

A faded background image of the Golden Gate Bridge in San Francisco, spanning across the water. The bridge's towers and suspension cables are visible against a light sky.

Emergency Conservation Regulation Update

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Status of Implementation

- Water production data collected from June, July, August, & September
- Initial Residential Per-Capita Per-Day estimates reported September 15
- Compliance actions underway

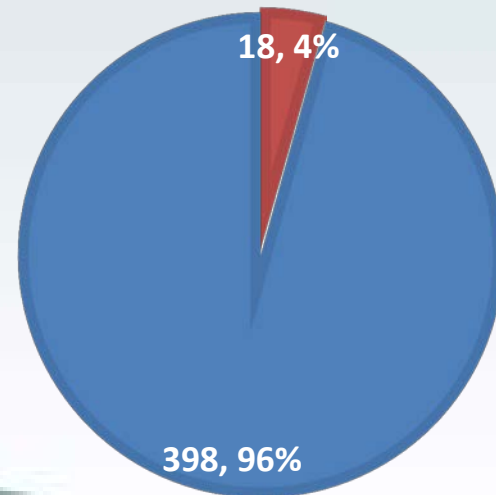


Data Collection

- 414 Retail Urban Water Suppliers
- 398 provided September production numbers
≈35 million Californians represented

SEPTEMBER

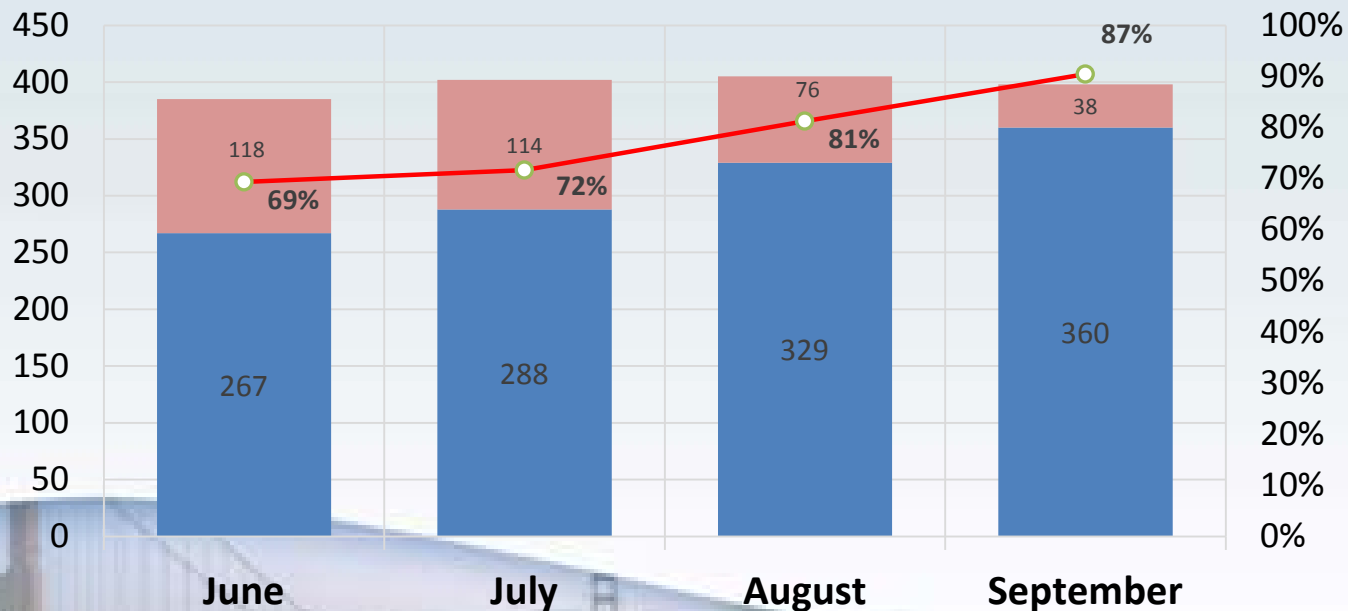
■ No Response
■ Response



Mandatory Restrictions on Outdoor Water Use

- 87% now implementing mandatory restrictions
- Some Urban Water Suppliers indicated that they are in the process of establishing mandatory restrictions

Water Suppliers Implementing Mandatory Restrictions



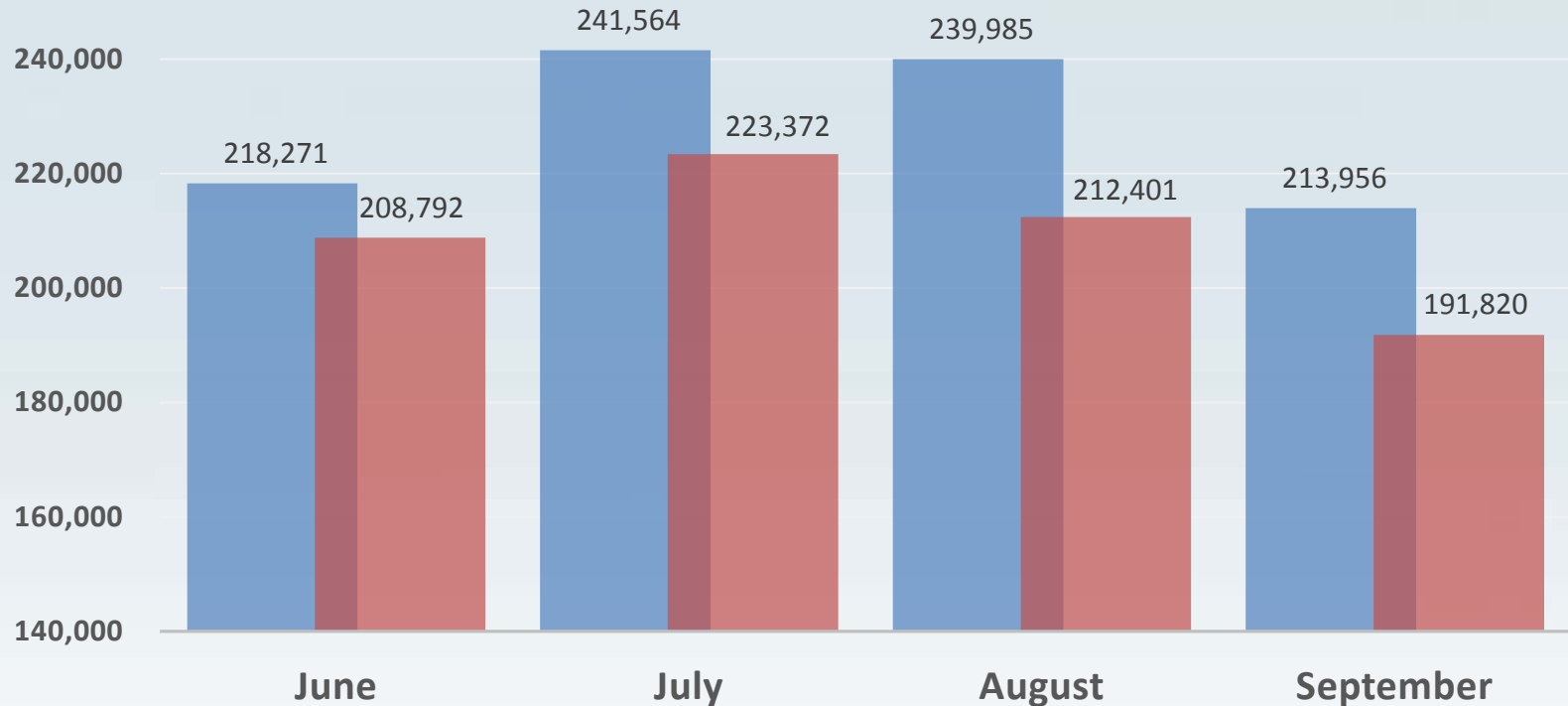
■ Mandatory Restrictions ■ No Mandatory Restrictions —●— Compliance Rate

Statewide Water Conservation Results

Water Production June-September (Million Gallons)

■ 2013

■ 2014



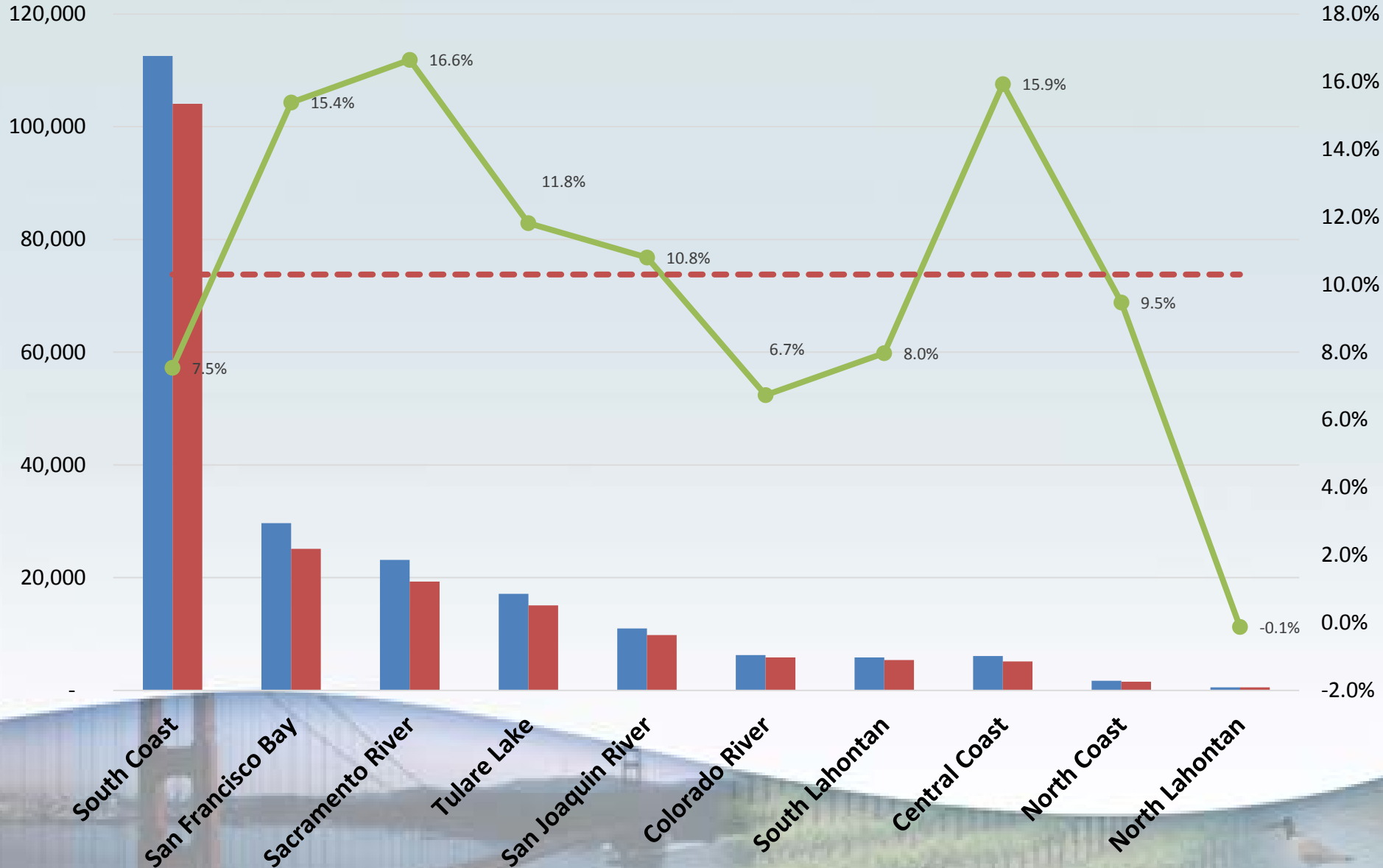
≈ 77 Billion Gallons Saved June – September



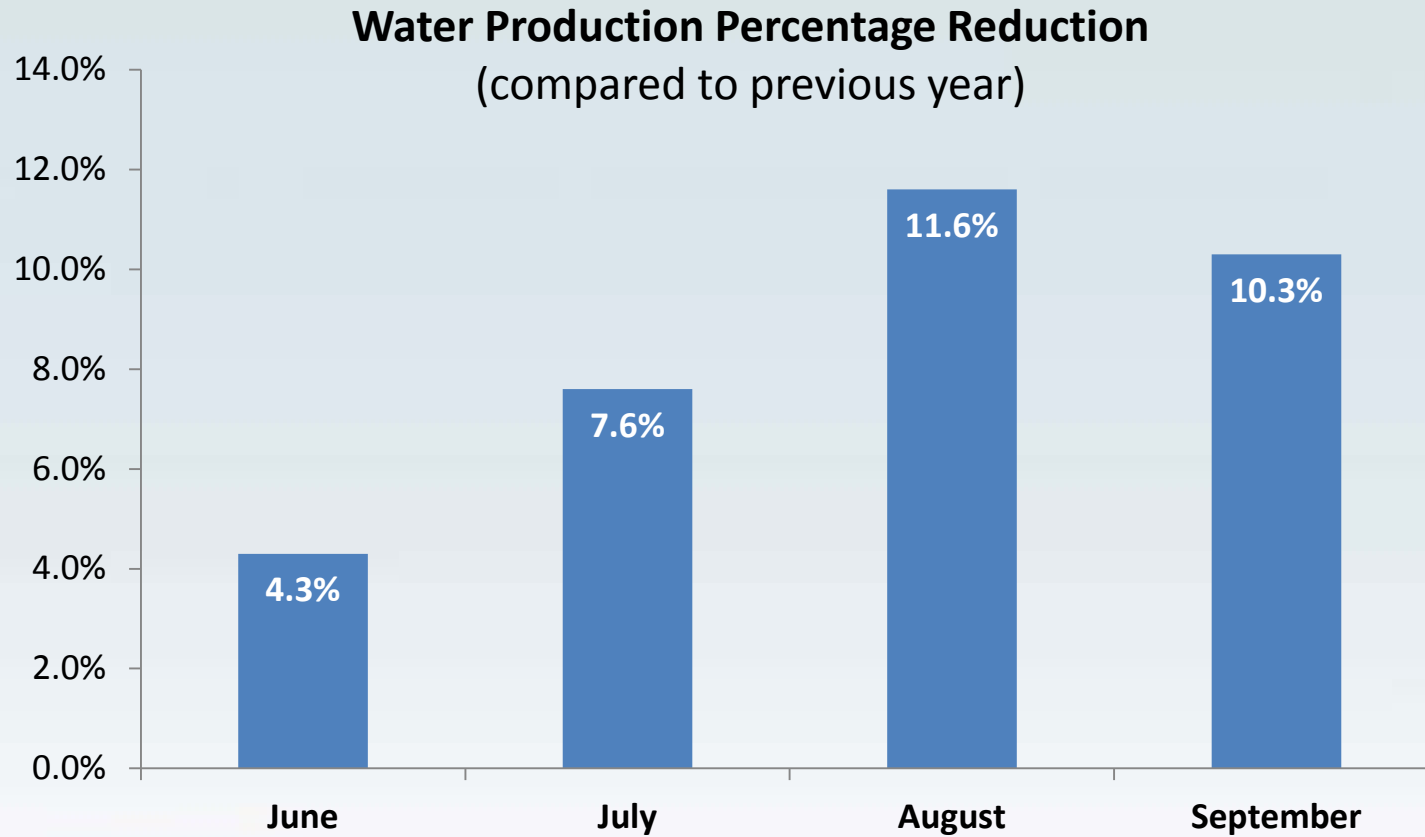
September Water Production by Hydrologic Region and Percentage Reduction

(Million Gallons)

Production Sept 2013 Production Sept 2014 Percentage Sept Reduction State Average Sept Reduction 10.3%



Water Conservation Trend



Noteworthy September 2014 Conservation Achievements

- City of Oxnard
 - 14% reduction from low baseline
- City of San Jacinto
 - 22% reduction
- Contra Costa Water District
 - 22% reduction, 200,000 people served
- City of Davis
 - 28% reduction
- City of Oakdale
 - 20% reduction
- California Water Service Company – Bakersfield
 - 14% reduction, 277,000 people served
- City of Grover Beach
 - 52% reduction
- City of Santa Maria
 - 29% reduction
- Desert Water Agency
 - 11% reduction
- Quartz Hill Water District
 - 20% reduction



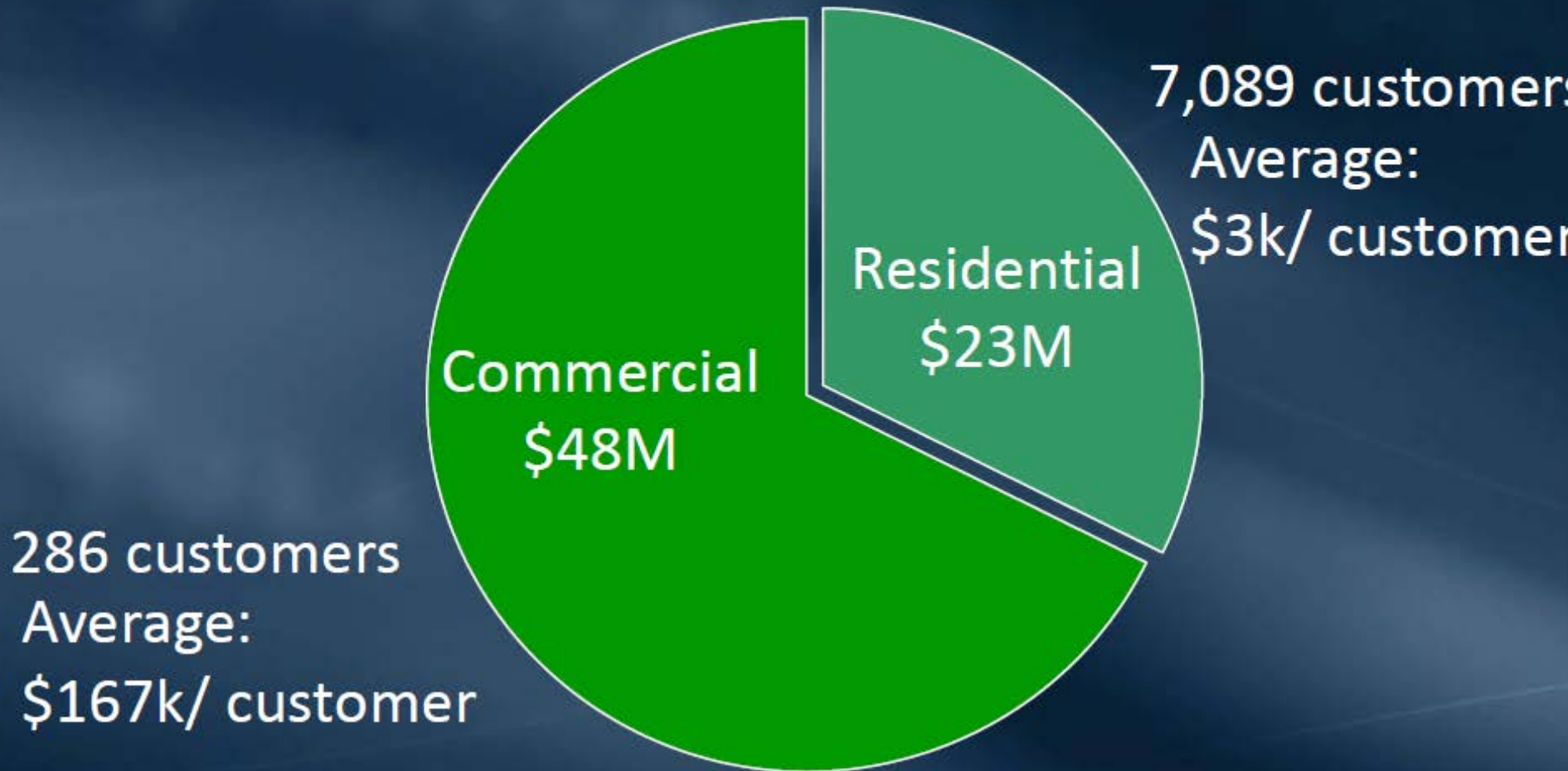


High Continued Interest in Turf Removal

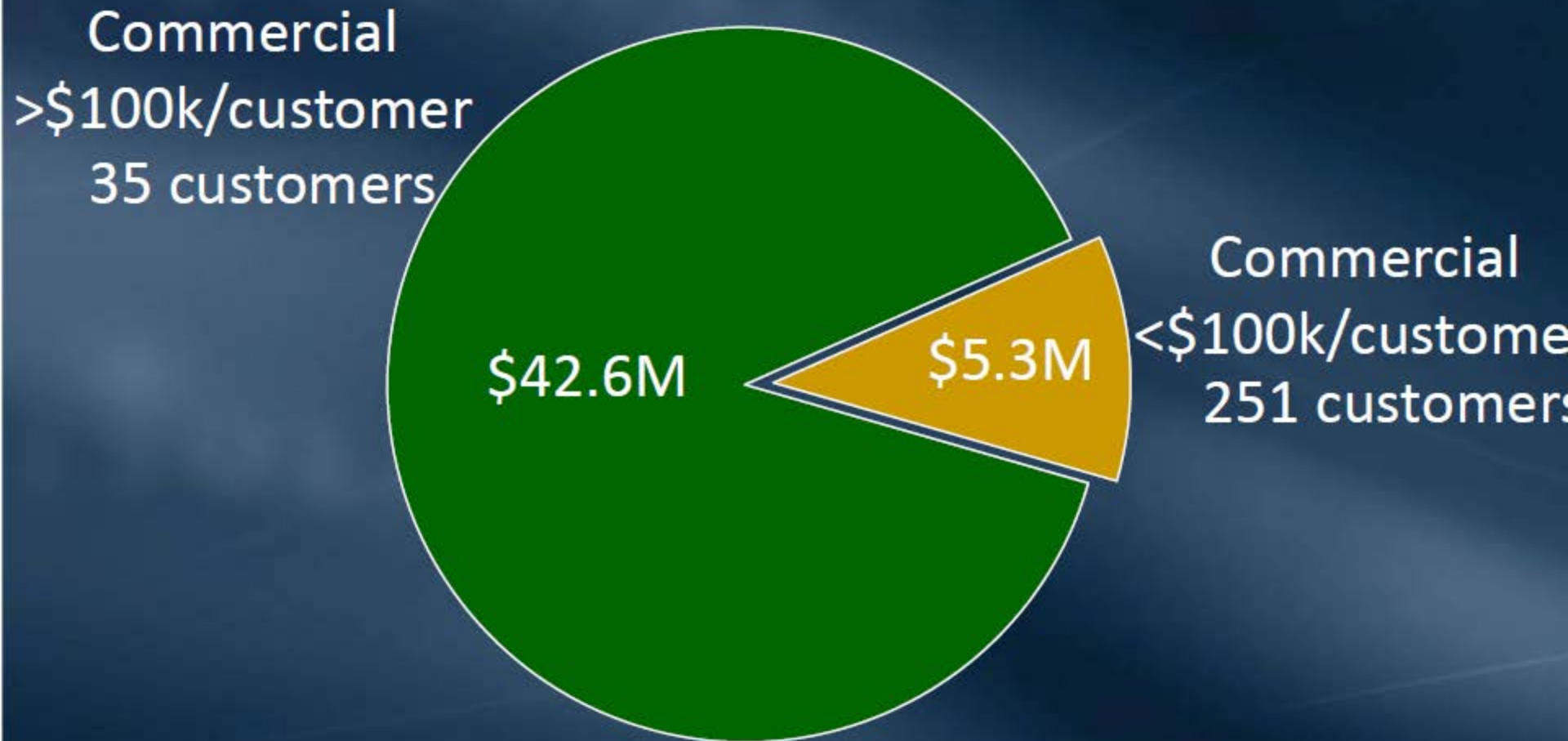
- South Coast
 - \$70.9 million in rebate requests; 27.9 million committed
- Santa Clara Valley
 - 675,000 square feet of rebates completed; 1.35 million in process
 - Additional \$3 million for rebates approved



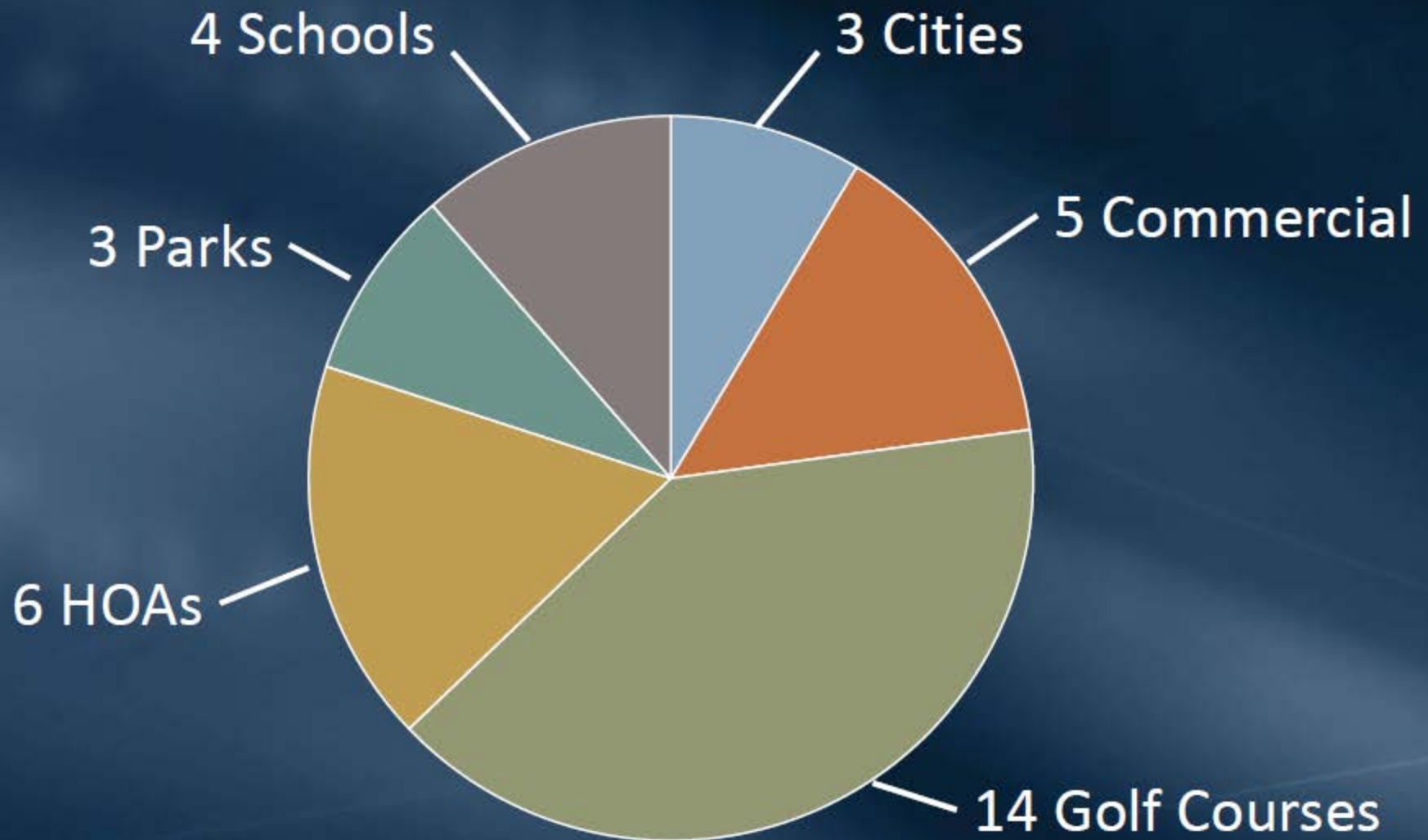
Commercial Turf Removal Requests Are The Largest Part Of The Program



Large Commercial Customers Account For Most Of The Activity



Large Commercial Turf Requests (Request Amount Greater Than \$100K Per Customer)



Residential Gallons per Capita per Day

- Factors affecting estimates include:
 - Population estimate
 - Production data vs. billing data
 - Categorization of residential use
- Caveats about use of R-GPCD data on the website
- First ever monthly statewide collection
- Cannot be compared with annual GPCD estimates required for SBx7-7 (20x2020) compliance



Residential Gallons per Capita per Day

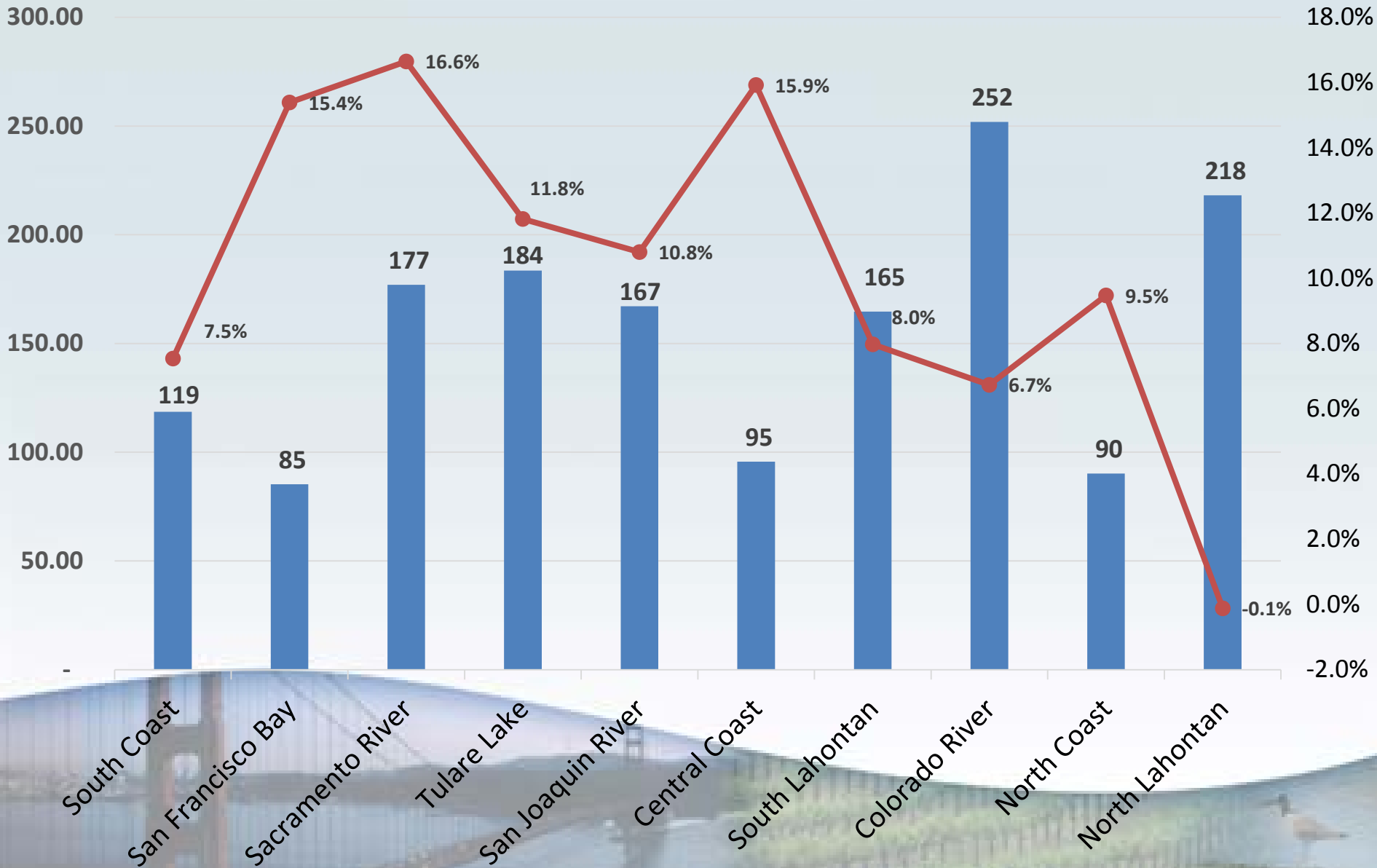
- Highest R-GPCD figures > 500
- Lowest R-GPCD figures < 50
- 55 GPCD is the performance standard for **indoor** use
- Major Australian cities reached R-GPCD levels below 45 and have maintained them
- High R-GPCD plus low percentage reduction raises questions about factors inhibiting conservation response



September 2014 Water Conservation Results R-GPCD

September 2014 Average R-GPCD

September 2014-2013 % Reduction



Accelerating Use of Water Saving Technologies

- Multiple state & federal funding opportunities
 - Bureau of Reclamation WaterSmart grants
 - Department of Water Resources grants
 - Integrated Regional Water Management grants
 - Cap & Trade grants
 - Energy Commission funding for technology innovation (EPIC)
- Proposition 1 funds
- Stanford recommendations



Collaboration with Public Utilities Commission and Pacific Gas & Electric Company on Drought Response

- PG&E has deployed an additional 150 Energy Specialists in the Central Valley to enroll low-income eligible customers and perform energy education.
- PG&E now allows contractors to install more low-flow showerheads, faucet aerators, and thermostatic shower valves in qualified homes (from 2 units/home to 3 units/home).
- PG&E has shifted \$2.9 million for installation of more water measures.



Next Steps

- Develop (800) number for reporting water waste
- Compliance outreach and progressive enforcement
- December workshop in Southern California

