

April 14, 2015

Felicia Marcus, Chair
State Water Resources Control Board
1001 I Street, 24th Floor
Sacramento, CA 95814

Dear Chair Marcus,

Starbucks Coffee Company appreciates the opportunity to comment on the State Water Resources Control Board's (Board) mandatory conservation proposed regulatory framework. As we all know, California is continuing into the fourth year of drought, and the Governor has called for a mandatory statewide 25% reduction of water use. We are proud to support the Governor in his request to conserve, and as good corporate stewards, believe that we can help set an example as to what other companies might do to save water.

Since 2009, Starbucks Coffee Company has invested \$6.6 million in improving technologies that decrease our water consumption, and we forecast further investment of \$1.8 million by the end of 2015. From this investment, our stores have reduced water use by 23%; this is equivalent to an average reduction in our California stores of 10,000 gallons per month per store. Our company is committed to improving upon our previous conservation efforts, and we believe that an acknowledgement of these efforts will do much to support continued achievements while alleviating any undue restrictions. The statewide considerations that are given for those who have already made great strides towards conservation should be made locally as well. We encourage the Board to support local agencies in their efforts to increase conservation where there are gains to be made, while simultaneously acknowledging past and continued conservation by many residential and commercial users.

As part of our commitment to resource conservation, Starbucks Coffee Company is collaborating with our landlords to address conservation in exterior water use, irrigation, and identifying leaks when we see them. We hope to see continued progress towards conservation from our landlord partners, but do encourage the Board and local agencies to consider the difference between property owner water use and tenant water use when it comes to issues of enforcement.

We recognize the seriousness of the drought conditions California is facing today. As a long-time champion of environmental stewardship, we are committed to not only comply with the Governor's mandate, but take action to go beyond compliance.

Sincerely,

Jim Hanna
Director, Environmental Impact