



# Mojave Desert Drought Perspectives Empowering our Communities

*Kirby Brill, Mojave Water Agency General Manager*

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

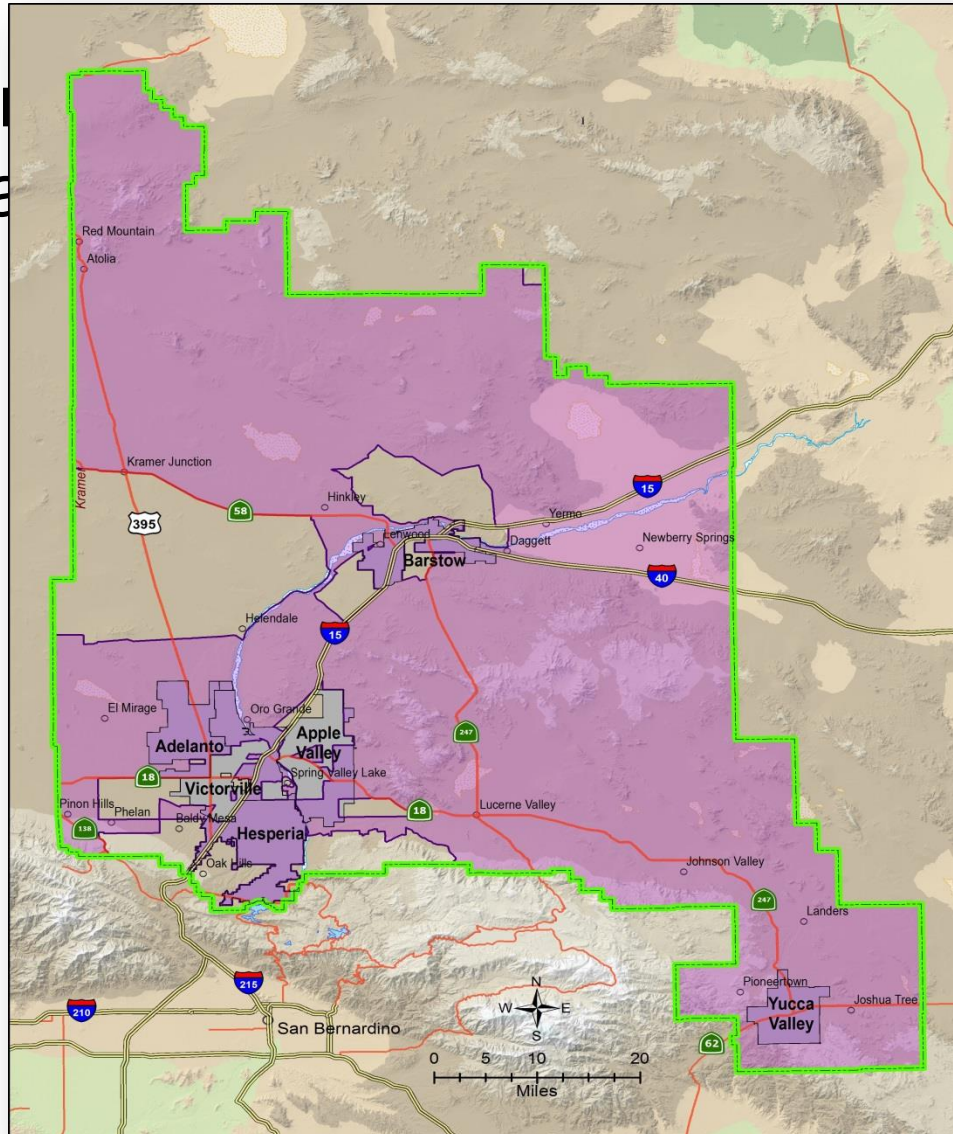




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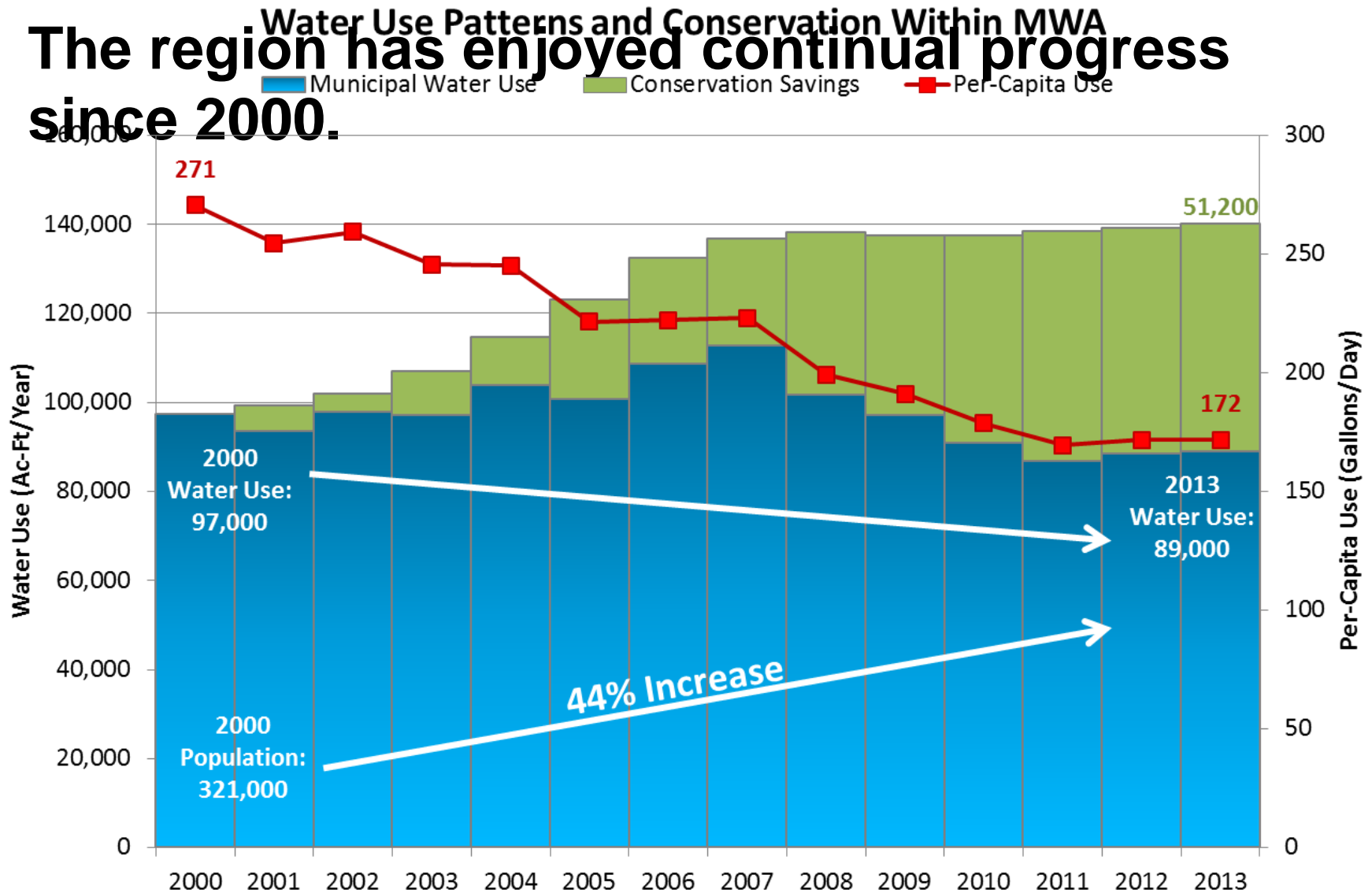
80 percent  
a disadvantage

considered



# Context: Changing a Culture...

**The region has enjoyed continual progress since 2000.**



# Context: Changing a Culture...

## 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





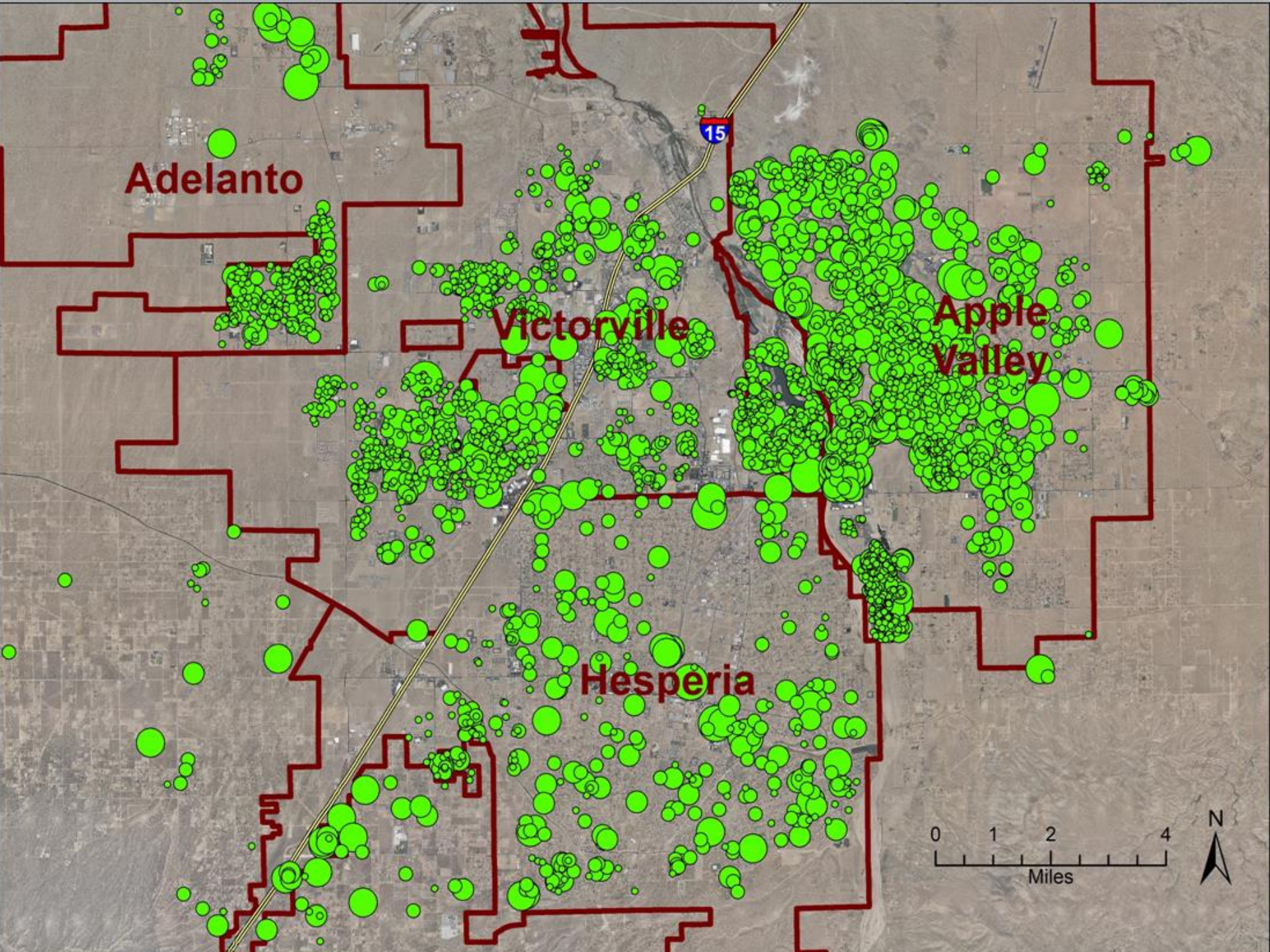
# Context: Changing a Culture...

## 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





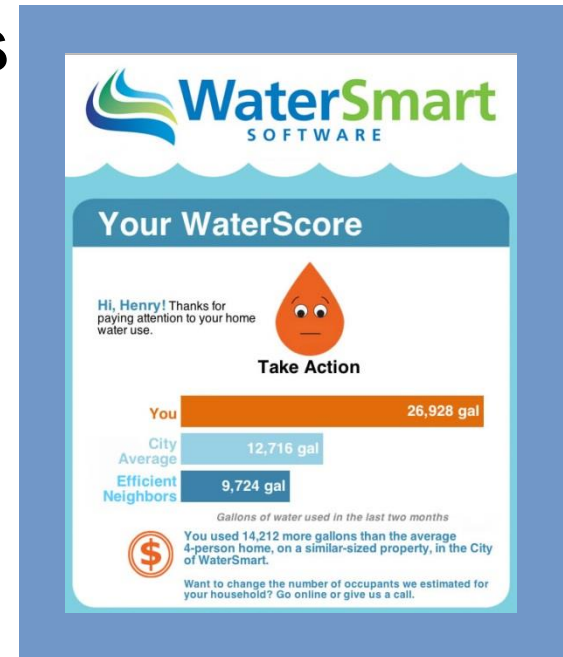




# Changing a Culture...

## 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**