
LONG-TERM WATER CONSERVATION



APRIL 27, 2016

NATURAL RESOURCES DEFENSE COUNCIL (NRDC)

WHO WE ARE:

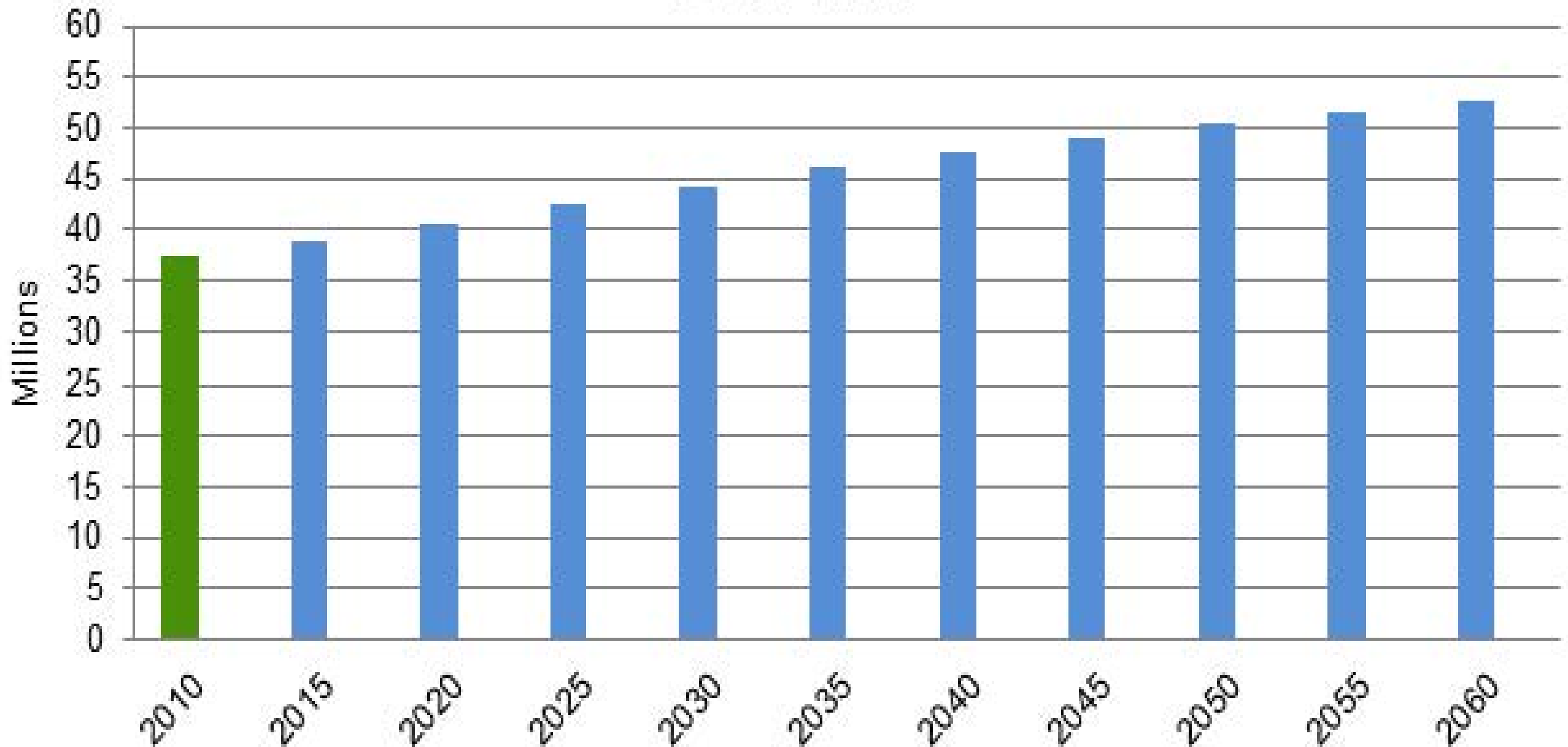
- NRDC is the nation's most effective environmental action group, combining the grassroots power of more than 2 million members & online activists with the courtroom clout and expertise of over 500 lawyers, scientists and other professionals.
- Our dedicated staff work with businesses, elected leaders, and community groups on the biggest issues we face today.
- The NRDC Water Program envisions and is working towards a safe and sufficient supply of fresh water for people and the environment.

Why do we need a long-term water conservation strategy?

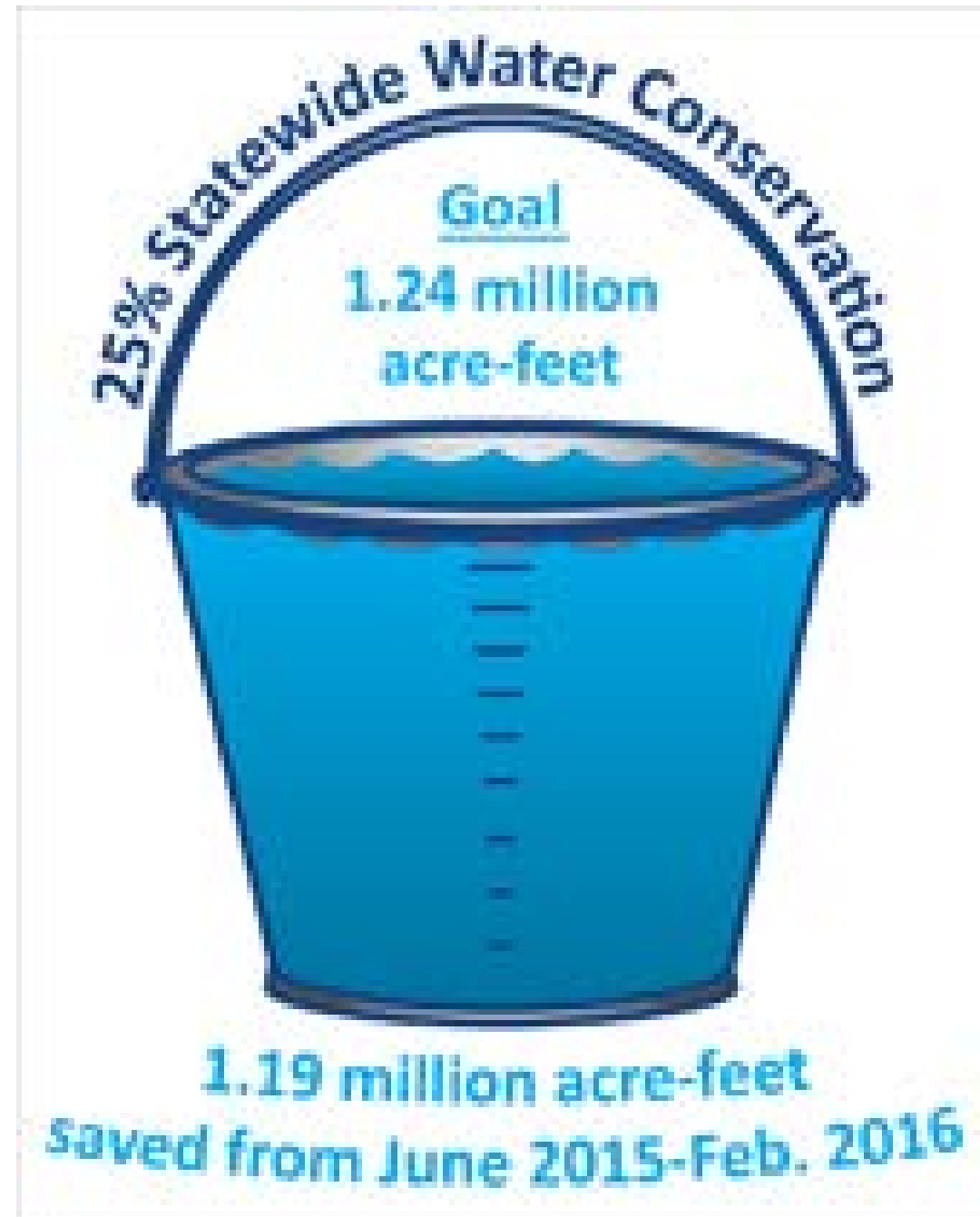


California's Crazy Climate

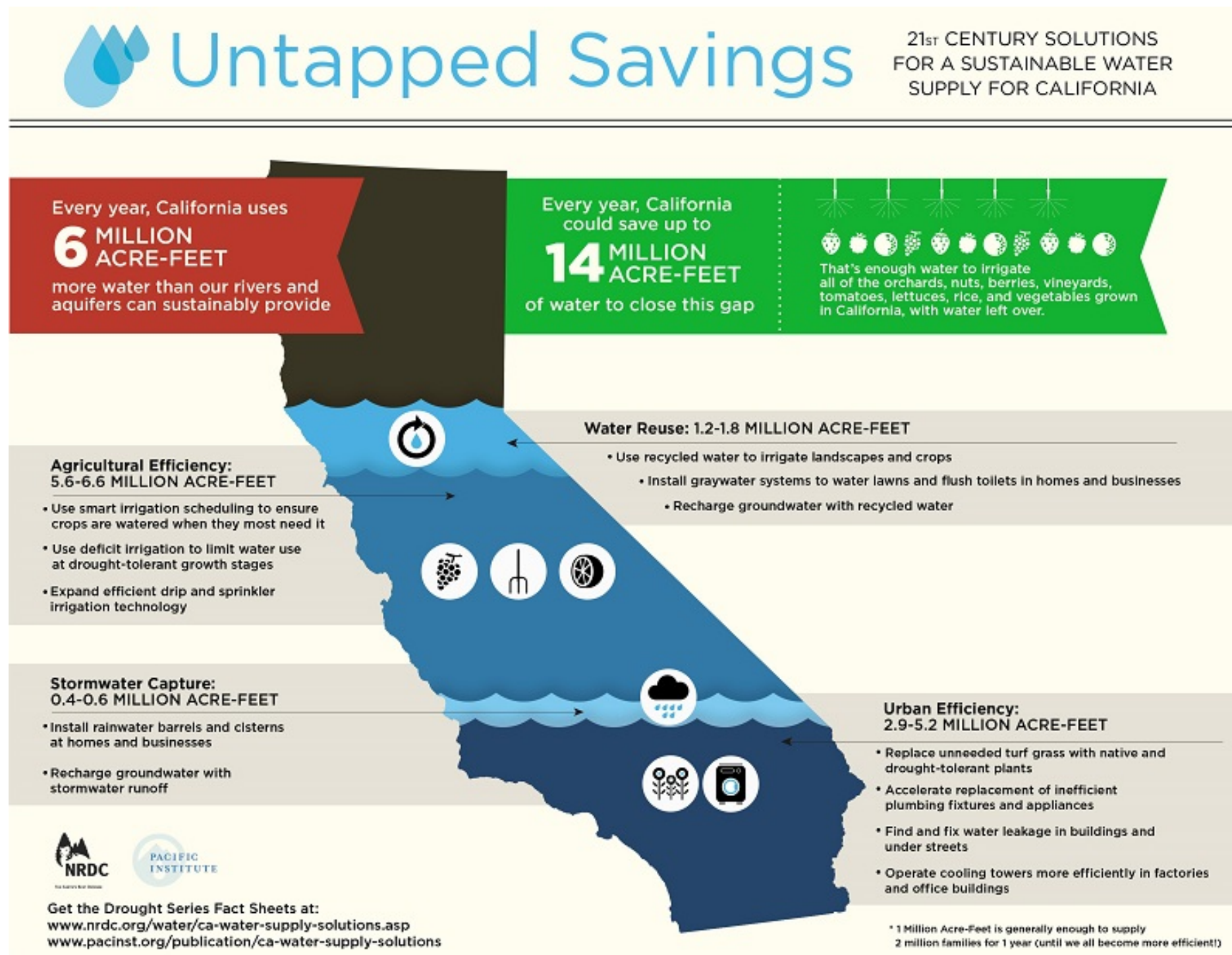
Projected Growth in California's Population 2010-2060



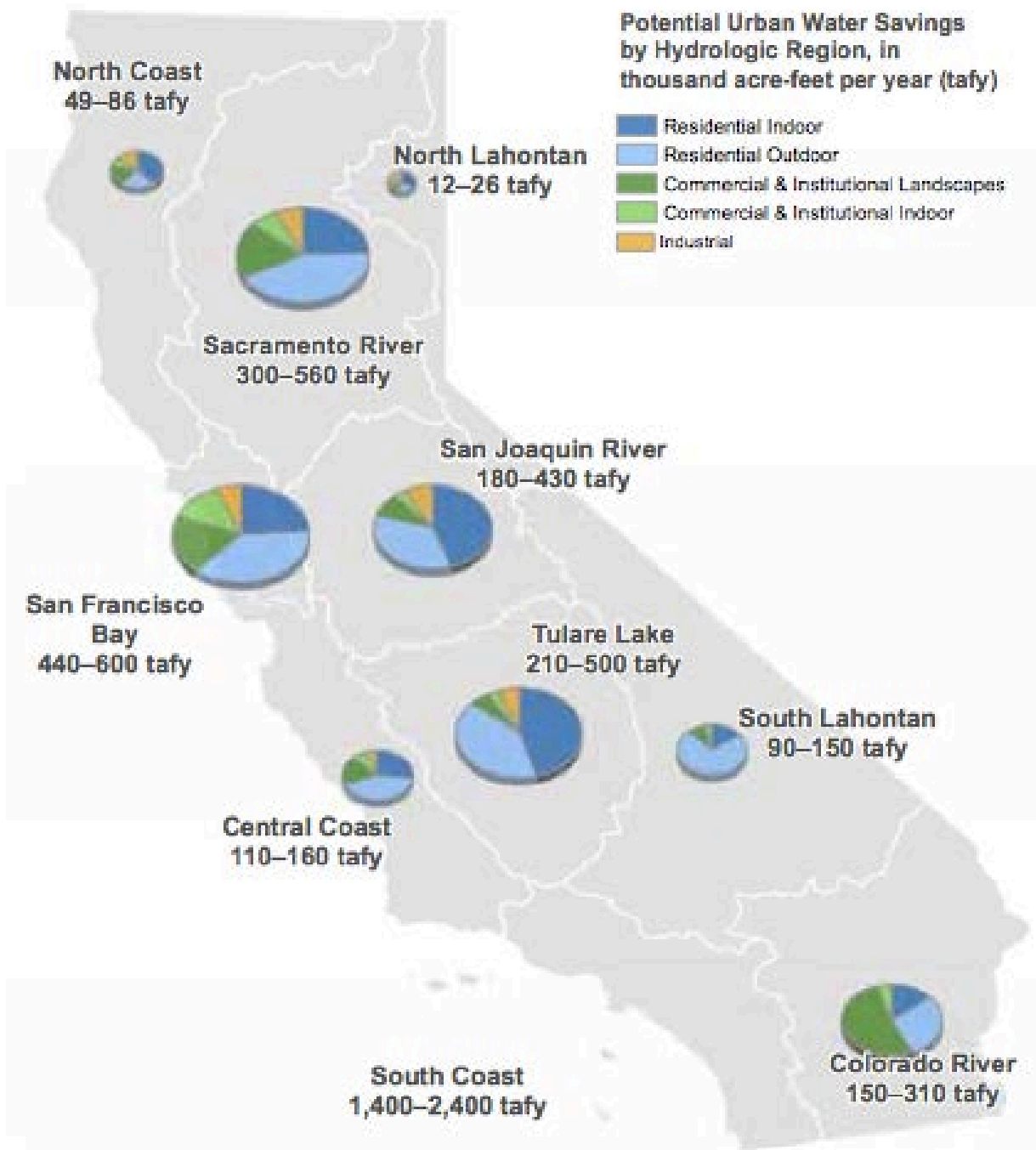
Emergency Regulations



What is California's Conservation Potential?



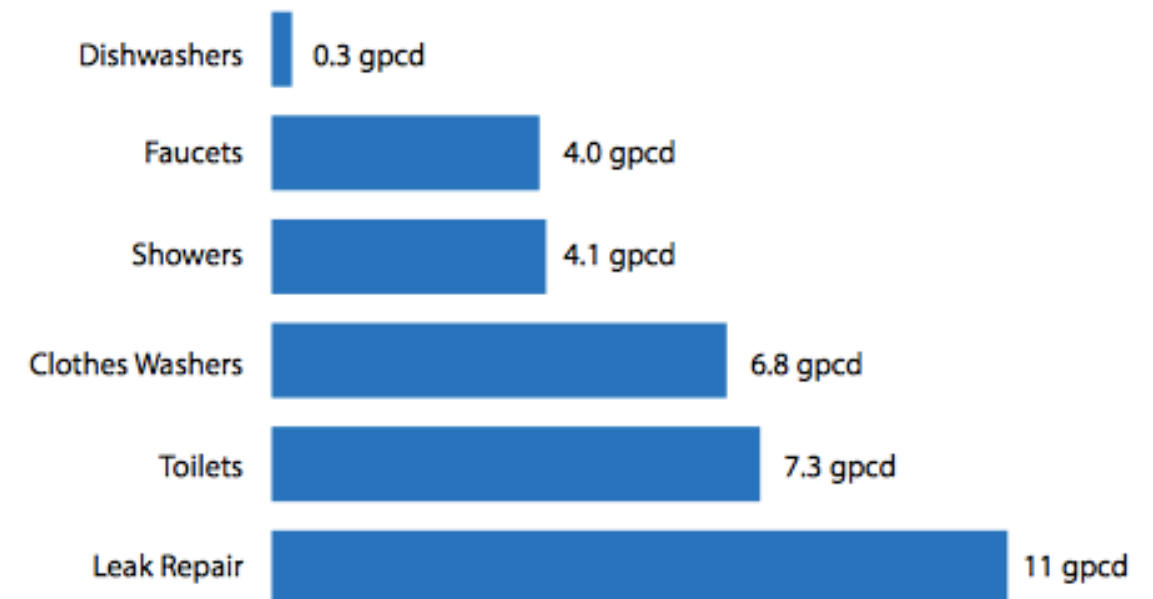
Urban Efficiency (continued)



Household Savings

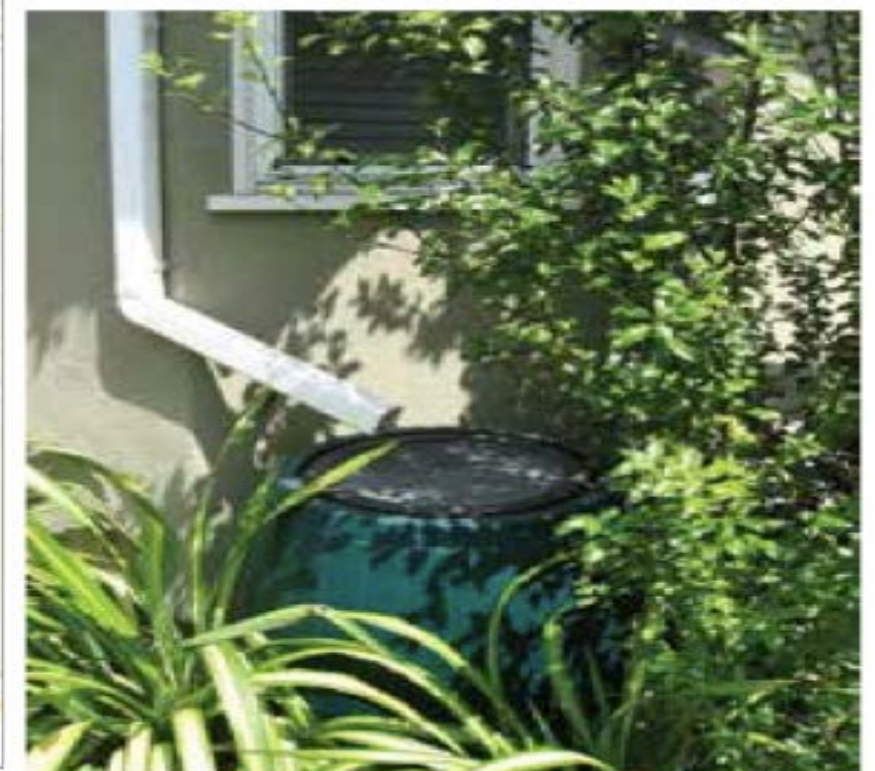
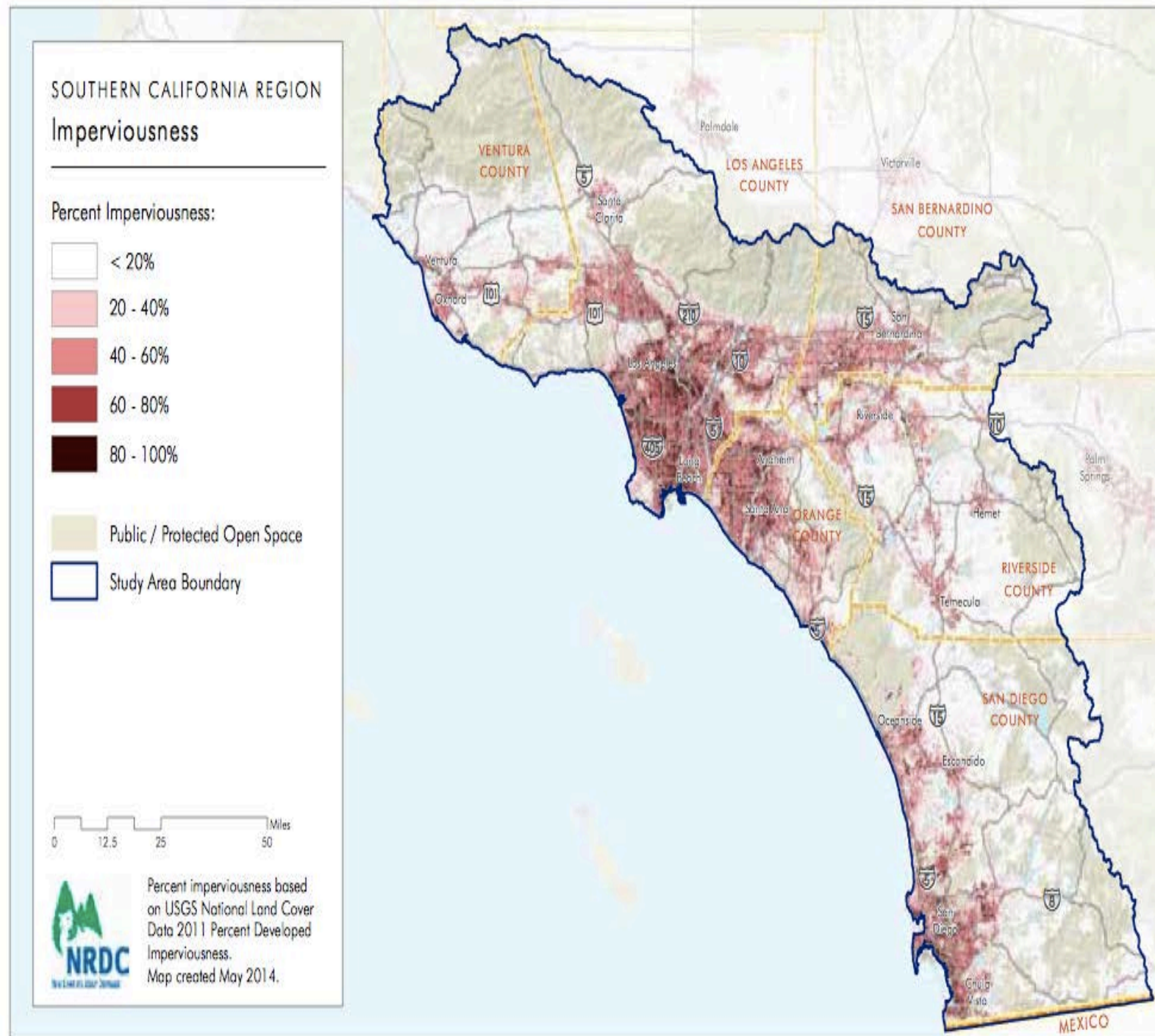


Savings Inside the Home



Note: The white line for household savings represents the low end of the range.

Stormwater Capture



Ideas for Long-Term, Non-Emergency Regulations

- Strategies to Address Wasteful Practices Implemented by Water Suppliers
- Permanent Reporting Requirements
- Clarify & Expand Eligibility Requirements for Funding and Permit Applicants
- Establish a New Statewide Water Use Target

Our New Normal...



Questions?

THANK YOU

TRACY QUINN, P.E.

SENIOR POLICY ANALYST

NATURAL RESOURCES DEFENSE COUNCIL

TQUINN@NRDC.ORG

(310) 434-2300