

# Drought 2015: Lessons Learned



California Water Association  
Fall Conference  
November 12, 2015

“A vegan lifestyle will  
conserve water.”



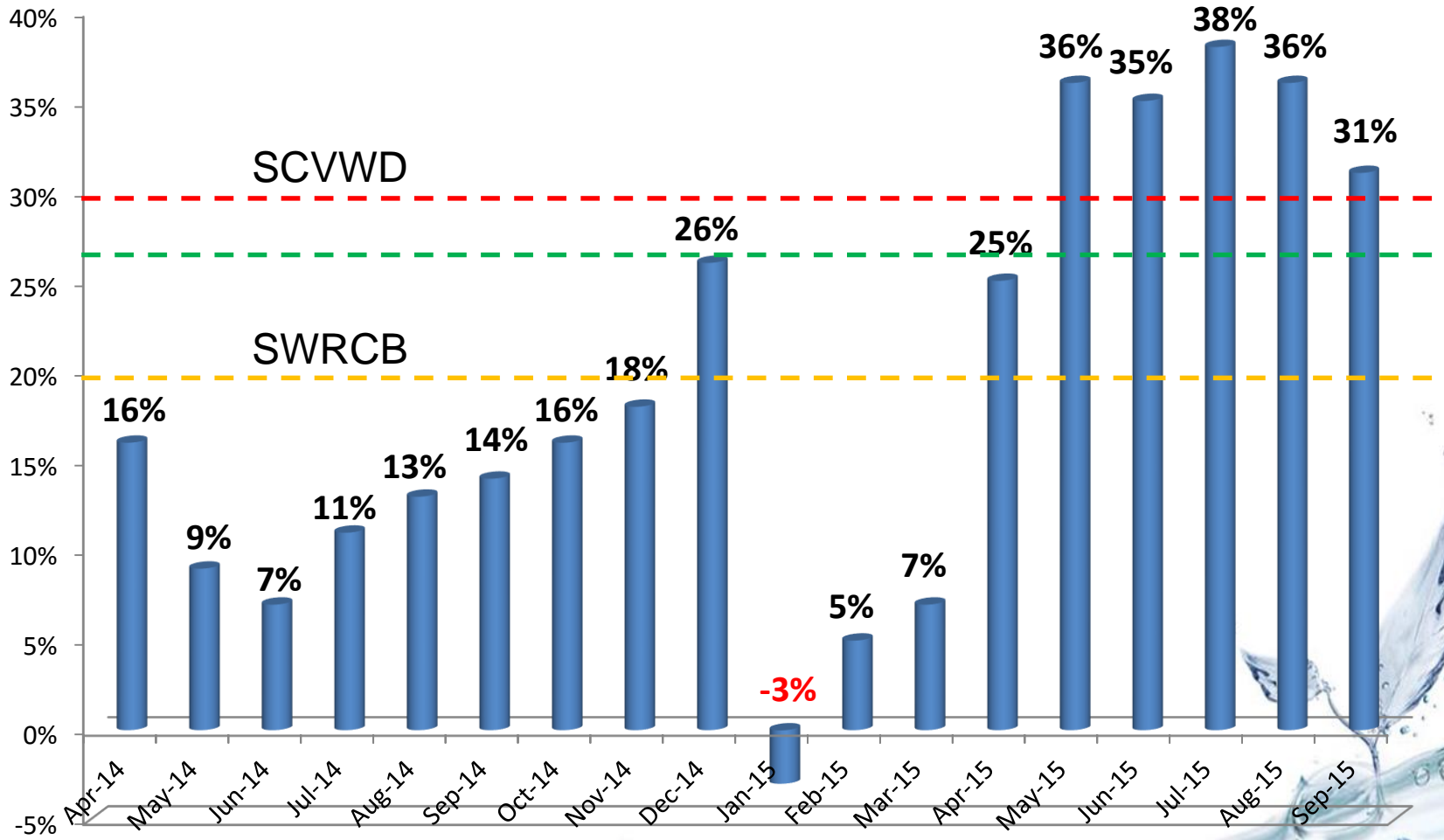
“Enforce our immigration policies to save water.”



“I have not let my [spouse]  
bathe in months.”



# Overall Results



# Lessons Learned

## Schedule 14.1 Program

- “Average” usage for residential accounts
- “Individual” usage for landscape accounts
- Surcharges of \$7 or \$10 per ccf above allocation

Month	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
2013 Average	10	9	9	11	14	16	19	19	19	17	17	14
Allocation	9	9	9	9	10	11	13	13	13	12	12	10

# Lessons Learned

## Schedule 14.1 Program

- “Average” usage for residential accounts
- “Individual” usage for landscape accounts
- Surcharges of \$7 or \$10 per ccf above allocation

## Communications Program

- Collaboration with wholesaler and retailers
- Comprehensive drought page
- Outreach to top customers and stakeholders

# California Drought

Please reduce water use by 30%

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**BILLING/PAYMENT OPTIONS**

**START, STOP OR TRANSFER SERVICE**

**ACCOUNT BALANCE**

**CAREERS**



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# Lessons Learned

## Schedule 14.1 Program

- “Average” instead of “individual” usage for residential
- “Individual” usage for landscape accounts
- Surcharges of \$7 or \$10 per ccf

## Communications Program

- Collaboration with wholesaler and retailers
- Comprehensive drought page
- Outreach to top customers and stakeholders

## Enforcement Program

- Educational and empathetic approaches
- Defined multistep investigation process
- Appeal process considers family size & health issues