

**20% GPCD REDUCTION BY 2020
CONSERVATION TARGETS DISCUSSION**

Name (optional)



A proposed approach was developed for establishing conservation targets.

- Using the composite baseline value of 192 GPCD, a reduction of 20% or 38 GPCD results in a statewide target of 154 GPCD by 2020.
- An interim target of 10% reductions, or 19 GPCD, is proposed. This produces a statewide target of 173 GPCD by 2015.
- To arrive at regional conservation goals, it is proposed that the statewide target be adapted to hydrologic regions by considering factors such as evapotranspiration zones and current level of conservation programs.
- Regional targets would serve as guidelines for water agencies to evaluate current and future conservation measures.

REGIONAL ANALYSIS: A regional approach allows for consideration of variations in local conditions and per capita water use. (See pages 4-5 of the Targets Technical Memorandum.) Hydrologic regions were adopted as the regions for analysis, since existing datasets are organized by hydrologic areas. Given the data constraints, is this a reasonable approach for regional analysis? Are there other workable alternatives? If so, please provide as much detail as possible on possible refinements.

TARGET DEVELOPMENT PROCESS Pages 6-7 of the Targets Technical Memorandum provide a summary of the factors considered in trying to frame targets that are achievable and equitable. The factors include: climate, urban densities, growth trends, water use sectors, current level of Best Management Practice implementation, and income levels. Do these factors capture the key considerations regarding regional water use and potential conservation efforts? What changes would you suggest?

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ESTABLISHING POTENTIAL REGIONAL TARGET VALUES Potential regional conservation targets were developed, using the considerations mentioned in the previous discussion question. The final conservation target reductions are shown as a percentage of current GPCD in Table 3-1 of the Target Technical Memorandum (page 6, see below). The proposed interim regional targets are shown in Table 4-1 of the report (page 8).

Does the SCALE of the reduction targets seem about right? Do the proportions contribute to a balanced goal of conservation? Are these consistent with what you might have anticipated for regional conservation values? What overall improvements would you suggest?

Table 3-1: Proposed Regional GPCD for Regions 1 through 10

Hydrologic Region	1	2	3	4	5	6	7	8	9	10
Baseline GPCD	165	157	154	180	253	248	285	243	237	346
Target GPCD	135	143	133	144	175	173	181	173	171	194
Reduction (%)	18%	9%	14%	20%	31%	30%	36%	30%	28%	44%

OTHER SUGGESTIONS What other considerations, recommendations, or changes should be factored into the conservation Target approach?