



APRIL 2015 NEWSLETTER

A publication of the Serrano Water District, servicing the City of Villa Park and portions of the City of Orange

From the Desk of the General Manager



Jerry Vilander
General Manager

On April 1, 2015 Governor Jerry Brown issued a sweeping and historic Executive Order mandating broad water use restrictions across the State. Specifically, the State imposed a 35 percent reduction to Serrano Water District with the threat of a \$10,000 per day fine if the mandated regulations are not met.

Serrano Water District is well versed in implementing enhanced conservation measures. Additional information on our current conservation program may be found on the "Water Conservation" page at www.serranowater.org.

Nonetheless, further restrictions will be forced upon our district by the Governor by the middle of May. The Governor's order directly calls on local water agencies, like Serrano Water District, to adjust rate structures as a means of implementing a "conservation pricing mechanism" aimed at reducing water consumption and waste. Further requirements include

tighter standards on household utilities, new building restrictions and outdoor landscaping. These mandates are beyond the Serrano Water District Board of Director's authority to dispute, so much work lies ahead.

The State has made clear that there will be actions taken against communities ignoring these standards. While the specifics are still being established, it is beyond doubt that Sacramento will expect real action from the consumer.

As such, Serrano Water District will do everything in our power to ease the transition into the State mandated policies. The Board of Directors will meet at the upcoming Board meeting to discuss the first steps necessary for all of us to take as a means of avoiding State created penalties. Until our plan is in place, we are asking all our customers to immediately reduce outdoor irrigation by setting the irrigation timers back by 35% prior to the upcoming summer heat.

As this process unfolds, please visit www.serranowater.org for regular updates. We are committed to serving our community and continuing our legacy as an exceptional water services provider. If you have any questions, please do not hesitate to contact us at (714) 538-0079.

Serrano Water District **Board of Directors**

C.L. "Larry" Pharris, Jr.
President, Division 2

Frank O. Bryant
Vice President, Division 4

Rich Freschi
Director, Division 1

Woody Rickerl
Director, Division 3

Jerry L. Haight
Director, Division 5

Jerry Vilander

More Payment Options Coming Soon!

Serrano Water District has an exciting new option for our customers! Brought to you by popular demand, we have created a service that allows you pay your monthly bills via credit card.

This new, exciting and additional way to pay represents yet another service Serrano is excited to offer specially to you, the customer. We understand many wanted this option so we are particularly proud to see this idea brought to life!

The final details are being ironed out but the framework in place will allow customers to pay a bill, up to \$500, with a service fee of only \$3.75. For a bill over \$500, a second processing fee will be required.

Paying this way will give you a new level of flexibility each month. It is expected that the credit card option will take effect in summer so stay tuned for more information on this exciting new offering from all of us here at Serrano Water District!

Serrano Water District

18021 Lincoln Street
Villa Park, CA 92861

Phone: (714) 538-0079
Fax: (714) 538-5279

www.serranowater.org

Business Hours

Monday – Thursday:
7:00 a.m. – 4:30 p.m.

Friday:
8:00 a.m. – 4:30 p.m.

Saturday/Sunday:
Closed/On-Call

New Employee Spotlight: Nick Medina

Nick Medina recently joined the Water District in the capacity of Water Utility Worker I - Meter Reading and Billing Technician. He has a strong background in customer service and is currently pursuing his education in the water industry. This makes him an excellent addition to the Serrano Family!



You may see Nick out and about in the neighborhood reading meters, so be sure to say hello! Nick is a friendly guy and is excited to be working for you!

So the next time you see Nick out in your neighborhood, please join us in welcoming Nick to the Serrano Water District agency!

Irvine Lake Update

Irvine Lake will be stocked with 12,000 pounds of the famous Nebraska Tailwalkers trout between now and April 17. The majority of these beautiful rainbows will be in the 2 to 7 pound class, with some trophy-grade fish up to fifteen pounds mixed in!

There is still plenty of brown trout to be caught, with anglers also finding a good number of 2 to 4 pound largemouth near the red Clay Cliffs.

Catfish anglers are finding their quarry has settled back into deep water until the next big rainstorm. Anglers have been able to catch 3 to 6 pound whiskerfish near Rocky Point.

Surface temperature on the main lake is 54 degrees, with underwater visibility limited. Be sure to visit www.irvinelake.net for more information!



Pictured: Exotic Brown Trout