I'm a resident of Fresno, acc. to Fresno Bee the per capita water consumption in Fresno is 120 gal/person/day. Where is 25% coming from to reduce that? Kingsburg (and other valley cities) consume over 300 gal/day/person. 25% does not adequately reduce that consumption rate. i have conserved water stringently for 5 years, why am I being penalized, The 2013 baseline shows I have conserved diligently, I am being penalized for being responsible.

Additionally, the urban water cuts increase the urban heat island effect, and minimizing trees and lawns increases air/dust pollution. this is not an isolated water issue, air quality must be considered. The problem with the water board is they consider water issues, the problem with the air board is they consider air issues. No one is considering the interdependent aspects of air and water