Long Beach Water Department

a presentation to the

Southern California Water Dialogue

LBWD’s Conservation Success
& Long-term Goals

Matthew Lyons
February 25, 2009
Demand for water -- 10-year Average

Monthly Potable Water Demand (in acre-feet)

February
March
April
May
June
July
August
September
October
November
December
January
Reduction in Potable Demand

10-year average (FY 1998-2007)

12 months ending Jan 2009
Reduction in Potable Demand

10-year average (FY 1998-2007)

12 months ending Jan 2009

% Savings

Monthly Potable Water Demand (in acre-feet)

February  March  April  May  June  July  August  September  October  November  December  January

0%  0%  0%  8%  10%  16%  19%  11%  10%  12%  25%  19%  12%  15%  10%  10%  5%  0%
Above Average ET0
Reference Evapotranspiration (ETo)

Increase in ET
-
1
2
3
4
5
6
February
March
April
May
June
July
August
September
October
November
December
January

10-year average
(FY 1998-2007)
Increase in ETo

12 months ending Jan 2009

10-year average
(FY 1998-2007)
Keys to Our Success
Keys to Our Success

1st  On-going ‘normal’ conservation program (rebates, landscape classes, etc., i.e., typical BMPs)

2nd  2005: Created Water Shortage Plan
    – Created ways for customers to report violations
    – Created database/ processes for managing violations

3rd  Summer 2007: Declared Imminent Water Supply Shortage
    – Triggering “Prohibited Uses of Water”

4th  Massive Public Education Campaign
    – Wasting water socially unacceptable
    – Focus on outdoor water wasting
Prohibited Uses of Water Include...

- **Landscape irrigation**
  - No watering except Mondays, Thursday, Saturdays
  - No watering between 9am and 4 pm
  - Watering no more than 10 minutes per station
  - No watering to the point of excessive runoff

- No hosing down hardscape except with certain pressurized devices

- Plus restrictions on restaurants, hotels, motels, etc.
Emphasis Positive Aspects of Reducing Turf Area

- Less…

<table>
<thead>
<tr>
<th>Water usage</th>
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<tbody>
<tr>
<td>Runoff</td>
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<tr>
<td>Fertilizer, herbicides, etc.</td>
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<tr>
<td>Maintenance</td>
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</tbody>
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- More…

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<thead>
<tr>
<th>Wildlife support</th>
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<tr>
<td>Functionality</td>
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<td>Beauty, Color, Variety, Interest</td>
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Where are we going?
1985: 170 gpcd

2008: 112 gpcd

Actual gpcd
1985: 170 gpcd

2008: 112 gpcd

Actual gpcd

20 x 2020 Target
End of Presentation