

THE NEW WATER CONSERVATION LAWS: *HOW SHALL WE COPE?*

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CALIFORNIA
**WATER EFFICIENCY
PARTNERSHIP**

A Chapter of the Alliance *for* Water Efficiency

“To make a long story short, now that these bills are law, it’s illegal to take a shower and do a load of laundry in the same day because you’ll exceed your ‘ration.’ ”

ZEROHEDGE.COM BLOG POSTED JUNE 3, 2018

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Opinion: No One Can Live on The 55-Gallons-a-Day Water Limit California Is Imposing

POSTED BY EDITOR ON JULY 22, 2018 IN [OPINION](#) | [1536 VIEWS](#) | [3 COMMENTS](#) | [LEAVE A COMMENT](#)

LATEST NEWS

It's Now Against The Law In California To Shower And Do Laundry On The Same Day

Look out, California. More punitive water restrictions are on their way

ENERGY / COMMENTARY

Blame California's Crazy Left-Wing Politics for Water Rationing

[Jarrett Stepmann](#) / [@JarrettStepman](#) / [June 06, 2018](#) / [158 Comments](#)

As some have noted, the restriction could make it difficult for some California citizens to [do laundry and take a shower on the same day](#) without going over the limit.

CALCULATING WATER TARGETS

Contrary to what the media has said....



Water targets will be set based on the overall water use of water provider (targets will not be set for individual customers!)

CALCULATING WATER TARGETS

Providers will need to meet the **SUM** of 4 standards, **NOT** each one individually.

INDOOR USE



+

OUTDOOR USE



+

WATER LOSS



+

CII LANDSCAPE



= WATER PROVIDER'S UNIQUE WATER TARGET

WHAT'S OUR STRATEGY?

- In its Strategic Plan adopted by the Board in February 2018, CalWEP identified as its **primary** goal to

“Assist water supplier partners by providing as-needed information, expertise, and services that will enable them to meet municipal or utility-adopted water-use goals, as well as legislative and regulatory requirements.”

- How will we do this?

CALWEP STRATEGY

- a. Serve as a statewide information clearinghouse for water use efficiency and conservation.
- b. Evaluate long-term compliance needs under the new requirements adopted in California. Develop recommendations for resources to assist utilities in meeting those requirements.
- c. Develop and deliver tools to help partners design and implement conservation programs required under the state's Water Conservation Framework.

15 CALWEP COMPLIANCE TOOLS

1. Provide guidance on standards for Automatic Metering Infrastructure operability and implementation, and training for utilities.
2. Provide guidance on outdoor water efficiency and conservation program implementation to help meet new outdoor water consumption targets and to emphasize watershed-based approaches to landscape management and market transformation.
3. Provide guidance on indoor water efficiency and conservation program implementation to help meet new indoor water consumption targets.
4. Provide guidance on non-revenue water reduction strategies, in partnership with the existing Technical Assistance Program of AWWA Cal-Nevada.
5. Hold regular webinars on conservation and efficiency topics.

15 CALWEP COMPLIANCE TOOLS

6. Hold an Annual two-day peer to peer training conference.
7. Highlight useful local conservation programs and ordinances.
8. Provide user-friendly tools for achieving commercial, industrial, and institutional (CII) Water Efficiency framework goals and to encourage greater uptake of CII program tools and incentives.
9. Provide package programs that members can sign up to use, like the Smart Rebates program and the past Pre-Rinse Spray Valve Program.
10. Provide guidance on budgeted and managing dedicated irrigation meter accounts.

15 CALWEP COMPLIANCE TOOLS

- 12. Arrange Bulk purchases of tools such as GIS services for calculating water budgets, ET Everywhere, and water audits and component analyses for water loss control.
- 13. Develop a model for evaluating cost-effective CII best practices implementation.
- 14. Provide Landscape Management Training (Watershed Approach, QWEL training)
- 15. Provide a standardized RFQ for qualified consultants to help with framework compliance.

HOW TO MEASURE COMPLIANCE?

- Develop Tools for measuring and ensuring that the framework targets have been achieved.
- Revise AWE Tracking Tool to track compliance with the customized individual and combined targets.
- Seek acceptance of the measurement method by the State Water Resources Control Board.

HOW TO COMMUNICATE?

- Develop Tools for communication with customers.
- Create a consumer-based calculator for measuring residential indoor and outdoor consumption against California's targets.
- Develop communications toolkit and social media messages, including videos and public service advertisements for TV and radio.

HELPFUL OUTREACH TOOLS



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CalWEP's Outreach & Media Toolkit

WHAT'S INCLUDED:

Available NOW on CalWEP's website (calwep.org)

- General fact sheet with frequently asked questions
- Infographic: Calculating Water Targets
- Social media sample posts with sharable images
- Template language for community publications
- One pager with talking points for customer service representatives
- Informational Presentation

In development

- Short information video (with ability to cobrand for member agencies)
- Compilation of materials and resources from across the state
- Anything else? Let us know!

CaIWEF FAQ

Providing Leadership, Collaboration, and Expertise on California's Unique Water Efficiency

FACT SHEET ON LONG-TERM CONSERVATION LEGISLATION

Overview

On May 31, 2018 Gov. Jerry Brown signed into law two new bills that will require providers throughout California to set new permanent water use targets for the

JUNE 22, 2018

NEW INDOOR WATER USE TARGETS BY 2022



POPULATION
X 55 GAL
PER PERSON
PER DAY

INDOOR
WATER
TARGET

TARGET APPLIES ON AN OVERALL SYSTEM-WIDE BASIS (not an individual basis)

California's New Water Efficiency Laws: Calculating Water Targets

New laws require urban water providers to set permanent water use targets for their service areas by 2022.

But how will these new targets be calculated?



Water targets will be set based on the **overall** water use of water provider (not set for individual customers!)

To create each water provider's unique target, the following standards will be calculated and added together:

INDOOR USE

The standard for indoor residential water use is **55 gallons** per person per day multiplied by the population of the service area.



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EFFICIENCY

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