Water COUNTS ACADEMY

TODAY'S SESSION IS HOSTED BY

Desert Water Agency

- Founded in 1961 as a groundwater management agency
- Began providing water service to customers in Palm Springs and Cathedral City in 1968
- Imports water to recharge the groundwater basin
- 27 active wells and 25 reservoirs
- 2 hydroelectric plants that generate power
- 90 employees
- 24,000 domestic water connections serving a population of about 75,000 people over roughly 325 square miles
- 2,300 sewer accounts in Cathedral City

DESERT WATER

WELCOME

CONSERVATION:
STATE & REGIONAL PLANNING

INTRODUCTIONS

Nisha Ajmani

SENIOR PUBLIC AFFAIRS SPECIALIST, DESERT WATER AGENCY

Jeanine Jones

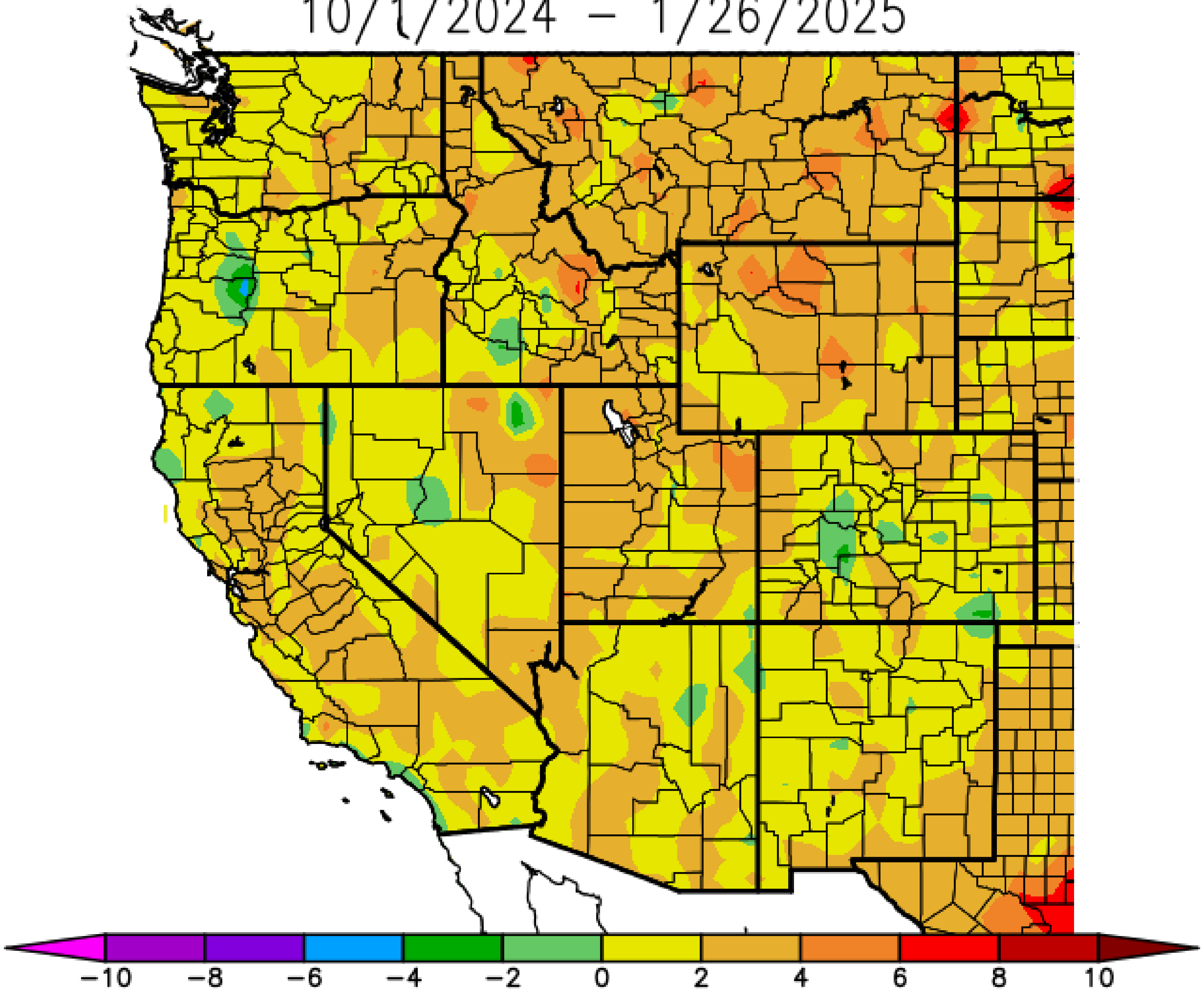
INTERSTATE RESOURCES MANAGER,
CALIFORNIA DEPARTMENT OF WATER RESOURCES

Jeanine Jones is the Interstate Resources Manager for the California Department of Water Resources. She is a member and past Chair of the Western States Water Council, a Designee on the Colorado River Board of California, and a registered civil engineer in California and Nevada. She has more than 40 years of experience in water resources management.

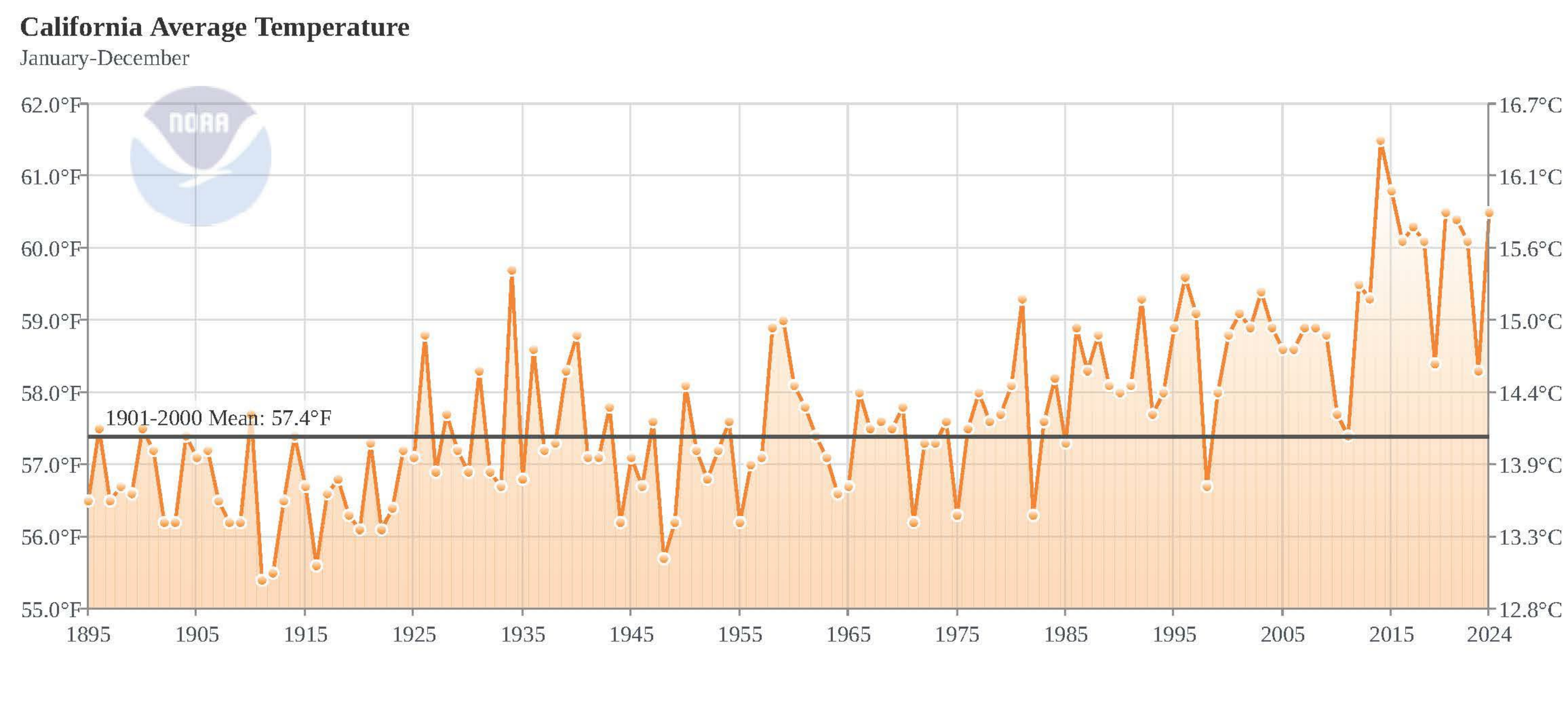
Water Conditions & Climate Change

Jeanine Jones, California Department of Water Resources

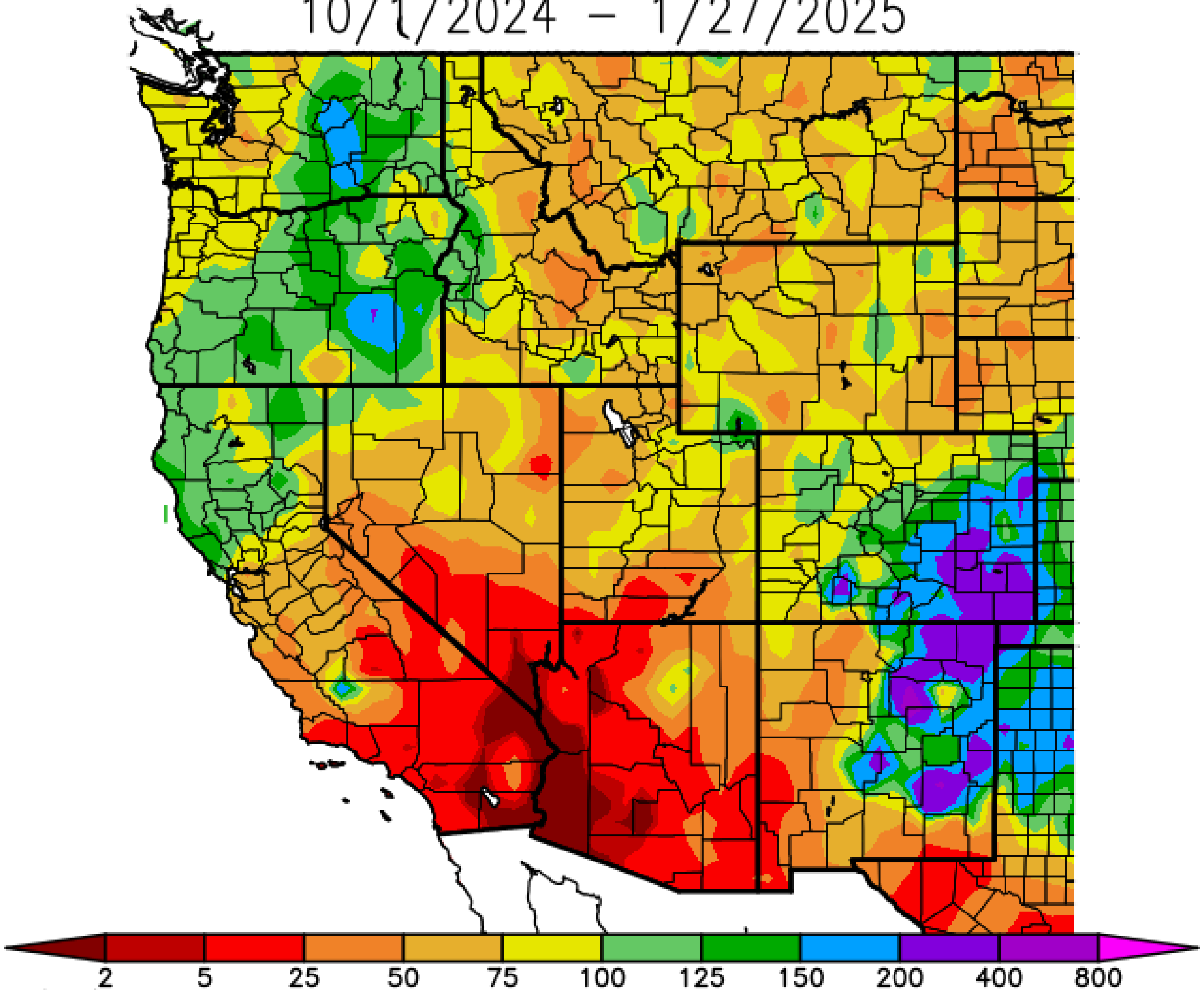
Ave. Temperature dep from Ave (deg F)
10/1/2024 – 1/26/2025



Generated 1/27/2025 at WRCC using provisional data.
NOAA Regional Climate Centers

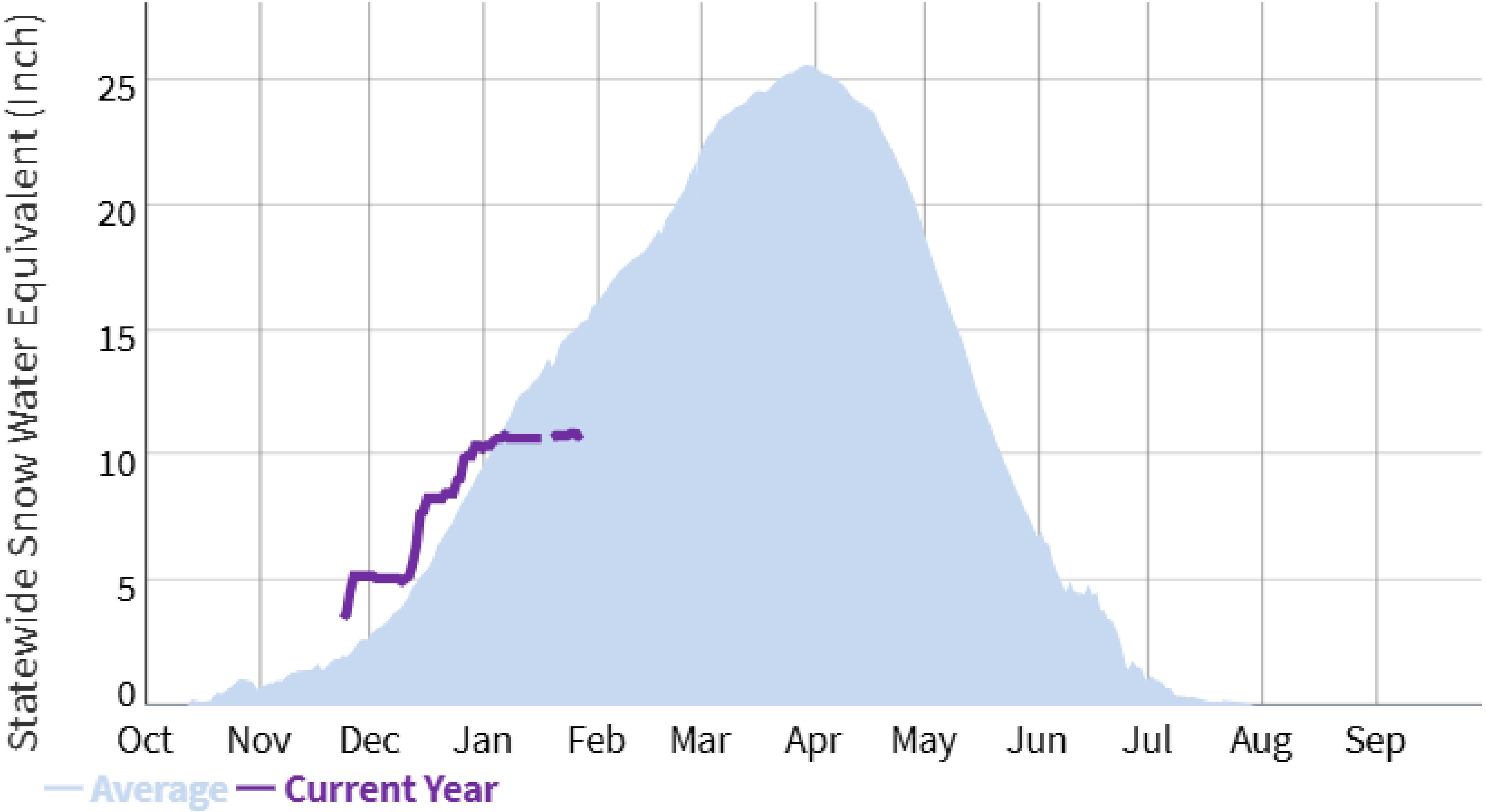

California Average Temperature
January-December
62.0°F
61.0°F
60.0°F
59.0°F
58.0°F
57.0°F
56.0°F
55.0°F
16.7°C
16.1°C
15.6°C
15.0°C
14.4°C
13.9°C
13.3°C
12.8°C
1901-2000 Mean: 57.4°F
1895
1905
1915
1925
1935
1945
1955
1965
1975
1985
1995
2005
2015
2024

Percent of Average Precipitation (%)
10/1/2024 – 1/27/2025



Generated 1/28/2025 at WRCC using provisional data.
NOAA Regional Climate Centers

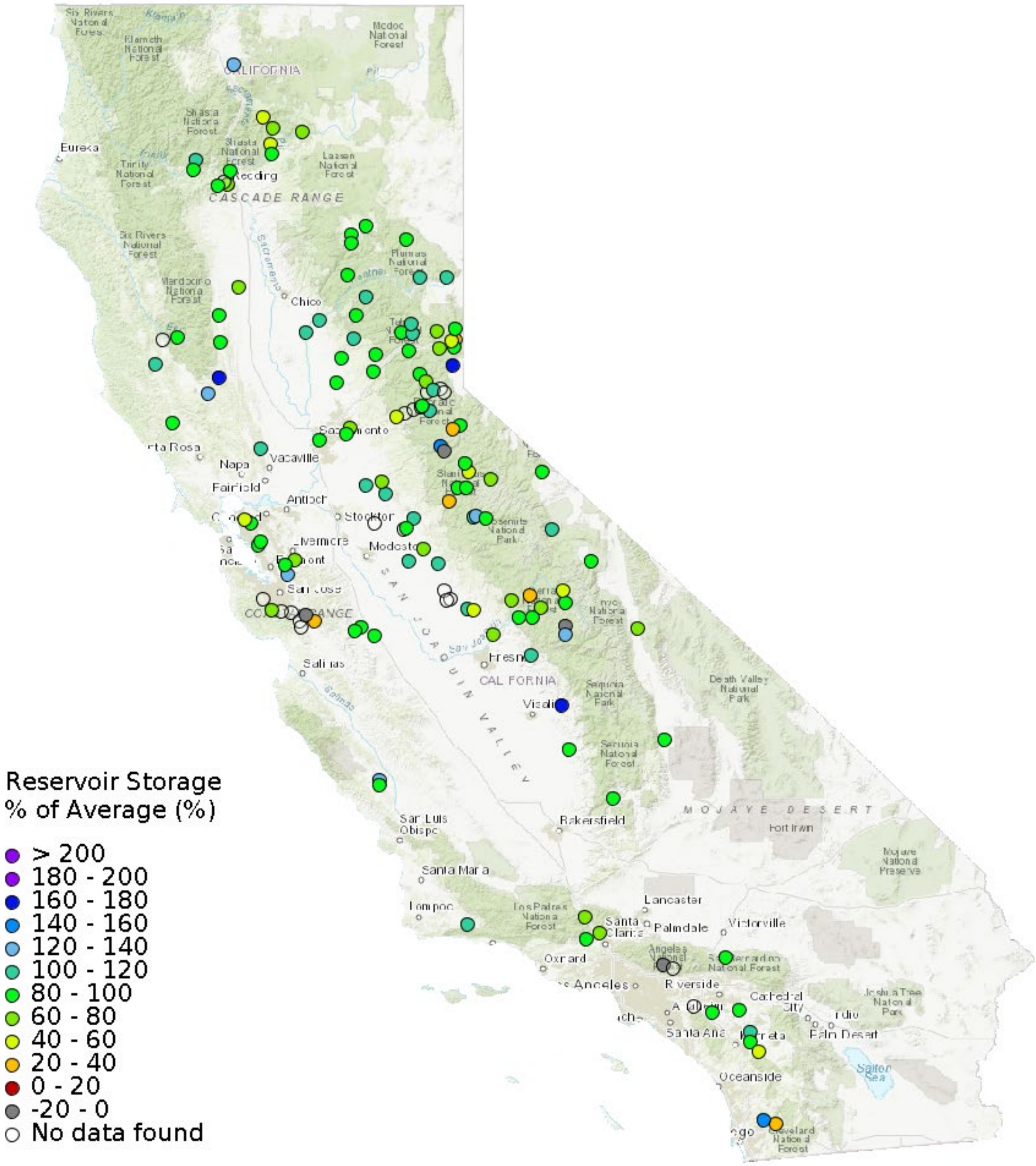
Statewide Snowpack Chart as of 01/27/2025



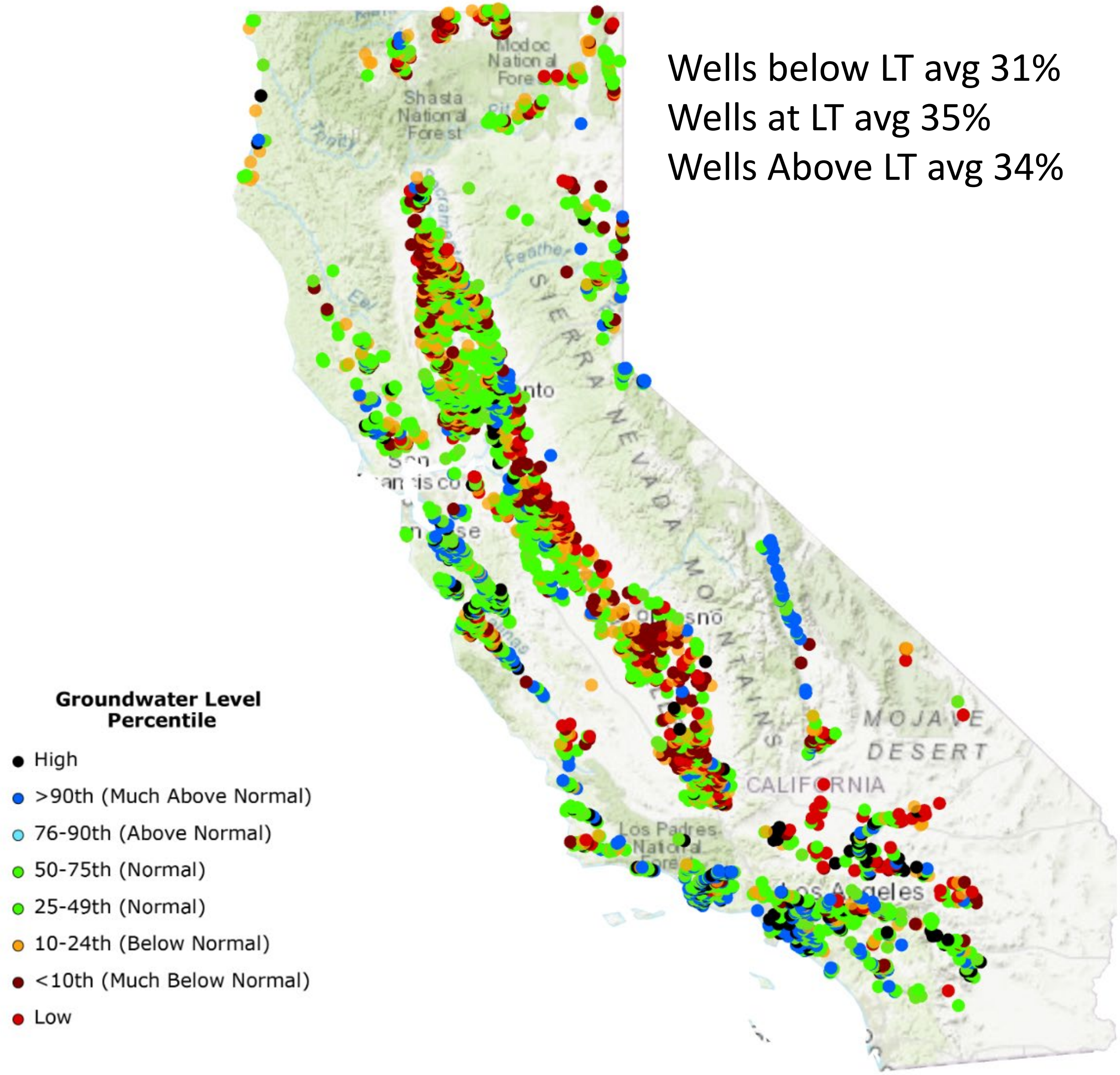
Percent of normal to date: 68%

Percent of April 1st average: 41%

Reservoir Storage % of Average - 01/26/2025



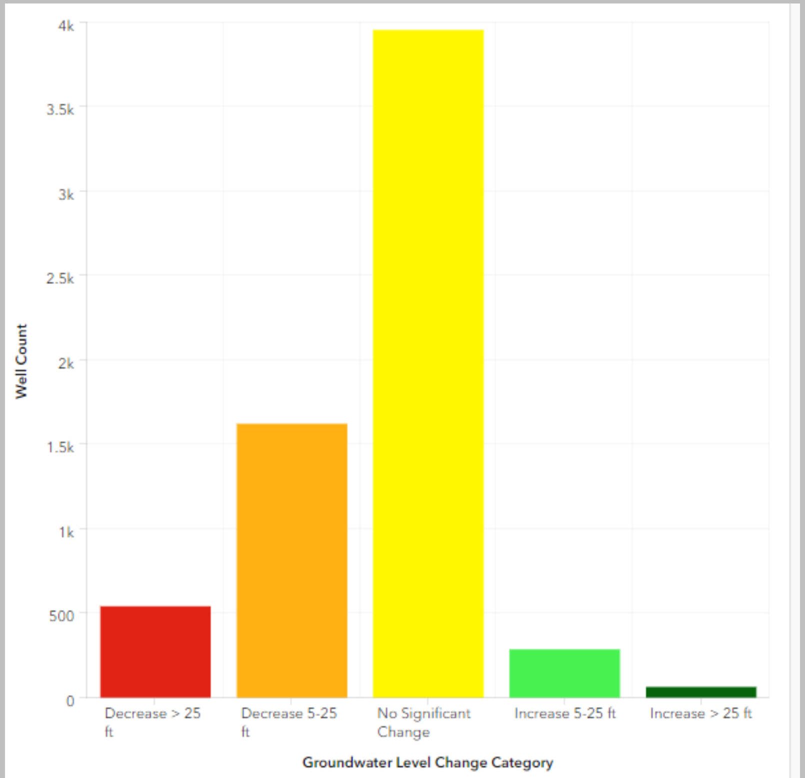
Groundwater Level Percentile - 01/26/2025



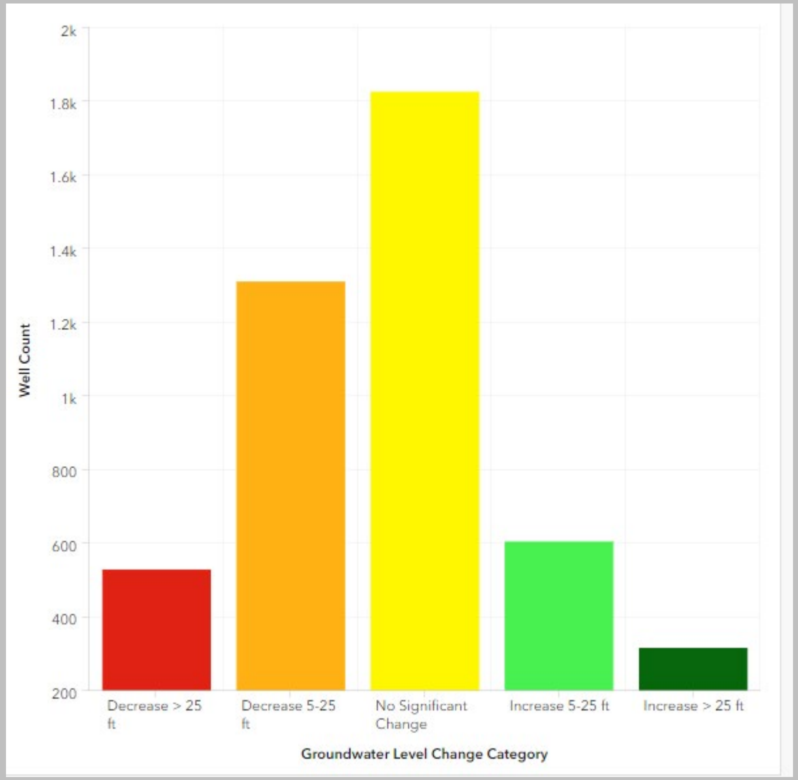
Wells below LT avg 31%
Wells at LT avg 35%
Wells Above LT avg 34%

Spring Statewide Groundwater Level Changes

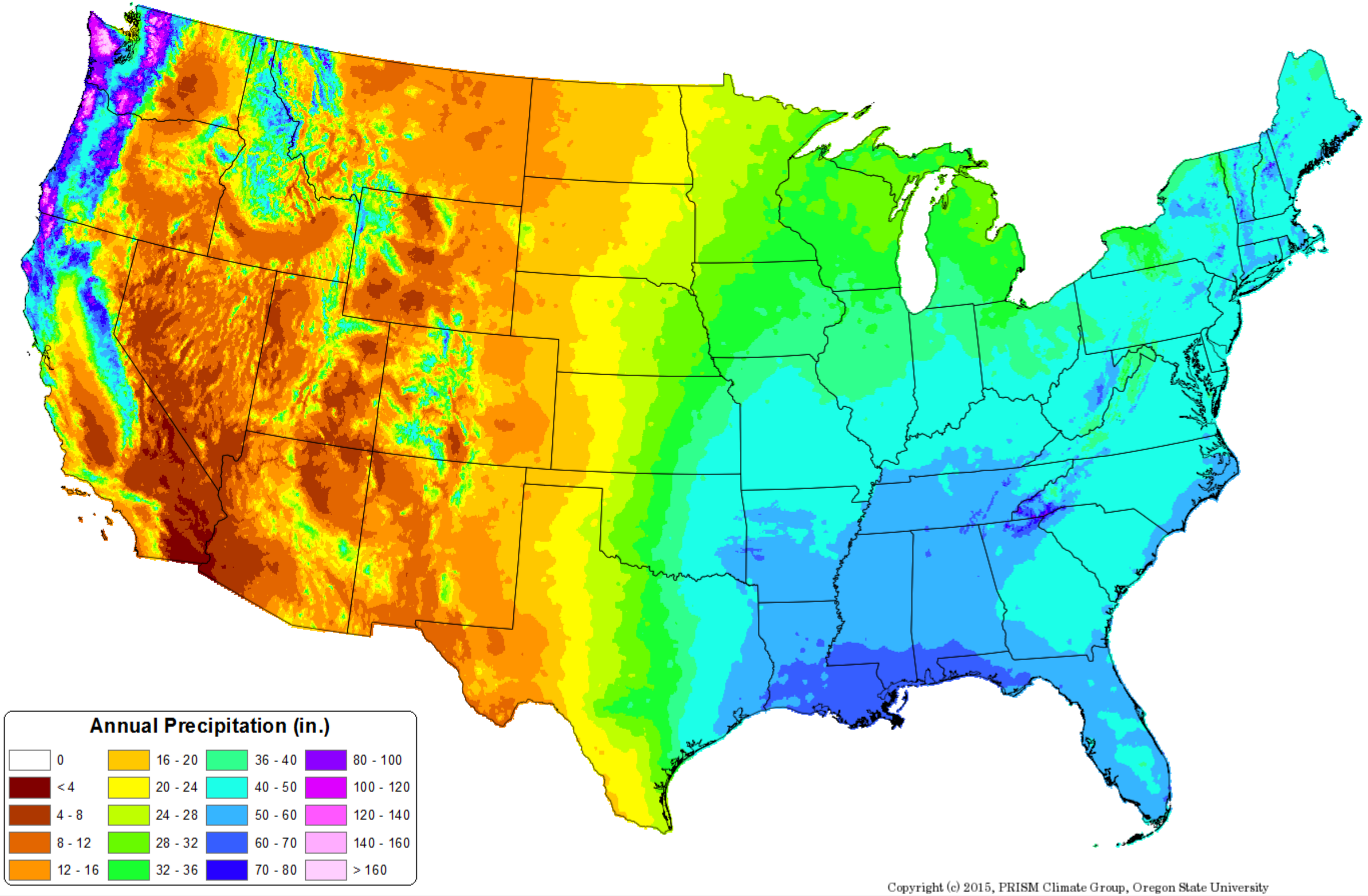
1-year change



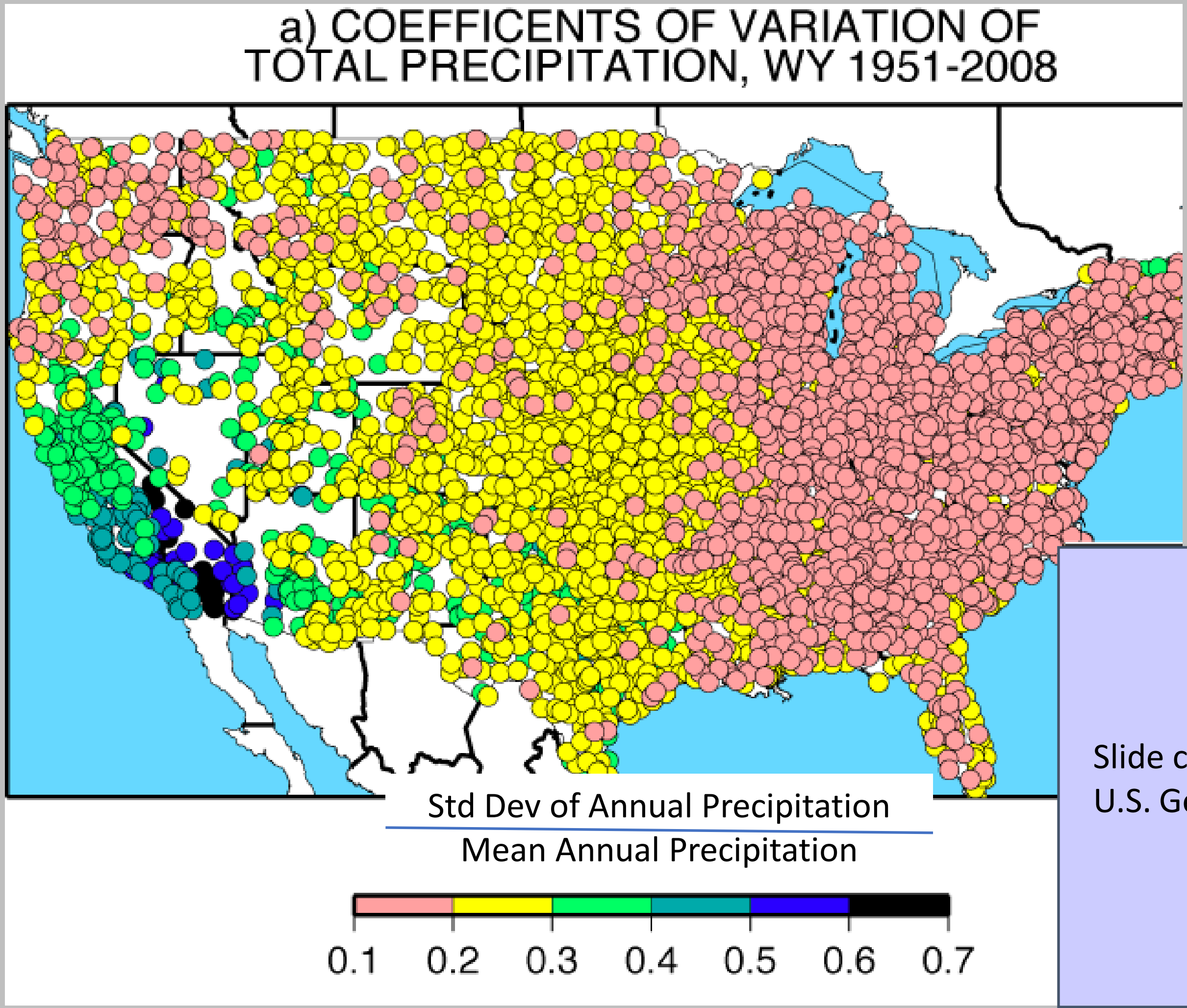
10-year change



30-yr Normal Precipitation: Annual
Period: 1981-2010



Temporal Variability of Western Precipitation

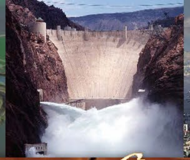


Slide courtesy of Mike Dettinger, U.S. Geological Survey

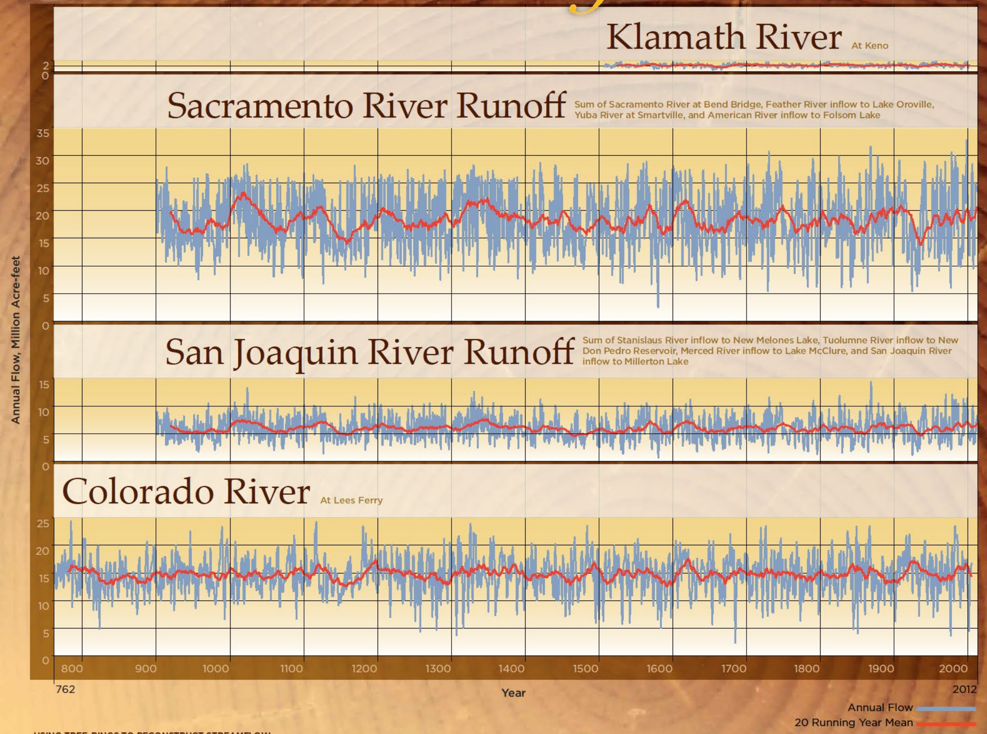
Dettinger et al, 2011








Reconstructed Streamflows & Drought Periods



USING TREE-RINGS TO RECONSTRUCT STREAMFLOW

A tree-ring reconstruction is a set of tree-ring width data that have been calibrated with an instrumental or gaged record of a hydrologic or climatic variable such as annual streamflow or precipitation. The reconstruction, based on a statistical model that describes the relationship between tree growth and the gage record, extends that record back hundreds of years into the past.

Tree growth in dry climates is limited by water availability. Trees that provide the best information about hydroclimatic variability are those particularly sensitive to variations in moisture. These include species such as blue oak, ponderosa pine, Douglas fir, and western juniper, usually growing at lower elevations in sparse stands on dry and rocky sites where soil moisture storage is minimal.

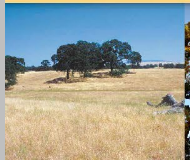
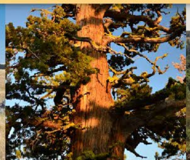
Tree-ring reconstructions of hydroclimatic variables are developed from tree-ring chronologies. A tree-ring chronology is a time-series of annual values derived from the ring-width measurements of 10 or more trees of the same species at a single site. To create a tree-ring chronology, cores from the sampled trees at each site are cross-dated (i.e., patterns of narrow and wide rings are matched from tree to tree) to account for missing or false rings, so that every annual ring is absolutely dated to the correct year. Then all rings are measured to the nearest thousandth of a millimeter using a computer-assisted measuring device. After growth-related trends unrelated to climate are statistically removed, the ring width values from all sampled trees for each year are averaged to create a time series of annual ring width indices. The complete series of ring width indices from a site is called a tree-ring chronology.

Once a gaged record of interest is selected for reconstruction, a set of tree-ring chronologies from the region near the gage is calibrated with the gage record to form a reconstruction model. A statistical technique called multiple linear regression is commonly used. The reconstruction is evaluated by comparing the observed gage values with the reconstructed values by assessing the amount of variance in the gage record that is explained by the reconstruction.

DROUGHTS PRIOR TO THE HISTORICAL RECORD

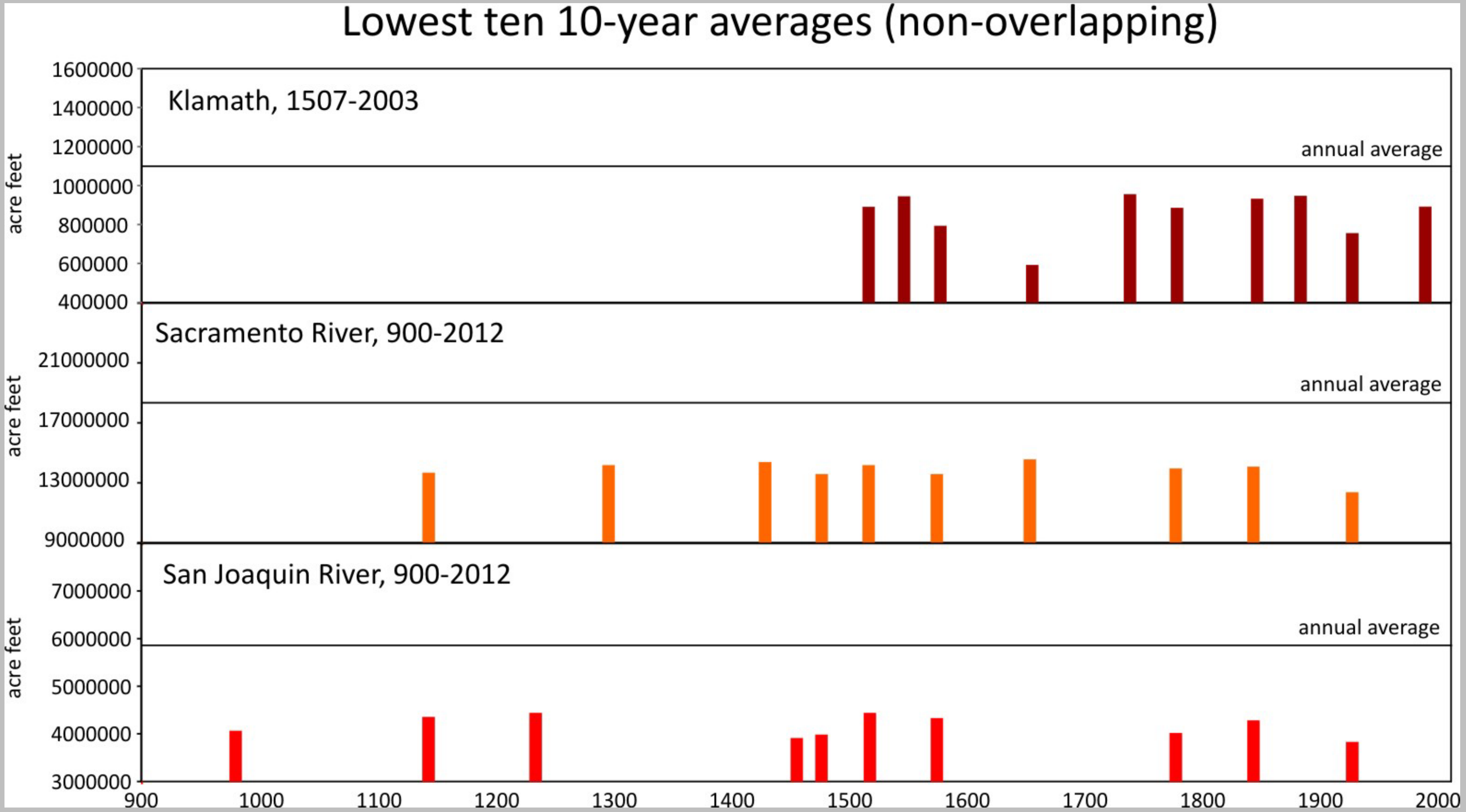
The period of reliably measured streamflows for rivers throughout the West seldom reaches beyond 100 years, which represents only a fraction of climatologically modern time. As these streamflow reconstructions show, there have been droughts prior to the historical period that were more severe – particularly in duration – than those in the measured record. The reconstructed record captures a broader range of hydrologic variability than does the historical record, making reconstructions useful for drought preparedness planning. Of particular interest from a scientific perspective is the Medieval Climate Anomaly, a time during which sustained severe drought gripped much of the western United States, as exemplified illustrated in the Sacramento, San Joaquin, and Colorado River reconstructions.

Data source: Work performed by the University of Arizona under contract to the California Department of Water Resources. CDWR Agreements 4600003882 (David Meko, 2006) and 4600008850 (David Meko, Connie Woodhouse, Ramzi Touchan, 2014)



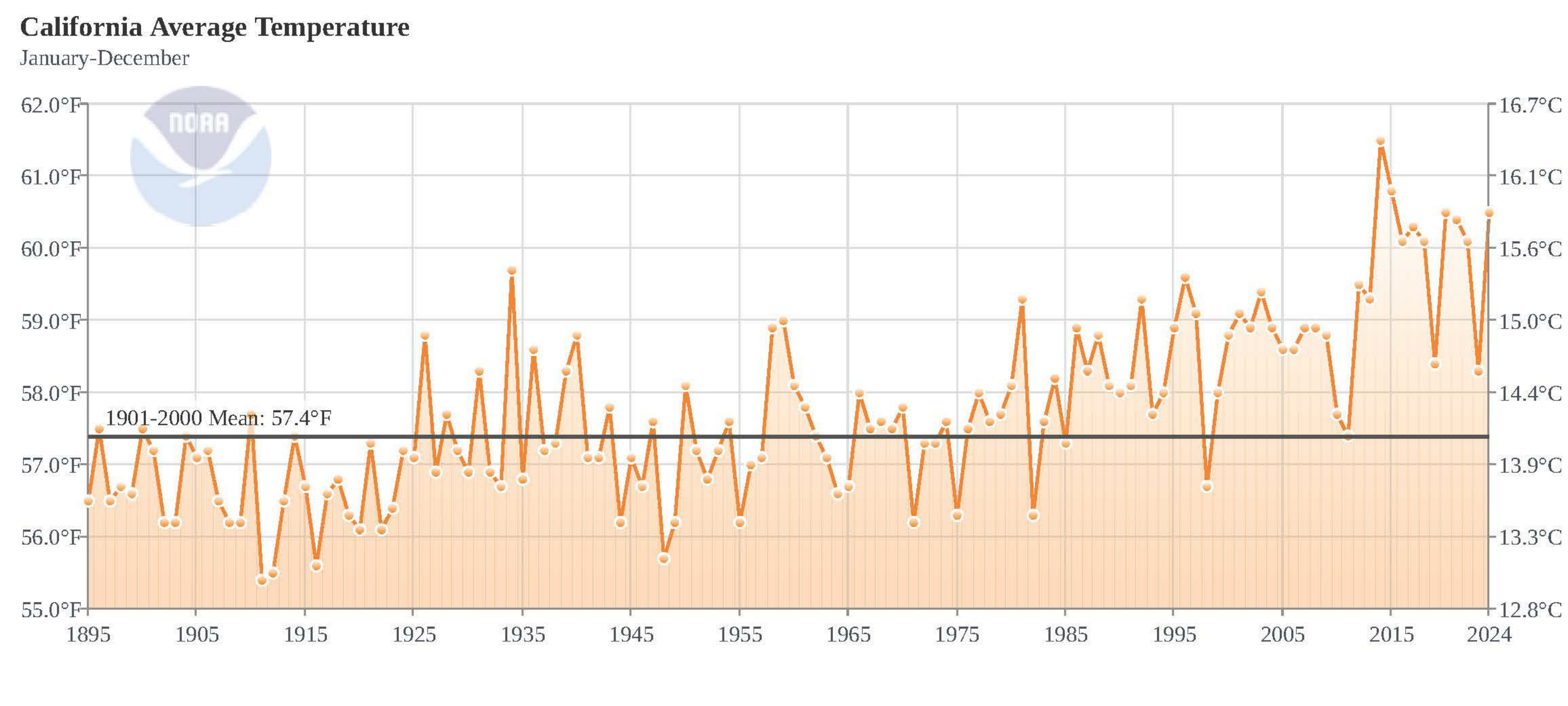
Paleo Record, Largest CA Watersheds



Courtesy of Connie Woodhouse

Things Are Heating Up

These Aren’t Our Grandparents’ Droughts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13.3°C
12.8°C
1901-2000 Mean: 57.4°F
1895
1905
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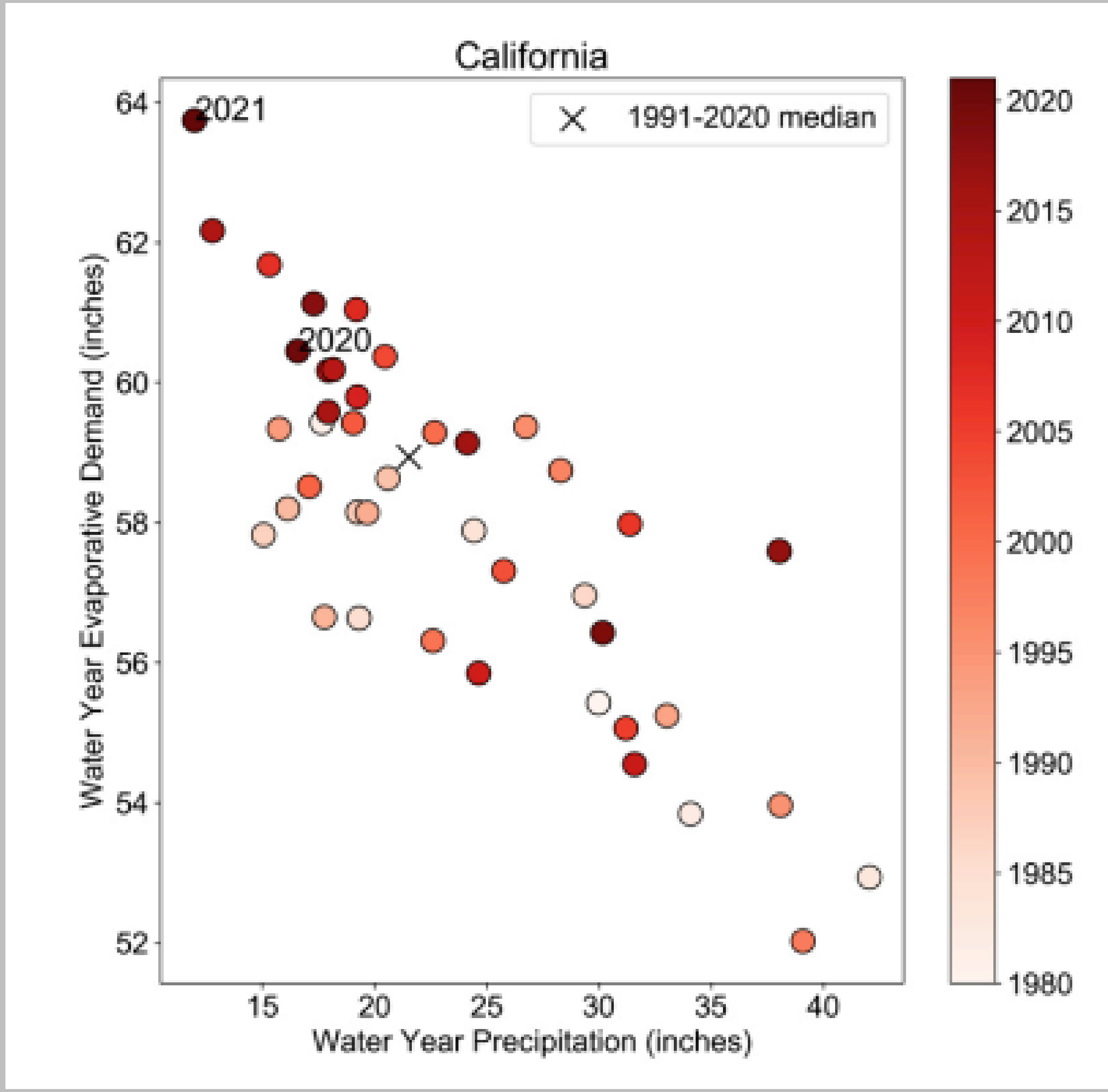
1975
1985
1995
2005
2015
2024

Evaporative Demand Over Time



CNAP 2022

2012-16 Drought

- Included warmest years on record, record low statewide snowpack
- State response actions not seen since 1976-77
- First-ever zero CVP ag contractor allocations
- About 500,000 acres fallowed
- First-ever state emergency response for areas of dry private residential wells

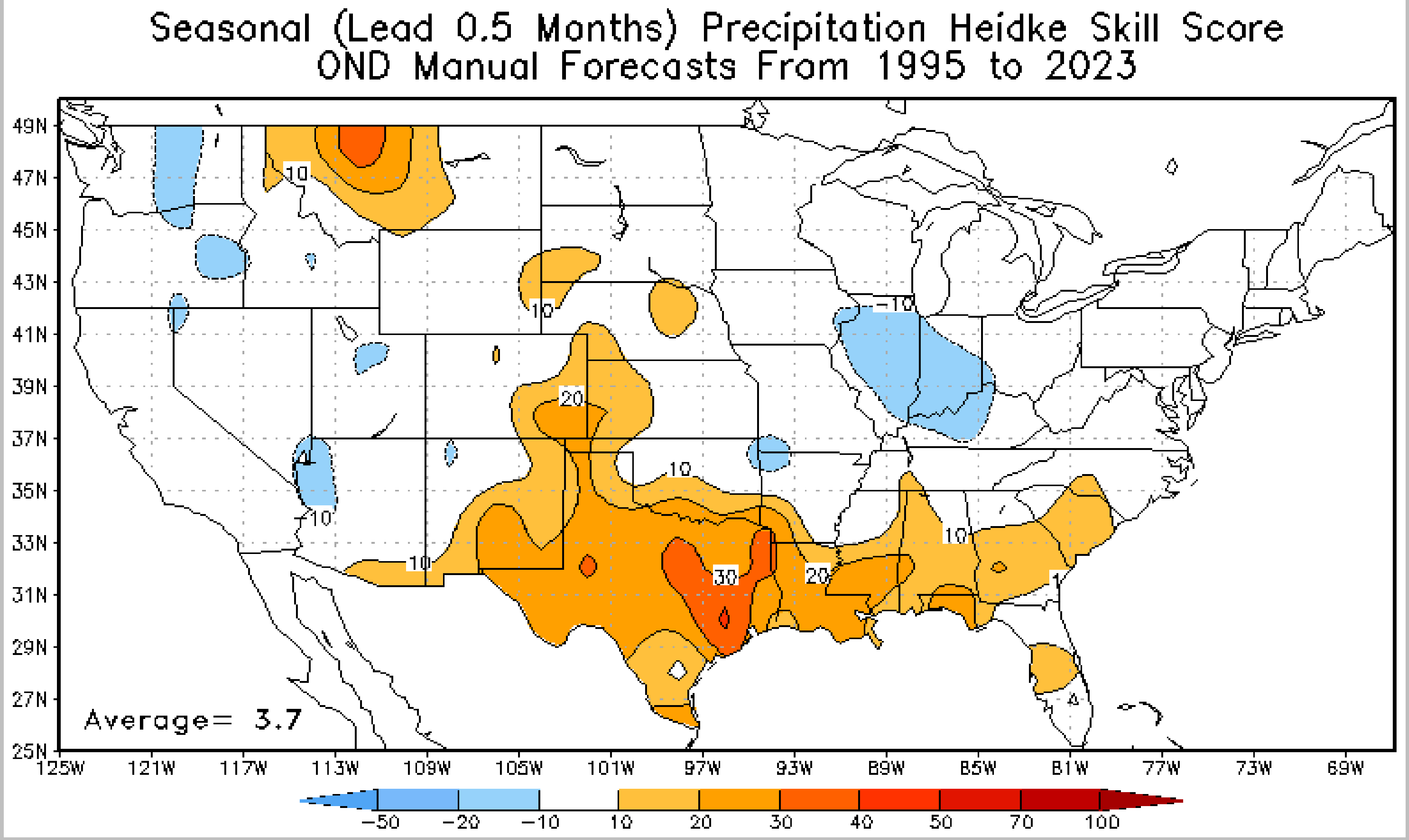
2020-2022 Drought

- Zero allocation to most CVP ag contractors in WY 2021 and 2022, CVP M&I health & safety allocation in WY 2022, 5% SWP allocation
- Pending 2022 large-scale urban water use restrictions in Southern California due to infrastructure limitations
- First Lower Colorado River Basin shortage pursuant to the Interim Guidelines
- Record low Lake Oroville elevation in 2021, Hyatt PP unable to generate
- 70% statewide snowpack in WY 2021, yet runoff comparable to 2014-2015
- Groundwater impacts similar to San Joaquin Valley in 2012-16 now seen in parts of Sacramento Valley

California's Famine to Flood in WY2023

From the driest consecutive three years on record to one of the wettest

Historical Skill of NOAA Seasonal Outlooks – Not Usable for Water Management



S2S Precipitation Forecasting Challenges

- Difficult science problem
- Historically minimal federal research funding in comparison to weather and climate time scales
- Lack of interest by NOAA

Improving Subseasonal to Seasonal Precipitation Forecasting For Water Management

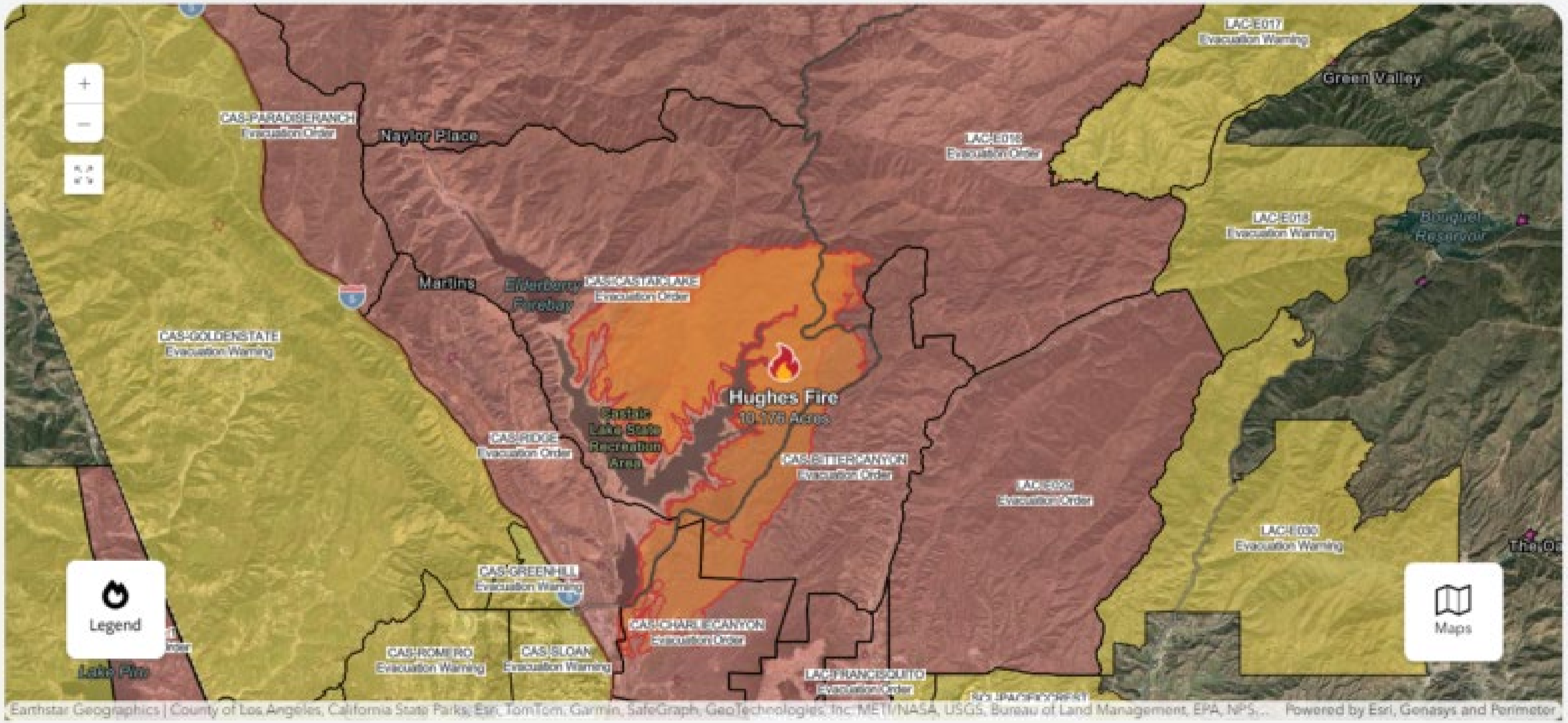
S2Sforecasting.org

Catastrophic Wildfire Risk

- All but 2 of the state's 20 largest & 20 most damaging fires have occurred from 2000 onward
- Increasing risk of damage to large-scale water infrastructure
- Destruction of urban water distribution systems: 2017 Tubbs Fire, 2018 Camp Fire, 2021 Dixie Fire
- Water quality degradation, boil water orders, debris flows

Hughes Fire

14% Contained | 10,176 Acres | 2 Counties: Los Angeles, Ventura



Catastrophic Wildfire Risk

- 1991 Oakland Hills fire (25 lives lost)
- October – November 2003 Southern California wildfires (22 lives lost)
- October 2007 Southern California wildfires (1 million people evacuated)
- 2017 Tubbs Fire, Napa/Sonoma (22 lives lost)
- 2018 Camp Fire, (85 lives lost)
- 2025 Eaton & Palisades Fires (28 lives lost)

Top 20 Most Destructive California Wildfires

	FIRE NAME *(CAUSE)*	DATE	COUNTY	ACRES	*STRUCTURES*	DEATHS
1	**CAMP** *(Powerlines)*	November 2018	Butte	153,336	**18,804**	85
2	**EATON** *(Under Investigation)**	January 2025	Los Angeles	14,021	**9,418**	17
3	**PALISADES** *(Under Investigation)**	January 2025	Los Angeles	23,448	**6,834**	11
4	**TUBBS** *(Electrical)*	October 2017	Napa & Sonoma	36,807	**5,636**	22
5	**TUNNEL - Oakland Hills** *(Rekindle)*	October 1991	Alameda	1,600	**2,900**	25
6	**CEDAR** *(Human Related)*	October 2003	San Diego	273,246	**2,820**	15
7	**NORTH COMPLEX** *(Lightning)*	August, 2020	Butte, Plumas, & Yuba	318,935	**2,352**	15
8	**VALLEY** *(Electrical)*	September 2015	Lake, Napa & Sonoma	76,067	**1,955**	4
9	**WITCH** *(Powerlines)*	October 2007	San Diego	197,990	**1,650**	2
10	**WOOLSEY** *(Electrical)*	November 2018	Ventura	96,949	**1,643**	3
11	**CARR** *(Human Related)*	July 2018	Shasta County, Trinity	229,651	**1,614**	8
12	**GLASS** *(Undetermined)*	September 2020	Napa & Sonoma	67,484	**1,520**	0
13	**LNU LIGHTNING COMPLEX** *(Lightning/Arson)*	August 2020	Napa, Solano, Sonoma, Yolo, Lake, & Colusa	363,220	**1,491**	6
14	**CZU LIGHTNING COMPLEX** *(Lightning)*	August 2020	Santa Cruz, San Mateo	86,509	**1,490**	1
15	**NUNS** *(Powerline)*	October 2017	Sonoma	54,382	**1,355**	3
16	**DIXIE** *(Powerline)*	July 2021	Butte, Plumas, Lassen, & Tehama	963,309	**1,311**	1
17	**THOMAS** *(Powerline)*	December 2017	Ventura & Santa Barbara	281,893	**1,063**	2
18	**CALDOR** *(Under Investigation)*	September 2021	Alpine, Amador, & El Dorado	221,774	**1,003**	1
19	**OLD** *(Human Related)*	October 2003	San Bernardino	91,281	**1,003**	6
20	**JONES** *(Undetermined)*	October 1999	Shasta	26,200	**954**	1

"Structures" include homes, outbuildings (barns, garages, sheds, etc) and commercial properties destroyed.
This list does not include fire jurisdiction. These are the Top 20 regardless of whether they were state, federal, local or tribal responsibility.
*Numbers not final *DINS Disclaimer: These numbers are preliminary based on aerial assessments dedicating heat sources which can include chicken coops, outbuildings, sheds, water containers, etc. *Validated inspections are currently being ground-verified by Damage Assessment Teams.

1/26/2025

Multi-Hazards: Drought → Wildfire → Debris Flow

A Warmer/Dryer Climate

- Three California 21st century droughts: 2007-09, 2012-16, 2020-22
- Snowpack diminishing, projected increase in elevation of mountain snow lines of greater than 1000’ by end of century
- Observed impacts in 2012-16 & 2020-22 droughts were unprecedented, show the fingerprints of climate change
- California is transitioning to a warmer & drier climate
- Extremes (wet and dry) expected to become more extreme
- Extreme wildfires increasing


110
100
90
80
70
60
50
40
30
BAKER
CA.
GATEWAY
TO
DEATH
VALLEY
WORLD
FAMOUS
Market & Gift Shop
Now Open
Market
Gift Shop

Questions?

Live Water Wise

It's easy. Water your yard during non-daylight hours. More water will reach the roots, and less water will evaporate.

CVWaterCounts.com.

EVERY DROP COUNTS!

Water COUNTS

INDIO water authority

COACHELLA WATER AUTHORITY & SANITARY DISTRICT

Myoma Dunes Water Co.

DESERT WATER

MSWD

Water COUNTS ACADEMY

Zoe Rodriguez del Rey

WATER RESOURCES MANAGER, COACHELLA VALLEY WATER DISTRICT

Zoe has worked at Coachella Valley Water Districts for 8 years as Water Resources Manager. They represent CVWD on several regional water resource planning efforts. Including compliance with Sustainable Groundwater Management Act and Salt and Nutrient Management Plan, to ensure a sustainable and secure water future for the Coachella Valley. Zoe has been working in water for 19 years as a consultant to water utilities East of the Mississippi, as a source water programs coordinator for the City of Portland in Oregon, and research associate at the University of New Orleans. They have a Bachelor of Science in Biology and Master of Science in Environmental Sciences.

WATER DISTRICT INDIO water authority COACHELLA WATER AUTHORITY & SANITARY DISTRICT Myoma Dunes Water Co. DESERT WATER MSWD

Coachella Valley Water Management

February 4, 2025

Coachella Valley Water District

WATER DISTRICT YourWater is our promise

www.cvwd.org

Zoe Rodriguez del Rey
Water Resources Manager

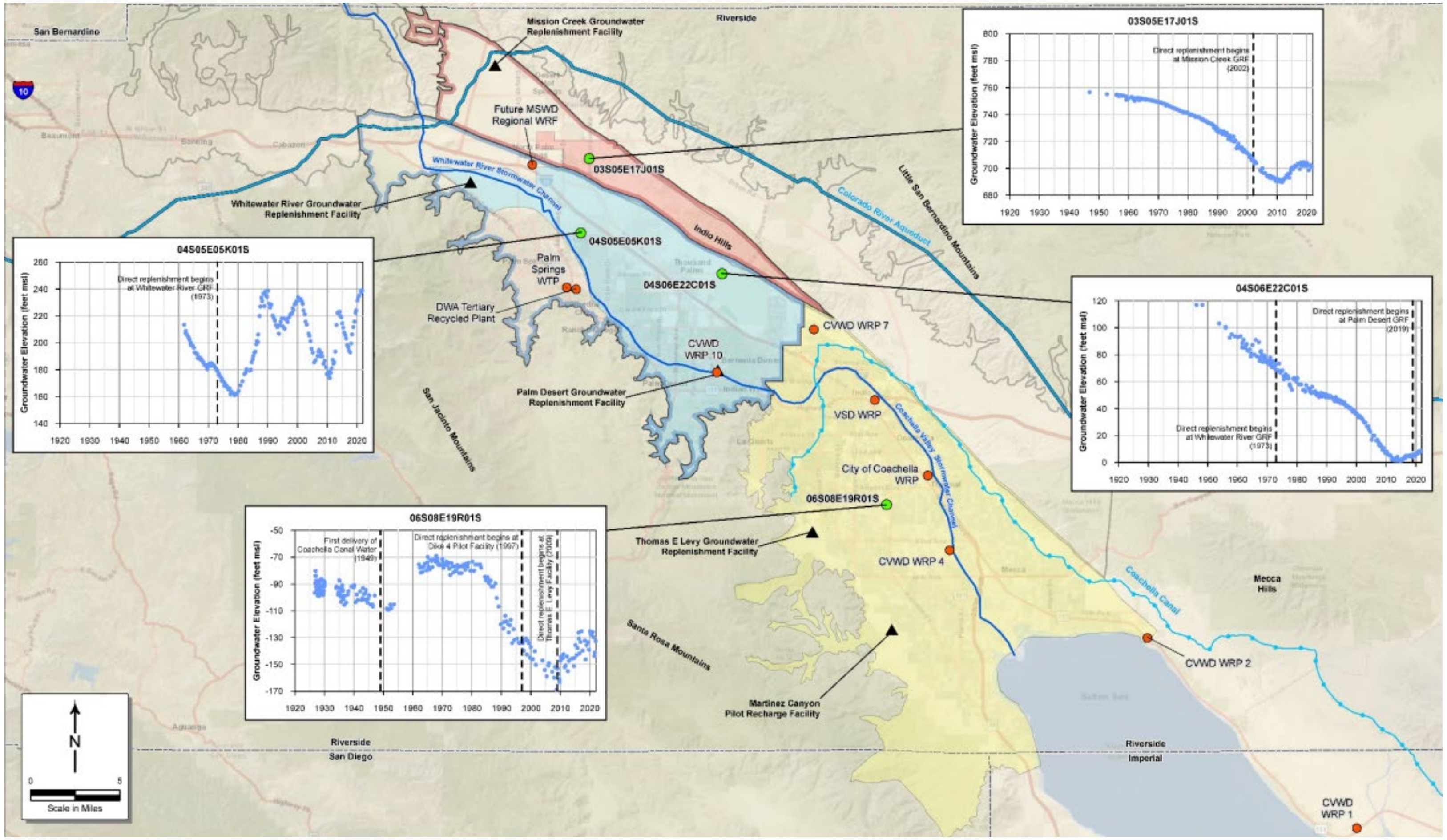
Outline

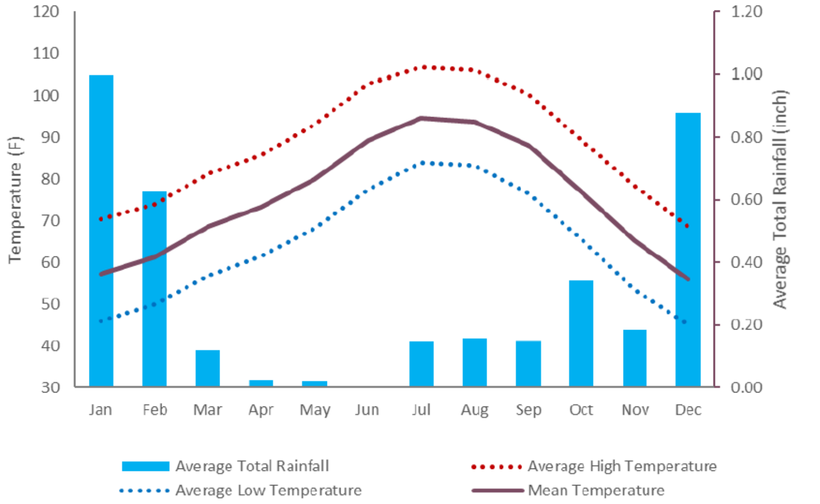
- Introduction
- Sources of Water Supply
- Sustainable Groundwater Management
- Planning for the Future

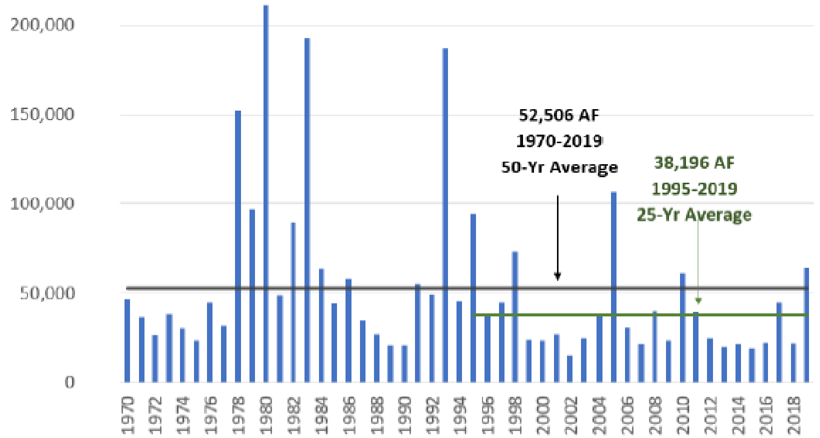
A Brief History of Water Management in the Coachella Valley

- Water management has always been integral to the Coachella Valley
- Began delivering Colorado River water in 1949 for agricultural uses
- Began replenishing the groundwater basin with State Water Project Exchange water in 1973
- Adopted first Water Management Plan in 2002 *to reliably meet current and future water demands in a cost-effective and sustainable manner*

Groundwater Management in an Arid Climate

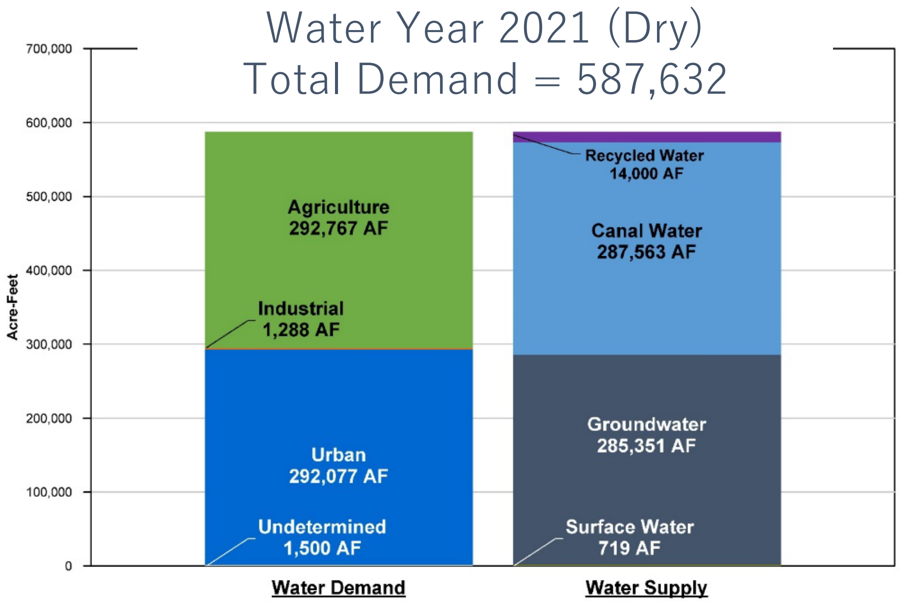


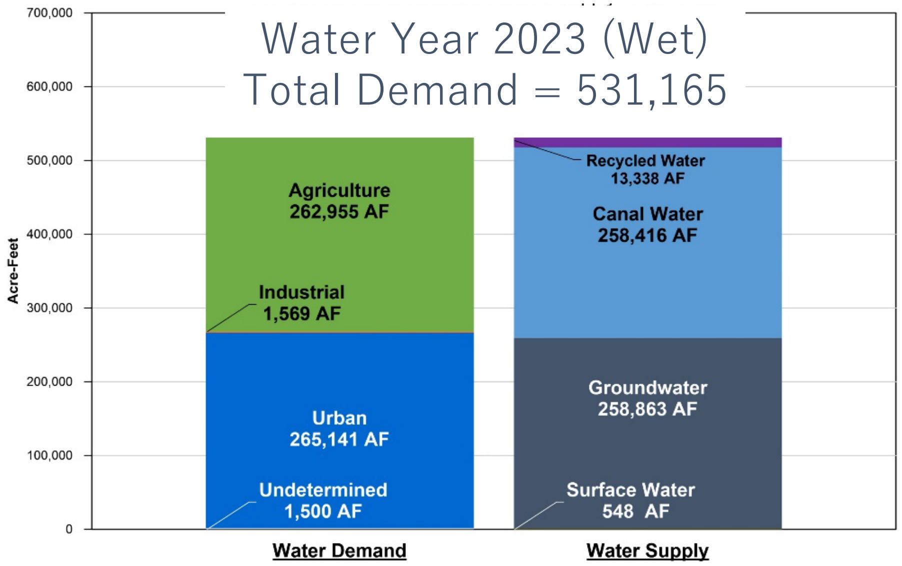




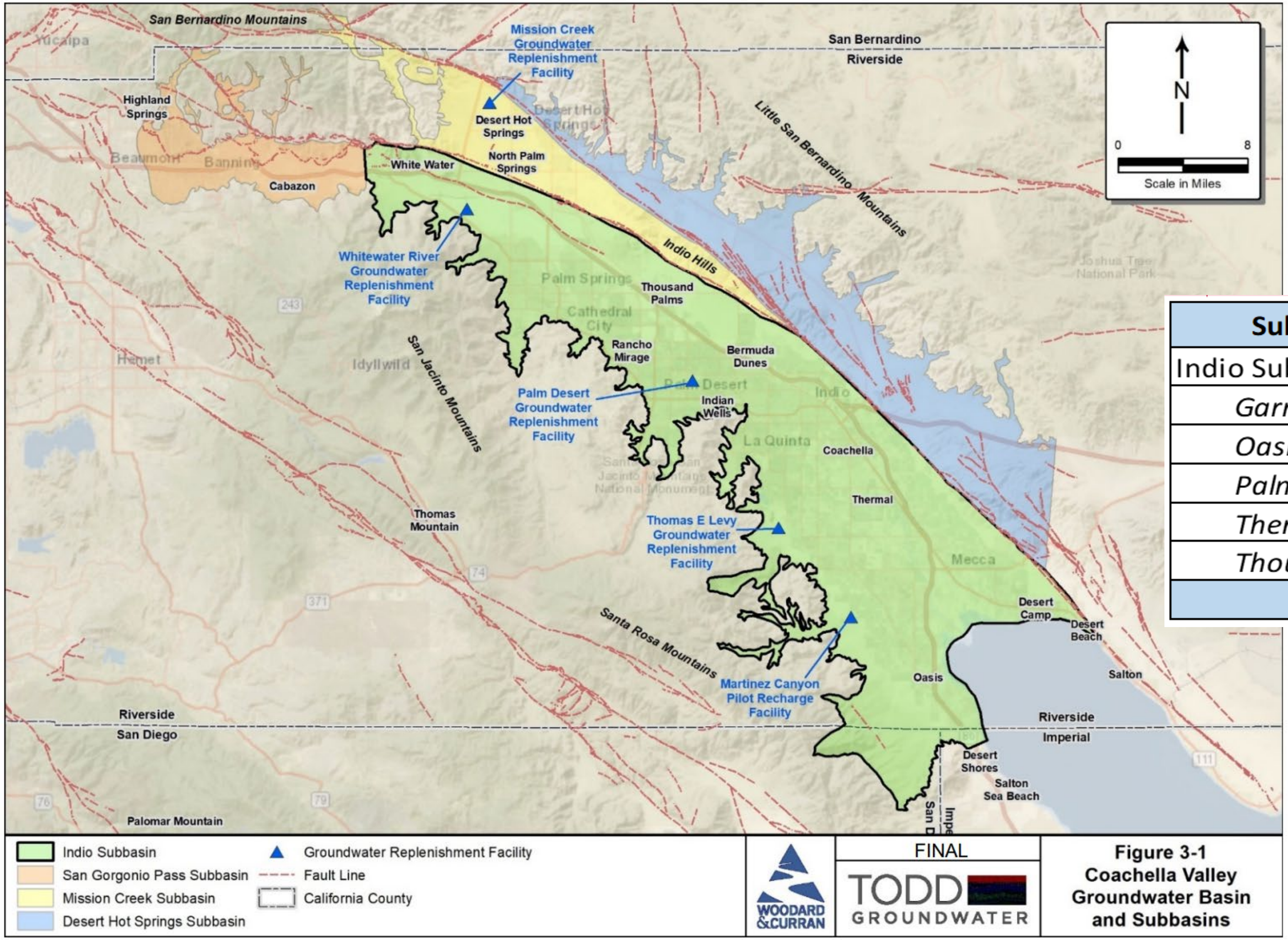
Water Supply Portfolio and Uses

Imported Supplies		Local Supplies		
Colorado River	State Water Project Exchange	Surface Water	Recycled Water	Groundwater
Direct Use, Artificial Replenishment	Artificial Replenishment	Direct Use, Replenishment	Direct Use	Direct Use





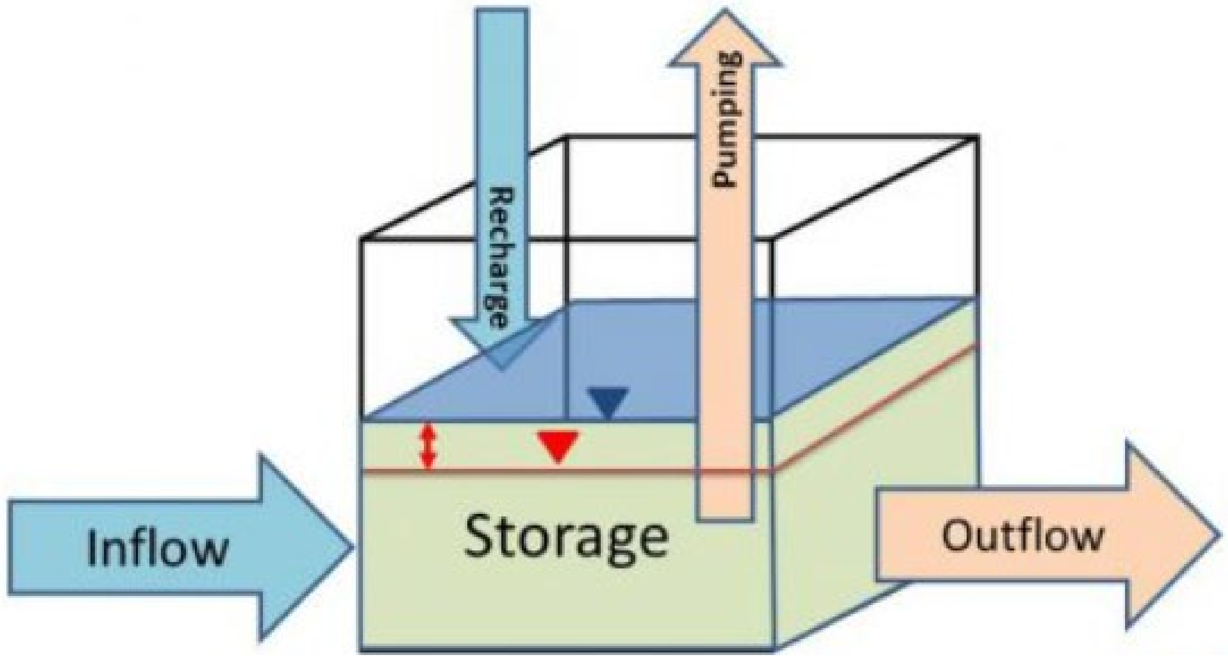
Coachella Valley Groundwater Basin



Subbasin or Subarea	Groundwater Storage (AF)[1]
Indio Subbasin	
Garnet Hill Subarea	1,000,000
Oasis Subarea	3,000,000
Palm Springs Subarea	4,600,000
Thermal Subarea	19,400,000
Thousand Palms Subarea	1,800,000
Indio Basin Total	**29,800,000**

[1]AF = acre-feet

Groundwater Balance

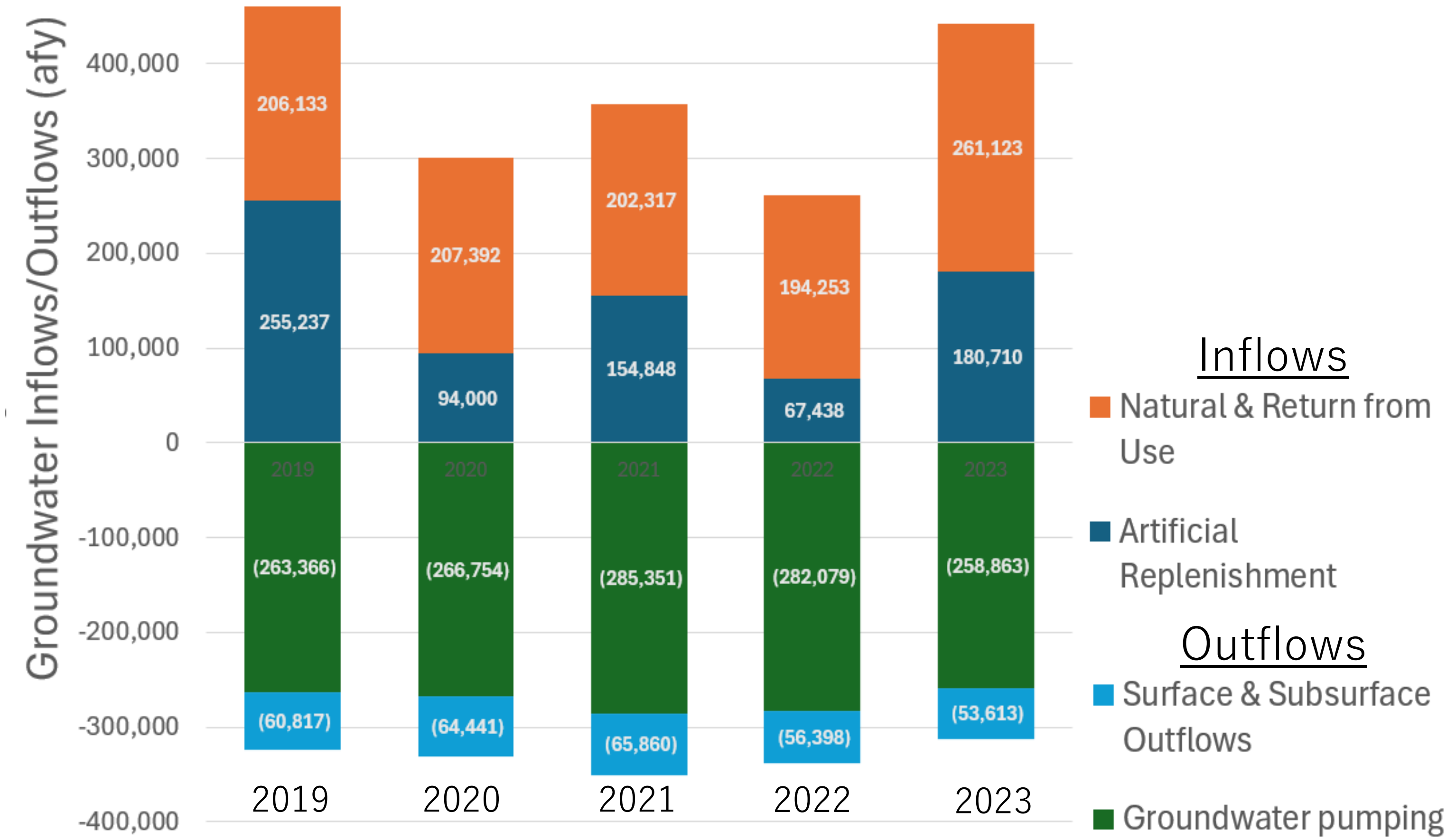


Change in Storage =
Inflow – Outflow

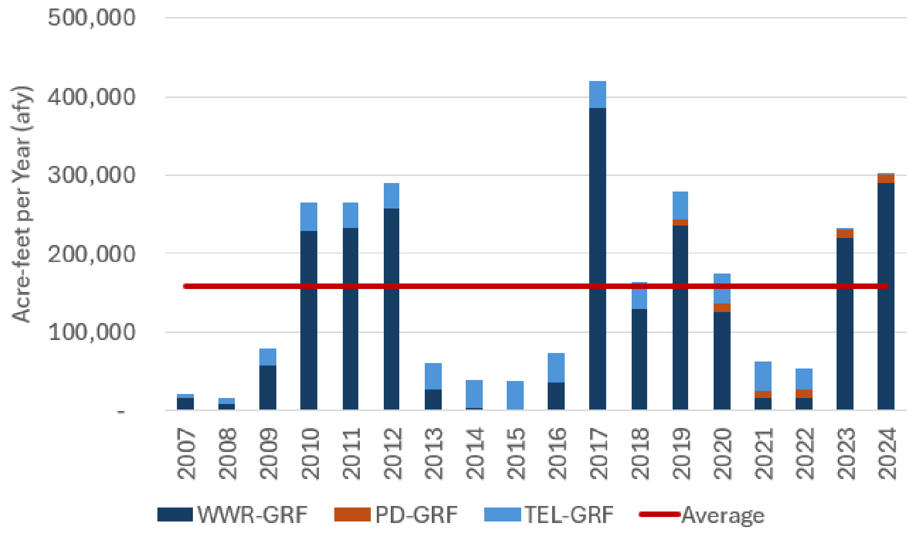
- If Outflow is greater than Inflow over a long period, it results in overdraft
- Overdraft can lead to many undesirable results like depletion of storage, chronic lowering of groundwater levels, land subsidence, and water quality degradation
- Sustainable management requires balancing inflows and outflows over a reasonable period

Groundwater Balance by Water Year

-118,050	-123,803	-148,894	-144,224	-51,353	Change in Storage w/o Artificial Replenishment
+137,187	-29,803	+5,954	-76,786	+129,357	Change in Storage with Artificial Replenishment



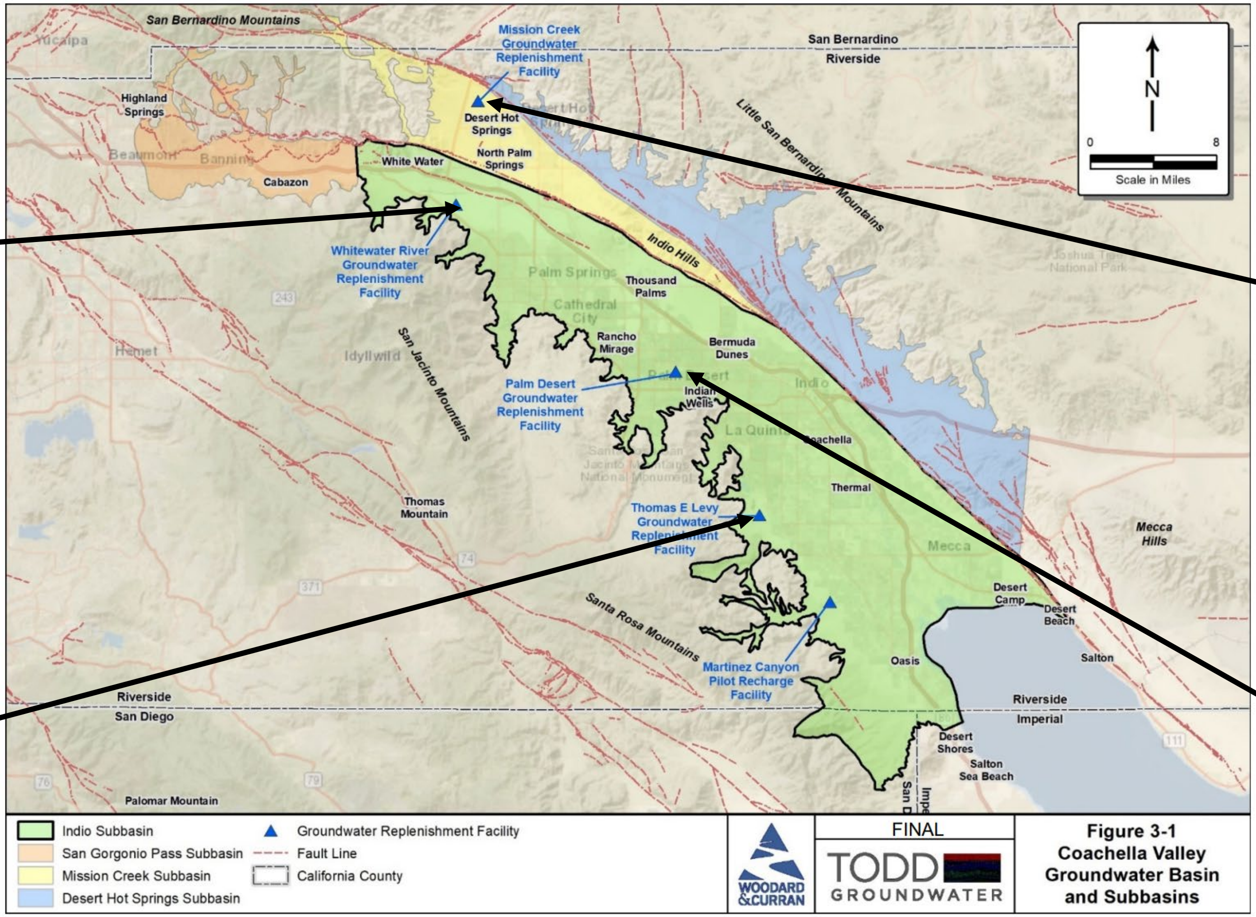
157,800 afy average annual artificial replenishment since 2007



Groundwater Replenishment Facilities (GRFs)

Whitewater River GRF

Thomas E. Levy GRF

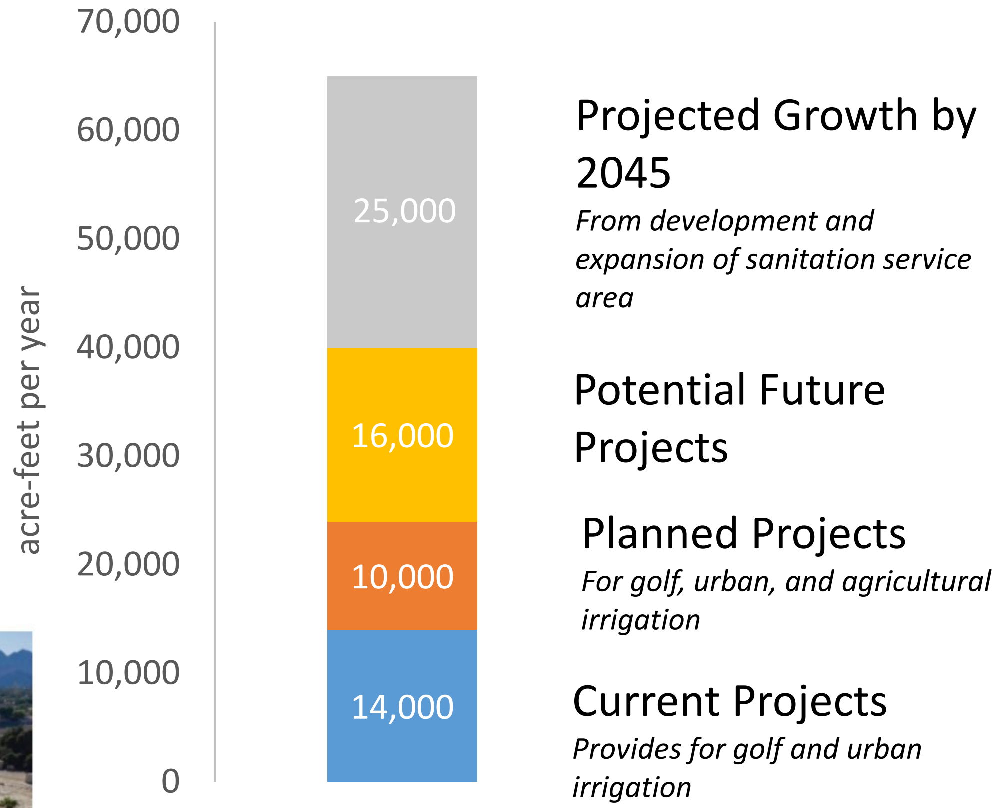


Mission Creek GRF

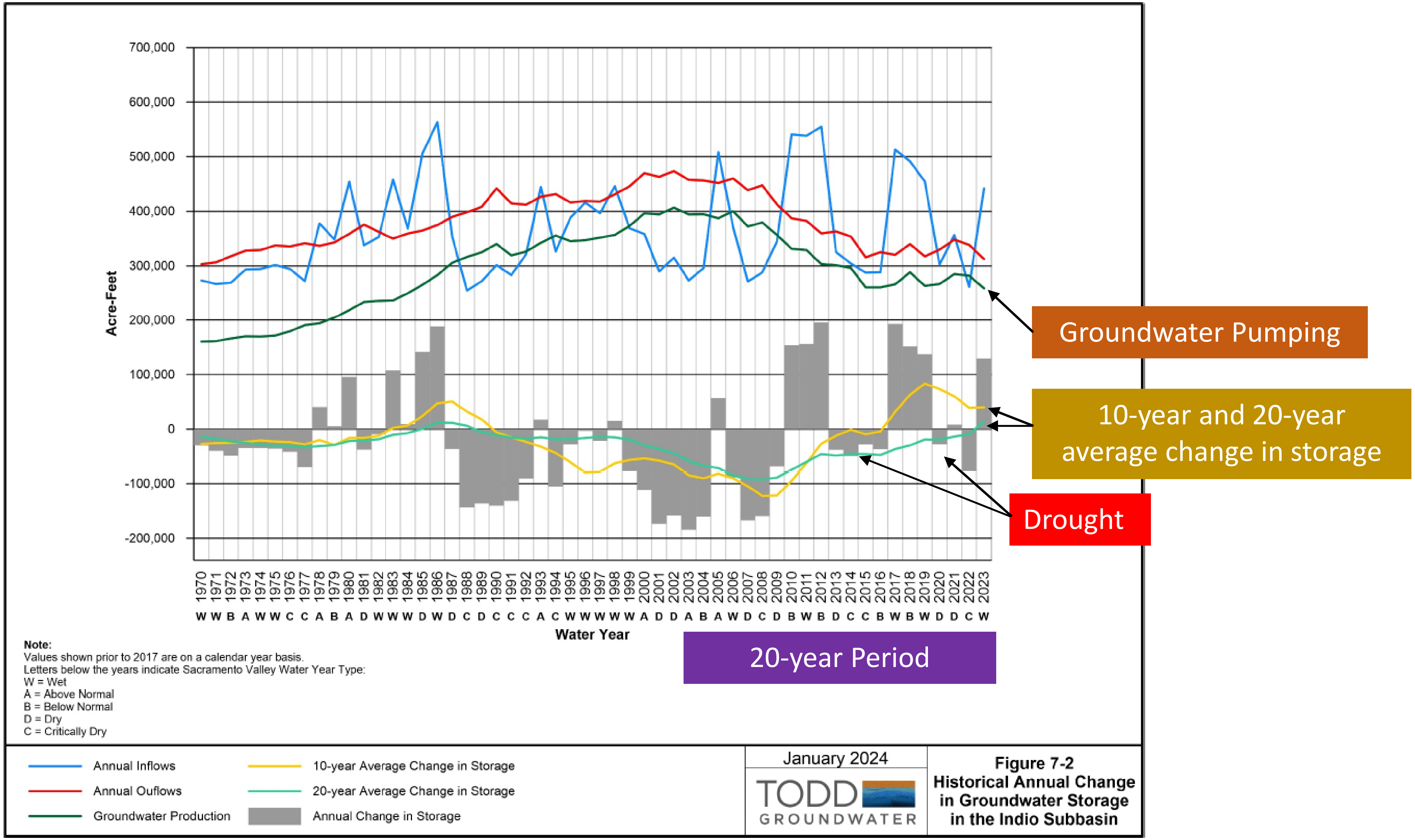
Palm Desert GRF

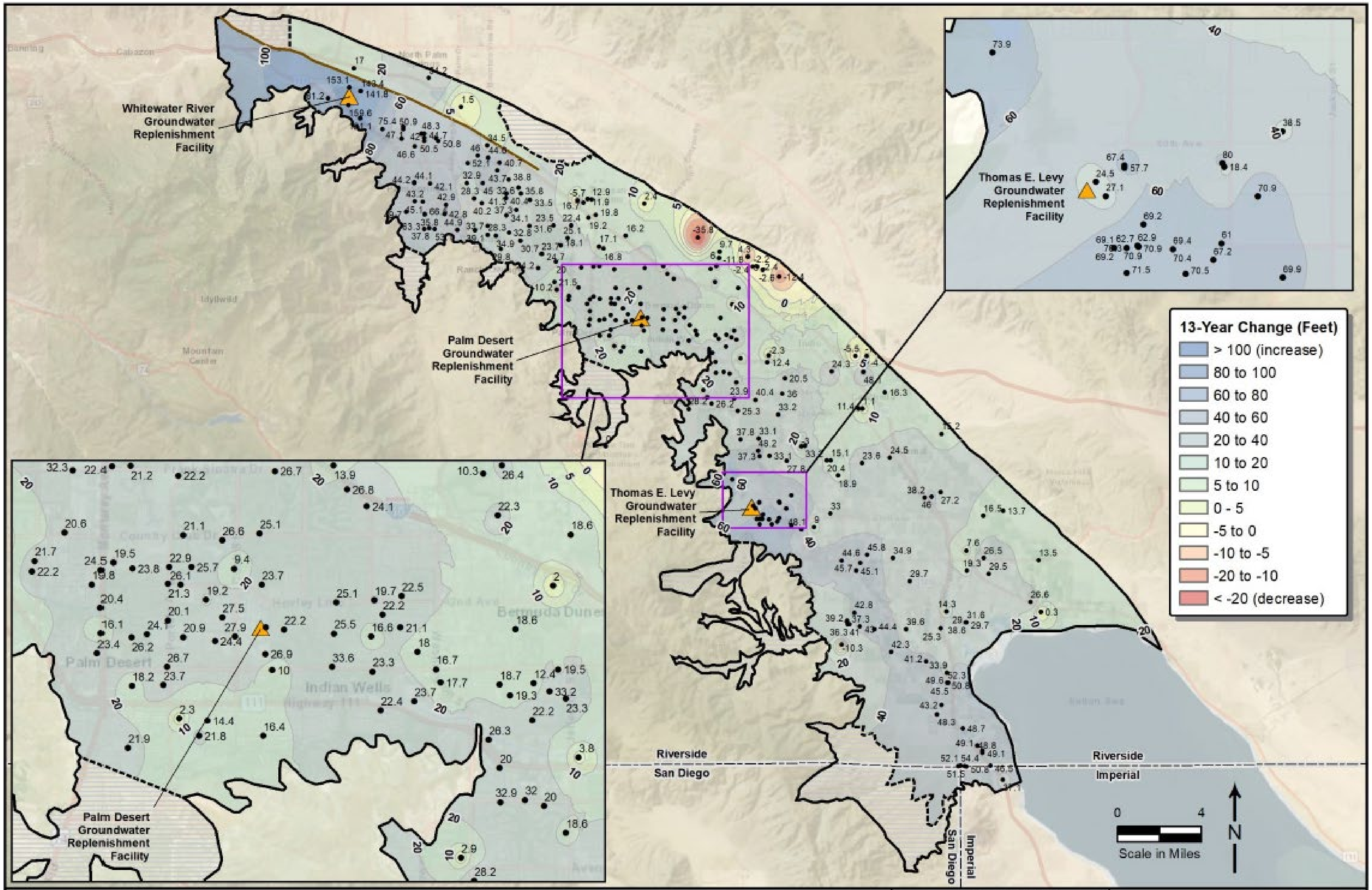
Recycled Water

- Three water reclamation plants (WRPs) currently recycle wastewater
- Two are operated by CVWD and one operated by DWA
- Used for golf irrigation and other landscape irrigation
- Plans to expand recycled water where feasible



Groundwater Sustainability





- Well Location (14-Year Change)
- Groundwater Replenishment Facility
- Garnet Hill Fault Trace
- Indio Subbasin
- California County
- Water Level Data Not Available

January 2024

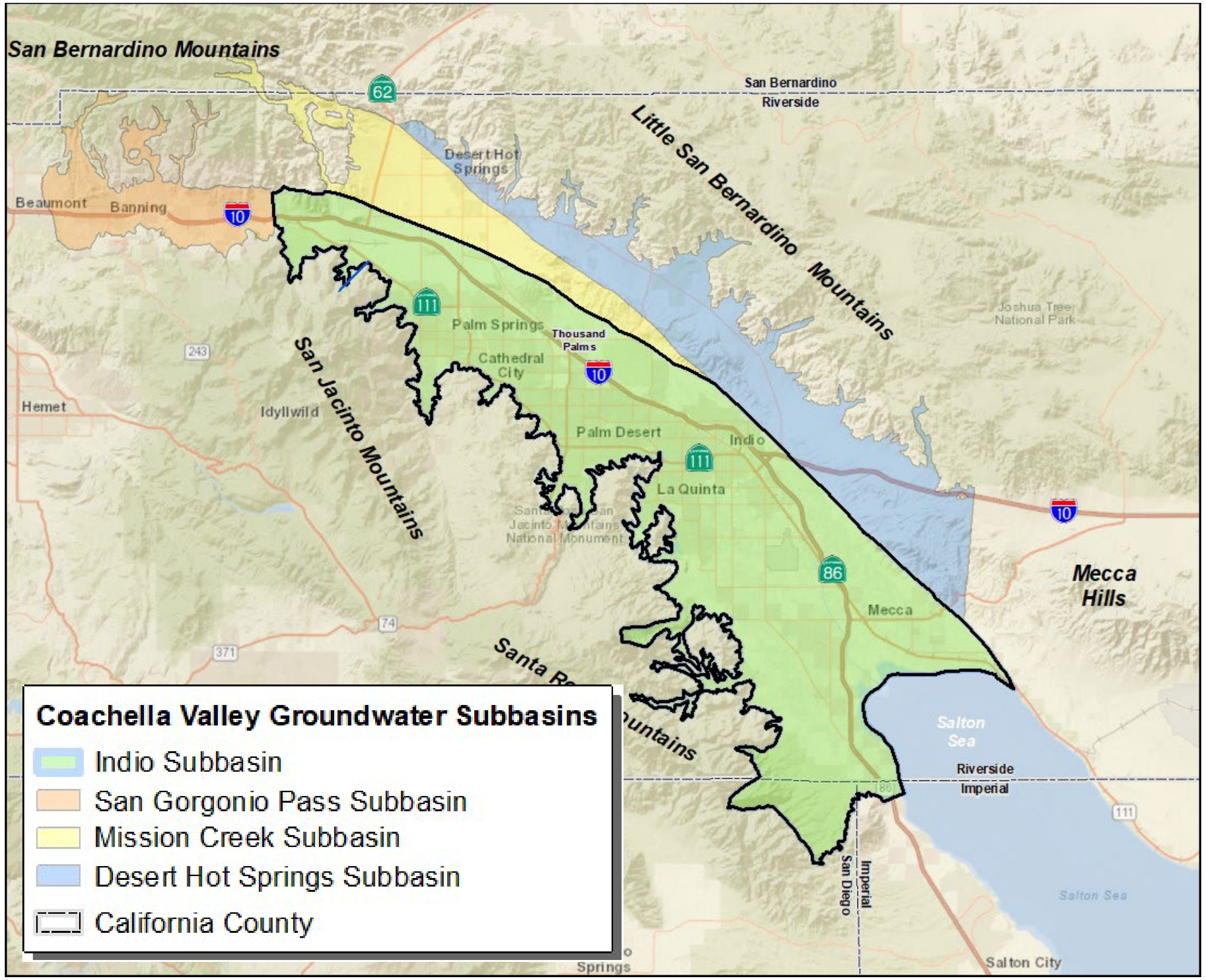
TODD GROUNDWATER

Figure 7-5
Fourteen-Year Change in Groundwater Elevation
(WY 2008-09 - WY 2022-23)

Sustainable Groundwater Management Act

Landmark legislation in 2014

- Provides a framework for sustainable management of groundwater basins
- Defined the Indio and Mission Creek Subbasins as medium priority
- Requires the Subbasins to be sustainably managed
- Sets regulatory deadlines for submitting plans, reporting progress, and achieving sustainable management

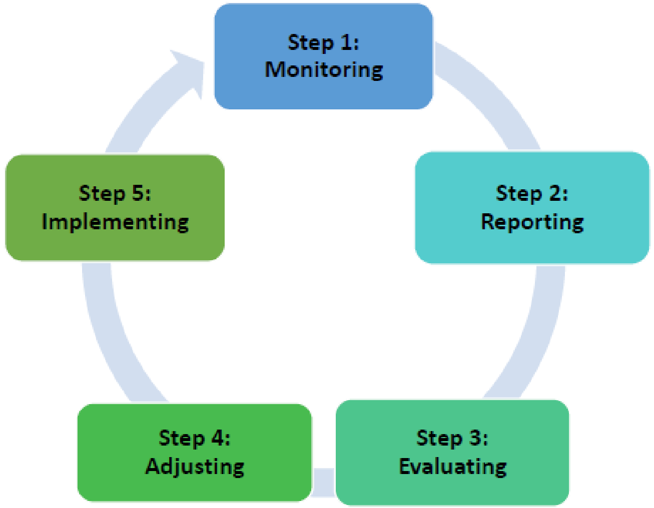


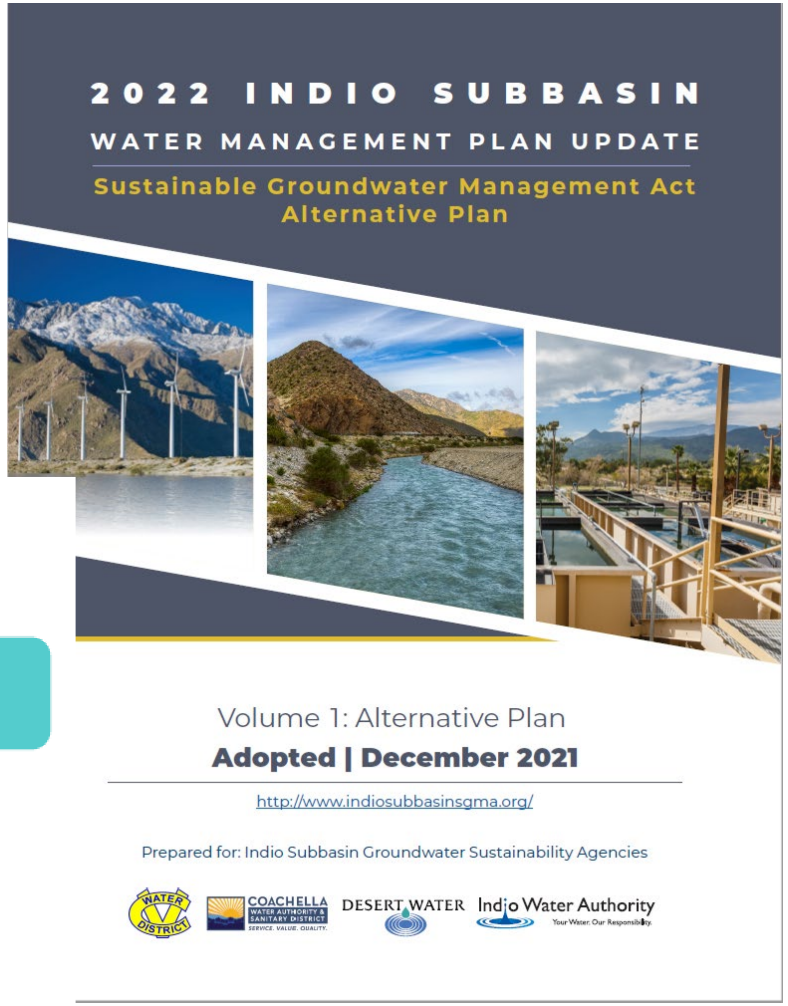
Alternative to a Groundwater Sustainability Plan

- 2002 Coachella Valley Water Management Plan (CVWMP)
  - 2002 Plan to ensure adequate supplies were available to meet future demands
- 2010 CVWMP Update
  - Submitted to DWR as an Alternative Plan in 2016
  - Approved by DWR in 2019
- 2022 Indio Subbasin WMP Update
  - Submitted to DWR in 2021
  - Approved by DWR in 2024
- Next 5-year periodic evaluation due by January 1, 2027

Planning for a Hotter and Drier Future

- Comprehensive update of the Indio Subbasin Water Management Plan
- Modeled scenarios include increased growth and decreased supply reliability
- Identified projects and management actions to meet water needs and sustainably manage groundwater
- Established metrics for groundwater sustainability





Plan Area

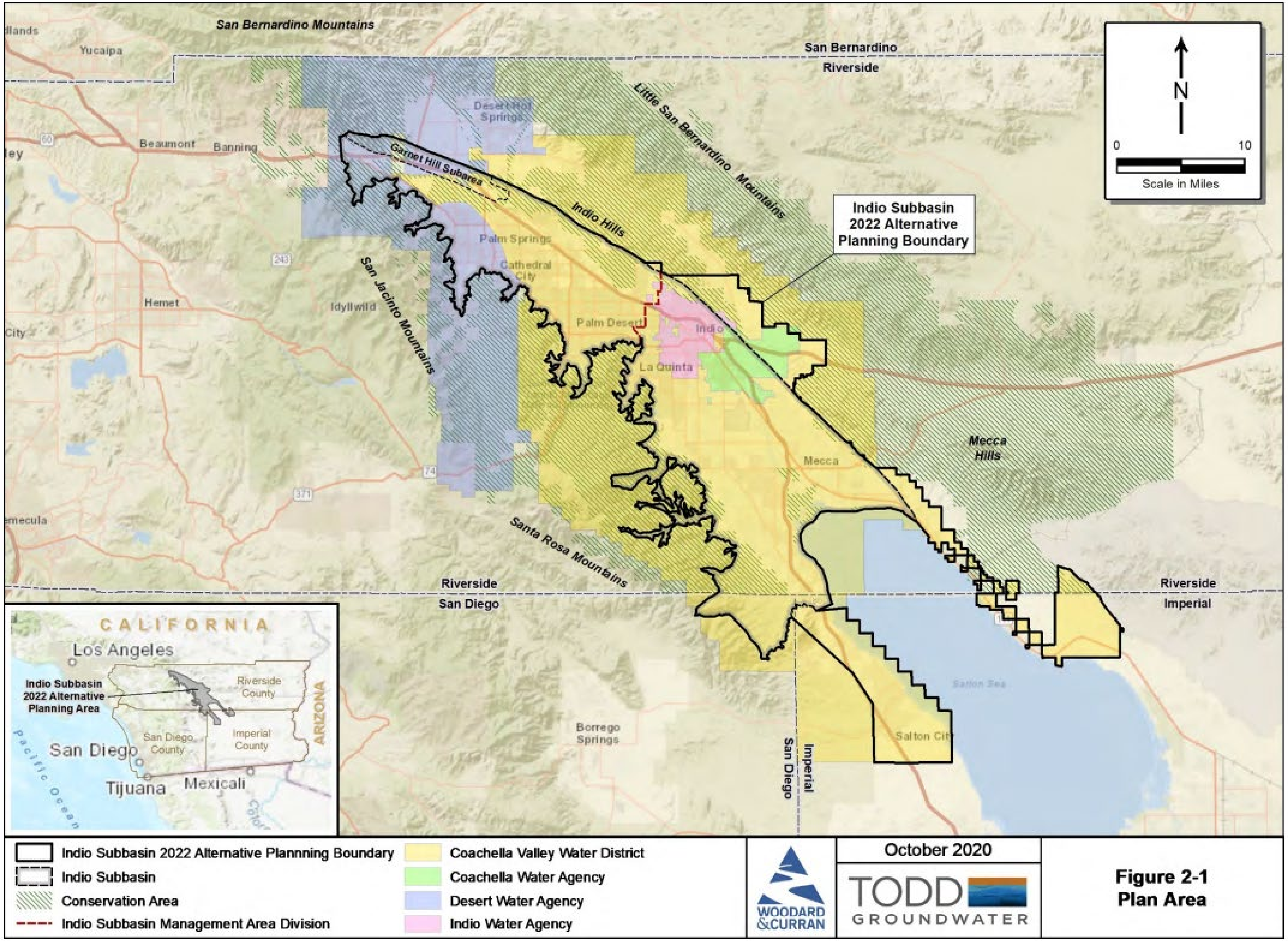
- Indio Subbasin
- Areas that currently or in the future are expected to rely on Indio Subbasin Groundwater

Indio Water Authority
Your Water. Our Responsibility.

WATER DISTRICT

COACHELLA WATER AUTHORITY & SANITARY DISTRICT
SERVICE. VALUE. QUALITY.

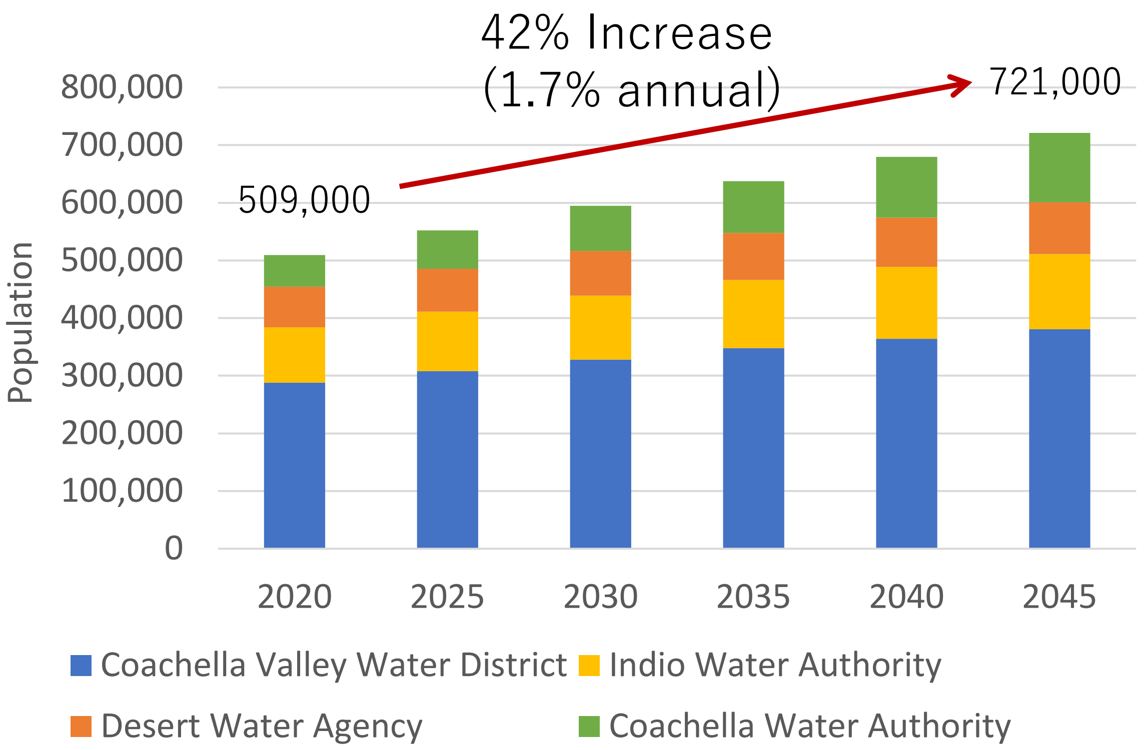
DESERT WATER



Forecasted Growth

- Based on Southern California Association of Governments (SCAG) socioeconomic growth forecasts released in 2020
- Population, employment, and other forecasted demographic changes inform water demand forecasts
- Approaches build-out of General Plan Updates

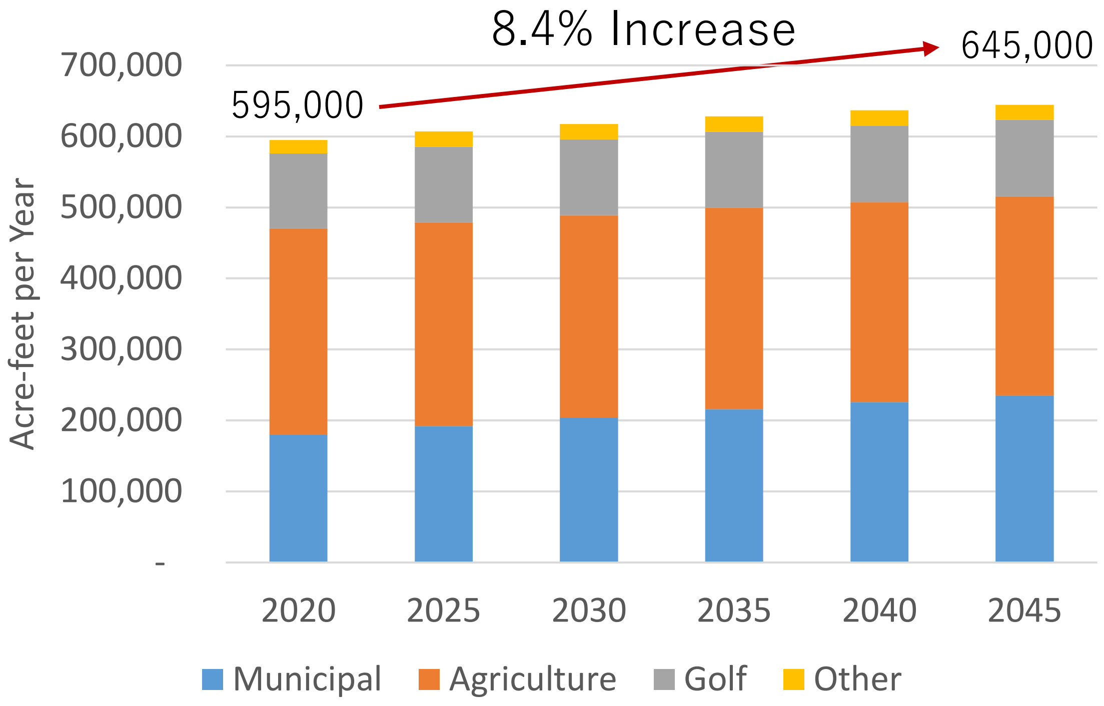
Forecasted Population Growth by 2045*



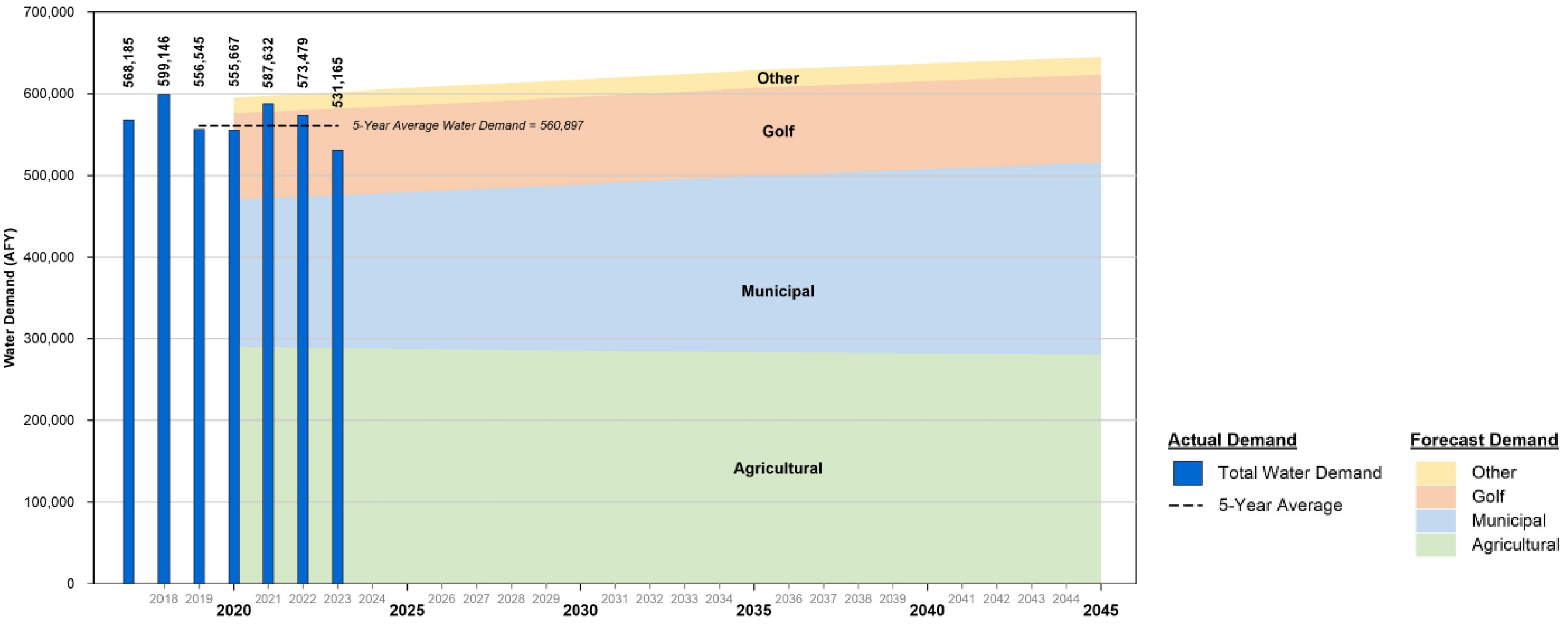
* Includes forecasted permanent and seasonal population growth

Water Demand Projections

- Based on forecasted growth, water use trends and projected land use changes (2022 Alternative Plan Update)
- Demand increase driven by urbanization
  - 8.4% increase mostly from municipal growth
  - Requires conversion from agriculture to urban land uses
- Incorporated increased efficiency of indoor/outdoor water uses for new developments and existing developments over time



Tracking Annual Water Use

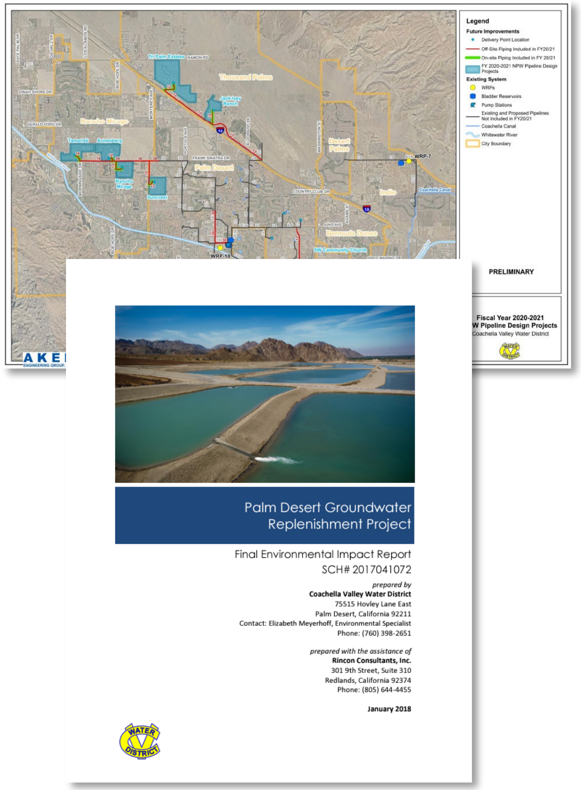


Projects & Management Actions

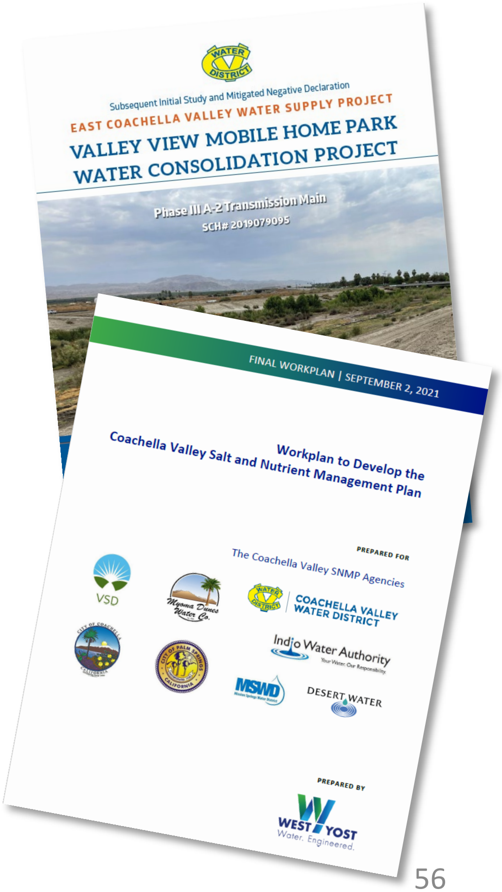
Water Conservation

Water Supply Development

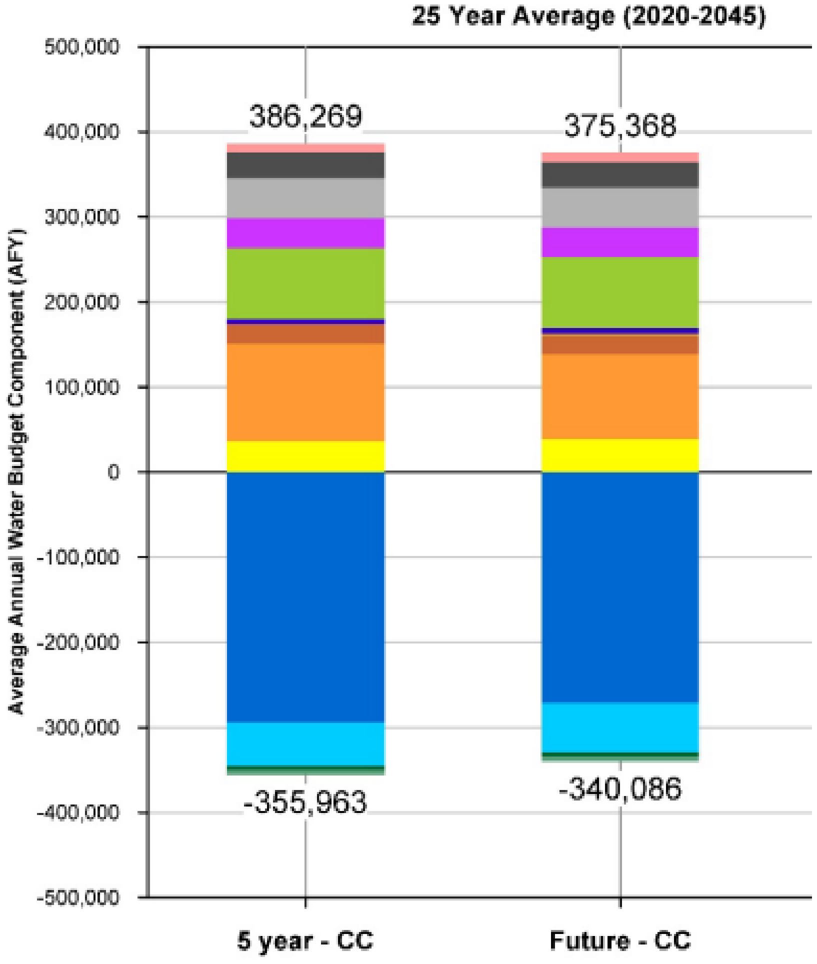
Source Substitution & Replenishment



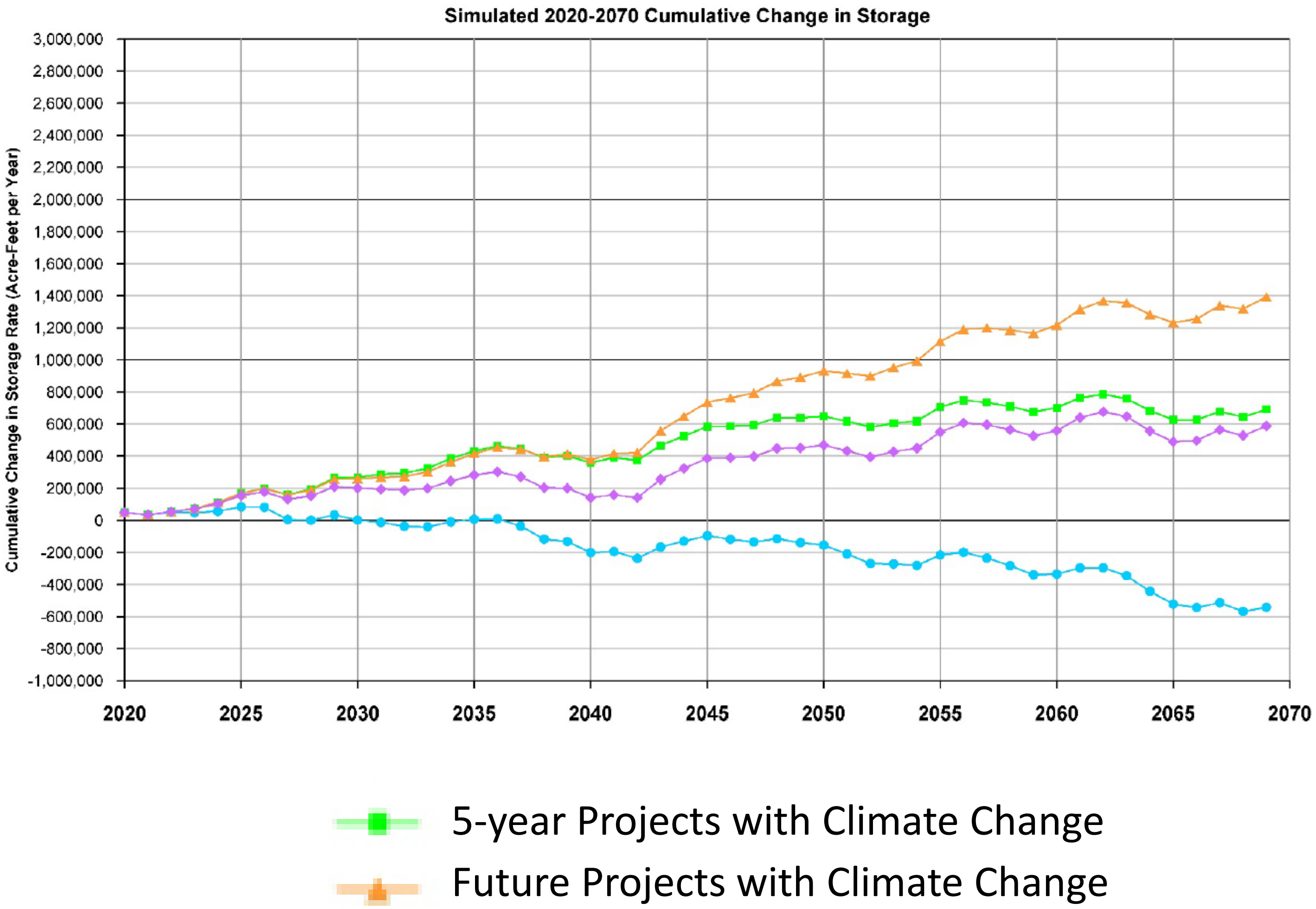
Water Quality Protection



Groundwater Balance and Storage

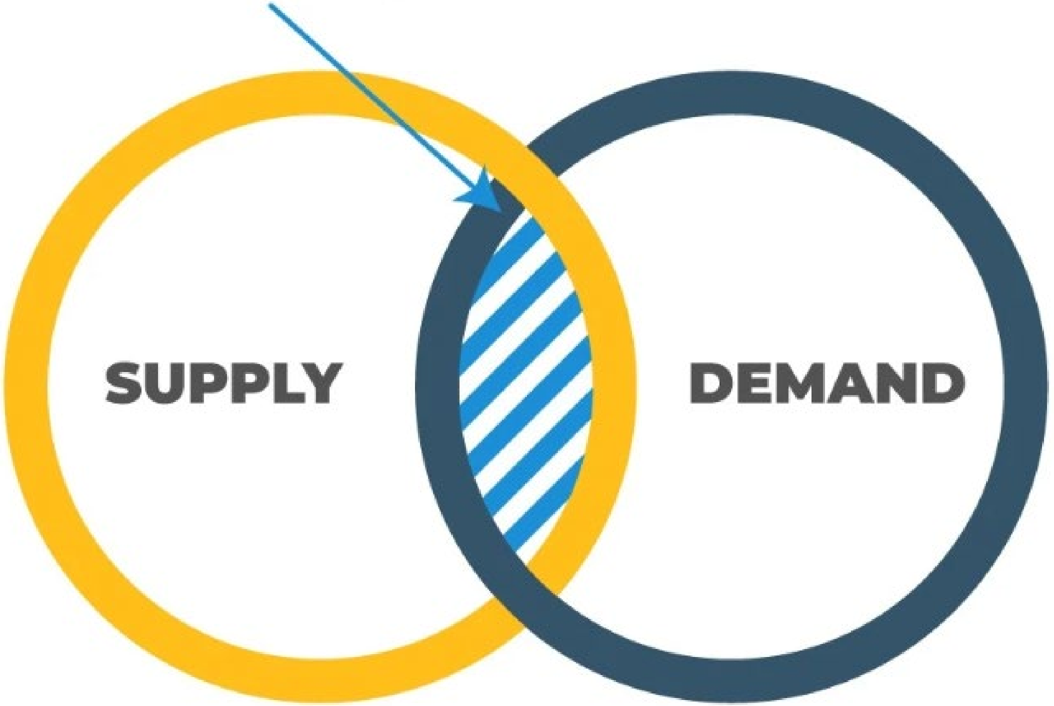


+30,306 **+35,282**

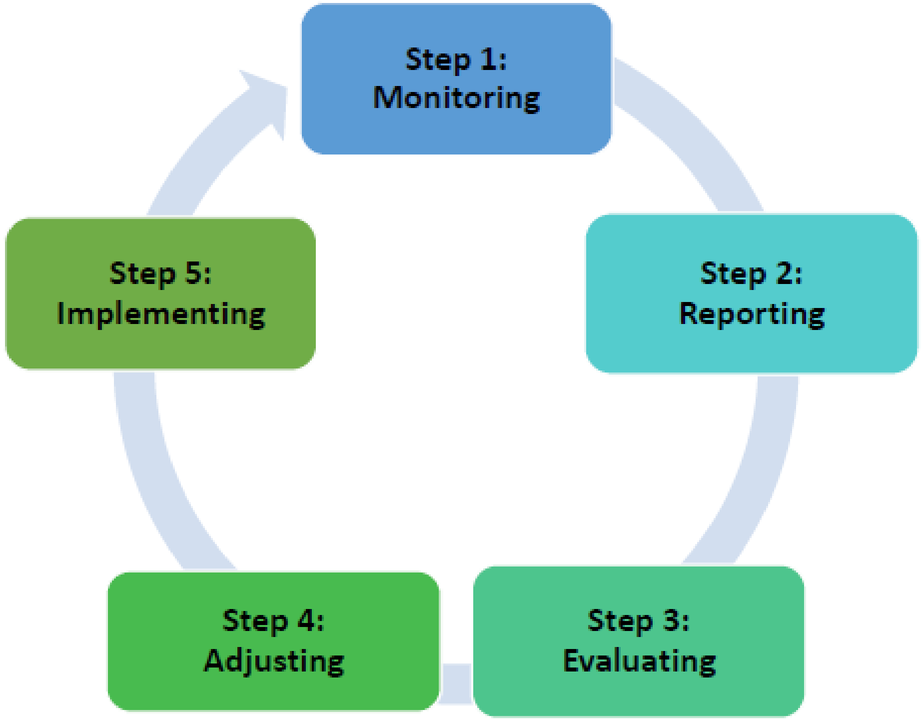


Adaptive Management

Balance & Uncertainty

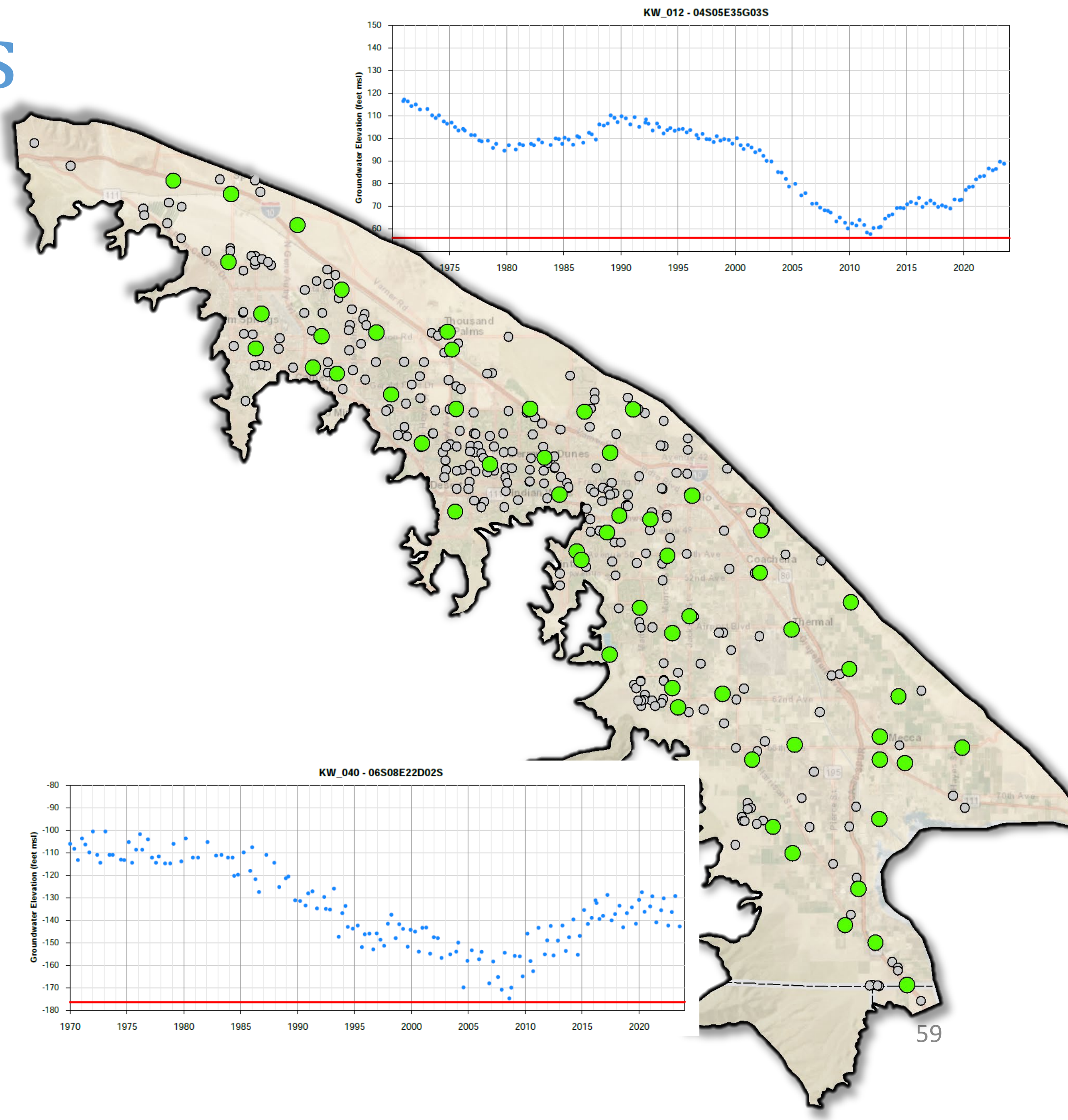


Adaptive Management



Sustainability Metrics

- 2022 Plan Update identified 57 Key Wells to track groundwater sustainability (green circles)
- Each well has a minimum threshold (MT)
  - set at recent observed lowest elevation at each well around Water Year 2009/2010
- Current groundwater elevations are compared to the MTs and reported annually to DWR
- Levels in all wells reported above the MTs in Water Year 2023 Report



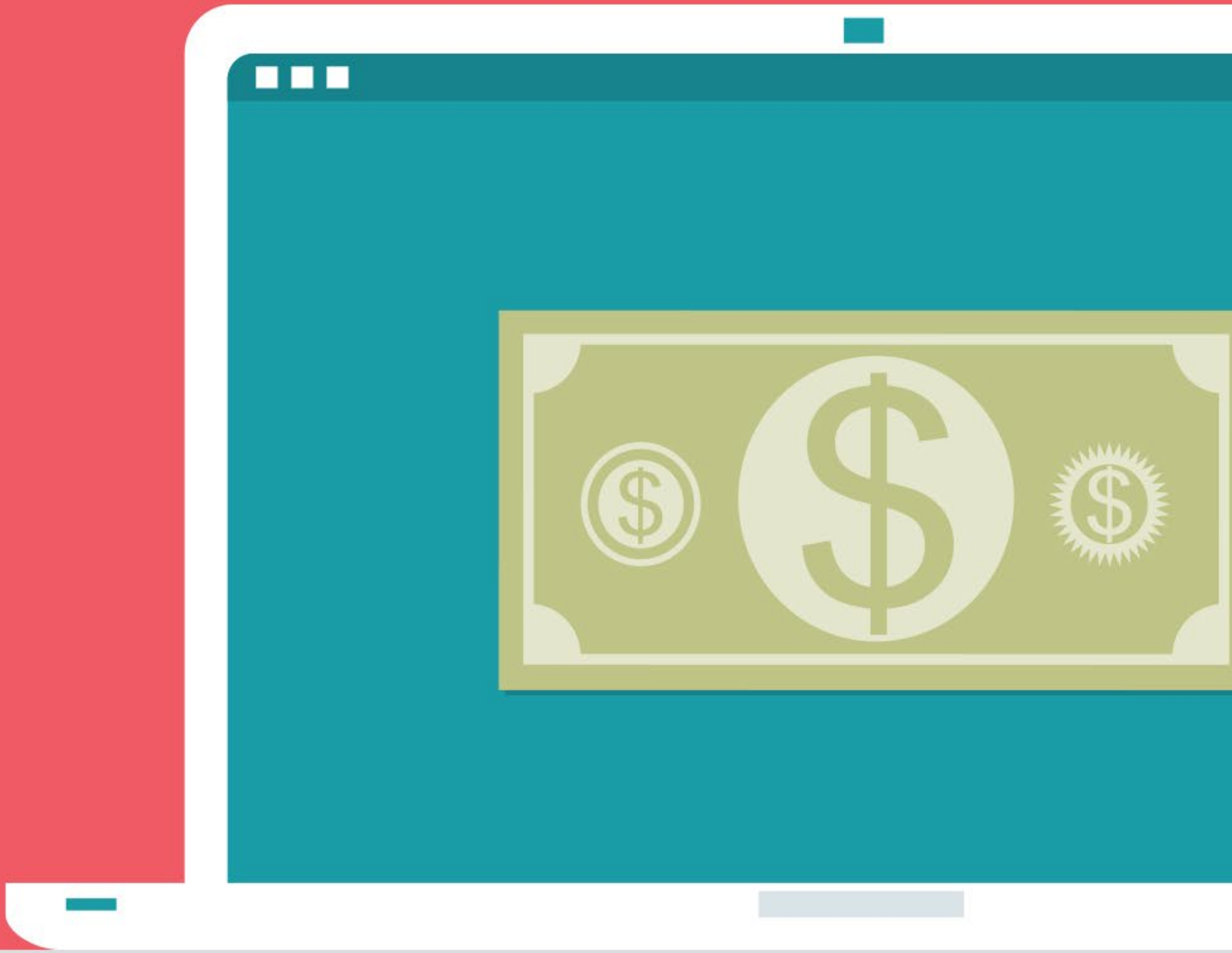
Questions?

To sign up for the SGMA Water Year 2024 Annual Report Workshop
Visit
http://www.indiosubbasinsgma.org/

Live Water Wise

It's easy. Check with your water agency to see what rebates are available, to save water, money, and beautify your home!

CVWaterCounts.com.



Water COUNTS ACADEMY

Clark Elliott

CONSERVATION MANAGER, DESERT WATER AGENCY

Clark Elliott is the Conservation Manager with Desert Water Agency serving the western Coachella Valley. Clark has nine years of experience implementing water conservation regulations, running water use efficiency programs, and working with the public to meet water savings goals. Since joining Desert Water Agency, Clark has been involved in reporting to the state on the Annual Water Supply and Demand Assessment and managing day-to-day activities in a rebate program at up to $4.4 million. Clark completed his Bachelor's in Earth System Science at the University of California, Irvine in 2014 and completed his Master's in Public Administration at California State University, Dominguez Hills in 2023.

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Conservation in the Coachella Valley

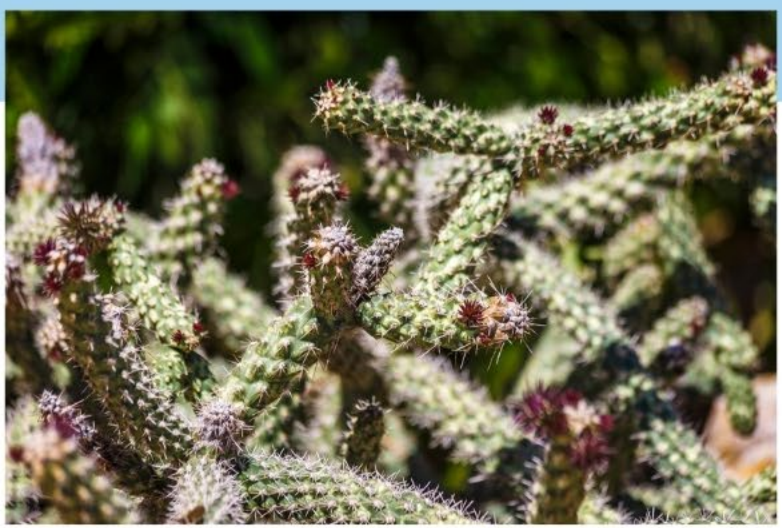
Water Counts Academy

February 4, 2025

Water COUNTS

DESERT WATER

Overview



- Background
- Permanent Water Use Restrictions
- Nonfunctional Turf
- Making Conservation a California Way of Life
- Collaborative Efforts
- Water Use in our Valley
- What are Agencies Doing?
- What Can You Do?

Water COUNTS

Background

Recent Drought Periods:

- 2007-2009
- 2012-2016
- 2020-2022

In 2009:

- Water Conservation Act of 2009 (SB X7-7) (20% by 2020)

Background

In 2014-2016:

- Governor Brown Drought Executive Orders
- Sustainable Groundwater Management Act
- Mandatory Water Restrictions
- Model Water Efficient Landscape Ordinance Update
- Water Loss Control Reporting

In 2018:

- Making Conservation a California Way of Life Legislation Passes (SB 606 & AB 1668)
- Water Shortage Contingency Planning
- Annual Water Supply and Demand Assessment
- Permanent Water Use Restrictions

Background

In 2022:

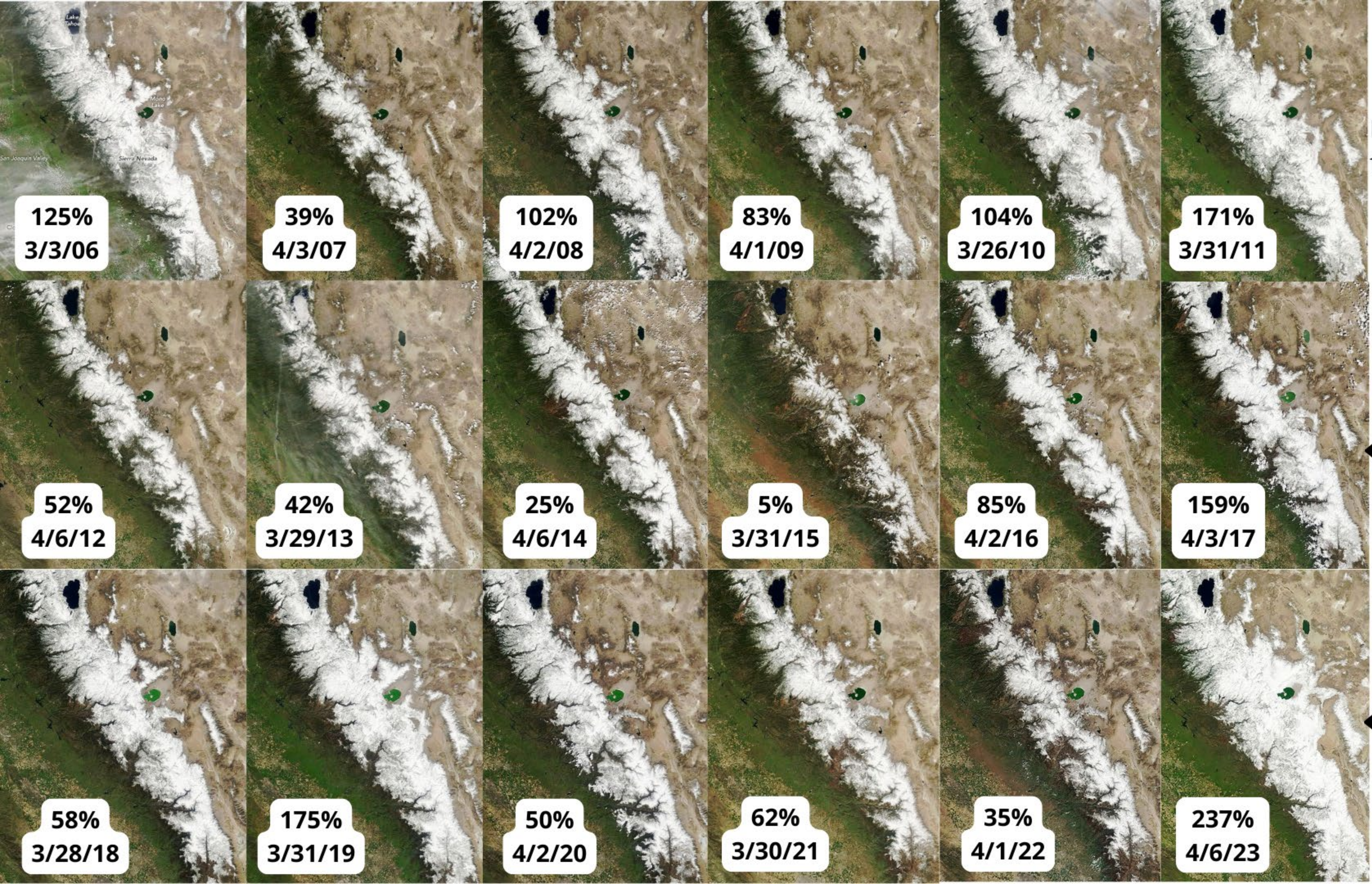
- Governor Newsom Drought Executive Order

In 2023:

- AB 1572 banning “Nonfunctional Turf” for HOAs and Businesses

In 2024:

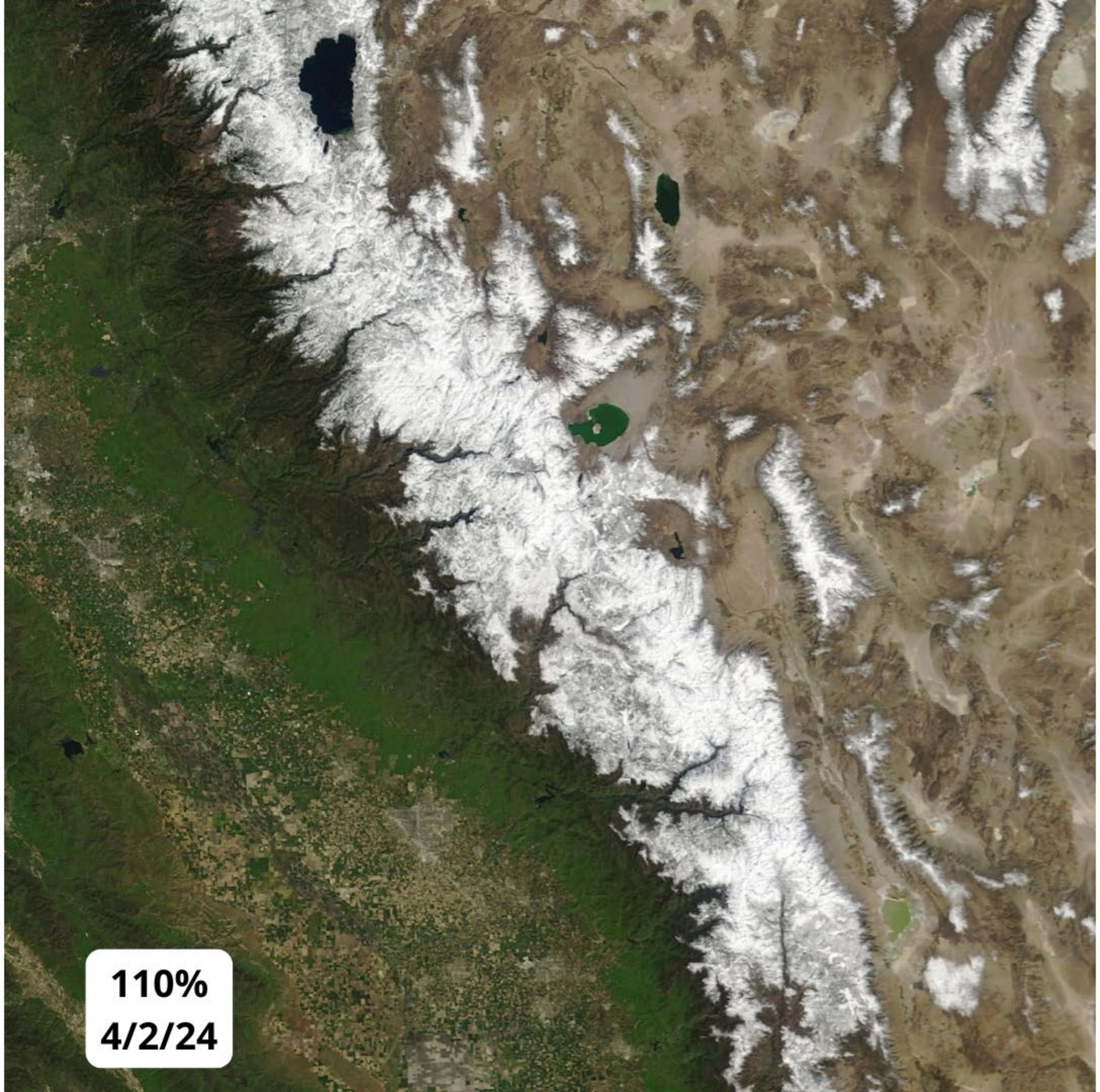
- Making Conservation a California Way of Life Regulation adopted by SWRCB



Drought periods from 2007-2009, 2012-2016, and 2020-2022

Drought ending snowpack years in 2017 and 2023

From NASA Imagery



2024 was a "Surprisingly Average" Year

From NASA Imagery

On the Colorado...

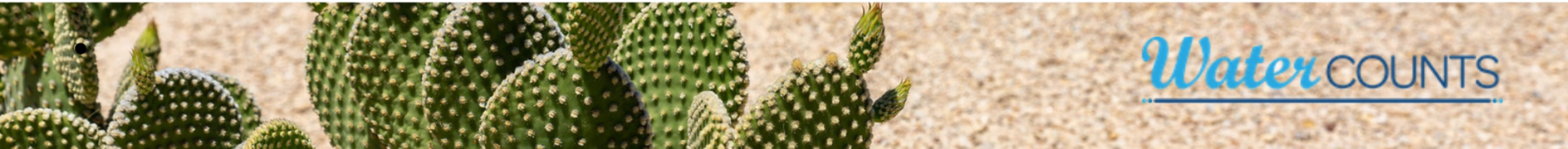
- There is also a long-term drought on the Colorado River.
- All seven states bordering the river are working to find an amicable solution to reduced river flows.
- All of the Coachella Valley receives Colorado River water either directly or through exchange agreements.

Colorado River Basin
USGS


Lake Mead
USGS

Permanent Water Use Restrictions

- No irrigation during or within 48 hours after measurable rainfall.
- Broken sprinklers must be repaired upon notification.
- Applying water to outdoor landscapes in a manner that causes runoff to adjacent property, roadways, parking lots, etc. is prohibited.
- Eating establishments may only serve drinking water upon request.
- Hotels and motels must provide guests with the option of choosing not to have towels and linens laundered daily.
- Using a hose to wash an automobile, windows, solar panels, and tennis courts, except where the hose is equipped with a shut-off nozzle, is prohibited.
- Applying any water to any hard surface including, but not limited to, driveways, sidewalks, and asphalt is prohibited.
- Homeowners' associations or community service organizations cannot block, stifle, or threaten homeowners from reducing or eliminating the watering of vegetation or lawns during a declared drought emergency.

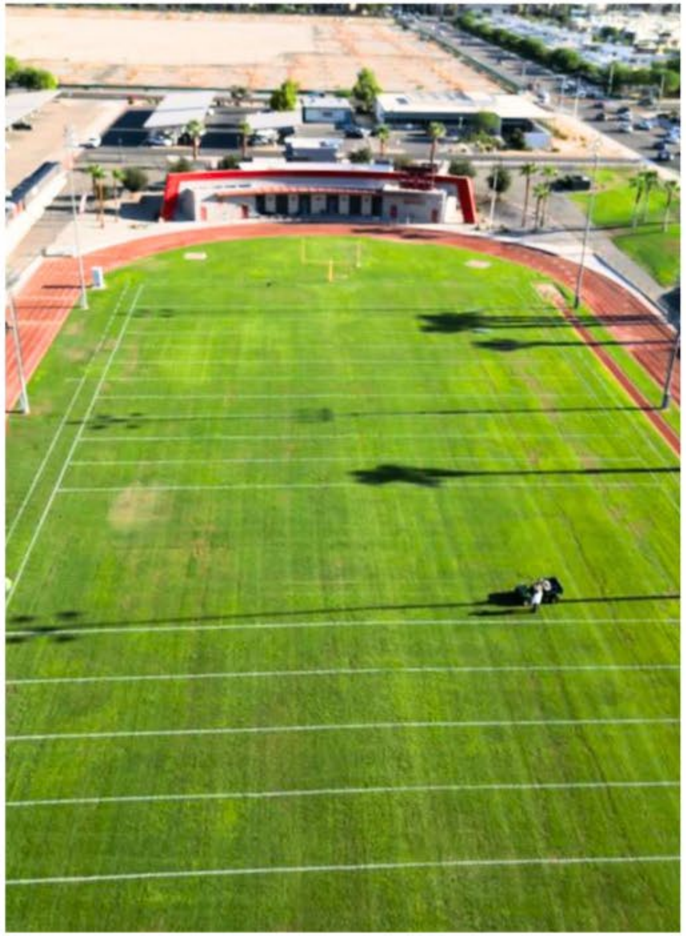


Nonfunctional Turf

AB 1572- Ban on Nonfunctional Turf for HOAs and Businesses

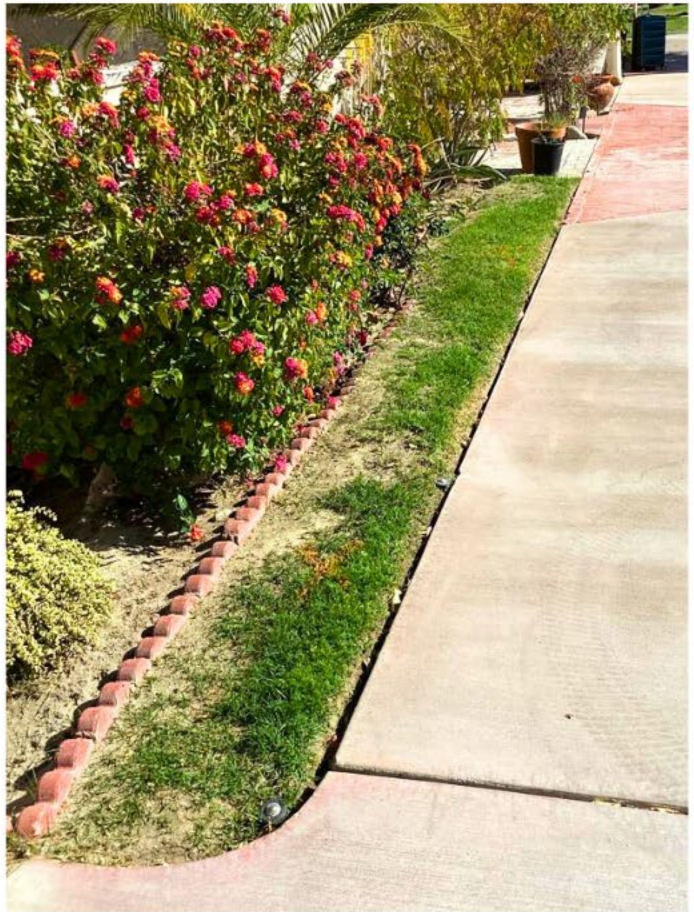
- The legislation bans watering nonfunctional grass areas, areas not used for regular recreation or community events, with potable water
- This ban will go into effect:
  - Jan 1, 2027 - For government properties
  - Jan 1, 2028 - For commercial, industrial, and institutional properties (businesses)
  - Jan 1, 2029 - For common areas of HOAs

Functional Turf Examples



Water COUNTS

Nonfunctional Turf Examples



Water COUNTS

Making Conservation A California Way of Life

- Drought Risk Assessment
- Water Shortage Contingency Plan
- Annual Water Supply and Demand Assessment
- Water Loss Performance Standards
- Agriculture Water Management Plans

Making Conservation a California Way of Life

- Making Conservation a California Way of Life Regulation
  - Urban Water Use Objective Budget
    - Outdoor residential (flyover images)
    - Indoor residential (55 gpcd by 2023, 47 gpcd in 2025, 42 gpcd in 2030)
    - Commercial, industrial, institutional dedicated landscape meters
    - Water loss
    - Variance (seasonality)
  - Commercial, industrial, institutional performance measures

Making Conservation a California Way of Life

- How to reach the Urban Water Use Objective?
  - Alternative Compliance Pathways
  - Incentives/Rebates
  - Water Rates
  - Enhanced Water Waste Enforcement
  - Data Gathering
  - Public Outreach

Collaborative Efforts

- Apply for and receive Federal and State grant funding as a region
- Regional Conservation Study
- Urban Water Management Plan (5 years)
  - Submitted July 2021, due July 2026
- Sustainable Groundwater Management Plans (5 years)
  - Submitted Jan 2022, due January 2027

Collaborative Efforts

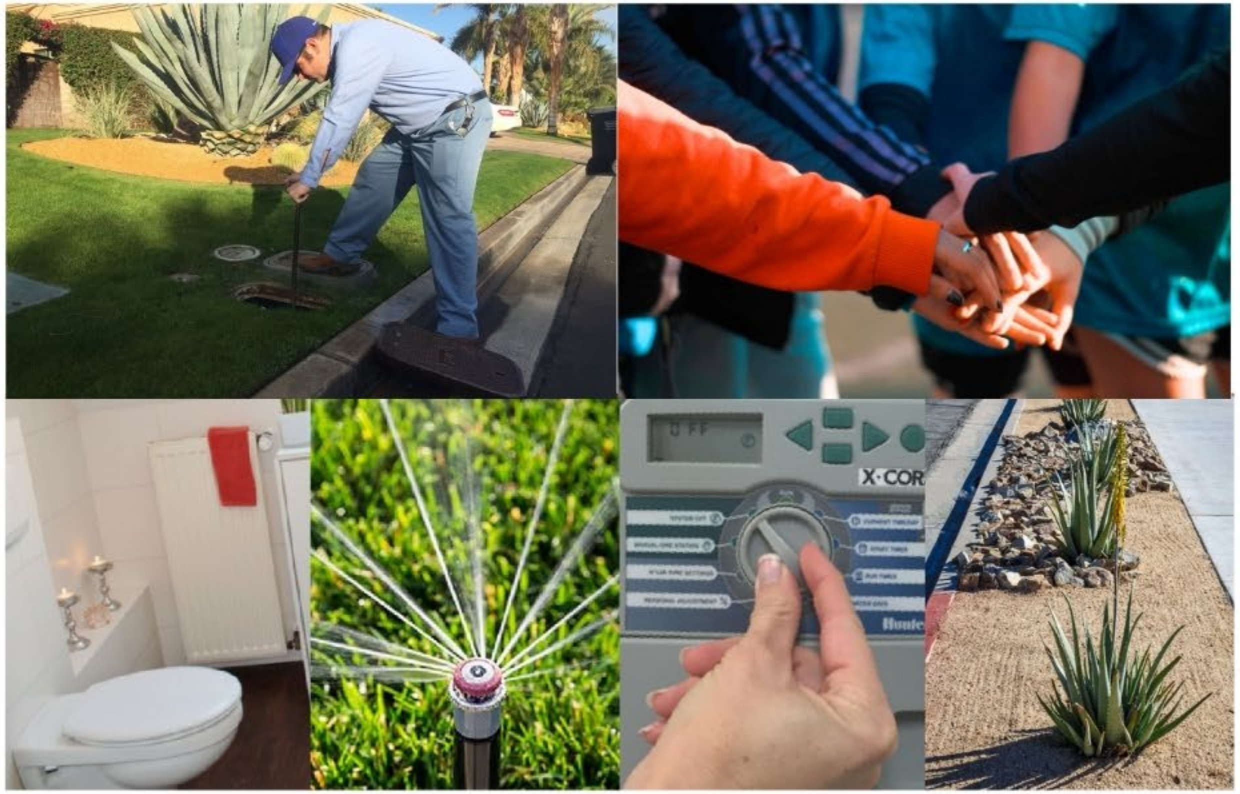
- Outreach
  - Education
  - School Presentations
  - Tours
- Community Engagement
  - HOA Presentations
  - Tours (Virtual)
  - CV Water Counts Campaign (Splash)
  - Agency Mailers
  - Marketing/Advertising
- Enforcement
  - Written Warnings
  - Citations
  - Fines
  - Surcharges/Penalties (during drought)

Where is water most used in the Coachella Valley ?


Water COUNTS

Where does the supply come from?

Water COUNTS

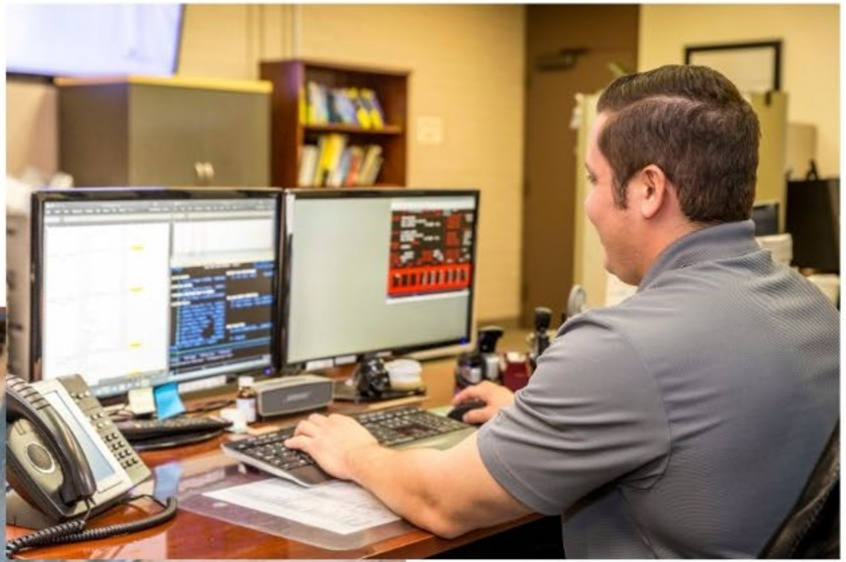


Water COUNTS

What Are Agencies Doing?

Programs

- Water Counts Academy & CV Water Counts
- Support code changes/improvements
- Customer communication/resources
- Advanced metering and/or use alerts
- Water use consults
- Water loss audits
- Water waste enforcement



Water COUNTS

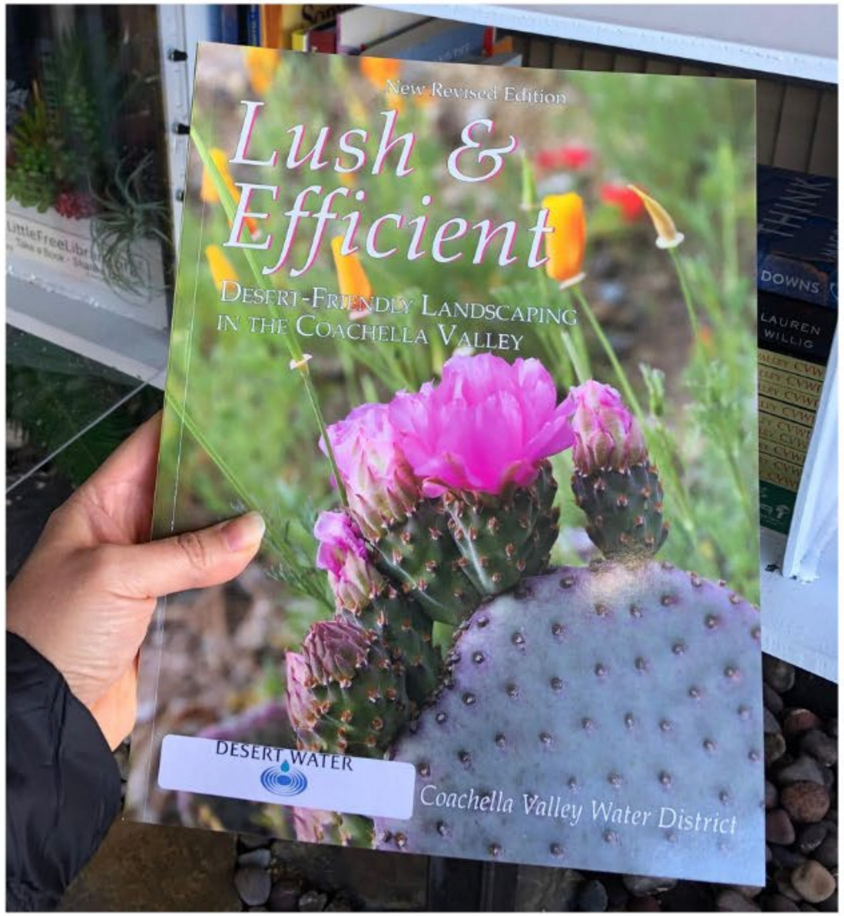
Incentives/Rebates

- Grass removal
- Irrigation upgrade
- Smart controller install or rebates
- High-efficiency toilets
- High-efficiency washing machine
- Hot Water recirculation pump rebate
- Conservation kits

www.CVWaterCounts.com

Water COUNTS

Lush & Efficient



Water COUNTS

What you can do

Indoor:

- Replace inefficient fixtures with efficient fixtures
    - Shower heads, faucets
    - Toilets
    - Washing machines

- Outdoor:
    - Get to know your plants
    - Periodically check your irrigation system
    - Install a weather-based irrigation controller
    - Use a shut off nozzle
    - Replace grass with water efficient landscape
    - See something, say something!

Clark Elliott
Conservation Manager
conservation@dwa.org
760-323-4971, ext. 279

Water COUNTS

Questions?

Please watch for and complete our survey. Thank you!

Live Water Wise

It's easy. Convert your front or back yard to drought-friendly landscaping and save on average 230 gallons per day.

CVWaterCounts.com.

Water COUNTS

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