.18
One Year Ago (04/17/2012 map)	18.19	81.81	63.82	46.70	26.80	9.64



Intensity:

- D0 Abnormally Dry
- D1 Drought - Moderate
- D2 Drought - Severe
- D3 Drought - Extreme
- D4 Drought - Exceptional

The Drought Monitor focuses on broad-scale conditions. Local conditions may vary. See accompanying text summary for forecast statements.



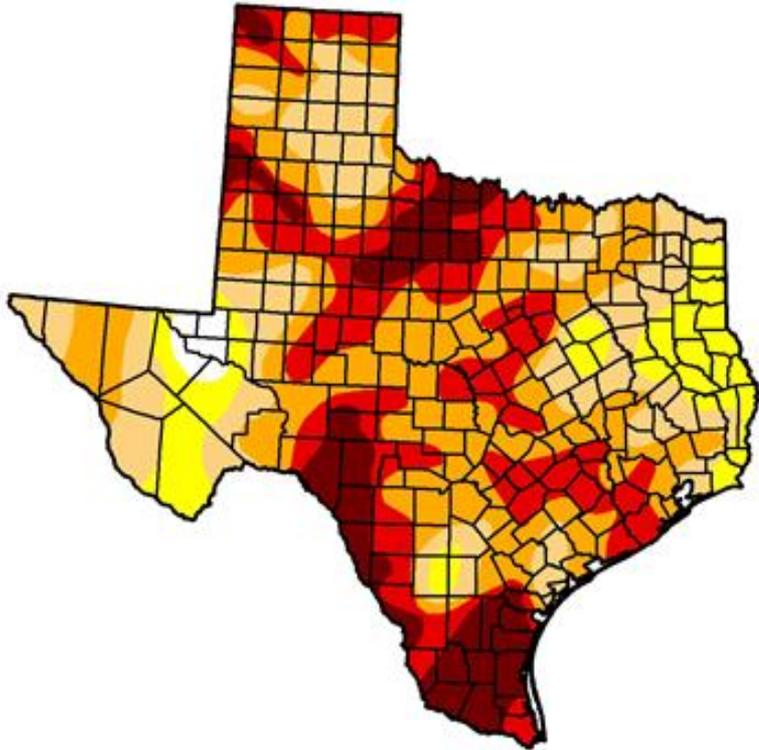
Released Thursday, April 25, 2013

Eric Luebehusen, U.S. Department of Agriculture

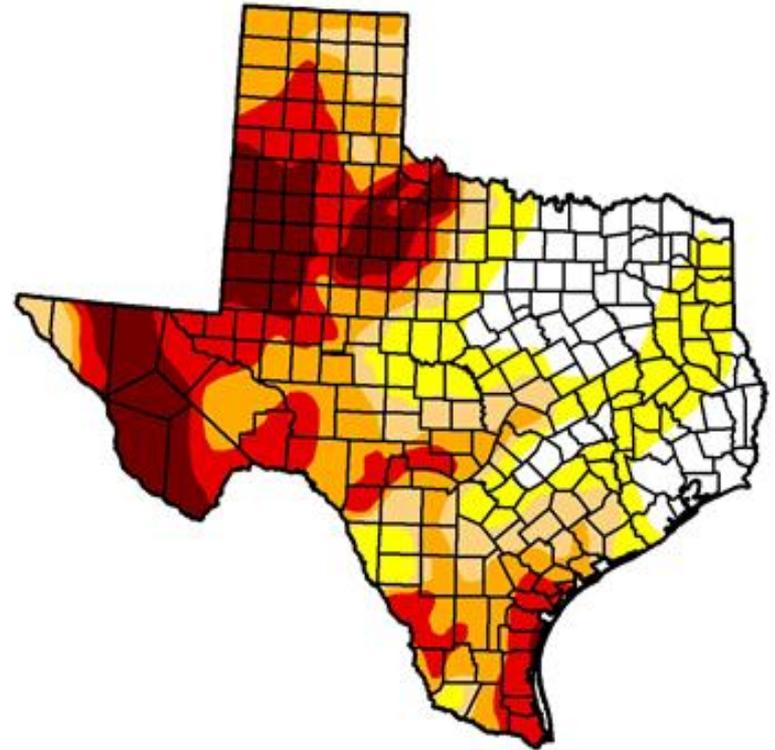
<http://droughtmonitor.unl.edu>

DROUGHT MONITOR COMPARISON

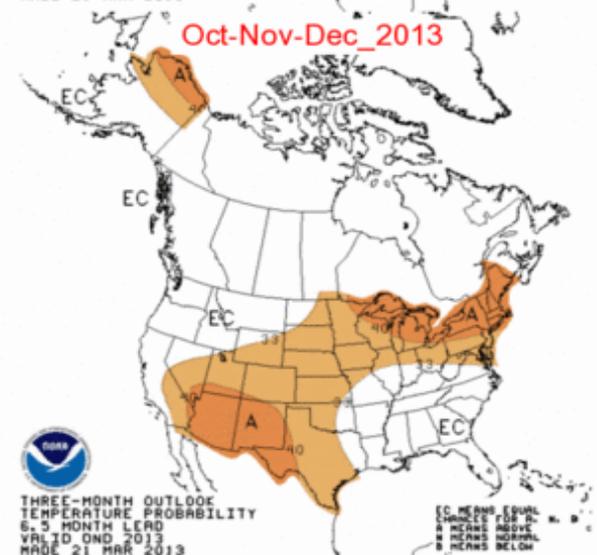
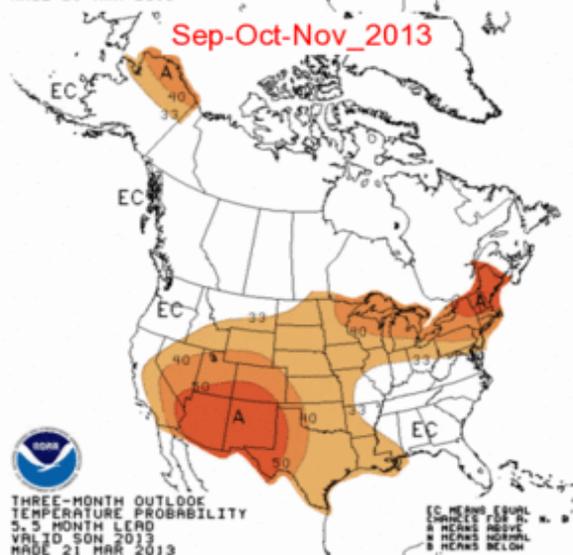
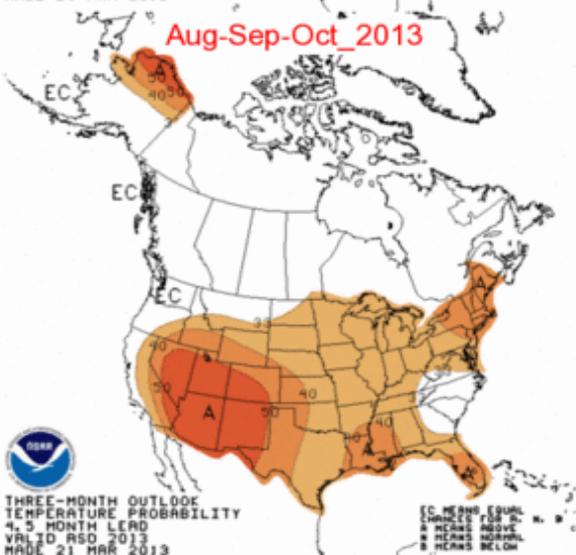
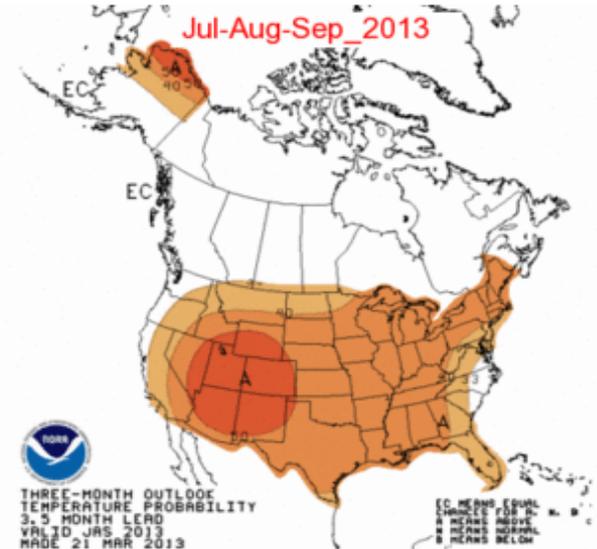
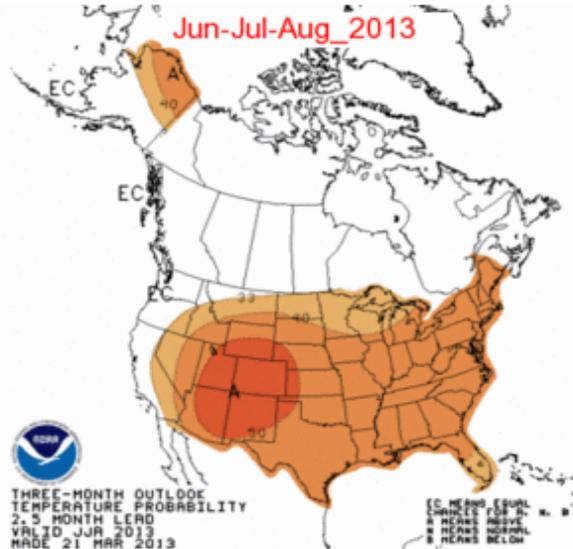
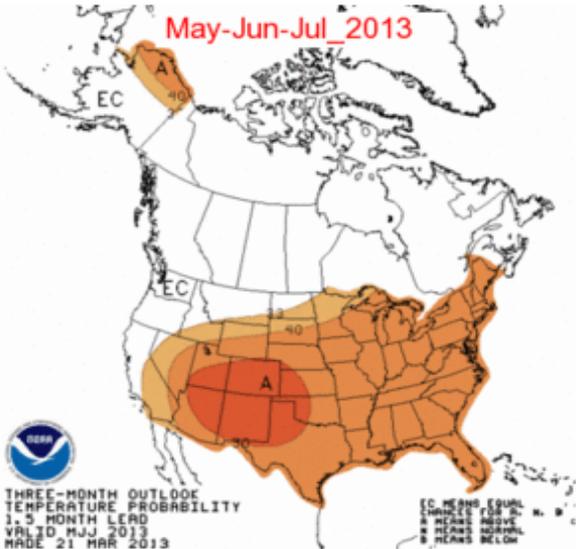
April 9, 2013



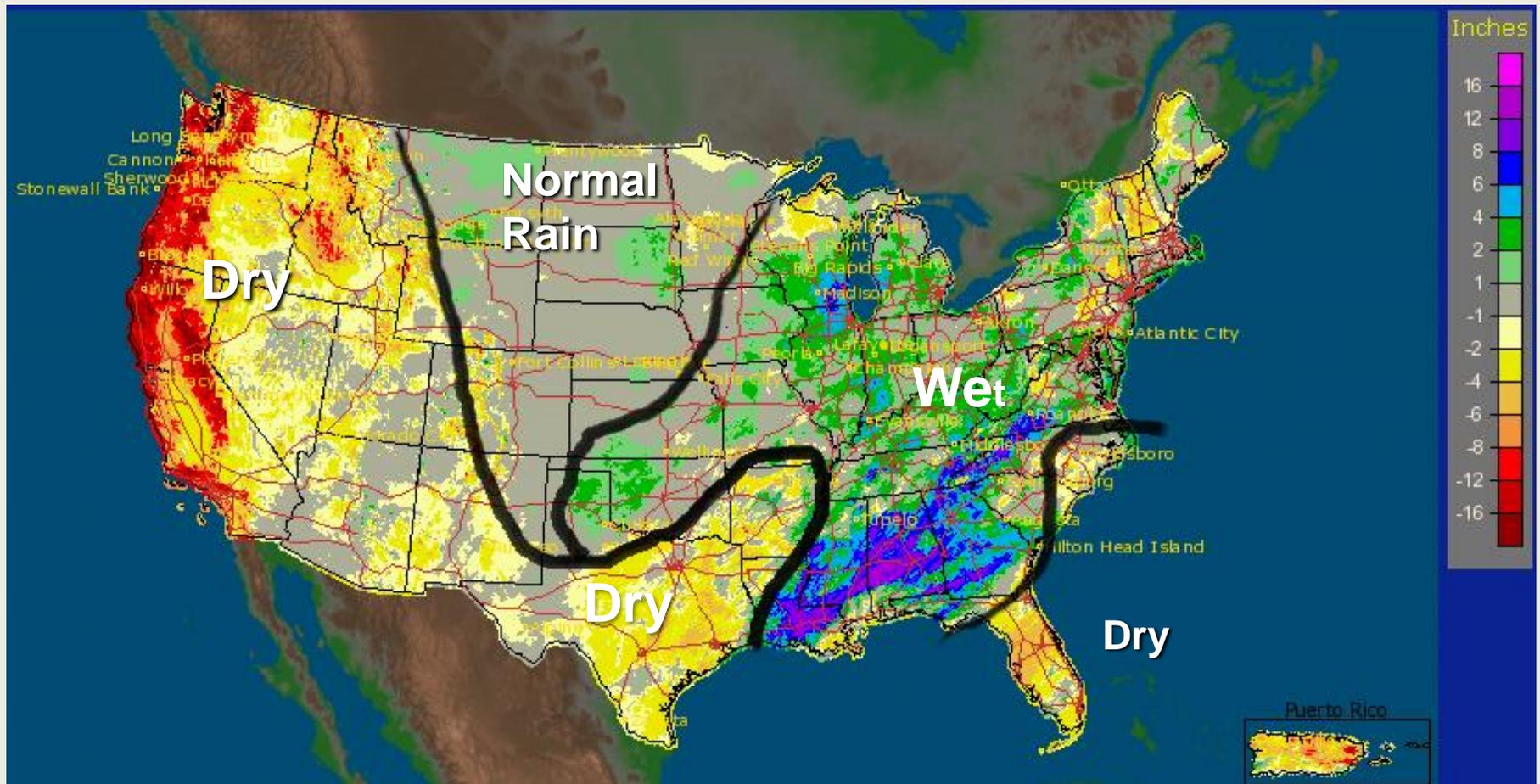
April 10, 2012



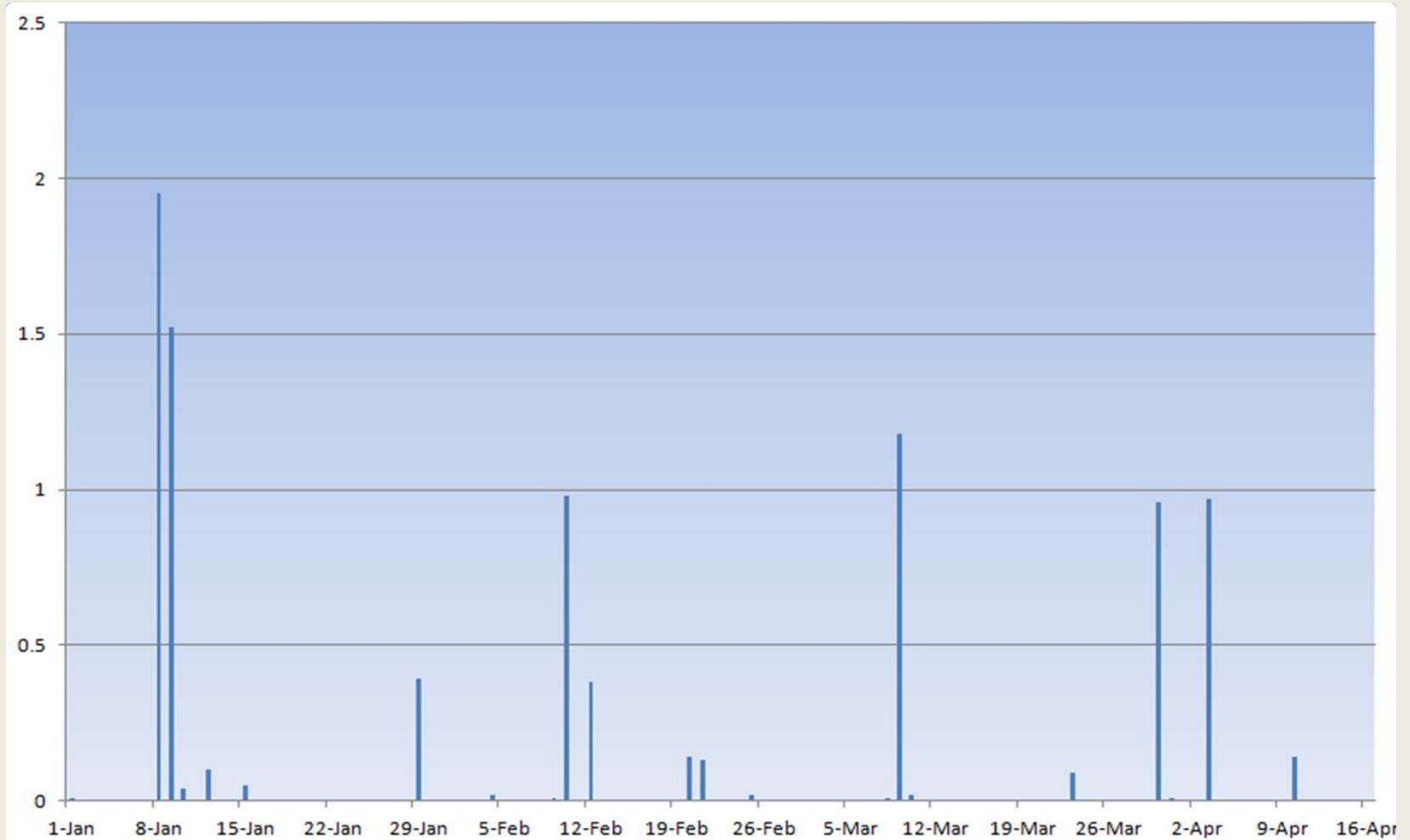
2013 TEMPERATURE OUTLOOK



RAINFALL DEPARTURE FROM NORMAL SINCE JANUARY 2013



DFW RAINFALL SINCE JANUARY 1, 2013



2013 RAINFALL OUTLOOK

May-Jun-Jul_2013

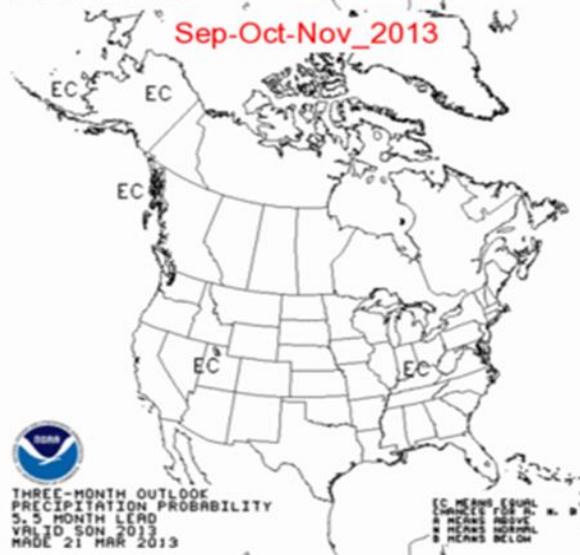
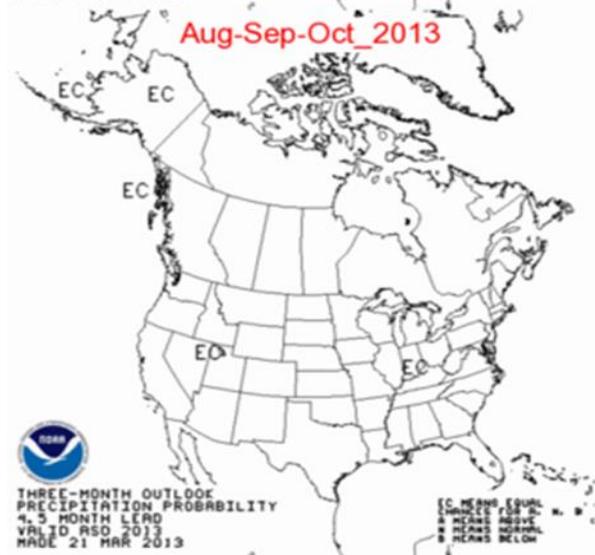
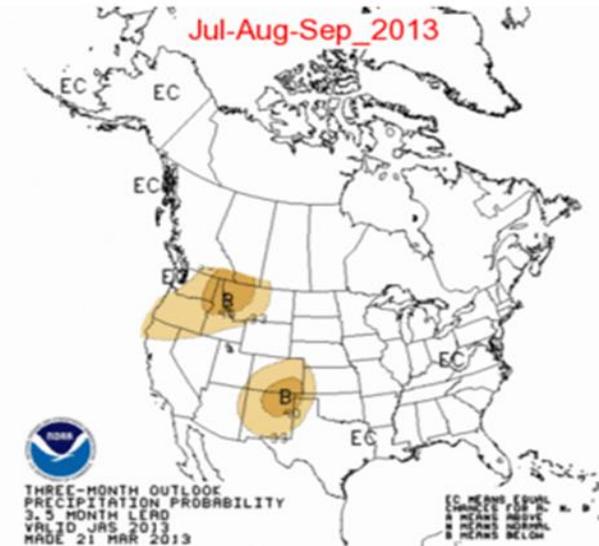
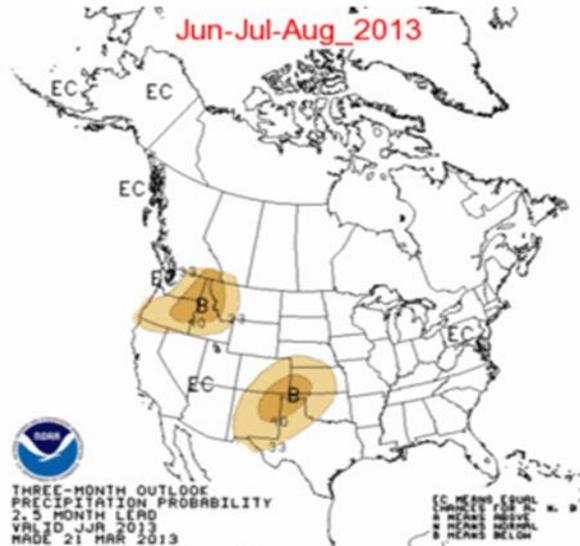
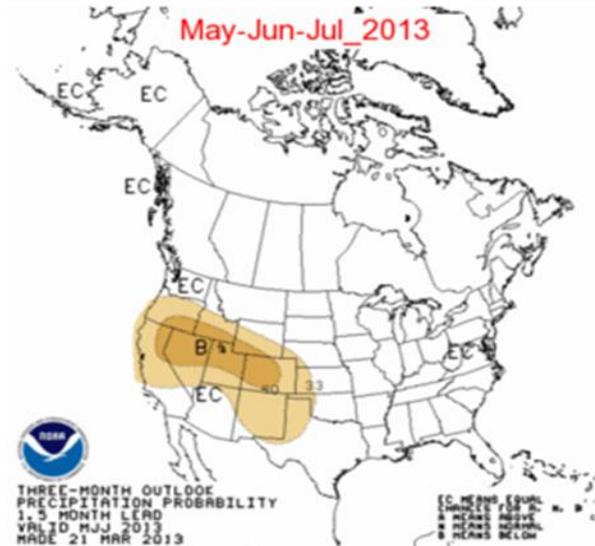
Jun-Jul-Aug_2013

Jul-Aug-Sep_2013

Aug-Sep-Oct_2013

Sep-Oct-Nov_2013

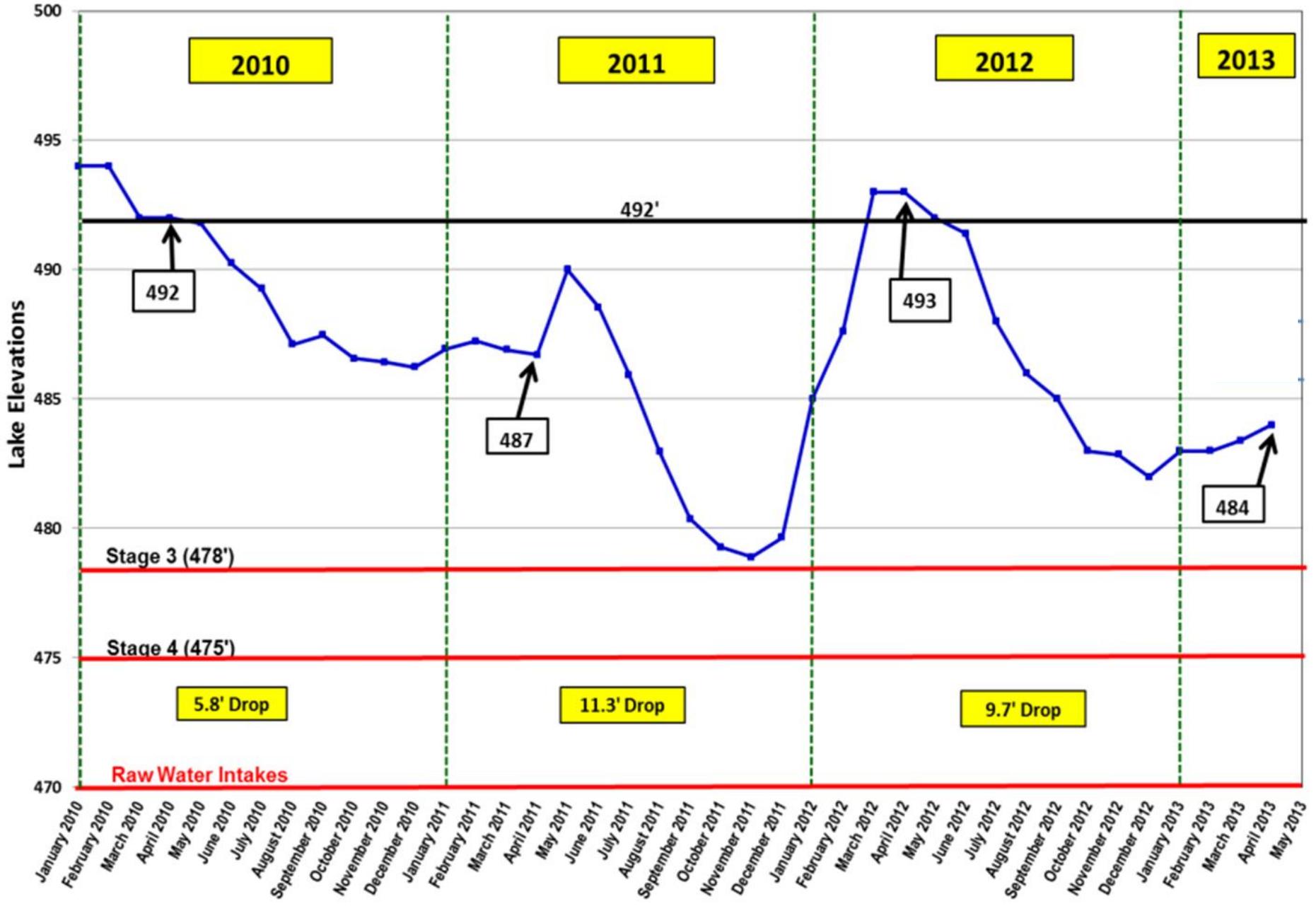
Oct-Nov-Dec_2013



SUMMARY OF 2013 WEATHER OUTLOOK

- No end in sight to the ongoing drought.
- Temperatures trending warmer than normal beginning in May and continuing through the summer.
- Near to slight below normal rainfall April through May.
- Rainfall trending near normal this summer.
- Outlook for autumn still uncertain.

Lake Lavon Elevations by Month



STAGE 3
WATERING REGULATIONS

STAGE 3 RESTRICTIONS

- Irrigation schedule

- Even (0, 2, 4, 6, 8) last digit of address
 - Permitted to water landscape on Saturday
- Odd (1, 3, 5, 7, 9) last digit of address
 - Permitted to water landscape on Sunday

STAGE 3 RESTRICTIONS

- **Exceptions:**

- **Foundations, new landscaping, new plantings of shrubs, and trees may be watered for up to 2 hours an any day by a hand-held hose, a soaker hose, or a dedicated zoned using a drip irrigation system**
- **Public athletic fields used for competition may be watered twice per week.**

STAGE 3 RESTRICTIONS

- **Exceptions:**
 - **Golf courses may water greens and tee boxes without restrictions**
 - **Locations using other sources of water supply for irrigation may irrigate without restrictions**
 - **Smart irrigation and drip irrigation systems, provided irrigation does not occur more than once every seven days.**

STAGE 3 RESTRICTIONS

- Watering between 10 am – 6 pm is prohibited.
- Watering during any period of precipitation is prohibited.
- Using water in such a manner as to allow runoff or other waste is prohibited.
- Hydroseeding, hydromulching and sprigging shall be permitted.

STAGE 3 RESTRICTIONS

- Washing of vehicles, boats, trailers, etc. is permitted.
- Newly constructed swimming pools, jacuzzis and spas may be filled.
- Pools may be drained and refilled for repairs as needed.
- Existing swimming pools, jacuzzis, and spas may be replenished to maintain operational levels.

STAGE 3
COMMUNICATION STRATEGY

COMMUNICATIONS STRATEGY

City Home Page

The screenshot displays the City of Richardson website with a prominent graphic for water conservation stages. The graphic features a horizontal bar with four stages: Stage 1 (green), Stage 2 (green), Stage 3 (red), and Stage 4 (red). Above Stage 2 is the word 'Currently' and above Stage 3 is 'JUNE 1ST'. Green arrows point down from 'Currently' to Stage 2 and from 'JUNE 1ST' to Stage 3. A blue box highlights a news article titled 'August 19 Initiating Stage 2 Water Watch Mandatory irrigation schedule to go to odd and even dates based on address.' The article includes a sub-section 'Currently we are at:' with a progress bar showing Stage 2 selected. The website header includes the City of Richardson logo, 'City Home', 'Departments', and 'ardson, Texas'. A language selection dropdown is set to 'Select Language' and is powered by Google Translate. The main content area is divided into sections: 'Online Payments & Services' (listing items like Brush & Bulky Item Pick-Up, Play Water Bill, etc.), 'Public Notices' (listing Agendas, Board, Council), 'City News' (listing 'Initiating Stage Two Water Watch', 'Richardson To Use Generators In Response To ERCOT', 'Cooling Centers Open In Dallas And Collin County', 'DART Cotton Belt Corridor Public Meeting'), 'Performing Arts & Events' (listing Charles W. Eisemann Center, UT Dallas School of Arts & Humanities), and 'Featured Links' (listing Richardson Today, Animal Shelter, Dine Smart, etc.). The footer shows a browser status bar with 'Trusted sites | Protected Mode: Off' and a 100% zoom level.

Currently **JUNE 1ST**

Stage 1 | Stage 2 | Stage 3 | Stage 4

August 19
Initiating Stage 2 Water Watch
Mandatory irrigation schedule to go to odd and even dates based on address.

Currently we are at:
Stage 1 | Stage 2 | Stage 3 | Stage 4
[Report a violation](#)

Online Payments & Services:
Brush & Bulky Item Pick-Up | Receive City Email
Play Water Bill | Quick log-on | Recycling Schedule
Play Traffic Tickets | Trash Pickup Schedule
Play for Building Permits | Texas Electric Choice
Police Alarm Permit | Warrant Search
Renew Drivers License

Public Notices:
Agendas | All Boards & Commissions, Notices & Agendas
Boards | City Council Meetings: Weekly | Other | Video
Council | City Council Members
City Charter and Code of Ordinances

City News:
Initiating Stage Two Water Watch
The City of Richardson will implement Stage 2 water conservation measures Friday, August 19, 2011. Under Stage 2, the City will accelerate efforts to reduce water use by no less than 5%, and urge residents to continue to conserve water. [Learn more...](#) | [Water Conservation](#) | [Report a violation](#) | [Watch the video...](#)
Richardson To Use Generators In Response To ERCOT
The move is expected to save approximately 1 megawatt of energy on power grid. [Learn more...](#)
Cooling Centers Open In Dallas And Collin County
The Salvation Army has opened Cooling Stations in North Texas. [Learn more...](#)
DART Cotton Belt Corridor Public Meeting
DART will hold a public meeting Monday, Aug. 8 at 6:30 p.m. at the Addison Conference Center, 15650

Performing Arts & Events:
The Arts In Richardson | Charles W. Eisemann Center for Performing Arts
XML RSS | UT Dallas School of Arts & Humanities
Richardson Arts Groups

Featured Links:
Richardson Today | Recreation Today
Dallas Morning News: Richardson | Week In Review
Press Releases
Animal Shelter | Adoptable
Wish List
Lost / Found Animals
New! Register your pet online
Dine Smart Dine Local program
Food Handler Certification
Restaurant Listings | Restaurant Scores
CITY Video -
Eisemann Center | Live - Above the Fold - Specialty | City Council Archive
Council meetings on

COMMUNICATIONS STRATEGY

Richardson Water Conservation



Got Water?
Save it...
Richardson does!

- ▶ Home
- ▶ Conservation Kits
- ▶ Conservation Tips
- ▶ Enforcement
- ▶ Frequently Asked Questions
- ▶ Richardson City Ordinance
- ▶ Smartscape
- ▶ Stages 1-4 (Emergency Plan)
- ▶ Variances
- ▶ Water Fun Facts
- ▶ WaterIQ Newsletter



Visit WaterIQ.org

NORTH TEXAS MUNICIPAL WATER DISTRICT

Currently we are at:

JUNE 1ST

Rep

Stage 1 | Stage 2 | Stage 3 | Stage 4

Videos: "Water is a Precious Resource" and "Seasonal Adjustments for Irrigation Controls"

Effective November 1,
for Stage 3 water

Following the

STAGE 3: WATER WARNING

Last digit of address	Allowed landscape water days
0,2,4,6,8 (Even)	1 st and 3 rd Saturday of the month
1,3,5,7,9 (Odd)	1 st and 3 rd Sunday of the month

Additional restrictions:

- Existing swimming pools, Jacuzzis and spas may be replenished to maintain operational levels only.
- No washing or rinsing of owner's buildings, vehicles, boats, trailers, other mobile vehicles and equipment on owner's premises is allowed without the use of an automatic shutoff valve.
- Variances are available for watering of existing newly installed landscaping until vegetative roots are established. Any variance approved for watering new landscaping will expire 30 days after

COMMUNICATIONS STRATEGY

RICHARDSON TODAY'S
FISCAL RESPONSIBILITY ISSUE

RICHARDSON TODAY

What's Inside

Published by the City of Richardson

www.cor.net

October 2011, Vol. 24, No. 1

neighbors go

NTMWD announces need for increased water conservation

At its Sept. 22 board meeting the North Texas Municipal Water District (NTMWD), the City's water supplier, approved a measure to ask its member cities to implement Stage 3 emergency water restrictions beginning Nov. 1. The request is a result of the loss of the Lake Texoma raw water supply due to the presence of invasive zebra mussels and NTMWD's remaining share of the Lake Chapman raw water supply being reduced to 36 percent of capacity due to drought conditions.

The NTMWD's Stage 3 conservation measures target a 10 percent reduction in water use by all of its member cities. The City of Richardson is now reviewing its current consumption rates to determine if its Stage 2 water conservation measures are meeting the goal, or if increasing to Stage 3 water conservation measures will be needed to reach the 10 percent goal.

"The North Texas Municipal Water District has a large service area that is watching to determine future water needs," said Public Services Department Director Jerry Ortega. "For the District, Stage 3 water conservation targets a 10 percent reduction in usage, but in many cases cities are able to attain the District's goals by using less harsh measures for

water restrictions. We are going to review the success of our Stage 2 restrictions now to see if we are currently meeting the District's 10 percent reduction goal. If we are, then we may stay at Stage 2 water conservation measures on Nov. 1."

The City's primary water source reservoirs are drastically lower than normal by almost 10 feet after this record-breaking summer season. Plus experts are predicting a very dry fall and winter. It is therefore the utmost importance that Richardson residents use water wisely and follow current water restrictions in place. Currently, Stage 2 of the City's Emergency Water Management and Drought Contingency Plan remains in effect.

The plan allows for twice weekly watering on particular days based on address (see table).

Tips on water conservation can be found on the Water Conservation website available on the City's homepage at www.cor.net. The site also explains variances that are in effect which the City uses to ensure public facilities are maintained for athletic or other activities.

For a complete list of Stage 2 watering restrictions and possible fines, visit www.cor.net or use your smartphone to scan this QR-code.



Last digit of address	Allowed landscape watering days
1, 3, 5, 7, 9 (odd)	Wednesday and Sunday
2, 4, 6, 8, 0 (even)	Tuesday and Saturday

R



Press Release

For Release: May 29, 2013
CONTACT: Greg Sowell, 972-744-4218

RICHARDSON TO INITIATE ITS STAGE 3 EMERGENCY WATER MANAGEMENT PLAN JUNE 1

Increased water conservation measures will allow only once per week watering until further notice.

(Richardson, TX) – The City of Richardson will implement its Stage 3 water restriction measures Saturday, June 1, 2013. The implementation of Stage 3 comes at the request of the North Texas Municipal Water District (NTMWD) which is facing critical shortages in its water supply.

The City of Richardson has developed the following plan based on the guidelines requested by the NTMWD.

Lawn irrigation schedule (1 time per week until further notice)

Last digit of address	Allowed landscape water day
0,2,4,6,8 (Even)	Saturday (irrigation prohibited between 10 a.m. to 6 p.m.)
1,3,5,7,9 (Odd)	Sunday (irrigation prohibited between 10 a.m. to 6 p.m.)

Additional restrictions:

- A variance is required for pools and spas to be drained and refilled for repairs and/or maintenance.
- No washing or rinsing of owner's buildings, vehicles, boats, trailers, other mobile vehicles and equipment on owner's premises is allowed without the use of an automatic shut-off hose nozzle.
- The washing or hosing down of sidewalks, driveways, patios porches, parking areas or other paved surfaces is prohibited.
- Excessive water runoff from any landscaped area onto any impervious surfaces is prohibited.
- The new construction water line flushing and routine fire hydrant flushing is prohibited without specific approval from the director of public services.
- No outdoor watering is allowed between 10 a.m. and 6 p.m. or during any period of precipitation (rain, snow, sleet, etc.)
- ET/Smart irrigation systems are required to water only once a week during their scheduled watering day.

MAYOR'S MESSAGE

City to implement tighter watering restrictions

Recently, the lack of rain has become a growing concern for our entire region. So much so, that Richardson now plans to implement Stage 3 water conservation measures starting Nov. 1.

Right now, the big questions are how long this drought will last and what steps we should take now to ensure we have enough water to last until the rains return. Many of you may not remember, or even have been around, but the longest drought we've experienced here in Richardson lasted from 1950 to 1957. Our current drought is in its 17th month, which means we may have a long way to go before things get better.

Currently, climatologists say we are experiencing the impacts of La Niña. How long it could last is uncertain, which is why this week the city of Richardson decided to adopt the Stage 3 water conservation measures requested by the North Texas Municipal Water District.

Stage 3 restrictions will mean watering only twice a month for the foreseeable



BOB TOWNSEND
bob.townsend@cor.gov

future. The watering schedule will be the first and third Saturday of every month for addresses ending with an even number and the first and third Sunday of the month for addresses ending in an odd number.

I ask that all of our residents please help us by following these restrictions to help save enough water for our future. If you have any questions about our conservation measures, or if you have any other questions or concerns about our community, feel free to visit the city's website at cor.net or contact me or any of our city's council members directly.

I hope you have a wonderful day!

Bob Townsend is mayor of the city of Richardson.

COMMUNICATIONS STRATEGY



**What
Do
Stage 3
Water
Restrictions
Mean For
Me?**

Pamphlet

**Stage 3 Water Restrictions
go into effect June 1, 2013**

Stage 3 Watering Schedule for Lawn Sprinklers

Last digit of address	Allowed landscape watering days
1, 3, 5, 7, 9 (odd)	First and third Sundays of the month
0, 2, 4, 6, 8 (even)	First and third Saturdays of the month

For a complete list of Stage 3 watering restrictions visit www.cor.net or use your smartphone to scan this QR-code.

City of Richardson
P.O. Box 830309
Richardson, Texas 75083-0309

WATER EMERGENCY

PRESORTED
FIRST CLASS
NO POSTAGE
NECESSARY
IF MAILED
IN THE U.S.

Special Mailer



Vehicle Magnets

STAGE 3 WATER RESTRICTIONS IN EFFECT JUNE 1ST

STAGE 3: WATER EMERGENCY
(mandatory restrictions; severe water shortage)

On September 28, 2011 the North Texas Municipal Water District (NTMWD) announced it was requesting all of its member cities to implement Stage 3 water conservation measures effective November 1, 2011.

The City of Richardson has developed the following plan based on the guidelines requested by the NTMWD. The plan outlined below does not conform to the City's prior Stage 3 water conservation plan. The plan has been updated by administrative order signed by the City Manager to implement more restrictive measures in order to meet conservation demands.

Stage 3 water conservation measures indicate a "water emergency" by the NTMWD. Water users are required to conserve by following the City's year-round conservation efforts and by following the guidelines listed below:

Irrigation schedule: 2 times per month until further notice.

Stage 3 Watering Schedule for Lawn Sprinklers	
Last digit of address	Allowed landscape watering days
1, 3, 5, 7, 9 (odd)	First and third Sundays of the month
0, 2, 4, 6, 8 (even)	First and third Saturdays of the month

No lawn watering between the hours of 10 a.m. and 6 p.m.



Water Bill

COMMUNICATIONS STRATEGY



COMMUNICATIONS STRATEGY

- **Upcoming City Council / Presidents Meeting briefing**
- **Richardsdon Today – Homeowners / Neighborhood Association Edition**
- **Regular updates via Week in Review**
- **Regular updates via Email Update Program Features**
- **Speaking opportunities at neighborhood, civic and social organization meetings, community partners meetings, etc.**

STAGE 3
ENFORCEMENT STRATEGY

ENFORCEMENT

- A team of inspectors will be on duty for approximately 18-hours a day, 7-days a week to enforce Stage 3 watering restrictions.
- Inspectors will proactively canvass neighborhoods and commercial areas to identify violations as well as respond to citizen complaints, which upon receipt will be dispatched to inspectors in the field for investigation/action.
- Residents will be encouraged to report violations via the My Richardson App, online at www.cor.net, or by calling 972-744-4111.

ENFORCEMENT

- 1st violation – Staff will take a picture of the violation and leave a door hanger documenting the violation as well as the date and time it was observed.
- Staff will follow this action with a notice of violation (which references the fact that a door hanger was left) to ensure the issue is brought to the resident's attention.



NEIGHBORHOOD SERVICES

NOTICE OF VIOLATION

Address: _____

In an effort to conserve water and comply with mandates issued by the North Texas Municipal Water District in response to the current drought, Stage 3 of the City's Emergency Water Management Plan was enacted on June 1, 2006.

On _____ at _____ the following violations were observed:

- Watering on a prohibited day. Watering day(s) for the subject property are _____ and _____.
- Watering between the hours of 10 a.m. and 6 p.m.
- Watering such that a constant stream of water overflows onto the street, alley, sidewalk, parking lot, other _____.
- Watering during rainfall/precipitation.
- Washing building, vehicle, boat, trailer, other _____.
- Washing/hosing down sidewalk, driveway, other _____.
- Other _____.

Please understand that failure to adhere to the above watering restrictions will result in the immediate issuance of a citation.

If you feel this notice has been sent in error, please contact me as soon as possible at 972-744-4166 so we can discuss your concerns.

Issued By: _____ Date: _____

ENFORCEMENT

- 2nd and all subsequent violations– Staff will take a picture of the violation and issue a citation.
- Staff will also send notices when it observes “evidence of watering”. The purpose of this notice is to inform the resident that their sprinkler system is very likely operating on an inappropriate day or during an inappropriate time even though staff did not actually see the watering take place.

ENFORCEMENT

- A defendant will not be required to appear in court if issued a citation for a first offence. A defendant may instead elect to plead Guilty or No Contest and pay the window fine of \$150.
- If a second (or subsequent) citation is issued or if a citation is written as an "aggravated offense", the defendant will be required to appear before the Judge to have his/her case resolved.
 - Up to a \$2,000 fine

NEXT STEPS

- City Manager will sign Administrative Order #13-01, thereby making the previously mentioned regulations effective June 1, 2013.
- Immediately begin raising awareness about the transition to Stage 3 via the previously mentioned Communications Plan.
- Continue to track and coordinate with the North Texas Municipal Water District.
 - Reconsider Stage 3 if weather patterns change.

STAGE 3
WATER RESTRICTIONS