

WATER CONSERVATION NEWS

Building sustainability, reliability, and accountability through efficient water use

Governor Schwarzenegger's Water Conservation Goals Questions and Answers

In this issue...

Governor Schwarzenegger's Water Conservation Goals..... 1

WaterUse Measurement 1

CIMIS Enhancement 3

Chief's Corner..... 3

Branding Landscapes..... 5

Water Efficient Model ordinance Update 8

Water Demand Management.... 9

News Briefs 11

On February 28, 2008, Governor Schwarzenegger described a seven-part comprehensive plan for improving the Sacramento-San Joaquin Delta. Item number one on the Governor's list is an aggressive new goal for water conservation in California. Here are questions and answers about the Governor's new goal.

number of efforts are already underway to expand conservation programs, but I plan to direct state agencies to develop this more aggressive plan and implement it to the extent permitted by current law. I would welcome legislation to incorporate this goal into statute."

1. What did the Governor say?

The Governor's letter to State Senate leadership describes administrative actions under consideration as part of a comprehensive solution in the Delta, and includes a key element regarding conservation:

"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. A

2. How much water is that?

Urban water use in California is about 8.7 million acre-feet per year. Reducing that use by 20 percent would conserve about 1.74 million acre-feet per year enough water to serve more than 2 million families a year. Population growth--new water users--will tend to increase urban water uses somewhat, offsetting the savings.

3. Is this goal achievable?

This goal is ambitious but achievable. It is within the range of water conservation potential described in the California Water

See GOALS on Page 6

Water Use Measurement

By Manucher Alemi

Governor Arnold Schwarzenegger signed Assembly Bill 1404, by Assemblyman John Laird, into law last October 14. The new law requires certain agricultural water suppliers to submit water use measurement reports to the Department of Water Resources.

more acre feet of surface water annually for agricultural uses or serving 2,000 acres or more of agricultural lands are now required to submit the report. The reports must include suppliers' aggregated farm-gate delivery data on a monthly or every two months basis using best professional practices.

Any privately or publicly owned agricultural water suppliers supplying 2,000 or

See MEASUREMENTS on Page 10

Water Conservation News provides information on water use efficiency developments. This free newsletter is published semi-annually by the California Department of Water Resources, Office of Water Use Efficiency and Transfers.

Subscriptions: If you want to receive this newsletter, send your name and address to:
Department of Water Resources
Bulletins and Reports
Attention: Mailing List Coordinator
P.O. Box 942836
Sacramento, CA 94236-0001
(916) 653-1097

Water Conservation News is available online at:
www.owue.water.ca.gov/news/news.cfm

For more information about DWR's water use efficiency programs call:
Water Use Efficiency and Transfers Office
(916) 651-9236

Rick Soehren, Chief
(916) 651-7051

Manucher Alemi,
Data Services and Program Development
(916) 651-9662

Fawzi Karajeh
Water Recycling and Desalination
(916) 651-9669

David Todd
Technical Assistance and Outreach
(916) 651-7027

Simon Eching
Program Development
(916) 651-9667

Baryohay Davidoff
Agricultural Council Support
(916) 651-9666

Kent Frame, CIMIS
(916) 651-7030
Water use efficiency information is also available from DWR district staff:

X. Tito Cervantes
Northern District
2440 Main Street
Red Bluff, CA 96080-2398
(530) 529-7389

Ed Morris
Central District
3251 S Street
Sacramento, CA 95816-7017
(916) 227-7578

David Scruggs
San Joaquin District
3374 E. Shields Avenue
Fresno, CA 93726-6990
(559) 230-3322

David Inouye
Southern District
770 Fairmont Avenue
Glendale, CA 91203-1035
(818) 543-4600

We welcome any comments, suggestions, and story ideas; please send them to:

Water Conservation News
Editorial Staff
Department of Water Resources
Office of Water Use Efficiency and Transfers
P. O. Box 942836
Sacramento, CA 94236-0001

E-mail: pcorn@water.ca.gov
Telephone: (916) 651-9606
Fax: (916) 651-9607

DWR does not endorse any of the businesses or consulting firms mentioned in this newsletter, since there may be others that offer the same or similar services

Office of Water Use Efficiency and Transfers Mission Statement

The Office of Water Use Efficiency and Transfers (OWUET) provides support for the stewardship of California water resources and energy efficient use of water. This office is responsible for water use efficiency planning and coordination. Our services include technical and financial assistance, information collection and dissemination, resources evaluation and implementation.

CIMIS Enhancement

By Kent Frame

The Department of Water Resources (DWR) is enhancing its California Irrigation Management Information System (CIMIS) so that its evapotranspiration data is made available to more users throughout the state. These improvements are made possible by a new law enacted last year after Assembly Bill 566 was passed by the Legislature. The legislation was carried by Assemblyman George Plescia.

According to Assemblyman Plescia, “AB 566 is an important measure which will improve water conservation and reduce urban run-off throughout the state.” He also explained increased irrigation efficiencies are possible using standardized CIMIS information, presented in an easy to use format.

Evapotranspiration is a term used to describe the sum of evaporation and plant transpiration from the earth’s land surface to atmosphere. Evaporation accounts for the movement of water to the air from sources such as the soil, canopy interception, and water bodies. Transpiration accounts for the movement of water within a plant and the subsequent loss of water as vapor through stomata in its leaves.

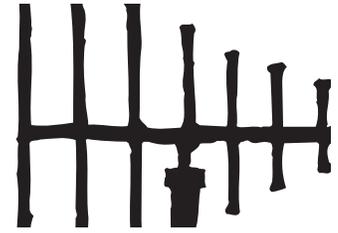
Evapotranspiration is an important part of the water cycle.

CIMIS was created in 1982 under contract with UC Davis. CIMIS is now a network of more than 130 weather stations that collect weather data minute-by-minute, calculate hourly and daily values, and store them.

A computer at the DWR headquarters in Sacramento automatically calls every station starting at midnight and retrieves each day’s data. Once the information is transmitted, the central computer analyzes it for quality, calculates reference evapotranspiration (ET_o) and other intermediate parameters and stores this information in the CIMIS database making it available to the public via the Internet.

Reference evapotranspiration is the combined process of evaporation from soil and plant surfaces and transpiration from standardized grass (ET_o) or alfalfa (ET_r) plants over which the stations are sitting. Irrigators have to use crop factors, known as crop or landscape coefficients, to convert ET_o/ET_r into an actual specific plant evapotranspiration (ET_c).

See *CIMIS* on Page 4



Water Savings from CIMIS

According to National Agri-Marketing Association at UC Davis:

23% Growers increased crop yield
28% Growers increase in crop quality

UC Berkley Department of Agriculture and Resource Economics 1995 Study:

10%-20% reductions of applied water from using CIMIS

Using Central Irrigation Control System, Union City:

Reduced water use in 6 parks by 35%

Escondito School System through Irrigation Retrofits and CIMIS Based ET Scheduling:

Realized 30% reductions of applied water to 18 schools. A reduction of 32 million gallons per year.

By Rick Soehren

Rick Soehren joined the Office of Water Use Efficiency and Transfers in October 2007. No stranger to water use efficiency, Rick began his water career with DWR's Office of Water Conservation in 1980. After many years in the old OWC, a stint with CALFED, a sabbatical, and a few years as DWR's Water Policy Advisor, Rick is back where his water career started.

These are challenging times for water managers. Those of us who strive to provide a reliable source of water for California’s cities and farms face more difficulties than ever before.

One of the biggest looming challenges is climate change. Climate change is likely

Chief's Corner

to cause more hydrologic variability in the future, including droughts that are longer and more severe. A warmer climate will cause plant water use to go up, at the same time that it causes our precious snowpack to go down. Finally, rising sea levels threaten to swamp the Delta, a vital conduit for water that supports the lion’s share of California’s urban areas and irrigated acreage.

Rising sea levels are not the only threat to the Delta. An earthquake in the region could cause many fragile levees to collapse, drawing a “big gulp” of seawater

into the Delta and rendering it too salty to serve as a source of water for months or years.

And not all of the Delta’s problems are in the future. We face ecological collapse in the Delta today, with very low populations of once-abundant native fish and sport fish. Delta water exports are one of the stressors identified by biologists, and the courts have compelled restrictions in Delta exports that will reduce water supply reliability for the foreseeable future.

Not all the news is bad. Water managers

See *CHIEF'S CORNER* on Page 8



CIMIS, continued from Page 3

Although CIMIS was initially designed to help agricultural growers and turf managers administering parks, golf courses and other landscapes to develop water budgets for determining when to irrigate and how much water to apply, the number of users has grown over the years. CIMIS users include local water agencies, firefighters, air quality boards, pest control managers, university researchers, teachers and students, construction engineers, consultants, hydrologists, state and federal agencies, utilities, lawyers, and weather agencies.

Currently, there are more than 7,500 primary registered CIMIS users. Agricultural growers represent the single largest user group at 22 percent with university and consultants about 15 percent each. Landscapers and other public agencies represent about 10 percent each and water agencies at 5 percent.

Last year, CIMIS received requests from primary users for more than 290,000 data reports and about 20,000,000 Web site visits. There are also secondary and tertiary CIMIS data users including local water districts, universities, and consultants that provide CIMIS data to their clients. There are potentially more secondary consumers of CIMIS data than primary users. We know, for example, California State University, Fresno, Center for Irrigation Technologies received over 28,000 requests to use CIMIS data in 2006. With the advent of new irrigation technologies such as weather based automated ET controllers

the demand for more and better CIMIS data and services will continue to grow.

Under the new law, DWR and water agencies statewide are working to develop a standard data protocol for the transmission of ET data. The objective is to provide ET in an easily accessible, standard usable format throughout the entire state.

The goal is for DWR to provide ET data in a standard data format (ET-XML, or other) that can be used by irrigation controllers and other users using a Microsoft Windows-based software application. That would make it a broader application than just weather-based irrigation controllers. For example, it can be used to develop landscape water budgets. This expansion of data will enhance ET data accuracy and coverage, so CIMIS will be able to deliver ET data based on GPS coordinates. This will greatly improve landscape management abilities and irrigation scheduling practices, which rely on ET data. The data will be made available via geographic coordinates, zip code, and eventually through a GIS application where one can define their own area.

This project will be integrated with the Geostationary Operations Environmental Satellite Project being developed by University of California, Davis and CIMIS that will provide triangulated ET data for a 2x2 kilometer grid throughout the state.

DWR intends to complete the work by 2009 and make plans to expand the availability of the ET data statewide.

California Energy Commission and AB 1881

AB 1881 (Laird), enacted in 2006, requires the Energy Commission, in consultation with the Department (DWR), to adopt, by regulation, performance standards and labeling requirements for landscape irrigation equipment, including irrigation controllers, moisture sensors, emission devices, and valves to reduce the wasteful, uneconomic, inefficient, or unnecessary consumption of energy or water. The law requires the Energy Commission to adopt those requirements for landscape irrigation controllers and moisture sensors by January 1, 2010, and, on and after January 1, 2012, prohibits the sale or installation of an irrigation controller or moisture sensor for landscape use unless the controller or sensor meets those adopted requirements. The law requires the Energy Commission, on or before January 1, 2010, to prepare and submit to the Legislature a report that sets forth a proposed schedule for adopting performance standards and labeling requirements for emission devices and valves.

The above statute, coupled with AB 566, which requires CIMIS to be made available to all regions of the State, in a common data prototype, requires that enhancements be made to CIMIS. As a result of these new statutes, CIMIS has begun developing a standard data protocol that can be made available to all regions of the State and will be able to automatically program weather based ET controllers. These “smart controllers” will conform to the performance standards required by AB 1881.

Branding Landscapes

By Judy Colvin and Julie Saare-Edmonds

Newspaper headlines capture the reality of water shortages in California on a daily basis nowadays. This year people are being asked to save water and water agencies are updating their drought contingency plans and rejuvenating water conservation programs. Newer and catchier water conservation slogans are being aired on the radio to encourage residents to use less water indoors and outdoors. One way water suppliers get the word out is an effective marketing tool called branding. A brand should be easy to remember, easy to recognize and translate well into various languages and demographics. Brands should also convey the benefits and value of the program featured.

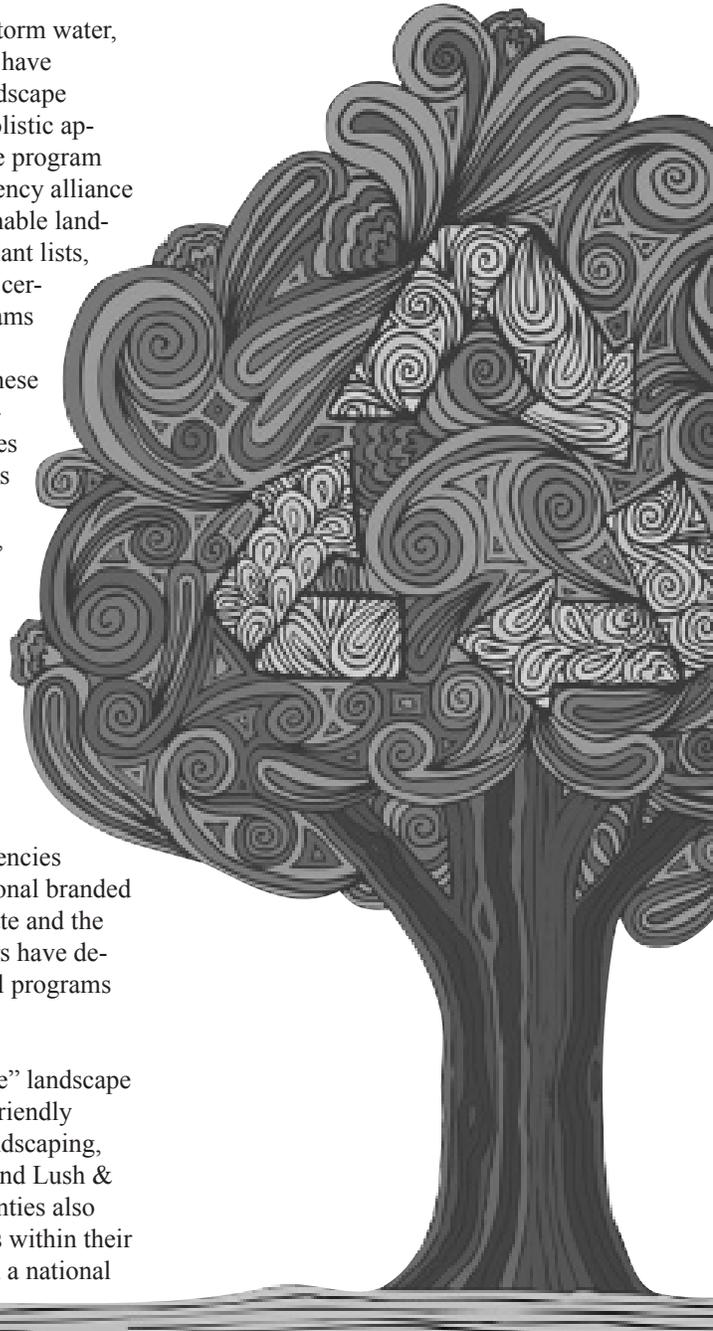
Today, outdoor water use efficiency programs are getting extreme makeovers to appeal to customers who embrace green living. For example, innovative local and regional landscape programs are popping up across the state and grabbing homeowner's attention. Homeowners are responding to their water provider rebates to replace old irrigation clocks with "smart" controllers and getting advice to redesign their yards with lower maintenance and lower water using plants. Many water providers host gardening contests and give customers plant lists to help them choose the right plants for beautiful water efficient gardens. Some water providers are able to give their customers interactive gardening software that answers all sorts of gardening questions.

Water purveyors, city and county government agencies (including water, sewer,

wastewater, water recycling, storm water, land use, parks, and planning) have teamed up to develop new landscape programs with regional and holistic approaches. A regional landscape program can be described as an interagency alliance to promote a consistent sustainable landscape program that includes plant lists, design criteria and guidelines, certification or recognition programs for landscape contractors, and best management practices. These programs utilize existing landscape ordinances and guidelines adopted by local agencies. This kind of regional coordination can have direct environmental, economic, and social benefits for business and residential communities, and integrate practices to solve multiple resource management issues.

In such a busy world, marketing and branding are valuable tools to catch customer's attention and hold it. Some agencies have developed local and regional branded landscaping programs. The state and the federal governments and others have developed statewide and national programs as well.

Examples of such "brand name" landscape programs include California Friendly Landscapes, Bay Friendly Landscaping, River Friendly Landscaping, and Lush & Efficient. Many cities and counties also promote and specify plant lists within their own landscape ordinances. On a national



See **BRANDING** on Page 10

GOALS continued from page 1

Plan Update 2005 and closely matches projections in the 2006 CALFED Water Use Efficiency Comprehensive Evaluation. The Water Plan projects a range of potential savings in 2030 from 1.2 to 3.1 million acre-feet a year. The CALFED report points out that if urban water agencies implement all current cost-effective conservation measures and there is an additional \$15 million per year in state and federal grant funding through 2030, we could conserve an additional 1.74 million acre-feet a year by 2020. By 2030, the savings would be 2.1 million acre-feet per year.

4. How will we achieve these savings? What programs are in place?

Water users and water agencies have many projects, programs, and sources of information to help them conserve. Some of the tools available include:

- The California Water Plan. The latest update published in 2005 provides a strategic plan for water management, laying the foundation for water conservation and other resource management activities.
- Bond funding. There is grant funding available to help agencies and regions plan and implement water management programs. \$12 million in water conservation drought grants was offered this summer, another \$23 million in conservation grants is scheduled for release by fall and \$1 billion in integrated regional water management funding will be available starting later this year.
- Access to funds. A new law enacted in 2007, AB 1420, will require most water agencies to implement a series of water conservation mea-



asures in order to be eligible for water management grant funds. Since so much grant funding will be available in the next few years, this will be a powerful incentive for local agencies to have strong and comprehensive conservation programs.

- Efficiency standards. Showerheads, faucets, toilets, clothes washers are all more water-efficient because California has led the nation in establishing strong standards. New laws will require even more efficient toilets in the future, new standards for irrigation controllers are planned, and other new standards are possible in the future.
- New programs and tools. The California Department of Water Resources is working on programs that will help communities and customers conserve water. A new Model Water Efficient Landscape Ordinance is under development that local governments will be able to adopt as their own. Landscape conservation offers more potential savings than any other single conservation measure. Also, DWR is upgrading the California Irrigation Management Information System, a network of automated weather stations around the state that measure how much water landscapes or crops need. System upgrades will enable the system to communicate with a new generation of automated irriga-

tion controllers. More information about these efforts is included in this issue of *Water Conservation News*.

- Collaboration. Hundreds of water agencies, environmental organizations, and others work together under the banner of the California Urban Water Conservation Council. Since 1991 this organization has set voluntary standards for conservation programs.

Over the next year the CUWCC will be revising its approach and its standards to ensure that California conservation programs are cost-effective and achieve the savings we need.

- Regulatory protection. The State Water Resources Control Board is entrusted with the responsibility to ensure beneficial use of water in California and prevent waste and unreasonable use.

5. Will any new conservation programs be developed?

Although there are many programs available, it is likely that we will need new programs and approaches to meet the Governor's target and help ensure water supply reliability. That is why the Governor has directed state agencies to develop this more aggressive plan and implement it.

6. What state agencies are involved in developing the new plan?

Several state agencies play a role in water management and will help develop the plan, including the Department of Water Resources, the State Water Resources Control Board, the California Energy Commission, the Department of Public Health and the California Public Utilities

See GOALS on Page 7

GOALS continued from page 6

Commission. The Bureau of Reclamation, a federal agency, is also participating on the team as is the California Urban Water Conservation Council.

7. Will there be opportunity for others to provide input?

Yes. California's successful conservation programs are the product of good ideas from many sources, including local agencies, individuals, public interest groups, and others. Public input will be essential to development of the best possible plan.

8. When will the plan be completed?

The agencies intend to work quickly and complete the plan by this winter. There will be several opportunities for public input this summer and fall as well as a chance to review the draft report later.

9. What are some of the initial tasks the agencies will tackle?

The agencies are focusing on key questions such as: What does "per capita" refer to, all water use, urban and agriculture or is it urban only? If only urban use, what is the plan for agricultural conservation? If only urban use, what components are included, residential, industrial, institutional, etc.? How should the reduction in use be applied, at each connection, by supplier, by region or statewide?

Another task that is underway is the gathering of baseline information to measure progress towards the 20 percent reduction. For example, the agencies are collecting data on California's current population and water use in each of California's 10 hydrologic regions as well as future populations and water use in those regions during 2010, 2015 and 2020.

10. What if we don't meet the goal?

The Sacramento-San Joaquin Delta, often described as the hub of California's water systems, is in crisis. Ecosystem restoration and new water infrastructure will take a long time to implement. Until these improvements are in place, water supplies from the Delta will not be reliable. Aggressive planned improvements in water use efficiency are preferable to unexpected shortages due to drought, levee failure, or sea level rise.

11. Where can I get more information?

Department of Water Resources
<http://www.water.ca.gov/>

State Water Resources Control Board
<http://www.swrcb.ca.gov/>

California Energy Commission
<http://www.energy.ca.gov/>

California Public Utilities Commission
<http://www.cpuc.ca.gov/puc/>

California Department of Public Health
<http://www.cdph.ca.gov/>

US Bureau of Reclamation,
Mid-Pacific Region
<http://www.usbr.gov/mp/>

California Urban Water Conservation Council
<http://www.cuwcc.org/home.html>

AB 1420
http://www.cuwcc.org/Uploads/committee/ab1420_bill_07-04-18.pdf

California Water Plan Update
<http://www.waterplan.water.ca.gov/>

Model Water Efficient Landscape Ordinance
<http://www.owue.water.ca.gov/landscape/ord/ord.cfm>

California Irrigation Management Information System
<http://www.cimis.water.ca.gov/cimis/welcome.jsp>

CALFED Water Use Efficiency Comprehensive Evaluation
http://calwater.ca.gov/calfed/library/library_archive_WUE.html



Water Efficient Model Ordinance Update

By Judy Colvin

Water managers know that 50 percent or more of all urban water use is consumed outdoors. In 1990 water supply concerns prompted the Legislature to pass the “Water Conservation in Landscaping Act,” which required the Department of Water Resources (DWR) to draft and adopt the Model Water Efficient Landscape Ordinance in 1992. Voluntary adoption of the model ordinance has been disappointing, and much of California’s recent population growth has been in hotter interior areas where landscape water use is high. These factors led the legislature to Pass Assembly Bill 1881, Water Conservation In Landscaping Act. Governor Schwarzenegger signed the bill into law September 28, 2006.

The Legislature directed DWR to update and adopt the Model Water Efficient Landscape Ordinance by January 1, 2009. DWR spent the fall of 2007 working with stakeholders, resolving issues, getting expert opinions regarding designing, installing and maintaining landscapes with

today’s technology, and management techniques. In January 2008 the draft model ordinance was ready for public review. DWR’s Office of Water Use Efficiency & Transfers (OWUET) released a Notice of Proposed Rulemaking to the Office of Administrative Law (OAL) which included a draft of the updated Model Ordinance. The notice was published in OAL’s weekly California Regulatory Notice Register on February 8, 2008. During the Model Ordinance’s 45-day public comment period OWUET held public hearings on March 25 and March 27, 2008 to invite public participation. Approximately 100 people attended the two hearings on March 25 in Sacramento and on March 27 at Inland Empire Utilities Agency in Chino. The public comment period closed on March 27.

DWR received approximately 600 written and oral comments. Currently, DWR staff is actively addressing issues raised in the comments. Changes will be described in the public draft of the Final Statement of Reasons. At that point, additional oppor-

tunities for public comment are allowed by the Administrative Procedures Act (APA) depending on how the proposed Model Ordinance may change. DWR may host one or more 15 day opportunities to comment based on substantial and sufficiently related changes to the proposed Model Ordinance. To satisfy the APA, DWR must demonstrate on record that it considered the relevant input it received during the various noticed opportunities to comment.

For more information on the updated Model Ordinance process including all the rulemaking documents,

please visit the OWUET Web site at <http://www.owue.water.ca.gov/landscape/ord/ord.cfm> or email us at: mweo@



CHIEF’S CORNER *continued from page 3*

have a lot of resources to help cope with these challenges. The California Water Plan Update 2005 identified a portfolio of resource management strategies. In water management, just like investing, a diverse portfolio is a hedge against future uncertainty.

Water managers will have access to funds to help them make investments in these resource management strategies. Proposition 84, approved by the voters in November 2006, provides \$1 billion for integrated regional water management programs. The grant dollars will start flowing this year.

Among these resource management strategies, water use efficiency stands out for several reasons. First of all, it can be pretty inexpensive. Even though California is a worldwide leader in water use efficiency, we can probably conserve another million

acre feet per year at lower cost than any other option. Efficiency helps the environment, too. Less Delta pumping means less stress on the Delta environment. When it comes to climate change, efficiency yields double benefits. We can adapt to a changing climate, and mitigate our effect on the earth’s climate, by conserving water and the energy needed to pump, treat, use, and dispose of that water.

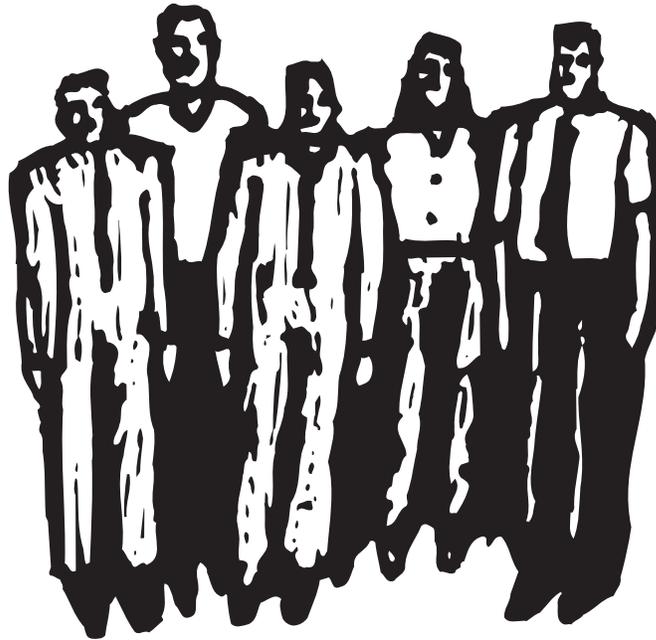
The California Legislature has taken note of the benefits of water use efficiency, and several recent laws will encourage greater conservation. This issue of *Water Conservation News* describes several new laws and the actions we are taking to implement them.

We can expect to see more legislation and regulation aimed at promoting water use efficiency. In the coming year, don’t be surprised to see efforts to promote better

and more widespread water management planning, incentives to capture more conservation savings, and more attention paid to water recycling and desalination.

California is facing budget challenges as well as water management challenges. In order to conserve budget dollars, we are looking for alternative ways to communicate with the readers of *Water Conservation News*. Please take a few moments to complete the survey in this issue. The results will help us contend with lean budgets and still provide you with the information that is most helpful to you.

Yes, these are challenging times for water managers. Fortunately, we have ways to meet these challenges and ensure reliable water supplies, a strong economy, and a healthy environment.



Water Demand Management

When applying for new water management grants and loans from the California Department of Water Resources, State Water Resources Control Board, and California Bay-Delta Authority urban water districts will notice new requirements in the Proposal Solicitation Package. A new California law will require urban water suppliers to implement certain water conservation measures as a condition of receiving funds.

Assembly Bill 1420 (Laird) was signed into law by Governor Schwarzenegger in October 2007. The law requires urban water agencies to demonstrate implementation of Demand Management Measures (DMMs) listed in the Water Code. The law briefly describes these measures. A more detailed description of implementation methods and levels is contained in the

publication and Web site of the California Urban Water Conservation Council: www.cuwcc.org/.

The Bill also requires DWR, in consultation with the CUWCC, to convene an independent technical panel by January 1, 2009, to provide information and recommendations on “new demand management measures, technologies, and approaches” to conserve water. The panel will report to the Legislature and DWR by January 1, 2010. The panel and DWR have reporting schedules into the future.

Urban water suppliers planning on applying for water management grants and loans, including Integrated Regional Water Management funding available under Proposition 84, should review their implementation of BMPs/DMMs in preparation for meeting these new requirements. Read

Proposal Solicitation Packages carefully to confirm you are meeting the eligibility requirements outlined in this law.

The full text of AB 1420 is available at: http://www.leginfo.ca.gov/pub/07-08/bill/asm/ab_1401-1450/ab_1420_bill_20071013_chaptered.html

For further information visit: <http://www.owue.water.ca.gov/finance/index.cfm>

BRANDING *continued from page 3*

level, the U.S. Environmental Protection Agency (EPA) promotes a sustainable landscape program called Greenscapes. Wildfire-prone areas have developed plant lists and fire prevention landscaping practices for their citizens, too. Some statewide programs, though not exclusively landscape programs, have been very successful in getting the message out to the public. Some state programs and campaigns include “Flex Your Power,” “Flex Your Power at the Tap” and “Why 100 Feet?”

Marketing, public outreach, and education programs should occur throughout the calendar year, not only seasonally, and deliver a coordinated water efficiency message. The best marketing campaign sends the message that water should and can be used efficiently year round, not just in the summer or during a drought. The long-term impacts of such landscape marketing will be measurable and successful. Homeowners can easily implement the ideals and objectives of these programs and the professionally oriented programs often emphasize that healthy businesses can go along with efficient landscapes.

Beyond being the “trendy” thing to do, these programs expose all water users to examples of beautiful water efficient landscapes in their own communities. Seeing is believing!

MEASUREMENT *continued from page 1*

Farm-gate delivery data is the volume of water delivered from the supplier’s distribution system to customers measured at the point of delivery. The suppliers are required to report the aggregated farm-gate delivery, which is the total volume of water the supplier provides to its customers by adding all the deliveries made to individual customers. The farm-gate delivery data is expected to be collected using best professional practices, which the law defines as practices attaining and maintaining accuracy of measurement and reporting devices and methods.

**“Brand Name”
Landscape Programs**

California Friendly Landscapes:
<http://www.bewaterwise.com/Gardensoft/index.aspx>

Bay Friendly Landscaping
<http://www.stopwaste.org/home/index.asp>

River Friendly Landscaping
<http://www.sacramentostormwater.org/SSQP/riverfriendly/default.asp>

Lush & Efficient
<http://www.cvwd.org/conservation/conservation.php>

U.S. EPA Greenscapes
<http://www.epa.gov/greencapes/>



**Statewide Campaigns for
Resource Efficiency:**

Flex Your Power
<http://www.fypower.org/>

Flex Your Power at the Tap
<http://www.owue.water.ca.gov/FlexYourPowerattheTap/>

Why 100 Feet?
http://www.fire.ca.gov/communications/communications_firesafety_100feet.php

Take it Back
<http://www.dtsc.ca.gov/TIB/index.cfm>

Zero Waste California
<http://www.zerowaste.ca.gov>




DWR is developing the report format and schedule. In the coming months, DWR will provide more information and adequate advance time to allow agricultural suppliers subject to the law to prepare and submit their reports.

The law also requires the State Water Resources Control Board to work with DWR, Department of Public Health and the California Bay-Delta Authority to conduct a feasibility study of a coordinated database for management and maintenance of the agricultural and urban water measurement information these agencies collect. The SWRCB is working with the agencies to conduct the study. The law requires a report to the Legislature by next January 1, 2009.

News Briefs

Drought Guidebook

On April 9, 2008, DWR released the 2008 Urban Drought Guidebook to help local water agencies and communities prepare for the possibility of a dry year or water supply interruptions. Office of Water Use Efficiency and Transfers staff, in cooperation with the California Urban Water Conservation Council and the US Bureau of Reclamation, held drought workshops throughout the state last year to solicit input for the guidebook update. The Governor's recently announced target of a 20 percent reduction in per-capita water use statewide by 2020 presents a challenge for both water suppliers and California residents. Court-ordered restrictions on Delta pumping may also make water shortage contingency planning an essential and ongoing issue, even if the state is not experiencing a climatic drought.

A copy of the Guidebook has been posted on the DWR Web site at www.owue.water.ca.gov/docs/UrbanDroughtGuide.pdf.

For additional information, call Dave Todd at 916-651-7027.

25 Year Award

The Office of Water Use Efficiency & Transfers celebrates Phillip Anderson's 25 years of State service and dedication as a public servant. Phil is currently an Associate Land and Water Use Scientist and has achieved career advancements while serving with the CA Department of Food and Agriculture and the CA Department of Pesticide Regulation. In his globe trotting, Phil has been around the world with extensive journeys into Central America, Europe, Africa and Asia. For a fresh catch of the day, Phil delivers by way of his expert angling skills and secret fishing locations. As an accomplished agronomist and licensed Pest Control Advisor, Phil applies his Bachelors of Science degree in agriculture obtained from the University of Arizona. His combined experience continues to provide our office with the abilities necessary to manage multi-million dollar water conservation projects being completed by water suppliers, universities, State and Federal agencies. As a highly valued member of our staff, Phil gives DWR a professional level of service needed to meet DWR's future challenges in resource management.



Front row (L-R): Rick Soehren, Phil Anderson, Kent Frame, Baryohay Davidoff, Dean Reynolds. Second row (L-R): Nancy King, Trish Romero, Manucher Alemi, Wayne Verrill. Third row (L-R): Bekele Temesgen, David Todd, Sandy Layne, James Herota. Forth row (L-R): Lisa Batiste, Guyla McCurry, Gwen Huff, John Wynn Fifth row. (L-R): Julie Saare-Edmonds, Judy Colvin , Peter Brostrom.

WATER CONSERVATION NEWS

PO Box 942836
Sacramento, CA 94236-001



Address Correction Requested

Survey



Beginning with the next issue, *Water Conservation News* will be available in electronic version only. WCN is looking for ways to further reduce paper, improve timeliness of information, and direct funds to other exciting opportunities. Please take a few moments to complete the Water Conservation News Subscription Survey at www.zoomerang.com/Survey/survey-intro.zgi?p=Web227DHTPFHV4. This will provide us with the information needed to enhance the newsletter as well as update our mailing list.

