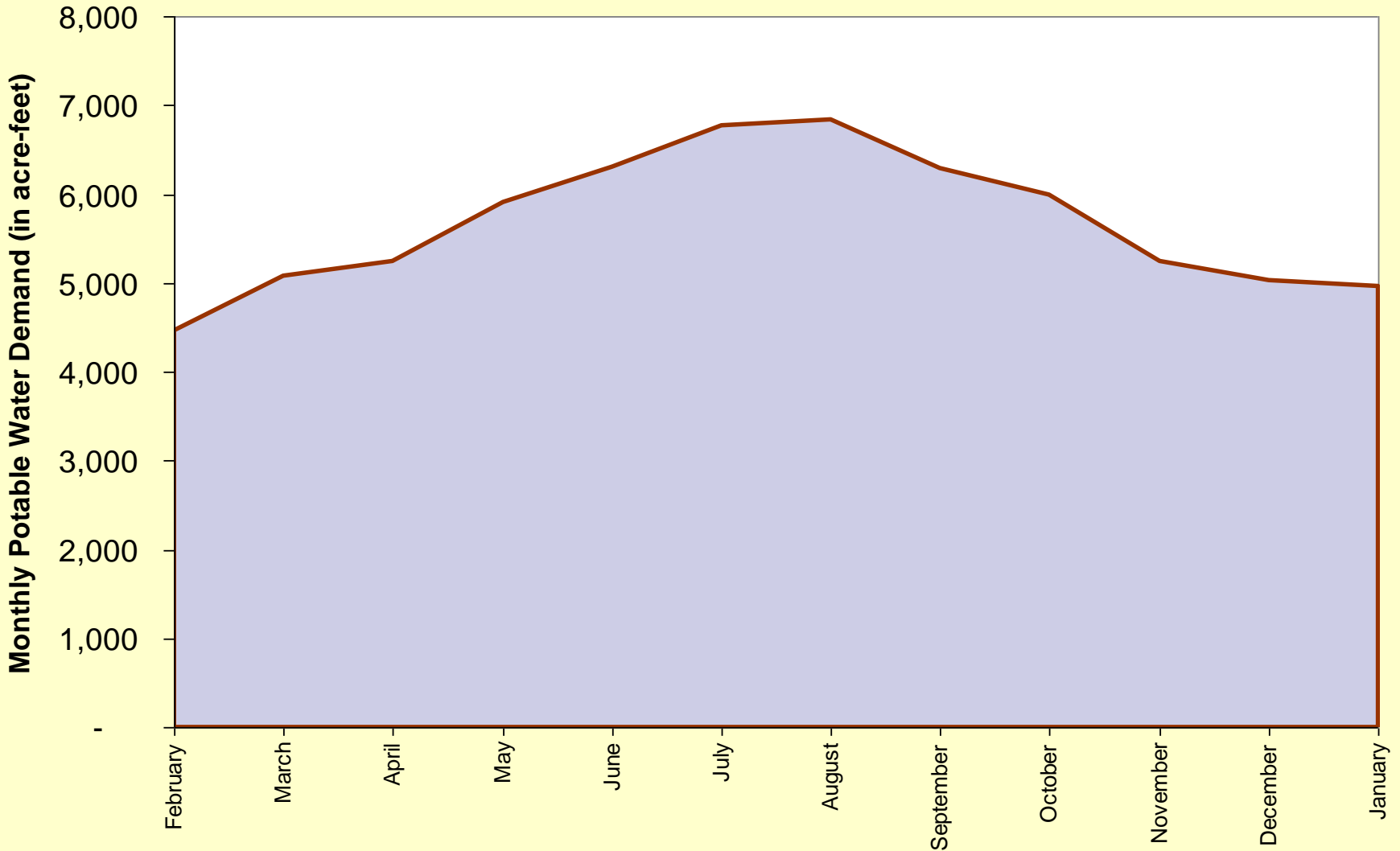


Long Beach Water Department
a presentation to the
Southern California Water Dialogue

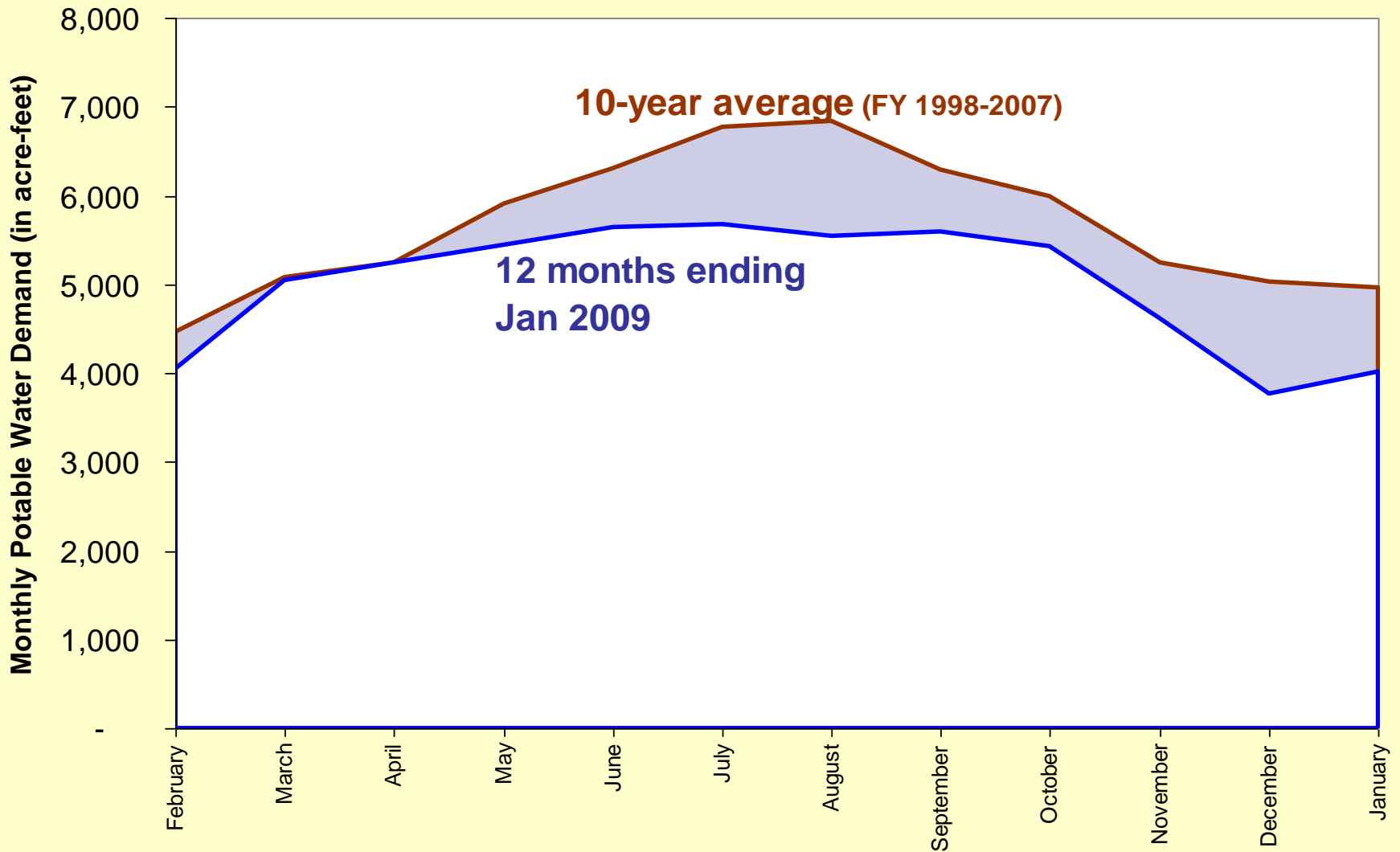
**LBWD's Conservation Success
& Long-term Goals**

Matthew Lyons
February 25, 2009

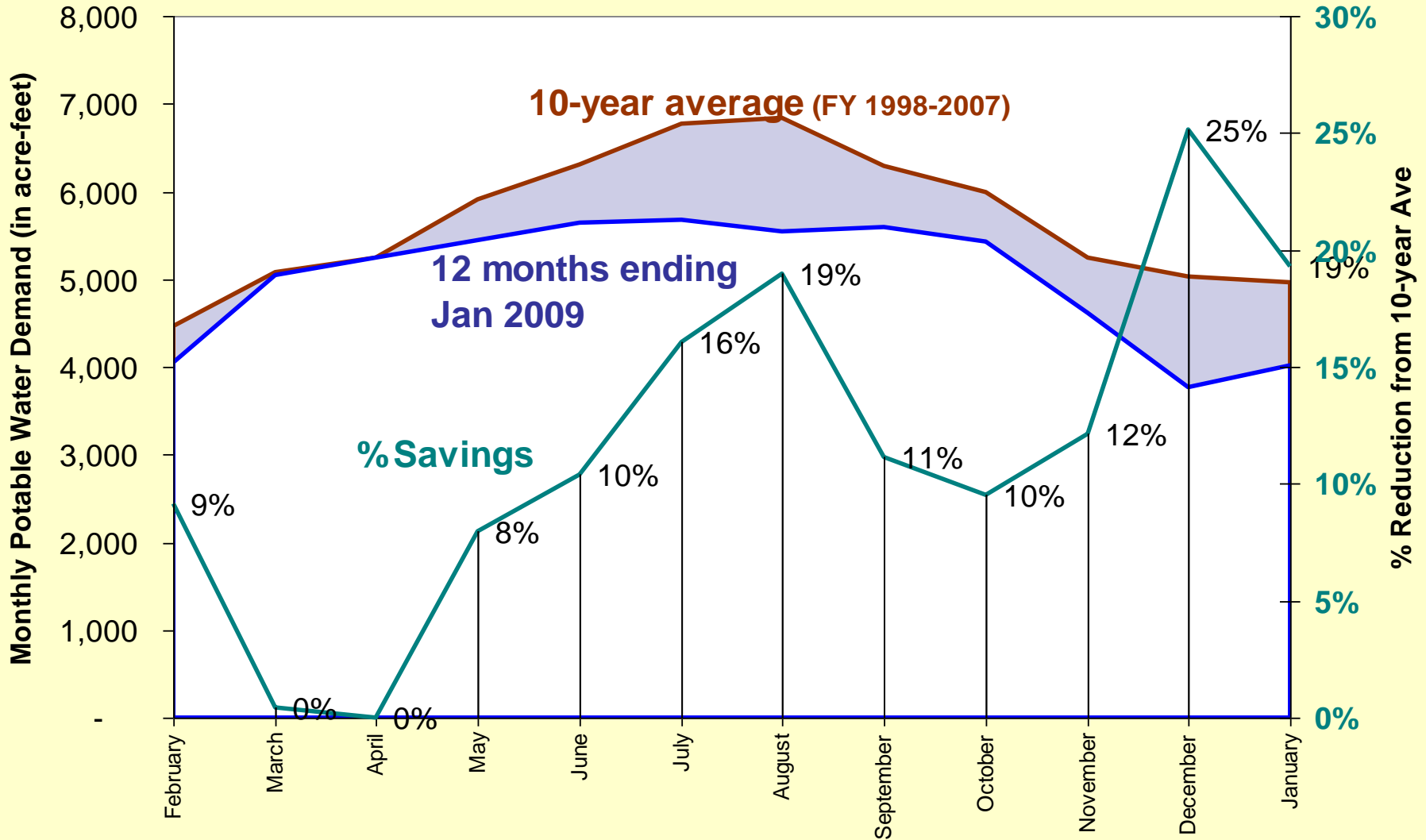
Demand for water -- 10-year Average



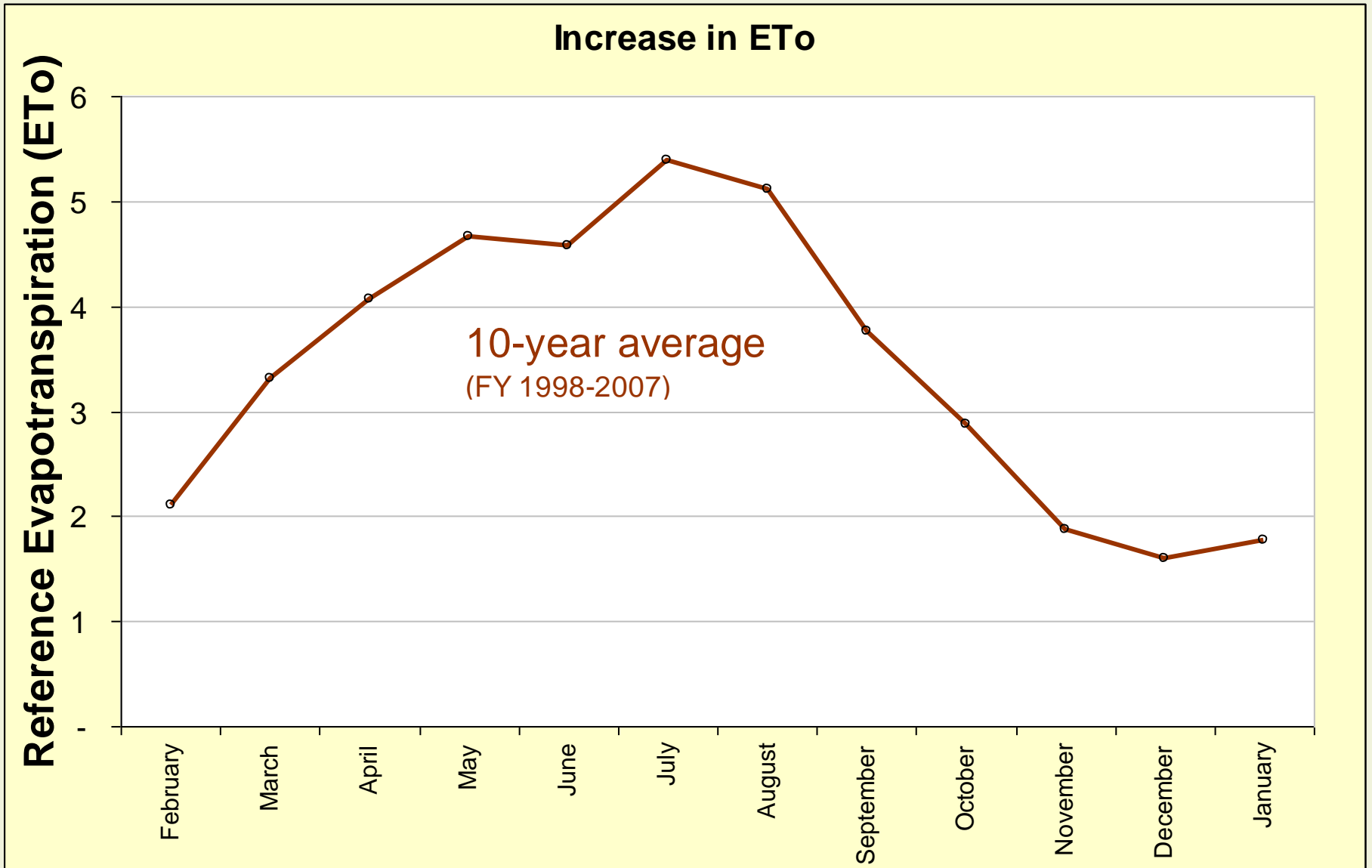
Reduction in Potable Demand

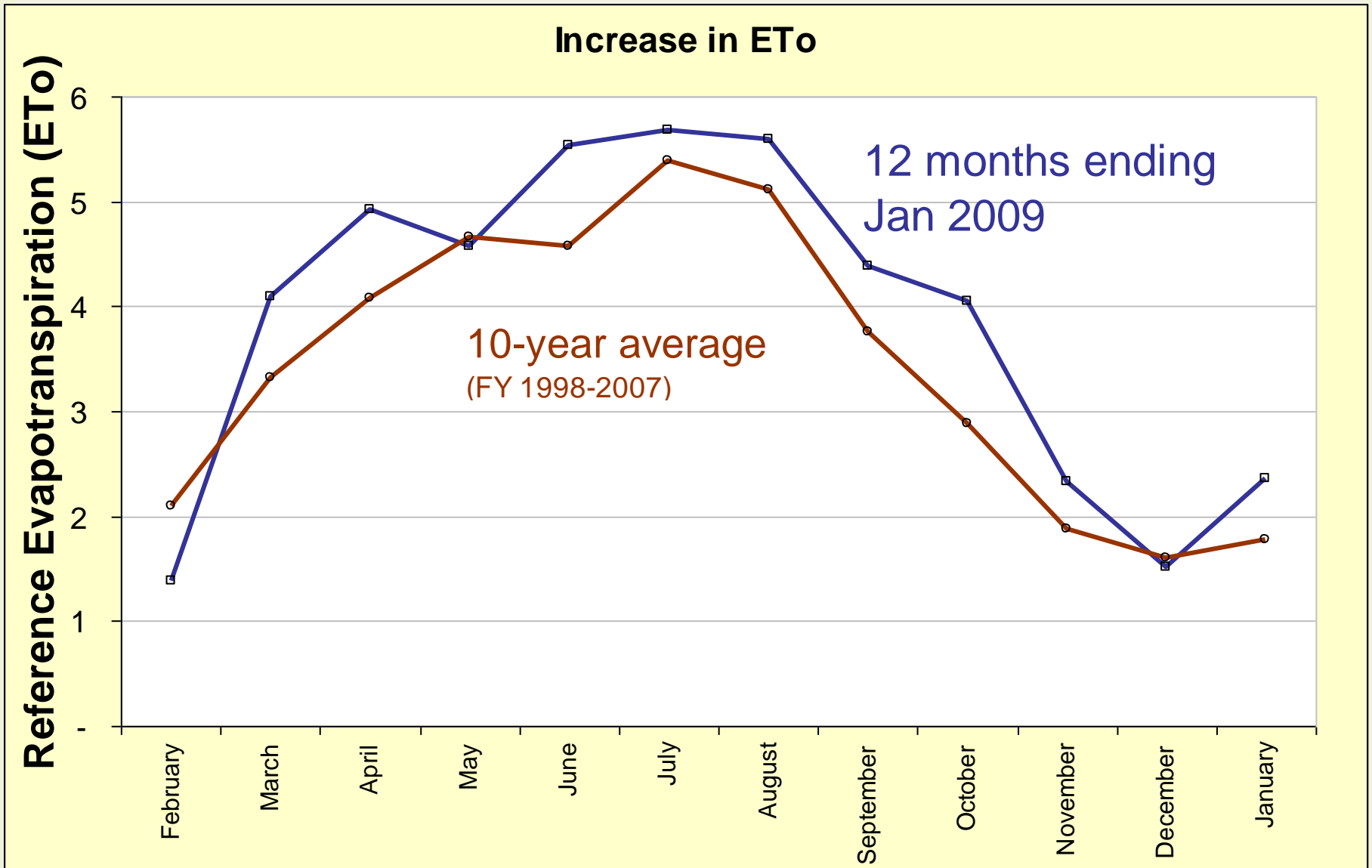


Reduction in Potable Demand



Above Average ETo





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....**

Water usage

Runoff

Fertilizer, herbicides, etc.

Maintenance

- **More...**

Wildlife support

Functionality

Beauty, Color, Variety, Interest

Massive, Unambiguous Outreach

CITYWIDE - ILLEGAL USES OF WATER



1. WASHING DRIVEWAYS, SIDEWALKS, PARKING AREAS, PATIOS OR OTHER PAVED AREAS WITH A GARDEN HOSE, UNLESS USING A WATER-CONSERVING PRESSURIZED CLEANING DEVICE; A SIMPLE SPRAY NOZZLE DOES NOT QUALIFY AS A WATER-CONSERVING PRESSURIZED CLEANING DEVICE.
2. OVER-WATERING LANDSCAPES TO THE POINT OF CAUSING RUN-OFF; NO LONGER THAN 10 MINUTES PER STATION.
3. IRRIGATING ANY LANDSCAPED AREA WITH POTABLE WATER BETWEEN THE HOURS OF 9:00 A.M. AND 4:00 P.M.
4. IRRIGATING LANDSCAPE ON ANY DAY OTHER THAN MONDAY, THURSDAY OR SATURDAY.

REPORT WATER WASTERS AT 562 570-2455 OR EMAIL: WATERWASTERS@LBWATER.ORG

View a complete list of prohibitions and conservation ideas at www.lbwater.org

ALERT

CITYWIDE WATER USE PROHIBITIONS

1. WASHING DRIVEWAYS, SIDEWALKS, PARKING AREAS, PATIOS OR OTHER PAVED AREAS WITH A GARDEN HOSE, UNLESS USING A WATER-CONSERVING PRESSURIZED CLEANING DEVICE; A SIMPLE SPRAY NOZZLE DOES NOT QUALIFY AS A WATER-CONSERVING PRESSURIZED CLEANING DEVICE.

LANDSCAPES TO THE POINT OF CAUSING RUN-OFF; NO LONGER THAN 10 MINUTES PER STATION.

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Usos ilegales de Agua	Illegal Uses of Water	ការប្រើទឹកចោយខុសឆ្គង
<ol style="list-style-type: none"> 1. Es ilegal lavar con manguera las paredes de garaje, aceras, estacionamientos, patios u otras áreas pavimentadas, al menos que la manguera tenga un aparato que regule el flujo y conserve el agua (un regulador común que solo corta el flujo no califica). 2. Es ilegal regar un recesso/césped/césped y jardines hasta el punto de causar que el agua se escurre por la acera y calle. 3. Es ilegal regar cualquier césped/césped/patio o jardín con agua potable entre las horas de 9:00 a.m. y 4:00 p.m., y por más de 10 minutos por estación o estación de riego. 4. Es ilegal regar cualquier césped/césped/patio o jardín cualquier día menos Lunes, Jueves y Sábado. 	<ol style="list-style-type: none"> 1. IT IS ILLEGAL TO WASH DRIVEWAYS, SIDEWALKS, PARKING AREAS, PATIOS OR OTHER PAVED AREAS WITH A GARDEN HOSE, UNLESS USING A WATER-CONSERVING PRESSURIZED CLEANING DEVICE; A SIMPLE SPRAY NOZZLE DOES NOT QUALIFY AS A WATER-CONSERVING PRESSURIZED CLEANING DEVICE. 2. IT IS ILLEGAL TO OVER-WATER LANDSCAPES TO THE POINT OF CAUSING RUN-OFF. 3. IT IS ILLEGAL TO IRRIGATE ANY LANDSCAPED AREA WITH POTABLE WATER BETWEEN THE HOURS OF 9:00 A.M. AND 4:00 P.M. AND LONGER THAN 10 MINUTES PER STATION. 4. IT IS ILLEGAL TO IRRIGATE LANDSCAPE ON ANY DAY OTHER THAN MONDAY, THURSDAY OR SATURDAY. 	<ol style="list-style-type: none"> 1. វាមិនអនុញ្ញាតឱ្យ លាង ផ្លូវថ្នល់, ដង្កូវ, ផ្ទៃបញ្ជូន, តុលាការ ឬផ្ទៃផ្សេងទៀតដែលបានបញ្ជាក់ជាមុនដោយប្រើប្រាស់បង្ហូរទឹកដោយមិនមានប្រព័ន្ធគ្រប់គ្រងទឹក (ប្រព័ន្ធគ្រប់គ្រងទឹកស្រដៀងគ្នាដែលគ្រប់គ្រងទឹកដោយប្រើប្រាស់បង្ហូរទឹកតែប៉ុណ្ណោះ មិនគិតថា វាបានកាត់បន្ថយការបញ្ជូនទឹកទេ) ។ 2. វាមិនអនុញ្ញាតឱ្យ លាង ផ្ទៃបញ្ជូន ឬផ្ទៃផ្សេងទៀតដោយប្រើប្រាស់ទឹកផ្សេងទៀត រវាង ព្រឹក ៩ ម៉ោង រហូតដល់ ម៉ោង ៤ ថ្ងៃ ក្នុងមួយ ថ្ងៃ ក្នុងមួយ តំបន់ ឬ តំបន់ រៀងរាល់ ថ្ងៃ ។ 3. វាមិនអនុញ្ញាតឱ្យ លាង ផ្ទៃបញ្ជូន ឬផ្ទៃផ្សេងទៀត រវាង ព្រឹក ៩ ម៉ោង រហូតដល់ ម៉ោង ៤ ថ្ងៃ ក្នុងមួយ ថ្ងៃ ក្នុងមួយ តំបន់ ឬ តំបន់ រៀងរាល់ ថ្ងៃ ។ 4. វាមិនអនុញ្ញាតឱ្យ លាង ផ្ទៃបញ្ជូន ឬផ្ទៃផ្សេងទៀត លើ ថ្ងៃ ណាមួយ លើកលែងតែ ថ្ងៃ ចន្ទ, ថ្ងៃ ពុធ និង ថ្ងៃ អាទិត្យ ។

**YOUR SPRINKLERS ARE
CONNECTED TO THIS
RESERVOIR**



**THIS IS ONE TIME TO
BELIEVE WHAT YOU
READ**

**Crisis Feared As
U.S. Water Supplies Dry Up**

3E

California's Water Supply Dwindling

**LEARN MORE AT
WWW.LBWATER.ORG**



WWW.LBWATER.ORG

**WE'RE PISSING
AWAY OUR
RESERVES**



Video Contest

upload your video at
www.youtube.com/drcup/waterwaster

FOR A COMPLETE LIST OF ILLEGAL
USES OF WATER GO TO
WWW.LBWATER.ORG

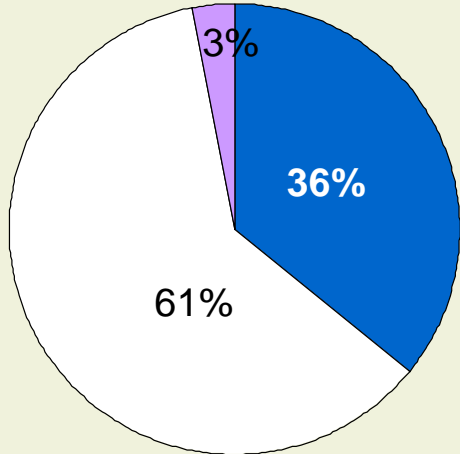
Grand Prize
Winning video
will be new
commercial

Deadline May 2, 2008

Where are we going?

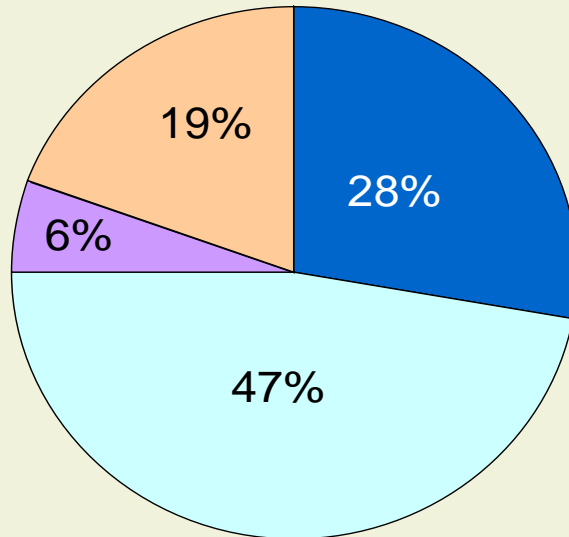
1986

25 billion gallons/ year



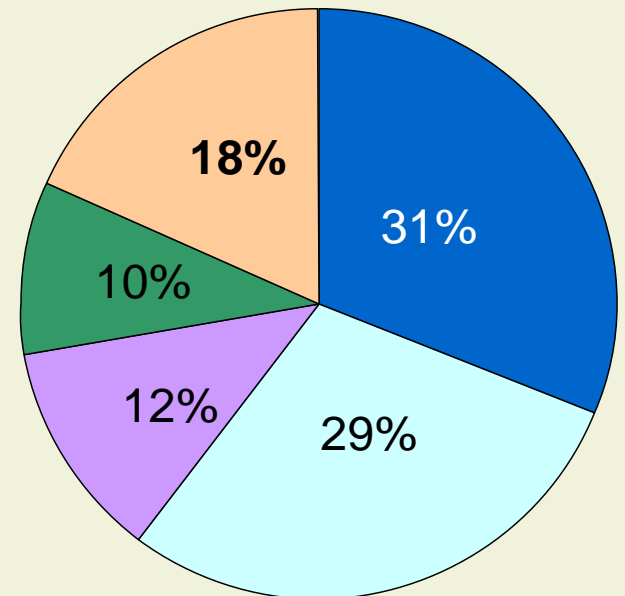
2005

30 billion gallons/ year

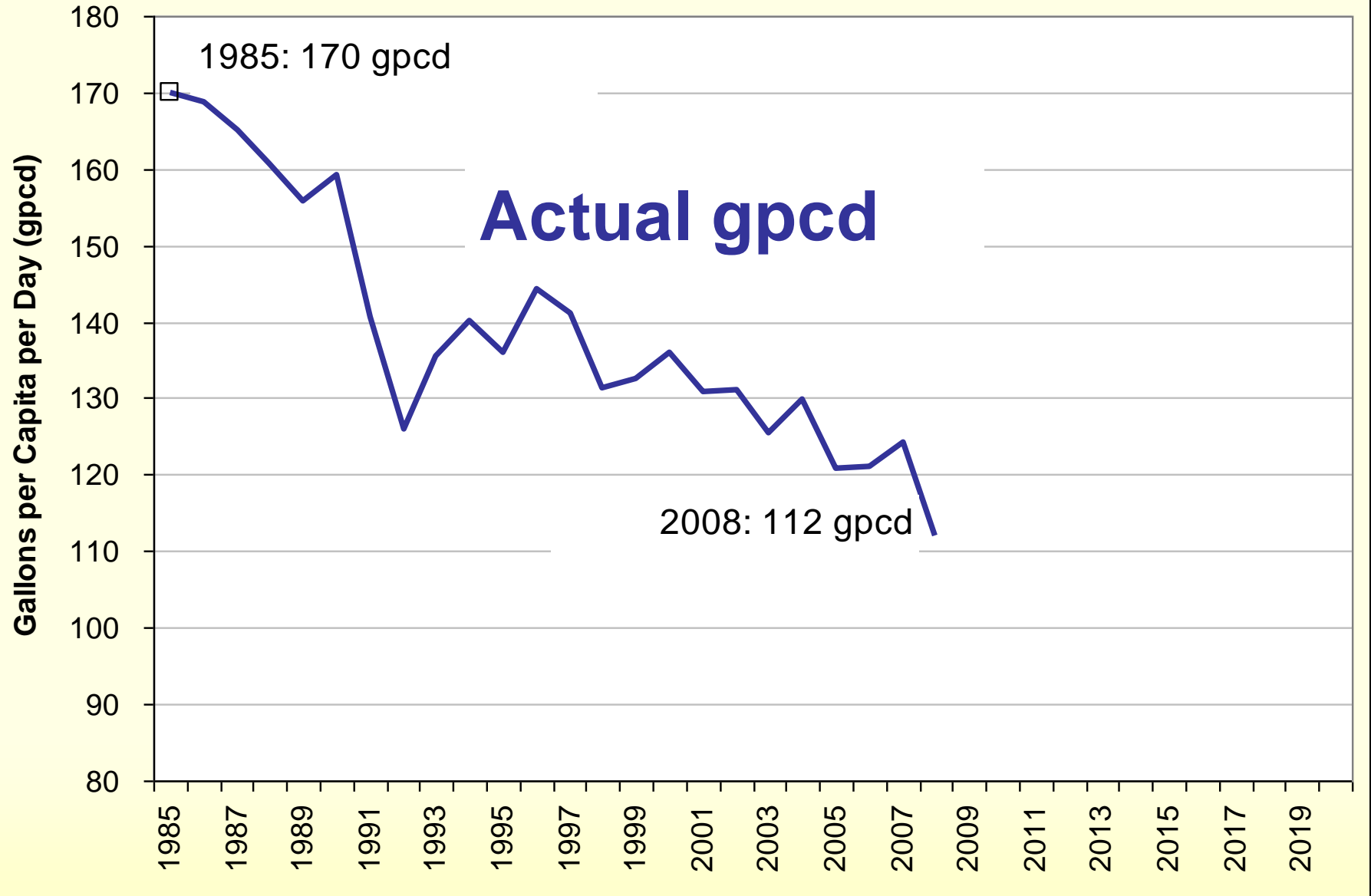


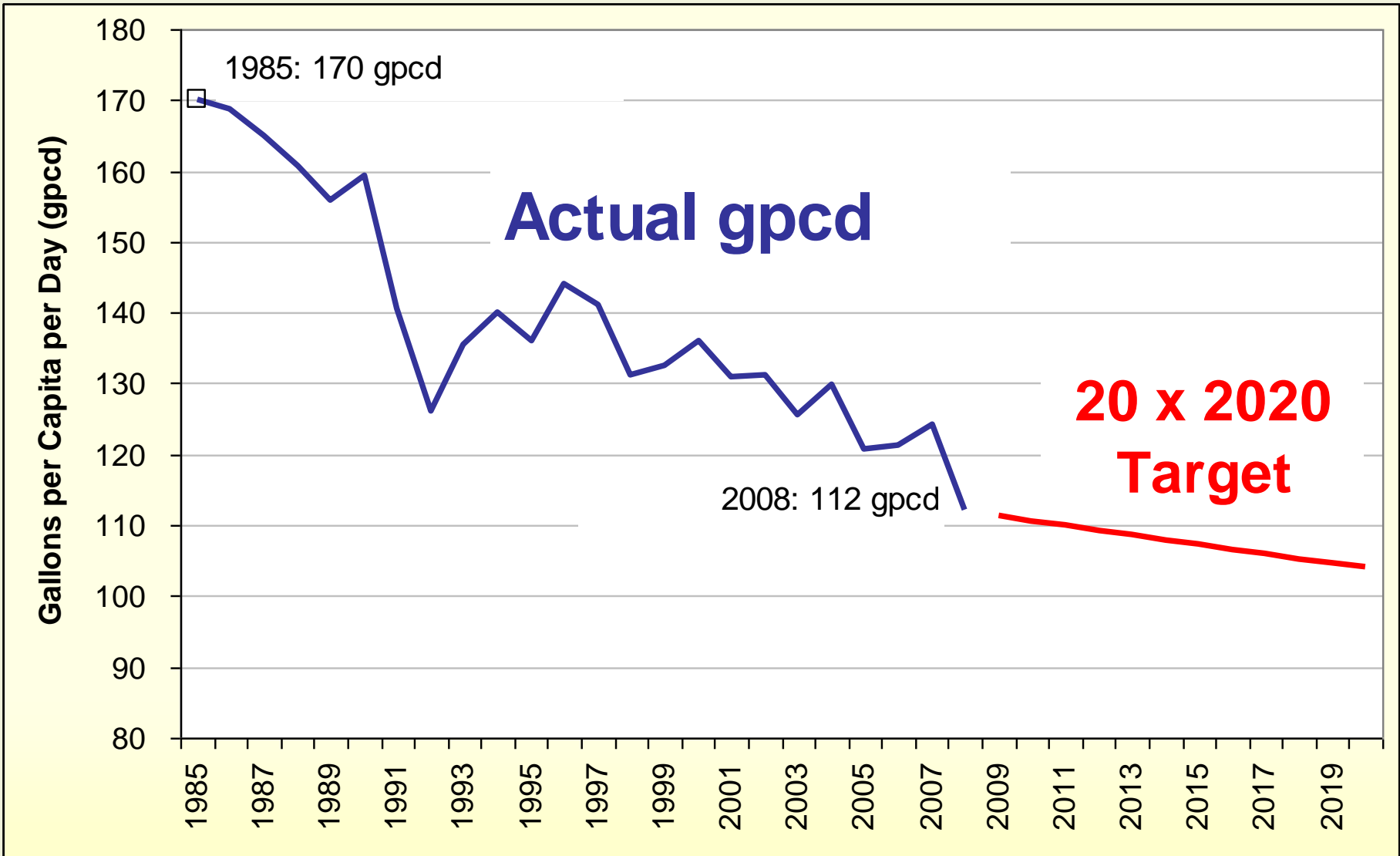
2025

34 billion gallons/ year



- Imported Water
- Groundwater
- Reclaimed Water
- Conserved Water
- Desalinated Seawater





End of Presentation