



20x2020 -- Governor's Plan to Reduce Per Capita Water Use

Review of Process to Date

Public Comment Workshop

May 29, 2009



Goals for Today

- Provide an overview of the process to date
- Provide an overview of new material:
 - Recommendations
 - Implementation
- Answer any clarifying questions
- Listen to your thoughts and suggestions:
 - Unhelpful comment: I don't like "x".
 - Helpful comment: I don't like "x", and recommend you change it to "y" to meet the Governor's goal in a more acceptable way.



Governor's Conservation Goal

“A plan to achieve a 20 percent reduction in per capita water use statewide by 2020. Conservation is one of the key ways to provide water for Californians and protect and improve the Delta ecosystem.”



Agencies Involved

"I direct state agencies to develop this more aggressive plan..."

- Dept of Water Resources
- State Water Boards
- Dept of Public Health
- CA Public Utilities Commission
- CA Energy Commission
- CALFED Program
- U.S. Bureau of Reclamation
- CA Urban Water Conservation Council



Purpose

Agency Team worked to develop a plan that answers these questions:

- What is average per capita use now? What will it be if the 2020 goal is met?
- Can we meet the Governor's goal?
- Will existing measures enable us to meet the goal?
- What new measures are most promising?
- Is there geographic variation in per capita use and conservation potential? How does this affect results?
- What is needed to implement the plan?




Scope of Plan

- Plan only addresses **urban use and conservation**
- Plan only addresses **potable water use**
- Plan does not consider processes that convert **non-potable to potable**
- Does not address **self-supplied water, on-site reuse**
- Does not consider **losses between source & system**
- Recommended actions **reduce GPCD, not total use**
- Draft plan **addresses regional, not agency-specific, use and conservation**



Approach

- **Planning, not Legislative or Regulatory**
- **Steps Include:**
 - **Establish Baseline Information**
 - **Quantify Conservation Targets**
 - **Estimate Savings Due to:**
 - **Current Efforts**
 - **New Actions**
 - **Recommend Actions, Implementation Strategies, Performance Metrics**



Public Outreach

- **Program Website:**
http://www.swrcb.ca.gov/water_issues/hot_topics/20x2020/index.shtml
- **Publication of Technical Memoranda**
- **Public Workshops:**
 - Scoping – June 2, 2008
 - Baseline, Targets – Sept. 15, 2008
 - Current & New Actions – Nov. 20, 2008
- **Target Setting Conference Call – Dec. 8, 2008**
- **Publication of Draft Plan – April 30, 2009**



Technical Memoranda

- TM 1: Establishing Baselines
- TM 2: Determining Conservation Targets
- **(TM 3: Performance Metrics)**
- TM 4: Potential Conservation Savings from Current Actions
- TM 5: Potential Conservation Savings from New Actions
- **(TM 6: Implementation Plan)**



Responding to Comments

- Plan includes recommendations based on public comments:
 - Streamlined water use and conservation data collection and management
 - Focus on landscape conservation
 - Continued attention to efficiency standards
 - Statewide public education campaign



Responding to Comments

- **Plan highlights topics beyond its scope:**
 - Accommodate regional solutions including regional credits trading
 - Acknowledge value of an ET-based approach
 - Alternatives to fund conservation programs
 - Encourage better coordination between suppliers and local governments




Responding to Comments

- Plan includes other significant additions or changes:
 - Many public comments are reflected in Plan's "criteria to guide the structure of legislation"
 - Method used to set Plan's regional targets was refined in response to many comments. Plan acknowledges other approaches to target-setting



Responding to Comments

- Acceleration of Metering Deadline



Clarifying Questions?

- Presentation on **Recommendations** and **Implementation** will follow. Please hold detailed questions on those topics



Recommendation 1

- Establish a foundation for a statewide Conservation Strategy.
 - Establish targets and goals in statute.
 - Establish a state agency leadership and coordination framework.
 - Mandate uniform data collection and establish a statewide database.
 - Maintain existing programs and institutions.



Recommendation 2

- Reduce landscape irrigation demand.
 - Support the implementation and enforcement of landscape design and irrigation programs and the development of new landscape programs.
 - Mandate the landscape irrigation BMP.
 - Require water-efficient landscapes at state-owned properties.



Recommendation 3

- Reduce water waste.
 - Accelerate installation of water meters.
 - Establish a state standard for water meter accuracy.
 - Revise the water loss BMP to incorporate improved methodologies and accelerate coverage goals.



Recommendation 4

- Reinforce efficiency codes and related BMPs.
 - Obtain authorization for state standards for high efficiency clothes washers.
 - Support landscape irrigation equipment standards.
 - Accelerate replacement of non-efficient showerheads, toilets and urinals.
 - Accelerate adoption of proven water saving technologies in new businesses.



Recommendation 5

- Provide financial incentives.
 - Encourage or mandate conservation water pricing.
 - Provide grants, loans, and rebates to wholesale and retail water suppliers.
 - Establish a public goods charge for water.
 - Fund the installation of water meters.



Recommendation 6

- Implement a statewide conservation public information and outreach campaign.



Recommendation 7

- Provide new or exercise existing enforcement mechanisms to facilitate water conservation.
 - Require implementation of water conservation as a condition to receive state financial assistance.
 - Take enforcement actions to prevent waste and unreasonable use of water.
 - Provide additional enforcement tools for water suppliers.



Recommendation 8

- Investigate potential flexible implementation measures.
 - Investigate requiring conservation offsets for water demand generated by new development.
 - Investigate establishment of a cap-and-trade regime.



Recommendation 9

- Increase the use of recycled water and non-traditional sources of water.



Implementation


Year 2009 Through 2010

- Finalize *20x2020 Plan*
- Establish a lead agency and coordination framework
- Develop detailed implementation task descriptions for recommended actions
- Provide technical assistance in conservation legislation discussions
- Evaluate an interim data collection and management mechanism
- Collect, manage and validate data
- Implement conservation actions
- Conduct legislative, regulatory and administrative actions
- Provide oversight



Year 2011 Through 2020

- Establish interim and long-term data collection and management.
- Implement conservation actions.
- Monitor implementation progress.
- Assess and design additional measures such as conservation offset and a conservation credits trading program as needed.
- Conduct an interim target assessment and performance evaluation in 2015



Year 2020

- Conduct a final target assessment and performance evaluation
- Publish results and lessons learned



2020 and Beyond

- Identify and develop long term goals