

CUWA Drought Preparation and Response Actions

June 17, 2014

State Water Resources Control Board Meeting

Urban Water Conservation Status

Beau Goldie – CUWA Board Chair, CEO of Santa Clara Valley Water District

Who is CUWA?

Population Served 24 million

Retail Agencies:

- Alameda County Water District (ACWD)
- East Bay Municipal Utility District (EBMUD)
- Los Angeles Department of Water and Power (LADWP)

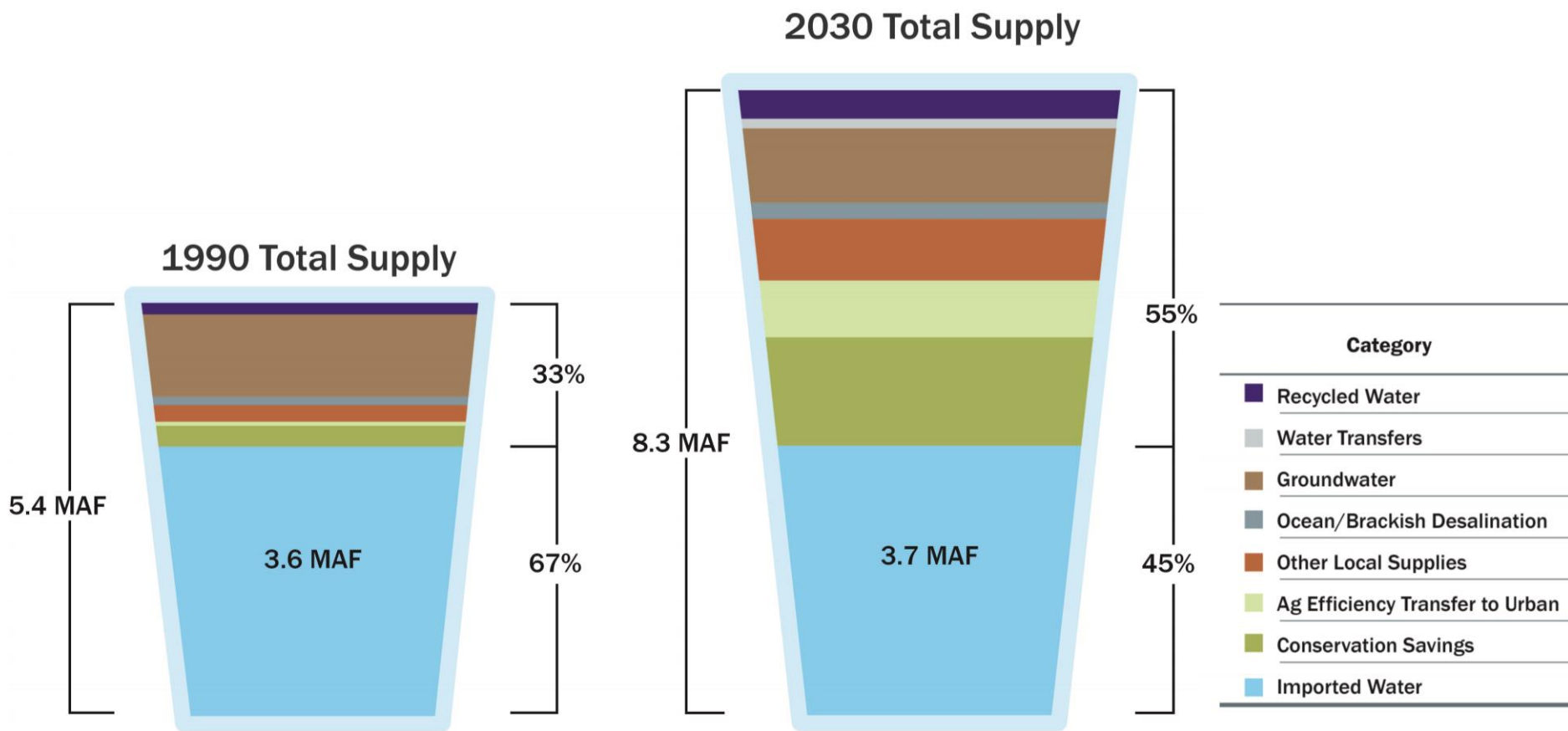
Retail/Wholesale Agencies:

- Contra Costa Water District (CCWD)
- City of San Diego (San Diego)
- San Francisco Public Utilities Commission (SFPUC)

Wholesale Agencies:

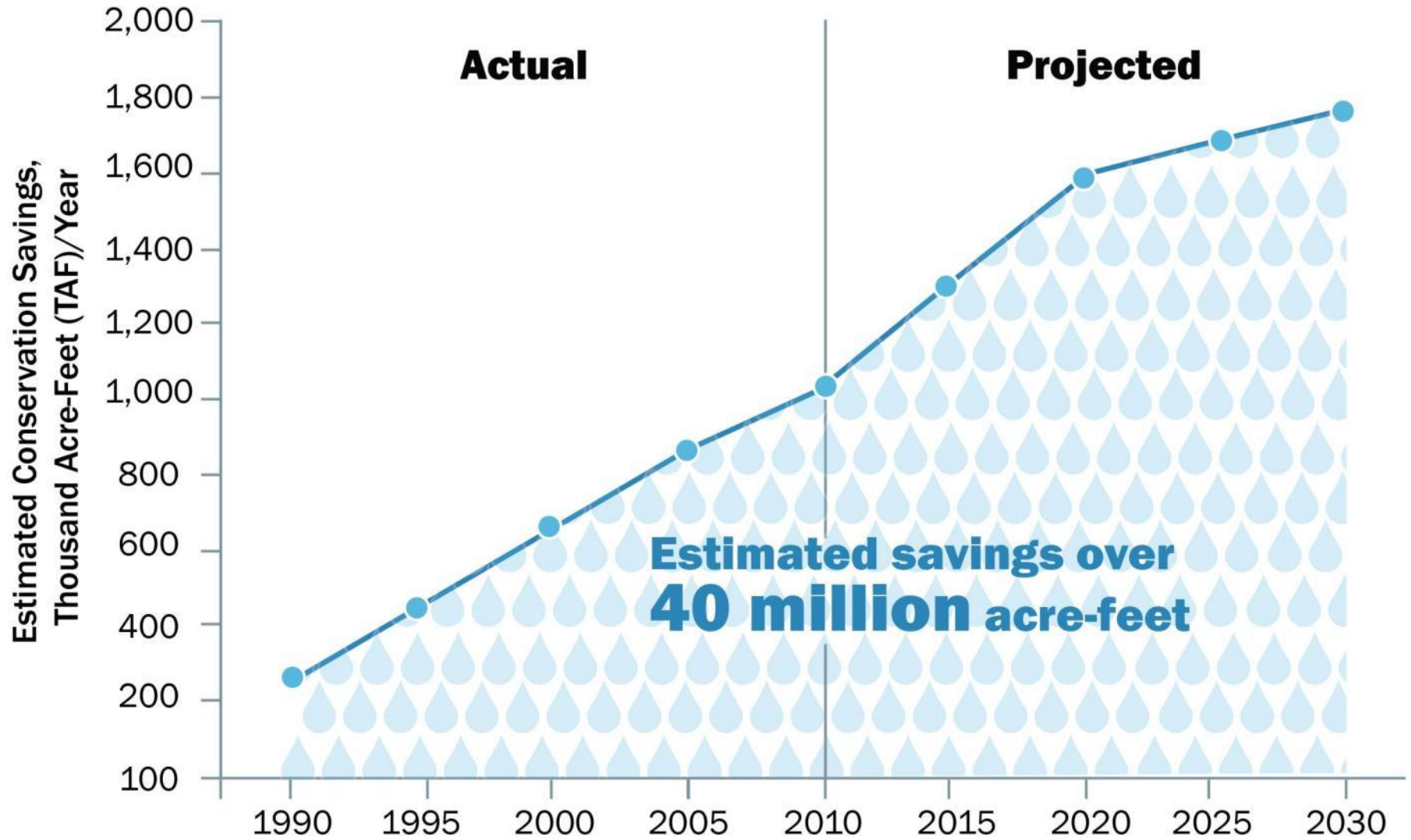
- Metropolitan Water District of Southern California (MWDSC)
- Santa Clara Valley Water District (SCVWD)
- San Diego County Water Authority (SDCWA)
- Zone 7 Water Agency (Zone 7)

CUWA Agency Supply Diversification for Long-Term Reliability



CALIFORNIA URBAN WATER AGENCIES

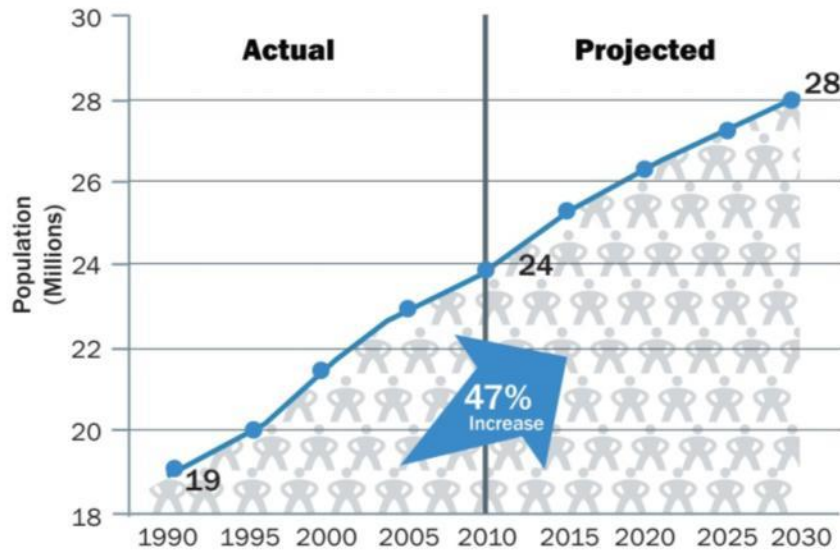
Water Savings are a Critical Component of Future CUWA Agency Supplies



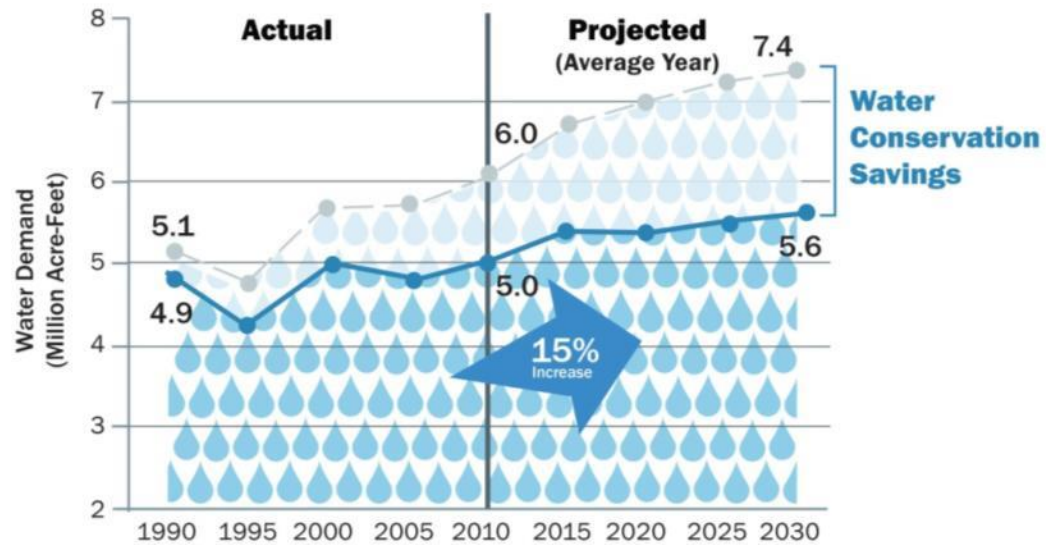
CALIFORNIA URBAN WATER AGENCIES

Effectively Managing Water Demands, Even with Steady Population Growth

Population Served



Total Urban Demand



Over \$21B Invested and More to Come

CUWA INVESTMENTS IN WATER SUPPLY RELIABILITY OVER THE PAST 20 YEARS



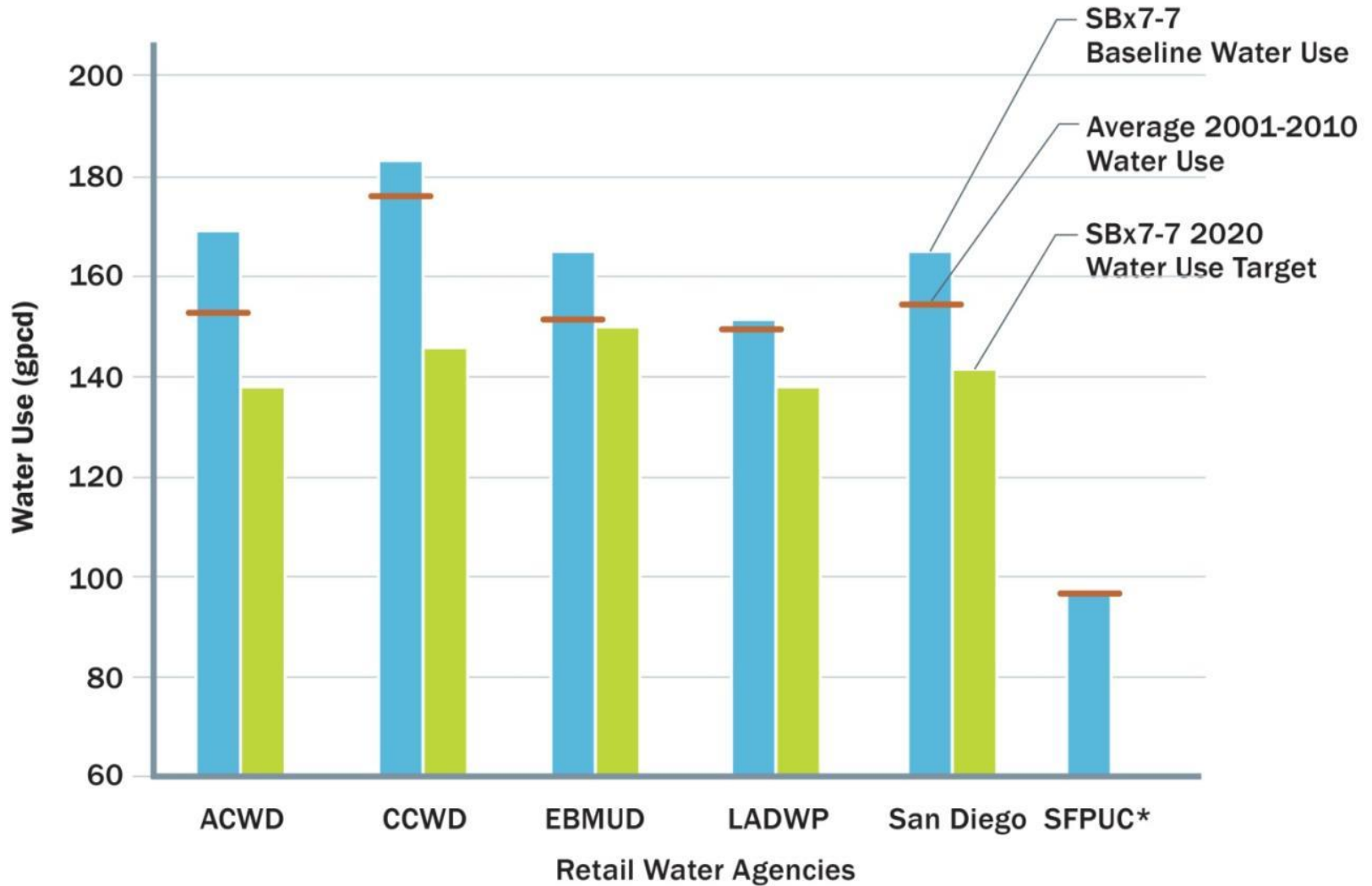
*Not including CUWA wholesale customer investments, grant funds, or full infrastructure renewal and replacement costs.

Increased Conservation Activities Provide Lasting Savings



Before and After Turf Replacement (City of San Diego)

CUWA Retail Agencies on Track for 20 x 2020



*No target, baseline <100 gpcd

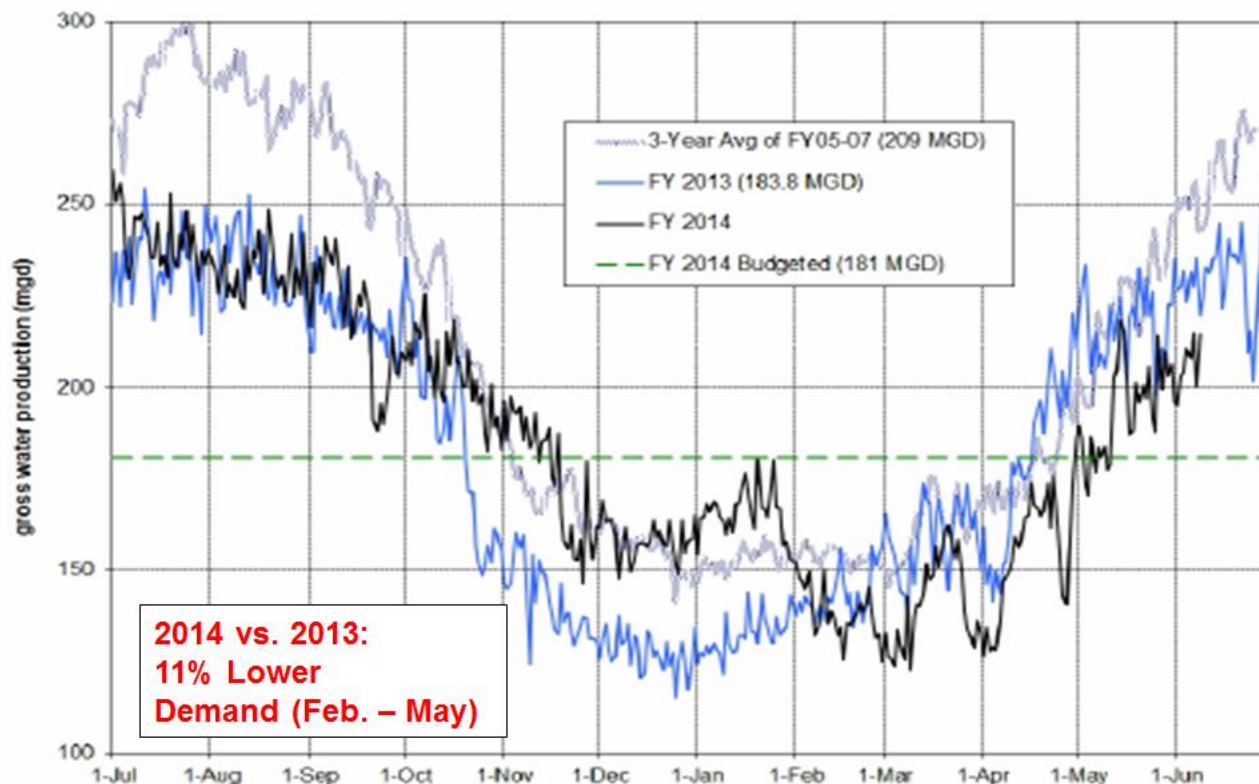
Customer Response to Drought Messaging since January

- **4-fold increase** in conservation staff phone call volume
- **More than tripled** requests for high efficiency toilet rebates
- **As much as 30 times more** requests for residential conservation kits than the normal monthly rate
- **As much as a 10-fold increase** in "Turf Replacement Rebate" applications



Individual CUWA Agencies are Tracking Drought Response – Retail Agency Example

Current Gross Water Production



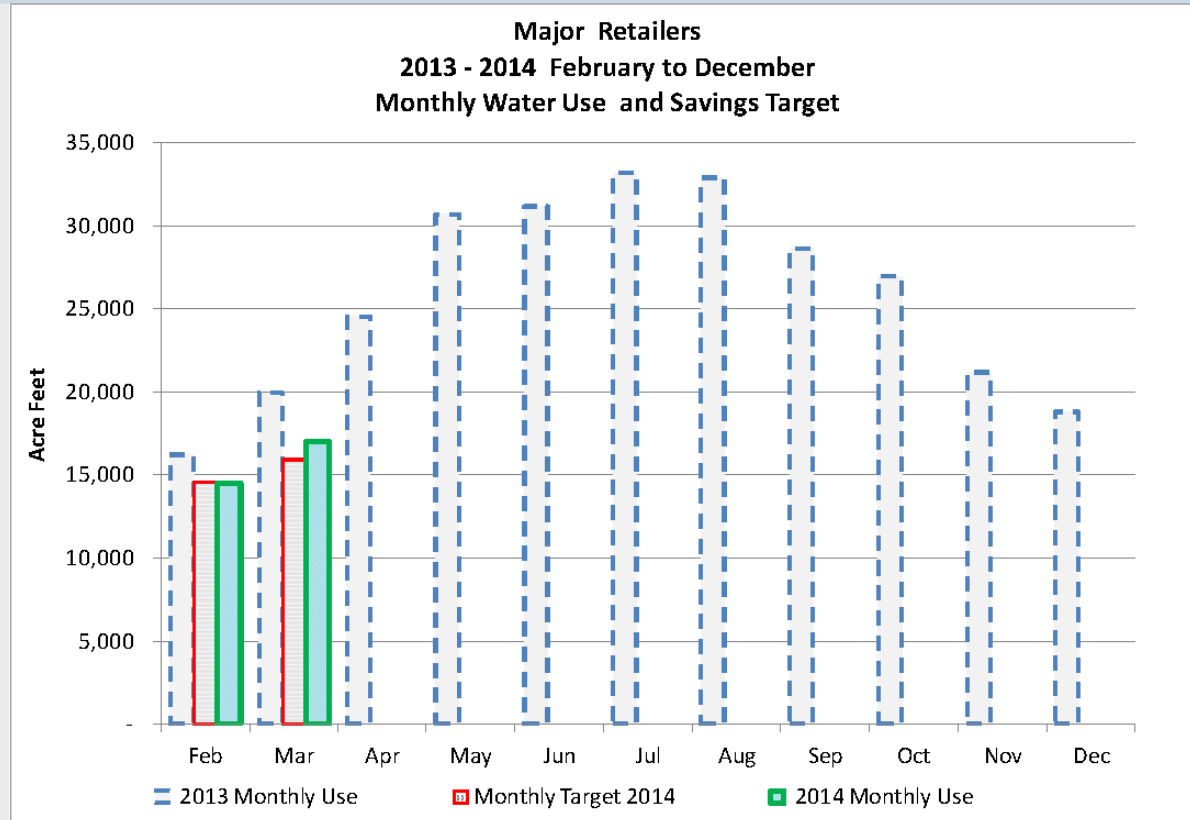
EBMUD's Biweekly Water Supply and Drought Management Update

CALIFORNIA URBAN WATER AGENCIES

Wholesalers are Also Tracking Water Use and Drought Response

Cumulative Water Use by Major Retailers

1. Water Use Reduction Program



8

Attachment 2, Page 8 of 21

SCVWD's Board report

See www.cuwa.org for

- Annual Report
- Policy Principles
- Water Supply Reliability Report
- Water Reuse Update

Or contact CUWA Staff –
Cindy Paulson - Executive Director
cpaulson@brwnaald.com

Jenny Gain - Staff Engineer
jgain@brwnaald.com