

# Nineteenth Annual Indicators Report



## Spring 2015 • Key Indicator: Water



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**Our Spring 2015 Update is Now Available**  
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# Water Supply and Demand

## Introduction

Over the past decade, California residents have experienced two droughts: one from 2007-2009 and another beginning in 2012 through present day. The current California drought is one of the worst since recordkeeping began. **Water year 2014 (Oct. 2013–Sept. 2014) was the third driest on record.** Rainfall has declined dramatically, causing most of the state's major reservoir levels to drop below 50%.

To meet our water needs, we need to consider both the supply and demand sides of the equation. Population growth certainly plays a role in water demand, and we are expected to grow significantly over the next 30 years. Through government incentives, pricing changes, new regulations and changes to municipal codes, we can help curb demand. To help with supply, we can identify new surface storage opportunities, manage groundwater more effectively, increase recycling and greywater usage, and consider desalination.

## Population

BAY AREA COUNTIES PROJECTED POPULATION GROWTH			
County	2014	2040	Percent Change
Santa Clara	1,868,558	2,083,710	12%
Alameda	1,573,254	1,678,565	7%
Contra Costa	1,087,008	1,392,509	28%
San Francisco	836,620	891,607	7%
<b>San Mateo</b>	<b>745,193</b>	<b>850,112</b>	<b>14%</b>
Sonoma	490,486	572,664	17%
Solano	424,233	551,491	30%
Marin	255,846	259,549	1%
Napa	139,255	172,927	24%
<b>Bay Area Total</b>	<b>7,420,453</b>	<b>8,453,134</b>	<b>14%</b>

Data Source: State of California, Department of Finance

By 2030, there will be a **16%** increase in water demand, even if the goal of 20% reduction by 2020 is met.

(Sacramento Bee prediction 2/15/15)

Water District	Pop. Served	Tot. Water Prod. (Mil. Gallons)		Conservation			Local Rebate Programs			
		2013*	2014*	% Saved	Tier	Conserv. Std.	Rain Barrel	Lawn Be Gone	Low Flow Toilet	High Eff. Washer
City of Brisbane	N/A	N/A	N/A	N/A	N/A	N/A	Y	N	Y	Y
City of Burlingame	30,282	1,288	1,075	17%	4	16%	N	N	Y	Y
Cal Water (Mid Peninsula) <sup>1</sup>	135,813	3,986	3,551	11%	4	16%	N	Y	N	N
Cal Water (Bear Gulch) <sup>2</sup>	58,705	3,623	3,228	11%	9	36%	N	Y	N	N
Cal Water (SSF)	60,172	2,075	1,907	8%	2	8%	N	Y	N	N
Coastside Co. WD. Half Moon Bay	16,668	565	524	12%	2	8%	N	Y	Y	Y
City of Daly City	105,019	1,888	1,622	14%	2	8%	N	Y	Y	Y
City of East Palo Alto	26,181	409	454	-11%	2	8%	N	N	N	Y
Estero District (Foster City)	37,000	1,137	1,077	5%	3	12%	N	Y	Y	Y
Town of Hillsborough	10,825	877	658	25%	9	36%	N	N	N	Y
City of Menlo Park	16,066	1,058	769	27%	4	16%	N	Y	N	Y
Mid-Peninsula Water Dist. <sup>3</sup>	26,030	823	712	13%	4	16%	Y	Y	Y	Y
City of Millbrae	21,532	668	603	10%	4	16%	Y	N	Y	Y
North Coast Co. Water Dist.	39,000	809	713	12%	2	8%	Y	Y	N	Y
City of Redwood City	87,696	2,525	2,179	14%	2	8%	Y	Y	Y	Y
City of San Bruno	43,798	929	849	9%	2	8%	N	Y	Y	Y
Westborough Water Dist. (SSF)	14,050	257	213	17%	2	8%	N	N	Y	Y

Sources: Water Use Data from State Resources Control Board; Target Conservation and Tier Data is provisional Rebate program data is from BAWSCA (Bay Area Water Supply and Conservation Agency); current through 6/2015

\* 2013 = June 2013-February 2014 and 2014 = June 2014-February 2015

<sup>1</sup> California Water Service Mid Peninsula includes San Carlos, San Mateo, and parts of Unincorporated Redwood City

<sup>2</sup> California Water Service Bear Gulch includes Atherton, Portola Valley, Woodside, and portions of Menlo Park and Redwood City

<sup>3</sup> Mid-Peninsula Water District includes Belmont, San Carlos, and nearby unincorporated areas

**Coming soon: Green Infrastructure • Water–Energy Nexus  
Groundwater Management • City/County Survey Results • The Drought**

# Water Quality

## Bay/Ocean Quality

The number of beaches receiving A or B grade during wet weather increased from 44% in 2013 to 67% in 2014.

The number of beaches receiving an A+ doubled from 4 in 2013 to 8 in 2014.

LARGEST SSO BY TOTAL VOLUME REACHING SURFACE WATER SAN MATEO COUNTY WATER YEAR 2014					
Responsible Agency	Collection System	No. of Spills	Gallons Spilled	Vol. Reaching Surface Water	Percent Reaching Surface Water
San Mateo County	Emerald Lake Heights SMD	4	36,384	18,094	49
San Mateo City	San Mateo CS	20	19,534	16,937	86
San Mateo County	Scenic Heights CSD	4	13,860	12,441	89
San Mateo County	Fair Oaks SMD	11	9,174	6,863	74
Redwood City	Redwood City CS	21	13,082	6,330	48

Data Source: California State Water Resources Control Board, Interactive Sanitary Sewer Overflow Report  
SSO: Sanitary Sewer Overflows

## San Mateo County Sanitary Sewer Overflows ▲

Last year we saw a significant reduction in sanitary sewer overflows from 1.4 million gallons in 2013 to 150,000 gallons in 2014.

When heavy rainwater pours into cracked or clogged sewer pipes, it can cause untreated sewage to overflow into storm drains and area waterways.

With aging sewer systems, San Mateo County is at heightened risk of sanitary sewer overflows.

## Drinking Water

SSMC analyzed the 2013 Water Quality Reports from every water agency in San Mateo County. All water quality indicators looked at were safely below the federal accepted limits, with one exception. For more information, see this indicator on our website: [sustainablesanmateo.org/water-quality](http://sustainablesanmateo.org/water-quality).

Beach	2013		2014	
	Dry	Wet	Dry	Wet
Bean Hollow	A+	ns	A+	A+
Coyote Point	A	D	B	F
Dunes Beach	A	B	A	A+
Fitzgerald Marine Reserve	B	B	A	B
Francis Beach	A+	A	A+	A+
Gazos Beach	A+	A+	A+	A+
Kiteboard Beach	A	D	A	D
Linda Mar Beach	A	D	A+	D
Marine Lagoon Aquatic Park	F	F	F	F
Marine Lagoon Lakeshore Park	D	F	F	F
Mavericks Beach Westpoint Avenue	A	F	ns	ns
Montara State Beach	A+	A+	A+	A+
Oyster Point	A	D	A	D
Pescadero State Beach	A	ns	A+	A
Pillar Point Harbor	A	F	B	D
Pomponio State Beach	A	ns	A	A
Rockaway Beach at Calera Creek	A+	A	A	A+
Roosevelt Beach	A	C	A	A
San Gregorio State Beach	A+	ns	ns	ns
Sharp Park Beach Projection of Birch Lane	A	A+	A+	A+
Sharp Park Beach Projection of San Jose Ave.	A+	A+	A+	A+
Surfer's Beach	A+	D	A+	B
Venice Beach at Frenchmans Creek	A	B	B	A

Data Source: Heal the Bay 2014 Beach Report Card. ns: no score.



On Earth Day 2013, San Mateo County implemented a Plastic Bag Ban for retailers. The ban required most retailers to stop distribution of plastic bags and replace them with paper bags. Retailers were required to charge 10 cents per bag, which then increased to 25 cents in 2015. The plastic bag ban has served many purposes, including pollutant reduction in storm water and runoff from littering. Moreover, the ban's implementation made the topic of water quality more relevant for county residents.

Since the 2013 plastic bag ban:

+162% of shoppers using reusable bags

+130% of shoppers hand carrying items

More information: visit [smchealth.org/bagban](http://smchealth.org/bagban)

Coming soon: Green Infrastructure • Water–Energy Nexus  
Groundwater Management • City/County Survey Results • The Drought

# Indicators Highlights: Employment and Housing

0.5% of jobs in the county are Farm jobs.

According to the 2013 CA Water Plan, 67% of county agricultural water comes from ground water. During a drought, farmers face added pressure because of groundwater scarcity.

INDUSTRY EMPLOYMENT, SAN MATEO COUNTY			
Industry Sector	No. of Jobs 2013	Versus 2012	Versus 2000
Service Providing	310,100	+ 4%	-3%
Goods Producing	42,400	+ 7%	-31%
Farm	1,600	0%	-81%
<b>Total, All Industries</b>	<b>354,100</b>	<b>+ 4%</b>	<b>-6%</b>

Data Source: California Employment Development Department.

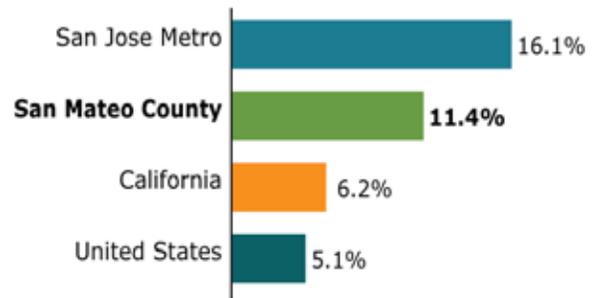
SERVICE PROVIDING JOBS, SAN MATEO COUNTY			
Service Sector	No. of Jobs 2013	Versus 2012	Versus 2000
Trade, Transportation & Utilities	72,400	3%	-20%
Professional & Business Services	71,000	2%	-2%
Educational & Health Services	39,700	6%	35%
Leisure & Hospitality	39,500	7%	28%
Government	30,400	0%	-6%
Information	23,600	11%	-10%
Financial Activities	20,200	1%	-20%
Other Services	12,900	0%	21%

Data Source: California Employment Development Department.

▲ There is recent job growth in almost every service providing sector, particularly in Information.

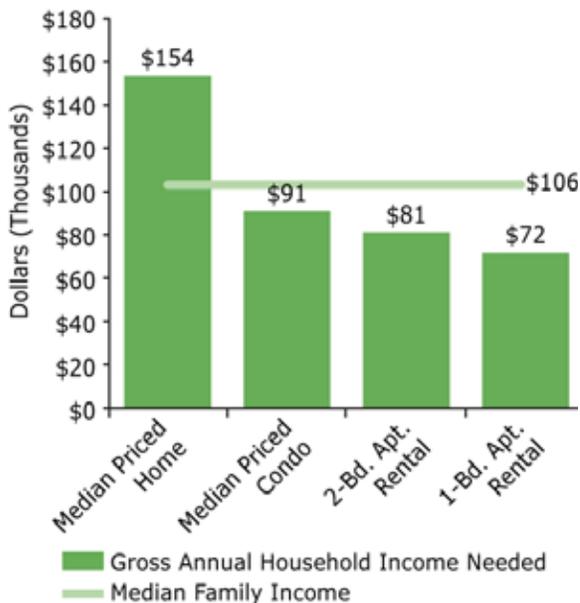
▼ High paying jobs, combined with population growth, alter housing affordability.

## Percent of Workforce in STEM Jobs, 2013



Data Source: Economic Modeling Specialists International

## Household Income Needed to Afford Annual Housing Costs, San Mateo County, 2013



Data Sources: San Mateo County Association of Realtors; San Mateo County Department of Housing; U.S. Census Bureau, American Community Survey; Freddie Mac, Wells Fargo.

## ◀ Inflation-adjusted housing costs in 2014

In 2014 the median home price was \$1,050,000, and the median condo price was \$612,000, representing 41% and 55% increases respectively since a 15-year low in 2011.

Market average rent for a one-bedroom apartment in 2014 was \$2,353, a 51% increase since 2004. Average two-bedroom rent was \$2,648.

## Housing Supply

A recent report from the Association of Bay Area Governments (ABAG) found that San Mateo County met just 42% of Regional Housing Need Allocation (RHNA) goals from 2007-2014, lower than the Bay Area average of 50%. The county also met just 17% of its targeted goals for Very Low Income Housing and 24% of Low Income Housing.

RHNA goals are state targets to help cities anticipate projected growth by income level so they can supply adequate housing for all residents. ABAG oversees this process for the Bay Area and released 2007-2014 and 2014-2022 RHNA goals earlier this year. For a housing breakdown for all cities in the county, see our Housing indicator: [sustainablesanmateo.org/housing](http://sustainablesanmateo.org/housing).



Share Your Thoughts! What are the most pressing water issues in the county? What obstacles must be overcome to achieve greater conservation, adequate supply, and improved water quality? Let us know at [sustainablesanmateo.org/indicators-survey](http://sustainablesanmateo.org/indicators-survey).