Mojave Desert Drought Perspectives
Empowering our Communities

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Together, we’re securing water for today and tomorrow...
About the Mojave Desert…

• The MWA region encompasses 4,900 square miles in the Mojave Desert
• Annual rainfall: Less than 6 inches
About the Mojave Desert...

80 percent of the MWA service area is considered a disadvantaged community.
Context: Changing a Culture...

The region has enjoyed continual progress since 2000.
Timeline of Change

2000  Turf was required in most desert cities
2003  Formation of Alliance for Water Awareness and Conservation (AWAC)
2003  Victorville Councilman becomes landscape conservation champion
2003/4 Cities adopt aggressive landscape ordinances
2006  State Model Landscape Ordinance (AB 1881)
Context: Changing a Culture…

Timeline of Change
2008-- Cash for Grass Program launched
Context: Changing a Culture…

Cash for Grass Milestones 2008- Present

• More than 7 million square feet removed at an average of 1,850 square feet per participating household
  – Population of 450,000 people
  – Only offering $0.50 per square foot
Changing a Culture…

Citizens ready to become “partners”

• They “get it”
• They want to “customize” their response
• They need feedback and tools
  – Conservation software
    (WaterSmart, ConserveTrack)
State Board’s Drought Actions

• Resolution added urgency to drought messaging
  ✓ Reduced Runoff from landscape
  ✓ Car washing w/hose nozzle
  ✓ Cleaning hardscape
  ✓ Fountains with recirculation
State Board’s Drought Actions

• Implementing drought plans
• Authority to fine
• Launch of monthly drought reporting
Recommendations…

Work with local communities to refine data collection to enhance its value

- “Normalize” data as best as possible
- Encourage use of data to measure local performance
  - Both for trends and benchmarking
- Enhance portal for greater community access to “knowledge” created from data
- Include historical context in evaluations
- Support investments in local programs that yield long term behavioral changes