



# 20 x 2020 Update

## The Governor's Plan to Reduce Per Capita Water Use

Rick Soehren  
California Department of Water Resources  
Water Plan Plenary Meeting  
October 14, 2009



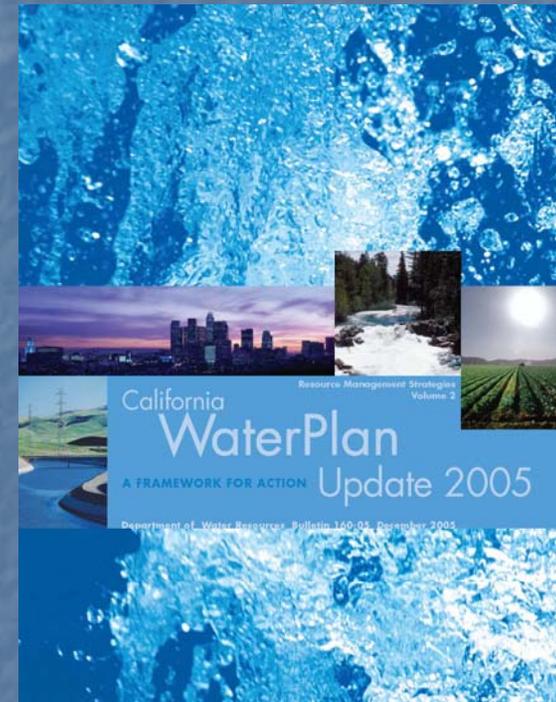
# Governor's Conservation Goal

**“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. ....”**

**-- Letter to Senate Leadership  
February 28, 2008**

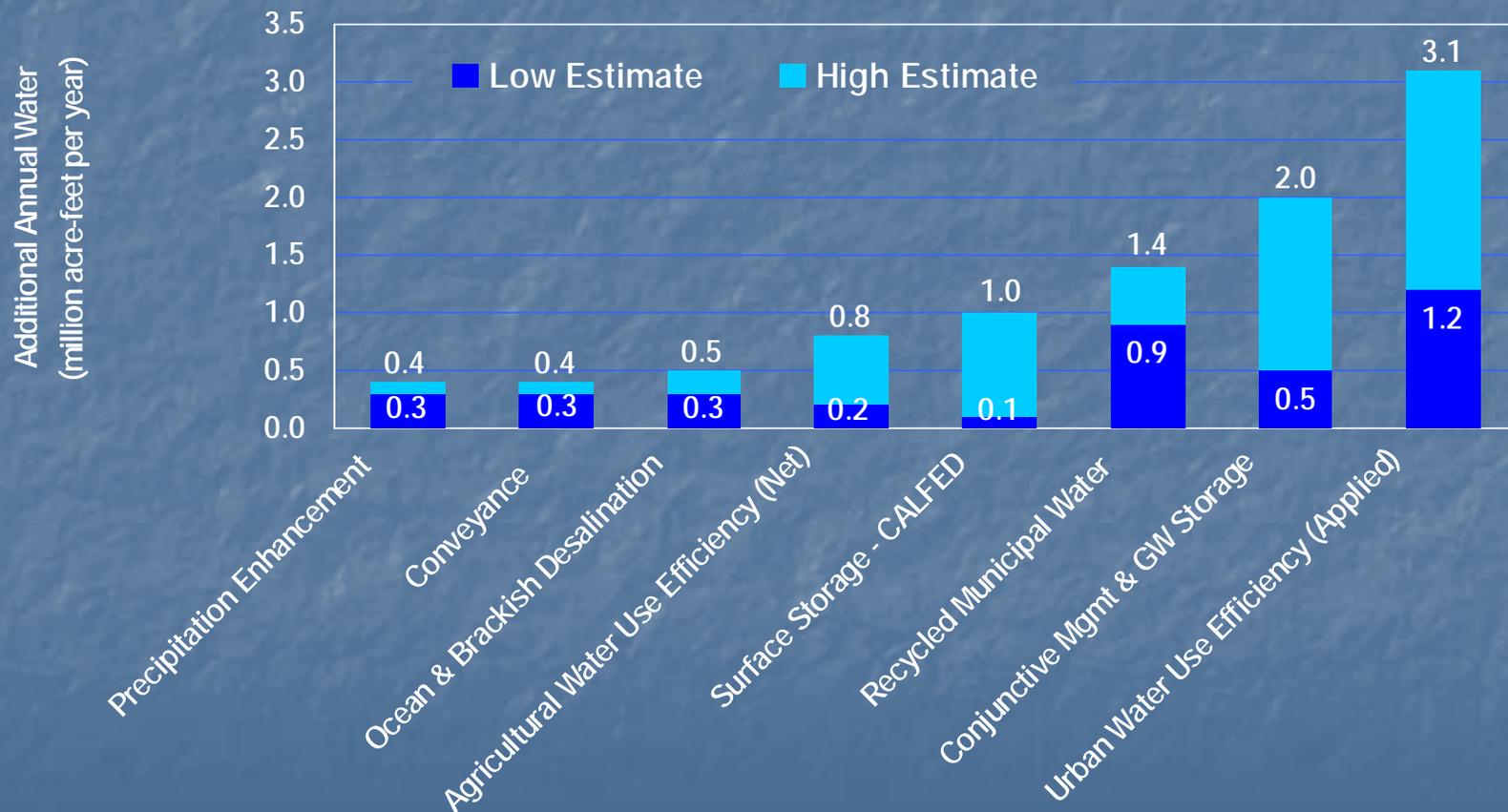
# Is the Goal Achievable?

- California Water Plan Update 2005: 1.2 to 3.1 maf by 2030
- 2006 CALFED Water Use Efficiency Comprehensive Evaluation: 1.2 to 2.1 maf by 2020 (most likely scenario = 1.76 maf)





# Additional Annual Water from 8 Resource Management Strategies, 2030





# Agencies Involved

“I direct state agencies to develop this more aggressive plan...”

- **Dept of Water Resources**
- **State Water Resources Control Board**
- **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?**



# Public Outreach

- Established a Program Website
- Held Public Workshops:
  - Scoping – June 2, 2008
  - Baseline, Targets – Sept. 15, 2008
  - Current & New Actions – Nov. 20, 2008
  - Conference Call on Target Setting – Dec. 8, 2008
- Published a Draft Plan – April 30, 2009
  - Workshop on Draft Plan – May 29, 2009



# Recommendations

- **Plan Includes 9 Categories of Recommendations Including:**
  - Put the goal in statute as a backstop
  - Focus Attention landscape irrigation demand
  - Reduce water waste, especially in unmetered areas
  - Implement the BMPs and Plumbing Codes
  - Provide financial incentives
  - Launch a statewide outreach campaign



# Major Categories of Comments

- Convene stakeholders to provide advice
- Part of a comprehensive package
- Include agriculture in the plan
- Your regional targets don't fit my agency
- Refine CII approach; don't limit production
- Rate structures should be set locally
- Do not establish a public goods charge
- Protect existing water rights

# Legislation

- **Governor:** "I would welcome legislation to place this goal into statute."
- **Delta Package Includes a 20x2020 Bill**





# Next Steps

- **Revise plan based on public comments**
- **Publish Final Plan**
- **Legislation**



# More Information

[www.swrcb.ca.gov/water\\_issues/hot\\_topics/20x2020/index.shtml](http://www.swrcb.ca.gov/water_issues/hot_topics/20x2020/index.shtml)

From the SWRCB home page, click:

- “Water Issues” tab
- “Hot Topics”



**Rick Soehren**

California Department of Water Resources

(916) 653-9791

[rsoehren@water.ca.gov](mailto:rsoehren@water.ca.gov)